



Medical Marijuana Program

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This addendum to the Medical Marijuana Advertising Guide (“Guide”) issued by the Connecticut Department of Consumer Protection (“Department”) on August 22, 2016 supplements information provided in the Guide and sets forth principles that the Department will use in evaluating certain advertising practices to confirm their compliance with the Department’s regulations. This Guide does not cover every possible advertising practice but does provide answers to some frequently asked questions. Whether a particular advertising practice is prohibited will depend on the specific factual circumstances of the advertisement at issue. It is the sole responsibility of each licensee to ensure that their advertising complies with the state’s laws and regulations.

1. Are advertisements offering a price discount on a specific dosage form or specific delivery system permitted?

The regulations prohibit advertisements that encourage the purchase of a particular item (see Advertising Guideline #14) so that patients will not be encouraged to pick a delivery system based on price versus effectiveness for their specific condition.

Example – Acceptable Advertising: 10% off your purchase of \$100, \$10 off at X dispensary facility.

Example – Unacceptable Advertising: 10% off all vape pens.

2. Are advertisements offering a discount upon patient renewal permitted?

Yes. A dispensary may offer a discount to a patient upon certification renewal. The discount must not be product specific.

Example – Acceptable Advertising: 10% off your next purchase following your patient certification renewal.

Example – Unacceptable Advertising: 10% off your next brownie bite purchase following your patient certification renewal.

3. Are advertisements offering a price discount for patients with specific approved conditions permitted?

Yes. Advertisements may offer a price discount for a specific condition.

Example - Acceptable Advertising: 10% discount to PTSD patients.

4. Are advertisements offering a price discount as part of a membership card or loyalty program permitted?

Yes. A dispensary may institute a membership card or loyalty program and offer a discount in conjunction. However, the discount must not result in free product.

Example – Acceptable Advertising: 25% off your tenth purchase for members of our customer appreciation program.

Example – Unacceptable Advertising: Buy nine brownie bites get your tenth free with membership in our customer appreciation program.

5. Are advertisements to physicians permitted?

Yes. A dispensary or producer may advertise to physicians provided no financial gain to the physician results. Physicians cannot be compensated for certifying a patient. Physicians cannot direct a patient to a specific facility or require the purchase of a specific product.

Example – Acceptable Advertising: A dispensary or producer may conduct an educational symposium similar to those conducted by pharmaceutical industry representatives.

Example – Acceptable Advertising: A dispensary or producer may leave informational pamphlets with a physician for distribution to patients. These pamphlets may discuss common symptoms and the effectiveness of marijuana in treating approved conditions. The pamphlets cannot advertise a specific product or brand. The information must be general in nature.

Example – Unacceptable Advertising: A dispensary may not leave 10% off coupons or rebates at a physician's office.¹ However, producers may leave rebate coupons at physician's offices for their product lines, but not for a specific product as described in Medical Marijuana Guide Question No. 15.

¹ See § 21a-408-4 (a) (2) of the Regulations of Connecticut State Agencies and § 21a-408-66 (a).