

STATE OF MAINE

—
IN THE YEAR OF OUR LORD
TWO THOUSAND AND THIRTEEN

—
S.P. 457 - L.D. 1318

**An Act To Clarify the Law Regarding Advertising Signs outside Premises
Licensed To Sell Alcohol**

Be it enacted by the People of the State of Maine as follows:

Sec. 1. 28-A MRSA §710, sub-§1, as amended by PL 1997, c. 373, §69, is further amended to read:

1. Advertising outside of licensed premises. A person, except wholesale licensees and certificate of approval holders, may not advertise or permit to be advertised, by more than ~~one sign~~ 2 signs, on the outside of any licensed premises, or on any building, ground or premises under that person's control and contiguous or adjacent to the licensed premises:

- A. The fact that the licensee has liquor or any brand of liquor for sale;
- B. The price at which liquor is sold by the licensee; or
- C. Any other advertisement that indicates any reference to liquor.

For agency liquor stores, one of the 2 signs permitted by this subsection is an agency liquor store sign as described by rule.