

PIXEL DESK PRO · QUARTERLY BRIEF

What changed in cannabis ad rules this quarter.

Five state-level shifts that will affect how you run paid media for dispensaries between now and Q3. No filler.

5

STATE
CHANGES

2

MAJOR
REFORMS

3

RULE
FLIPS

\$200K

HIGHEST
SINGLE FINE

TL;DR – THE CHANGES

MA **Discounts unlocked for in-store and email (Apr 19)**

Healey signed the "Act Modernizing the Commonwealth's Cannabis Laws." Sales, loyalty, and discount codes now permitted. Off-premises billboards still banned.

OH **Adult use live under SB 56 (Mar 20)**

Flipped from medical-only to AU + medical. DCC pre-approval required. "Adult-use" terminology mandatory. \$200K+ fines observed.

NY **PLMA amendments unlock discount messaging (Dec 2025)**

Sales, coupons, bundles, loyalty, and rewards now permitted for AU. Most operators still don't know this changed.

MN **49 dispensaries operating under § 342.64 (Sept 2025)**

Under-21 cap of 30%. No outdoor ads. Two exterior signs max. Pop-up ads banned.

MD **Audience floor confirmed at 85% adult (clarification)**

MCA enforces stricter than the 71.6% IAB default. If your DSP shows 72-74%, you're non-compliant.

The change, the impact, the action.

For each shift, what specifically moved, what to update on your campaigns this week, and what the regulator is signaling next.

MA Massachusetts — Apr 2026 cannabis reform

MAJOR REFORM

ACTION THIS WEEK

Audit existing in-store creative for compliance with new disclosure rules. Update email templates to include opt-in language. Off-premises billboards still banned, do not assume the reform extends there.

OH Ohio — SB 56 implements adult use

MAJOR REFORM

ACTION THIS WEEK

Replace "recreational" with "adult-use" in all creative. The DCC has issued fines specifically for this language violation. External signage must comply with 16" x 18" cap, no illumination.

NY New York — PLMA amendments unlock discounts

RULE FLIP

ACTION THIS WEEK

Most NY operators still don't know this changed. If you compete in the NY market, the audit advantage from running compliant discount messaging now is significant. 90% adult audience floor still applies.

MN Minnesota — § 342.64 enforcement begins

CLARIFICATION

ACTION THIS WEEK

Pause any pop-up ad placements running in MN. If you're not already, build the under-21 exclusion into DSP campaigns. Submit non-standard marketing for Commissioner review with 30-day buffer.

MD Maryland — Audience floor confirmed at 85%

CLARIFICATION

ACTION THIS WEEK

Verify your DSP's adult composition reporting. If between 72-84%, you're out of compliance with state law. SB 594 is pending to potentially loosen rules. Track its progress.

What's coming, what to track.

Five regulatory developments to watch between now and the Q3 memo. Track these on your campaign roadmap so you're not caught flat-footed when they land.

ON THE WATCH LIST FOR Q3

What's coming next.

- **MD SB 594** — pending bill to loosen outdoor signage and off-premises advertising rules. If passed, will be the most significant MD shift since the AU launch.
- **PA HB 2210** — adult use legalization bill in committee. Shapiro administration pushing. If passed, would flip PA from medical pre-approval to AU + medical with new rule structure.
- **VA retail expansion** — Gov. Spanberger signaling 2026 retail legalization. Currently medical only with no advertising for pricing or discounts. Major shift if it lands.
- **Federal Schedule III rescheduling** — DEA rulemaking incomplete from December 2025 executive order. Affects platform policy stack on top of state rules.
- **November 2026 federal hemp ban** — affects THC beverages and hemp-derived cannabinoid advertising. Will impact dispensary cross-promotion strategies.

HOW TO USE THIS BRIEF

Read the TL;DR on page 1. For any state where you run campaigns, jump to the action items on page 2. Add the watch-list items to your quarterly roadmap.

If a Q3 development affects you mid-quarter, you'll get a one-page interrupt brief. Otherwise, the next full memo ships at the end of Q3.