

1 HOUSE BILL NO. 160
 2 INTRODUCED BY D. HARVEY
 3 BY REQUEST OF THE DEPARTMENT OF REVENUE
 4

5 A BILL FOR AN ACT ENTITLED: "AN ACT REVISING BEER ADVERTISING LIMITATIONS BY REMOVING
 6 THE RESTRICTION THAT A RETAIL LICENSEE MAY NOT DISPLAY OR PERMIT TO BE DISPLAYED BEER
 7 ADVERTISING ON THE EXTERIOR OF BUILDINGS ADJACENT TO THE LICENSEE'S PREMISES; AND
 8 AMENDING SECTION 16-3-244, MCA."

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 10 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MONTANA:
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12 **Section 1.** Section 16-3-244, MCA, is amended to read:

13 **"16-3-244. Beer advertising limitations.** It is lawful to advertise beer, as defined and regulated,
 14 subject to the restrictions on brewers and beer importers contained in 16-3-241 of this code and subject to the
 15 following restrictions on retailers. A retail licensee may not display or permit to be displayed on the exterior
 16 portion or surface of the retailer's place of business ~~or on the exterior portion or surface of any building of which~~
 17 ~~the place of business is a part or on any premises adjacent to the place of business~~, whether any of the
 18 premises are owned or leased by the retailer, any sign, poster, or advertisement bearing the name, brand
 19 name, trade name, trademark, or other designation indicating the manufacturer, brewer, beer importer,
 20 wholesaler, or place of manufacture of any beer, unless it is on a marquee, board, or other space used for
 21 temporary advertisements and is not displayed for more than 10 days per display period."

22 - END -