



Billboard Review Form Instructions

Billboard Review Process

Billboard Review Form Instructions

General Overview

This form is for those licensed under the Medical Marihuana Facilities Licensing Act (MMFLA) and/or the Michigan Regulation and Taxation of Marihuana Act (MRTMA) that are submitting billboard graphics for review.

The applicant/licensee must submit a Billboard Review Form for each separate billboard review request from the appropriate license portal.

The Billboard Review Form must be submitted with the appropriate supporting documentation as listed on page one of the Form. Billboard Review Forms must be submitted on the Accela Citizen Access Portal (ACA). Any additional documents after the initial submission should also be uploaded to ACA. Please do not email documents.

After initial review of the Form and supporting documentation submitted, additional supporting documentation may be required. The applicant/licensee will receive a notice from the agency, if applicable.

If there are any questions regarding an informal Billboard Review Form, please contact the agency by calling (517) 284-8599 or emailing CRA-Enforcement@michigan.gov.

Please note that this is not a formal approval and is only a brief review based on limited information.

Please note, when submitting these forms only authorized contacts for the licensee can submit documentation, information, or requests.

To be added as an authorized contact please complete the [Authorization of Additional Contact Person](#) form.

Billboard Review Form Instructions

Supporting Documentation

If requesting a billboard review:

- Submit a complete Billboard for review, include all graphics and potential drafts
- If the billboard includes product, reliable evidence documentation must also be submitted. Product advertising includes:
 - Pricing – example: 3 for \$10, 5 for \$50 etc., 1/8, 1/2, oz
 - Grams, edibles, joints, hash, hybrid, etc.
 - Actual names of product
- Reliable evidence documentation requirements:
 - Must be from a reliable source and documented, i.e. on company letterhead, emailed directly from the advertising company, etc.
 - Simple Excel spreadsheets are NOT acceptable.
 - Must include market impressions and total impressions and be for the correct market (18+ or 21+).
 - Geopath and the US Census Bureau are great resources for acquiring the reliable evidence

Billboard Review Form Instructions

Completing the form - Checklist

Checklist: Indicate on the checklist which item you are submitting. Only one item should be submitted per request.

BILLBOARD FORM – CRA ENFORCEMENT (Facility/Establishment Submission)
This form is for those licensed under the Medical Marihuana Facilities Licensing Act (MMFLA) and/or the Michigan Regulation and Taxation of Marihuana Act (MRTMA) that are submitting one of the following situations as stated in the Supporting Documents Checklist:
Supporting Documents Checklist
If submitting a proposed billboard, provide: <input type="checkbox"/> All potential drafts
If submitting a proposed billboard that contains product, provide: <input type="checkbox"/> A copy of all potential drafts with advertised product <input type="checkbox"/> Documentation/reliable evidence for review regarding readership/viewership and the appropriate market (18+ or 21+) (Geopath and the US Census Bureau are great resources for acquiring the reliable evidence)

Billboard Review Form Instructions

Completing the form – General Information

General Information: Complete all fields within the general information section.

- Licensee Legal Name - This section should be the official name of the company, not an Assumed Name/Doing Business As name.
- Licensee Number (e.g., AU-R-000000) - This section requires all record numbers the specific Billboard Review Form will apply to. If you are unsure of the record number, please login to your ACA account to find the correct numbers or send an email to CRA-Enforcement@michigan.gov.
- Billboard Applies to - This section asks what type of product the billboard review pertains to, please check Medical, Adult Use, or both.
- Date of packaging implementation - This section should be the date of which your billboard is expected to be released.
- Email Contact - Enter the email address where the response should be sent.

<u>BILLBOARD FORM – CRA ENFORCEMENT</u>	
General Information	
Licensee Legal Name: <input type="text"/>	Licensee Number (e.g., AU-R-000000): <input type="text"/>
Billboard applies to: <input type="checkbox"/> Medical (MMFL) Only <input type="checkbox"/> Adult-Use (AU) Only <input type="checkbox"/> Both MMFL and AU	Date of billboard release: <input type="text"/>
Email contact (this is where your response will be sent) <input type="text"/>	

Billboard Review Form Instructions

Completing the form – General Information

Item(s) Being Submitted: Select the checkbox for proposed billboard

Reliable Evidence: Must be submitted for any billboard that is advertising product

Item(s) Being Submitted
<div><input type="checkbox"/> Proposed billboard</div> <div><input type="checkbox"/> Proposed billboard with advertised product – include reliable evidence for the location of the billboard</div>
Provide a Detailed Description/Location of the Billboard Being Submitted
<div></div>

Billboard Review Form Instructions

Person Completing Form

Signature & Declaration: Complete all fields in this section.

