

## Programmatic Advertising: A Close Look at Cannabis

### Checklist for Starting a Programmatic Conversation

The IAB Working Group's goal is to provide best practice guidance and education across the entire marketing ecosystem to promote the application of automated digital advertising. Below are a series of questions for brands, publishers and ad technology practitioners to consider. Categorically, these questions can be modified for any new ad category where legal restrictions, audience make-up, and/or brand safety issues exist.

- Legal Comprehension**
  - Have you spoken with your legal department and confirmed that your publication/platform accepts payment from "plant-touching" companies that manufacture and sell THC cannabis products?
  - Does your company accept advertising for cannabis brands and products throughout all of your properties and channels? What types of brands and products are approved?
  - How are you staying current and compliant with the ever-evolving, highly regulated cannabis advertising rules and state regulations?
  - Have you advertised other cannabis or adult use recreational brands, or healthcare/wellness/ pharmaceutical brands and/or products?
- Direct to Publisher/Platform**
  - Which properties and/or channels allow for cannabis advertising?
  - Are these private marketplace or open exchange?
- DSP/SSP**
  - What is your media footprint/site list of inventory that accepts cannabis advertising and do you have exclusive cannabis inventory?
  - Are there channel limitations: access or scalability concerns on desktop or mobile due to cannabis category restrictions?
- Targeting**
  - What are your targeting capabilities, and the scalability of these capabilities?
  - Are audience segments HIPAA compliant?
  - Are you able to support geo-targeting, age gating or other contextual targeting?
- Creative Guidelines**
  - What are your creative specifications and accepted ad formats?
  - Will you allow for the word "cannabis" to be included in ad copy? Will you allow plant imagery?
  - What is your creative approval process? Can you execute without a case by case creative review?
  - Do you have specific brand safety and suitability policies for cannabis advertising?
  - Do you have additional restrictions on the inclusion of individuals in creative based on state laws, that require the individuals pictured to be actual patients or health care practitioners?
    - Some states regulate against depicting people of a particular lifestyle (i.e., celebrity sponsors) or products providing a particular lifestyle.