

Chapter 02 Advertising and Promotions

- 100 No person, firm or corporation shall advertise in dry counties, municipalities, or judicial districts of this State for alcoholic beverages by signs, billboards, or displays. Notwithstanding the foregoing, alcoholic beverages may be advertised in the following areas even if located in a dry county:
1. municipalities that meet the definition of “resort” as defined by Miss. Code Ann. Section 67-1-5(o)(iii);
 2. on and immediately outside the premises of any permittee within a resort area as defined by Miss. Code Ann. Section 67-1-5(o)(iii) if the entire municipality or county is not wet for alcoholic beverages; or
 3. in municipalities that have voted to be wet for alcoholic beverages.
- 101 All alcoholic beverage advertising, and any industry related promotions such as contests and sweepstakes shall adhere to applicable statutes and rules. A retailer and its employees may not participate in a contest or sweepstakes in any way. For example, the contest or sweepstakes may not mention a specific retailer, the retailer cannot offer point of sale materials advertising the contest or sweepstakes, the drawing may not be held on a retail premises and the prize(s) may not be given away on a retail premises.
- 102 For purposes of this regulation, a contest or sweepstake shall not include any giveaways that require the purchase of chances to win or purchase of an item for a chance to enter. Such giveaways could be considered an illegal raffle and result in disciplinary action.

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