- *Printed Name* - Provide the name of the person who is submitting the form.
- *Date* - Provide the date the form was completed.
- *Affiliation to Licensee* - Provide the affiliation that the person signing the form has with the Main Applicant/Licensee.

Signature & Declaration

I attest the information I provided on this reporting form is true and accurate and that I will comply with the requirements of the Medical Marihuana Facilities Licensing Act (MMFLA) and/or the Michigan Regulation and Taxation of Marihuana Act (MRTMA) and associated rules. I understand that falsified or fraudulent information could subject the licensee to disciplinary action as provided in the MMFLA, MRTMA, and associated rules, up to and including license revocation.

Printed Name:

Date:

Affiliation to Licensee:

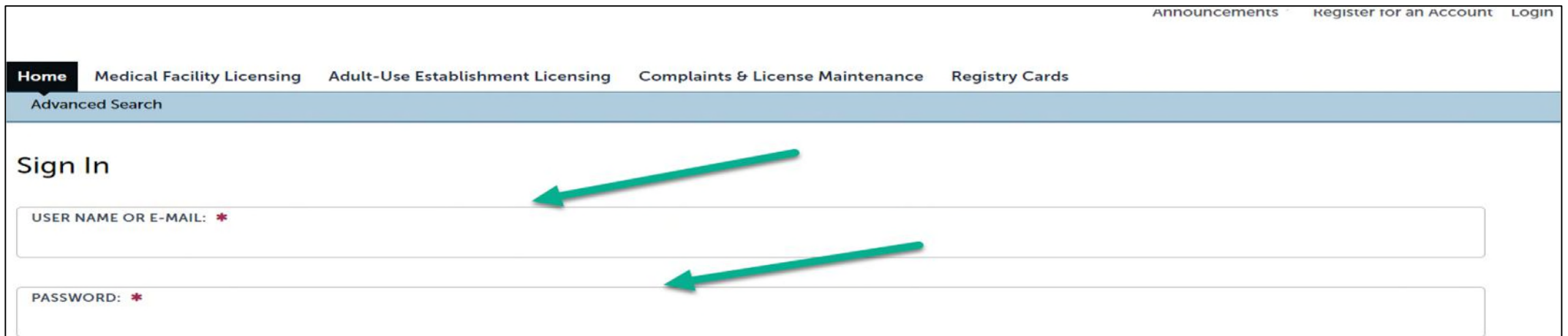
Billboard Review Form Instructions

Submitting the Form

Billboard Review Form Instructions

Form Submission - Login to ACA

- Go to www.Michigan.gov/CRAonline.
- Enter **User Name or E-mail**.
- Enter **Password**.
- Select **Sign In**.

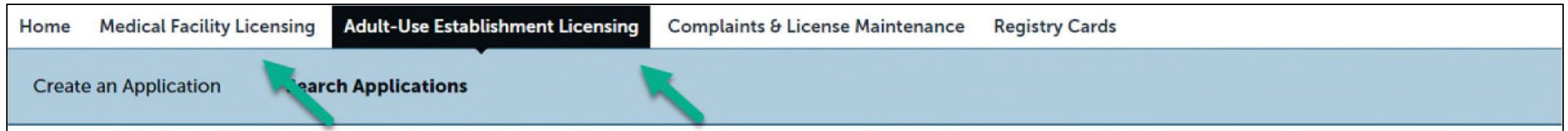


The screenshot shows the login interface of the Michigan CRAonline system. At the top right, there are links for "Announcements", "Register for an Account", and "Login". Below these, a navigation bar includes "Home" (highlighted), "Medical Facility Licensing", "Adult-Use Establishment Licensing", "Complaints & License Maintenance", and "Registry Cards". A blue bar with "Advanced Search" is also present. The main section is titled "Sign In" and contains two input fields: "USER NAME OR E-MAIL: *" and "PASSWORD: *". Two green arrows point to these fields, indicating where to enter the login credentials.

