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Greetings Chairman Rulli, Vice Chair Huffman, Ranking Member DiMora, and members of the Senate General Government Committee, my name is Jeff Terlep, and I am the Regional General Manager for OUTFRONT Media, one of the nation's largest Out-Of-Home companies. I would like to speak to you today about balancing the public safety of our children and the free market.

I seek to communicate four main points to you today as it pertains to this legislation:

1. Share the State rules regarding advertising of recreational use of alcohol.
2. Ohio can learn from what they do not like about Michigan's cannabis advertising rules and enact rules that allow these businesses to succeed.
3. Share the internal controls we have on advertising copy, the messaging on our media, prior to anything being posted
4. Ask that you seek a constitutional opinion on specifically banning billboard media.

1. My first point, regarding alcohol advertising, is to adopt the long-standing standards of OAC 4301:1-1-44 for cannabis. That code states:

(1) No billboard advertisement of any brand of alcoholic beverage is permitted within five hundred feet of any church, school, or public playground. No advertisement shall be permitted on any public or non-public elementary or secondary school property.

(2) No advertisement shall condone or encourage excessive use of alcoholic beverages, nor shall any advertising portray intoxication.

(3) No advertisement shall represent, portray, or make any reference to children.

(4) No advertisement shall represent, portray, or make any reference to Santa Claus.

2. Second point, in learning what they do not like about Michigan and setting standards for Ohio. We have the ability to be more specific in the names and DBA's of the businesses that operate in the state and what they are allowed to communicate.

3. The third point I would like to make is regarding the internal controls we have in place. When copy arrives, it is logged and reviewed according to the standards put in place by our legal team and marketing team. We offer guidance on both content and any regulatory matters that may be applicable. Our general guidelines are below:



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- Recreational and/or medical cannabis advertising must be consistent with applicable rules in the relevant location.
- The regulations for cannabis differ in each jurisdiction and it is the responsibility of the advertiser to ensure that they are in compliance.
- We do not permit targeting to populations under the age of 21.
- Copy must be charted for cannabis approved assets/locations.
- All copy must be charted only within the state where the client/dispensary is located.
- Copy cannot depict the consumption of cannabis products or encourage selling, buying, or traveling with cannabis across state lines.
- We would not permit words/images that encourage underage use or unsafe/excessive consumption.
- We would not permit copy to make statements regarding the safety and effectiveness or therapeutic value of cannabis products, particularly in comparison to other products.
- We restrict the depiction of any cannabis plants or products, except perhaps as part of a logo or as a minimal part of the creative.
- All copy must be reviewed and approved by corporate copy approval.
- It is ultimately the responsibility of the advertiser to ensure that they are in compliance, or we will remove their advertising.

4. My last point I ask that the Committee seek an opinion on the unconstitutionality of banning billboards as a specific media. Our association has legal counsel reviewing the language and respectfully request the chairman as the Legislative Services Commission for an opinion.

Thank you for your time today, and the opportunity to speak regarding this issue. If you would be interested in working with us to modify our codes in some way to address any concerns, we are happy to help.