

SENATE BILL No. 166

DIGEST OF INTRODUCED BILL

Citations Affected: IC 24-4-24.

Synopsis: Marijuana advertising. Provides that a person may not advertise a product containing marijuana or a marijuana business by any medium within the borders of Indiana. Provides that the attorney general may seek civil penalties, an injunction, and other costs for violations. Provides that civil penalties shall be deposited in the state general fund.

Effective: Upon passage.

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January 8, 2025, read first time and referred to Committee on Commerce and Technology.



First Regular Session of the 124th General Assembly (2025)

PRINTING CODE. Amendments: Whenever an existing statute (or a section of the Indiana Constitution) is being amended, the text of the existing provision will appear in this style type, additions will appear in **this style type**, and deletions will appear in ~~this style type~~.

Additions: Whenever a new statutory provision is being enacted (or a new constitutional provision adopted), the text of the new provision will appear in **this style type**. Also, the word **NEW** will appear in that style type in the introductory clause of each SECTION that adds a new provision to the Indiana Code or the Indiana Constitution.

Conflict reconciliation: Text in a statute in *this style type* or ~~this style type~~ reconciles conflicts between statutes enacted by the 2024 Regular Session of the General Assembly.

SENATE BILL No. 166

A BILL FOR AN ACT to amend the Indiana Code concerning trade regulation.

Be it enacted by the General Assembly of the State of Indiana:

1 SECTION 1. IC 24-4-24 IS ADDED TO THE INDIANA CODE AS
2 A **NEW** CHAPTER TO READ AS FOLLOWS [EFFECTIVE UPON
3 PASSAGE]:

4 **Chapter 24. Marijuana Advertising**

5 **Sec. 1. This chapter does not apply to the advertisement of:**

- 6 (1) a product containing marijuana; or
- 7 (2) a marijuana business;

8 **pursuant to a contract that was entered into or renewed before the**
9 **effective date of this chapter as enacted by the 2025 general**
10 **assembly.**

11 **Sec. 2. (a) As used in this chapter, "marijuana" has the meaning**
12 **set forth in IC 35-48-1-19.**

13 **(b) As used in this chapter, "person" means:**

- 14 (1) an individual;
- 15 (2) a proprietorship;
- 16 (3) a partnership;
- 17 (4) a firm;



- 1 **(5) an association;**
- 2 **(6) a corporation;**
- 3 **(7) a limited liability company; or**
- 4 **(8) another legal entity.**
- 5 **(c) A person may not advertise a product containing marijuana**
- 6 **or a marijuana business by any medium within the borders of**
- 7 **Indiana, including print advertisements, digital advertisements, or**
- 8 **advertisements on radio stations, television stations, or outdoor**
- 9 **advertising signs.**
- 10 **Sec. 3. (a) The attorney general may bring an action under this**
- 11 **chapter to obtain any or all of the following against a person that**
- 12 **violates this chapter:**
- 13 **(1) An injunction to enjoin future violations of this chapter.**
- 14 **(2) The following civil penalties:**
- 15 **(A) Not more than five thousand dollars (\$5,000) for the**
- 16 **first violation.**
- 17 **(B) Not more than ten thousand dollars (\$10,000) for a**
- 18 **second violation.**
- 19 **(C) Not more than fifteen thousand dollars (\$15,000) for**
- 20 **each additional violation.**
- 21 **(3) The attorney general's reasonable costs in:**
- 22 **(A) the investigation of the violations under this chapter;**
- 23 **and**
- 24 **(B) maintaining the action.**
- 25 **(b) All civil penalties collected under this chapter shall be**
- 26 **deposited in the state general fund.**
- 27 **SECTION 2. An emergency is declared for this act.**