Billboard Review Form Instructions

Select appropriate license type

- **Select the appropriate license type** – Medical Facility Licensing or Adult-Use Establishment Licensing



Billboard Review Form Instructions

Select appropriate license record

- Select *appropriate license record or perform a general search for license record.*

Records

Showing 1-3 of 3 | Download results | Add to collection

<input type="checkbox"/>	Record Number	Record Type	License Name	Address	Expiration Date	Status	Action	Home Delivery	Disciplinary Action
<input type="checkbox"/>	AU-G-C-000704	Class C Marihuana Grower - License	BFS Test Junk	9999 Fake ST, Lansing MI 48917	04/20/2024	Active			
<input type="checkbox"/>	AU-P-000676	Marihuana Processor - License	Green Tree Test, LLC	456 Clark ST, Lansing MI 48906	04/06/2024	Active			
<input checked="" type="checkbox"/>	AU-G-A-000183	Marihuana Grower - License	Sample Entity, LLC	115 Windyrush Lane, DeWitt MI 48820	09/25/2021	Active			

Search for Records

Enter information below to search for records.

- License Number
- License Type
- Name of Business
- Doing Business As (DBA) Name
- Address

To see a List of the MRA Complaint Orders and Final Order Stipulations please click [here](#) and select the year.

General Search

Billboard Review Form Instructions

Select Attachments to upload

- *Verify you have the correct record entity*
- *Select the Record Info: **Attachments***


The screenshot displays a web application interface for 'Adult-Use Establishment Licensing'. At the top, a navigation bar includes links for 'Home', 'Medical Facility Licensing', 'Adult-Use Establishment Licensing' (which is the active tab), 'Complaints & License Maintenance', and 'Registry Cards'. Below this, a light blue bar contains 'Create an Application' and 'Search Applications' buttons. The main content area shows details for 'Record AU-G-A-000183', including the title 'Class A Marihuana Grower - License' and status 'Record Status: Active' with an 'Expiration Date: 09/25/2021'. On the right, there is an 'Add to collection' link. A dropdown menu is open on the left, showing 'Record Info' as the selected item, with 'Record Details' and 'Attachments' as options. A green arrow points to the 'Attachments' option. The 'Attachments' option is highlighted with a dark blue background.

Billboard Review Form Instructions

File Upload

- Select the **blue “Add” button** to add the form and supporting documentation

Add




- Select **Add** on the file upload pop out window. **Please see next page to continue.**

File Upload×

The maximum file size allowed is 500 MB.
ade;adp;bat;chm;cmd;com;cpl;exe;heic;hta;htm;html;ins;isp;jar;js;jse;lib;lnk;n
are disallowed file types to upload.

Continue



Add

 remove All

Billboard Review Form Instructions

Upload Supporting Documents

- **Select** and **Open** the file(s) you wish to upload.
 - Attachments should be uploaded in PDF format.
 - Files should be named according to their document type.
For example, the Billboard Review Form PDF should be named “Billboard Review Form.”
- Confirm the file(s) are 100% uploaded and **Continue**.

	Billboard Form - PDF	5/22/2023 1:26 PM	Kofax Power PDF ...	246 KB
	Packaging and supporting documenta...	12/14/2022 10:57 AM	Microsoft Excel W...	13 KB

File Upload

The maximum file size allowed is 500 MB.
ade;adp;bat;chm;cmd;com;cpl;exe;heic;hta;htm;html;ins;isp;jar;js;jse;lib;lnk;n
are disallowed file types to upload.

