

## What the Marijuana Industry's Organization Voluntary Ad Standards Mean for Radio

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In our previous blog posts, we've addressed both the possible risks associated with marijuana advertising that are unique to being the federal licensee of a radio station and the intricacies of many state laws regarding digital media advertisements for marijuana.

The latest development in the push to normalize marijuana and cannabis products as a consumer good comes from the cannabis industry's own "Self-Regulatory" member organization, the National Association of Cannabis Businesses (NACB), which has recently adopted voluntary standards for advertising by its members. This blog post examines what impact these voluntary standards will actually have for advertising on the radio.

Read the full article on [Radio Matters](#).