**18 DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES**

**553 BUREAU OF ALCOHOLIC BEVERAGES AND LOTTERY OPERATIONS**

**Chapter 150: SIGNS AND ADVERTISING**

*(Note: this rule chapter was formerly 16-226 Ch. 15 of the Department of Public Safety, Liquor Licensing and Inspections Unit.)*

150.1 Agency stores may display one outside sign on the premise to read: "Agency Liquor Store". Letters for the sign may not exceed 24" in height.

150.2 one other exterior sign, except road signs authorized by the Department of Transportation, may by approved by the Bureau.

150.3 Specific brand advertising of any type is prohibited in any area under control of the agent unless authorized by the Bureau.

150.4 All advertising matter must be specifically authorized by the Bureau prior to publication.

150.5 All signs must be removed from an agency store premise within 60 days when a license is terminated.

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AMENDED:

October 31, 1979

March 28, 1995

EFFECTIVE DATE (ELECTRONIC CONVERSION):

May 15, 1996

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March 9, 2013 – filing 2013-55 affecting Section 15.1

RELOCATED June 26, 2013 by the provisions of P.L. 2013 ch. 368 Part V:

formerly Ch. 15 under 16-226 - Department of Public Safety, Liquor Licensing and Inspections Unit

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