

**§6. Form of advertising restricted**

**1. Advertising form subject to bureau authorization.** No person may advertise liquor within the State, except in the form specifically authorized by the bureau. Radio, television, billboards, signs, newspapers, magazines and periodicals may carry advertising subject to the rules of the bureau. [PL 1997, c. 373, §23 (AMD).]

**2. Bureau may adopt rules governing advertising brand names in local option areas.** The bureau may adopt rules restricting the advertising of any type of liquor by brand names during the period when such sales are prohibited in any municipality that has voted in any particular local option election against the sale of all types of liquor. [PL 1997, c. 373, §23 (AMD).]

**3. Use of picture or representation of State House prohibited.** No person may use or display a picture or other form of representation of the State House for the advertising of liquor. [PL 1987, c. 45, Pt. A, §4 (NEW).]

**SECTION HISTORY**

PL 1987, c. 45, §A4 (NEW). PL 1997, c. 373, §23 (AMD).

The State of Maine claims a copyright in its codified statutes. If you intend to republish this material, we require that you include the following disclaimer in your publication:

*All copyrights and other rights to statutory text are reserved by the State of Maine. The text included in this publication reflects changes made through the Second Regular Session of the 131st Maine Legislature and is current through January 1, 2025. The text is subject to change without notice. It is a version that has not been officially certified by the Secretary of State. Refer to the Maine Revised Statutes Annotated and supplements for certified text.*

The Office of the Revisor of Statutes also requests that you send us one copy of any statutory publication you may produce. Our goal is not to restrict publishing activity, but to keep track of who is publishing what, to identify any needless duplication and to preserve the State's copyright rights.

PLEASE NOTE: The Revisor's Office cannot perform research for or provide legal advice or interpretation of Maine law to the public. If you need legal assistance, please contact a qualified attorney.