

****The information contained in the Out-of-Home Advertising Guidelines (the "Guidelines") is being provided for general information purposes only. The information in the Guidelines does not constitute legal or other professional advice or an opinion of any kind. Readers are advised to seek specific legal advice by contacting their own legal counsel regarding any of the information contained herein including, but not limited to, legislative interpretation or specific legal issues. OMAC does not warrant or guarantee the quality, accuracy or completeness of any information provided. Moreover, the information in the Guidelines that refers to third party information, including but not limited to government legislation, should not be relied upon as accurate, timely or fit for any particular purpose. Stated simply, readers should consult their legal counsel before undertaking or accepting any advertising to ensure legal obligations and interpretations are accurate.**

Governed by the New Brunswick Liquor Control Act

All liquor licensed establishments must comply with the advertising requirements under the New Brunswick Liquor Control Act. Except as permitted in this Act or the regulations, no person shall:

- Exhibit or display, or permit to be exhibited or displayed any sign or poster containing the words "bar", "bar-room", "saloon", "spirits", or "liquors" or words of like import
- Exhibit or display, or permit to be exhibited or displayed any advertisement or notice of or concerning liquor by an electric or illuminated sign, contrivance or device, or on any boarding, signboard, billboard or other place in public view or by any of the means aforesaid, advertise any liquor
- Advertise the services provided by a UVin/UBrew licensee

This does not apply to any advertisement respecting liquor in premises where the liquor may be lawfully stored, kept or sold under this Act or the regulations.

By-Law of Dieppe Regulating External Commercial Signs (Language)

- (1) Subject to subsections (2) and (3), no *external commercial sign* shall be constructed, erected, displayed, altered or relocated except in conformity with the following requirements:
 - (a) subject to clauses (b) and (c), the message or content of the *external commercial sign* shall be bilingual;
 - (b) the message or content of the *external commercial sign* being bilingual, the lettering (font, size and style) must be identical in both French and English with the French appearing first;
 - (c) notwithstanding (a) or (b), the name of a business may be unilingual.
- (2) Notwithstanding subsection (1), an application may be submitted to council in order to allow the message or the content of an *external commercial sign* to appear only in French or English, if the request includes justification in support of a mission dedicated to the development of a cultural or educational purpose.
- (3) Notwithstanding subsections (1) and (2), the addition of a language other than French or English is not prohibited.

For detailed information visit:

- <http://laws.gnb.ca/en/showpdf/cs/L-10.pdf>
- [http://www.dieppe.ca/userfiles/file/\(Z-22%20-%20affichage%20commercial%20ext%C3%A9rieur%20-%20version%20finale%20en%20date%20du%2025%20mai%202010_doc\).pdf](http://www.dieppe.ca/userfiles/file/(Z-22%20-%20affichage%20commercial%20ext%C3%A9rieur%20-%20version%20finale%20en%20date%20du%2025%20mai%202010_doc).pdf)

Amendments current as of September 2011

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