

## Title 35 Mississippi State Tax Commission

### Part II Alcoholic Beverage Control

#### Subpart 01 Enforcement

#### Chapter 02 Advertising

100 No person, firm or corporation shall originate advertisements in “dry” counties of this State, pursuant to Miss. Code Ann. §§ 67-1-1, 67-1-13, 67-1-15 and 67-5-5, when such advertisement deals with an alcoholic beverage, including but not limited to advertisements by newspapers, radio, television, circular, dodger, word-of-mouth, signs, billboards, displays or any other advertising media.

~~101 In any alcoholic beverage advertisements capable of being seen or heard beyond any licensed premises, ANY reference to the price of such alcoholic beverage is prohibited. Furthermore, such advertisements making ANY reference to a discount or special inducements on the sale of alcoholic beverage is prohibited, including but not limited to “Happy Hour,” “Ladies Night,” “Specials,” “All Drinks Half Price,” “Cocktail Hour,” “Adjustment,” “Two For One,” “Special Prices for Ladies,” “Complimentary,” “Freebies,” “Best Buy,” “Best Prices,” “Features” etc.~~

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~~102~~ All alcoholic beverage advertising about which a person is in doubt should be submitted to the Alcoholic Beverage Control Division of the Mississippi State Tax Commission for PRIOR approval.

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~~103~~ (Reserved)