



**BUREAU OF CANNABIS CONTROL**  
P.O. Box 419106 Rancho Cordova, CA 95741-9106  
Phone: (833) 768-5880 | Fax: (916) 575-7289  
Websites: [www.bcc.ca.gov](http://www.bcc.ca.gov) | <https://cannabis.ca.gov>



## PRESS RELEASE

**FOR IMMEDIATE RELEASE:**  
January 21, 2021

**Contact:** Alex Traverso  
(916) 298-7215

### NOTICE REGARDING BILLBOARD ADVERTISEMENTS ON INTERSTATE AND STATE HIGHWAYS

SACRAMENTO – On January 11, 2021, in the case of *Farmer v. Bureau of Cannabis Control (Bureau) & Lori Ajax*, the San Luis Obispo County Superior Court entered a formal judgement ruling that Section 5040(b)(3) of the Bureau’s regulations is invalid.

This means that Section 5040(b)(3), which only prohibited billboard advertising within a 15-mile radius of the California border on an interstate or state highway that crosses the California border, is no longer in effect. Therefore, a licensee may not place advertising or marketing on a billboard, or similar advertising device, anywhere on an interstate or state highway that crosses the California border, as indicated in Business and Professions Code section 26152(d).

To comply with the law and regulations, licensees may not place new advertising or marketing on any interstate highway or state highway that crosses the California border. Licensees should also begin the process of removing current advertising and marketing that meets this criteria.

Licensees that have questions regarding complying with court’s ruling may send them to [BCC@DCA.CA.GOV](mailto:BCC@DCA.CA.GOV).

###

*To subscribe to email alerts to hear about updates as they become available, please visit the Bureau’s website at <http://www.bcc.ca.gov/>. For information on all three state cannabis licensing authorities, please visit the state’s California Cannabis Portal at <https://cannabis.ca.gov/>. Follow the Bureau on [Facebook](#), [Twitter](#) and [Instagram](#) for daily news and updates.*

*Those looking to get in touch with the Bureau of Cannabis Control may contact us directly through email at [bcc@dca.ca.gov](mailto:bcc@dca.ca.gov).*