

**** 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 Yukon Health & Social Services Smoke-Free Places Act

Tobacco Products are not to be advertised or promoted:

No person shall advertise or promote tobacco products

- in any place where tobacco products are sold or offered for sale, or
- in any manner if the advertisement or promotion is visible from outside a place in which tobacco products are sold or offered for sale.

For the complete Act, visit:

<http://www.gov.yk.ca/legislation/acts/smpl.pdf>

Amendments current as of May 2008

Date of OMAC Update: November 2011