

***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 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 Newfoundland Tobacco Control Act

No advertising or promotional material

- A person shall not advertise or promote the sale or use of tobacco in a place or premises in which tobacco is sold or offered for sale on the exterior of the place or premises or anywhere within the boundaries of the place or premises.

No reference to general advertising or OOH specifically is detailed. Federal regulations should be followed.

For the complete Tobacco Control Act, visit:

<http://www.assembly.nl.ca/Legislation/sr/statutes/t04-1.htm>

Amendments current as of: 2009

Date of OMAC Update: November 2011