Billboard Form - PDF.pdf100%

Continue

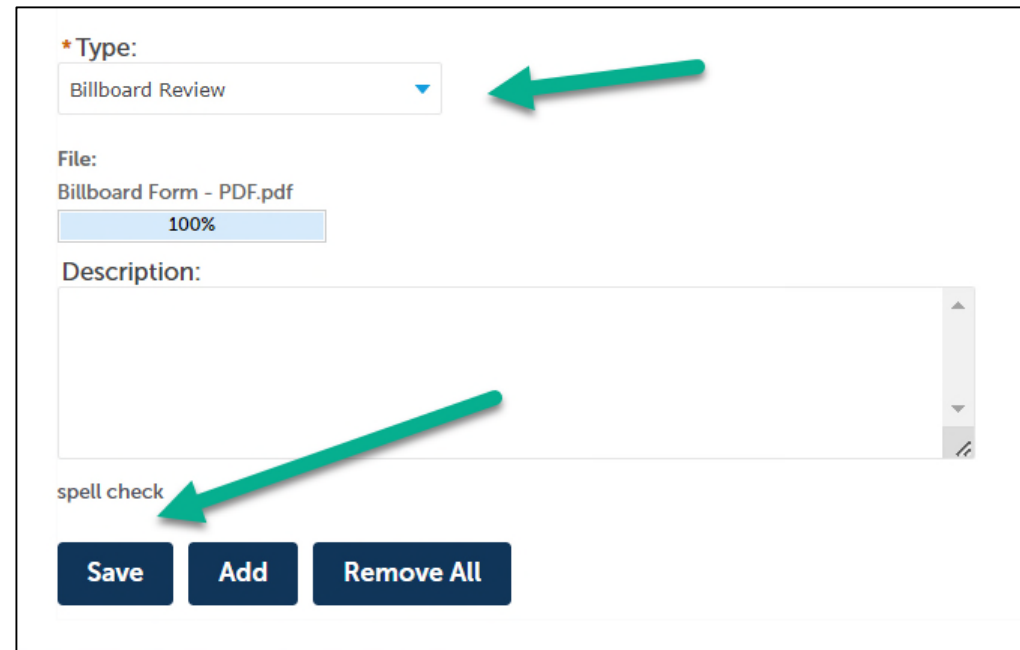
Add

Remove All

Billboard Review Form Instructions

Upload Supporting Documents

- Select document **Type**.
- For a Billboard review, select Billboard Review
- Select **Save**.
- ***You must repeat the process for all applicable documents and supporting documentation.***




The screenshot shows a web form for uploading supporting documents. At the top, there is a dropdown menu labeled "* Type:" with "Billboard Review" selected. A green arrow points to this dropdown. Below it, the "File:" section shows "Billboard Form - PDF.pdf" with a "100%" progress bar. The "Description:" section is a large text area. At the bottom, there is a "spell check" label and three buttons: "Save", "Add", and "Remove All". A green arrow points to the "Save" button.

Billboard Review Form Instructions

Upload Supporting Documents and Saving Form

- After the Billboard review form and all supporting documentation has been added and saved you can verify the list of attachments to confirm your submission is complete. It will take a few minutes before these changes are reflected.

**The attachment(s) has/have been successfully uploaded.**
It may take a few minutes before changes are reflected.

Record AU-G-C-000704:

Add to collection

Class C Marihuana Grower - License

Record Status: Active
Expiration Date: 04/20/2024

Record Info ▼

Attachments

The maximum file size allowed is 500 MB.
ade;adp;bat;chm;cmd;com;cpl;exe;heic;hta;htm;html;ins;isp;jar;js;jse;lib;lnk;mde;mht;mhtml;msc;msp;mst;pages;php;pif;scr;sct;shb;sys;vb;vbe;vbs;vxd;wsc;wsf;wsh are disallowed file types to upload.

Name	Record ID	Record Type	Entity Type	Type	Size	Latest Update	Action	Entity
/BFS_EXT_BFS_Inspection_Report_SGL_20230505_083055.pdf	AU-G-C-000704	Class C Marihuana Grower - License	Record	BFS Inspection Report	183.99 KB	05/05/2023	Actions ▼	Class C Marihuana Grower - License - AU-G-C-000704
Program-Withdrawal-Form_601719_7.pdf	AU-G-C-000704	Class C Marihuana Grower - License	Record	Billboard Review	342.24 KB	05/18/2023	Actions ▼	Class C Marihuana Grower - License - AU-G-C-000704
Billboard Form - PDF.pdf	AU-G-C-000704	Class C Marihuana Grower - License	Record	Billboard Review	245.37 KB	06/01/2023	Actions ▼	Class C Marihuana Grower - License - AU-G-C-000704

Billboard Review Form Instructions

Submission Email

- After review, you will receive an approval or a denial of your Billboard review via email. If your submission is denied, your denial email will include specific reasons why.
- To avoid a denial for incomplete requests, please submit **all of** the required supporting documentation with the original Billboard Review Form.



517-284-8599

CRA-Enforcement@michigan.gov
Michigan.gov/CRA