

****The following is a summary that is meant as a guide to assist in placing campaigns related to tobacco advertising. It is recommended that the official legislation and legal counsel be consulted before undertaking or accepting any advertising to ensure legal obligations and interpretations are accurate.**

Tobacco law is governed federally however provinces and municipalities may enact their own bylaws. Where there is a conflict between a provision of the federal Act and a provision of a provincial bylaw that regulates, restricts or prohibits smoking, the more restrictive provision prevails. In most cases provincial statutes do not address general media advertising but detail from the corresponding Act follows for your information.

Governed by Alberta Tobacco Reduction Act

Retail displays, advertising and promotion of tobacco products are banned

Tobacco product displays and advertising

- Any kind of promotional material that reflects a brand of tobacco product is prohibited in any place tobacco products are sold. Examples of prohibited displays include:
 - Decorative panels or backdrops that feature a brand of tobacco products
 - Backlit or illuminated panels that include tobacco products and brand indicators
 - Countertop displays of tobacco products or other products which include a brand indicator
 - Any advertisement or promotion in a place where tobacco products are sold or that is visible from outside a place where tobacco products are sold

For the complete Tobacco Reduction Act, visit:

- <http://www.qp.alberta.ca/documents/Acts/T03P8.pdf>
- <http://www.health.alberta.ca/initiatives/tobacco-retailers.html>

Amendments current as of April 2010

Date of OMAC update: November 2011