



STATE OF MICHIGAN  
JOCELYN BENSON, SECRETARY OF STATE  
DEPARTMENT OF STATE  
LANSING

January 27, 2025

**NOTICE OF FILING**

**ADMINISTRATIVE RULES**

To: Secretary of the Senate  
Clerk of the House of Representatives  
Joint Committee on Administrative Rules  
Michigan Office of Administrative Hearings and Rules (Administrative Rule #24-055-LR)  
Legislative Service Bureau (Secretary of State Filing #25-01-01)  
Department of Licensing and Regulatory Affairs

In accordance with the requirements of Section 46 of Act No. 306 of the Public Acts of 1969, being MCL 24.246, and paragraph 16 of Executive Order 1995-6, this is to advise you that the Michigan Office of Administrative Hearings and Rules filed Administrative Rule #2024-055-LR (Secretary of State Filing #25-01-01) on this date at 10:27 A.M. for the Department of Licensing and Regulatory Affairs entitled, "Advertising".

These rules become effective immediately after filing with the secretary of state unless adopted under section 33, 44, or 45a(9) of the administrative procedures act of 1969, 1969 PA 306, MCL 24.233, 24.244, or 24.245a. Rules adopted under these sections become effective 7 days after filing with the secretary of state.

Sincerely,

Jocelyn Benson  
Secretary of State

Lashana Threlkeld, Departmental Supervisor  
Office of the Great Seal

Enclosure



GRETCHEN WHITMER  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS  
LANSING

MARLON I. BROWN, DPA  
DIRECTOR

January 27, 2025

The Honorable Jocelyn Benson  
Secretary of State  
Office of the Great Seal  
Richard H. Austin Building – 1<sup>st</sup> Floor  
430 W. Allegan  
Lansing, MI 48909

Dear Secretary Benson:

Re: Michigan Administrative Rules #: 2024-55 LR

The Michigan Office of Administrative Hearings and Rules received administrative rules, dated December 17, 2024 for the Department of Licensing and Regulatory Affairs “**Advertising**”. We are transmitting these rules to you pursuant to the requirements of Section 46 of Act No. 306 of the Public Acts of 1969, being MCL 24.246, and paragraph 16 of Executive Order 1995-6.

Sincerely,

Michigan Office of Administrative Hearings and Rules



GRETCHEN WHITMER  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS  
LANSING

MARLON I. BROWN, DPA  
DIRECTOR

## **LEGAL CERTIFICATION OF RULES**

I certify that I have examined the attached administrative rules, dated December 17, 2024, in which the Department of Licensing and Regulatory Affairs proposes to modify a portion of the Michigan Administrative Code entitled "Advertising" by:


- ◆ Amending R 436.1313.
- ◆ Rescinding R 436.1329.

The Legislative Service Bureau has approved the proposed rules as to form, classification, and arrangement.

I approve the rules as to legality pursuant to the Administrative Procedures Act, MCL 24.201 *et seq.* and Executive Order No. 2019-6. In certifying the rules as to legality, I have determined that they are within the scope of the authority of the agency, do not violate constitutional rights, and are in conformity with the requirements of the Administrative Procedures Act.

Dated: January 6, 2025

Michigan Office of Administrative Hearings and Rules

By:   
Ashlee N. Lynn,  
Attorney



GRETCHEN WHITMER  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS  
LANSING

MARLON I. BROWN, DPA  
DIRECTOR

### CERTIFICATE OF ADOPTION

By authority conferred on the Liquor Control Commission by Section 40 of Article IV of the State Constitution of 1963, Sections 201 and 215(1) of the Michigan Liquor Control Code of 1998, 1998 PA 58, MCL 436.1201 and 436.1215, and Executive Reorganization Order No. 2011-4, MCL 445.2030, the Liquor Control Commission at a meeting held on January 23, 2025, formally adopted the amendment to R 436.1313 of the Michigan Administrative Code and the rescission of R 436.1329 of the Michigan Administrative Code.

Date: January 23, 2025

Kristin Beltzer  
Chair  
Liquor Control Commission



Since 1941

**Legal Division**

**Timothy H. Shields, Director**

CERTIFICATE OF APPROVAL

On behalf of the Legislative Service Bureau, and as required by section 45 of the Administrative Procedures Act of 1969, 1969 PA 306, MCL 24.245, I have examined the proposed rules of the Department of Licensing and Regulatory Affairs dated December 17, 2024, amending R 436.1313, and rescinding R 436.1329 of the Department's rules entitled "Advertising." I approve the rules as to form, classification, and arrangement.

Pursuant to section 44(1) of the Administrative Procedures Act of 1969, 1969 PA 306, MCL 24.244(1), these rules are being processed without a public hearing.

Dated: January 6, 2025

LEGISLATIVE SERVICE BUREAU

By 

Rachel M. Hughart,  
Legal Counsel

DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS

LIQUOR CONTROL COMMISSION

ADVERTISING

Filed with the secretary of state on January 27, 2025

These rules become effective immediately after filing with the secretary of state unless adopted under section 33, 44, or 45a(9) of the administrative procedures act of 1969, 1969 PA 306, MCL 24.233, 24.244, or 24.245a. Rules adopted under these sections become effective 7 days after filing with the secretary of state.

(By authority conferred on the liquor control commission by section 40 of article IV of the state constitution of 1963, sections 201 and 215(1) of the Michigan liquor control code of 1998, 1998 PA 58, MCL 436.1201 and 436.1215, and Executive Reorganization Order No. 2011-4, MCL 445.2030)

R 436.1313 of the Michigan Administrative Code is amended, and R 436.1329 is rescinded, as follows:

R 436.1313 Inside advertising signs and displays.

Rule 13. (1) Except as provided for in this rule, a retail licensee shall ensure that an advertising sign for alcoholic liquor that is used inside the licensee's premises is an unilluminated sign that does not have a total area of more than 3,500 square inches.

(2) The total area of any other sign that is attached to, or a necessary part of, a sign is included in the 3,500 square inches limitation.

(3) A sports/entertainment venue may utilize illuminated advertising signs and advertising signs that have a total area of more than 3,500 square inches in the arena area, concourse area, or private suite areas.

(4) Any of the following entities may provide and install illuminated advertising signs and advertising signs that have a total area of more than 3,500 square inches per sign inside the arena area, concourse area, or private suite areas of a sports/entertainment venue as defined by R 436.1001(1):

- (a) A brewer.
- (b) A micro brewer.
- (c) A wine maker.
- (d) A small wine maker.
- (e) An outstate seller of beer.
- (f) An outstate seller of wine.
- (g) An outstate seller of mixed spirit drink.
- (h) A manufacturer of spirits.
- (i) A manufacturer of mixed spirit drink.
- (j) A vendor of spirits.

R 436.1329 Rescinded.

OFFICE OF THE  
STATE SECRETARY OF  
EDUCATION  
1000 ...

FILED WITH SECRETARY OF STATE

ON 1/27/25 AT 10:27 A.M.