



General Assembly

***Substitute Bill No. 1230***

*January Session, 2025*



***AN ACT CONCERNING THE PURCHASE OF PRINT AND DIGITAL  
ADVERTISING BY THE STATE.***

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1       Section 1. (NEW) (*Effective July 1, 2025*) (a) As used in this section, (1)  
2       "publisher of news" means an entity that (A) disseminates original news  
3       content to the public, whether by print, broadcast, photographic,  
4       mechanical, electronic or any other means or medium, and (B) has been  
5       producing such original news content for a period of at least twelve  
6       months; and (2) "state agency" means any department, board, council,  
7       commission or other executive branch agency of state government, but  
8       excludes each constituent unit of the state system of higher education,  
9       as described in section 10a-1 of the general statutes.

10       (b) Except as provided in subsections (c) and (e) of this section, on  
11       and after July 1, 2026, each state agency procuring print or digital  
12       advertising shall, within available appropriations, contract with a  
13       commercial or nonprofit publisher of news whose principal place of  
14       business is in this state for not less than fifteen per cent of the total  
15       annual value of such agency's contracts for such advertising. In the case  
16       of a commercial or nonprofit publisher of news that is owned by a  
17       parent company that is located outside of this state, the principal place  
18       of business of such publisher shall be deemed to be the location of such  
19       parent company. Not later than June 1, 2026, the Commissioner of

20 Administrative Services shall, within available appropriations, establish  
21 guidelines for any contracts entered into under this section. The  
22 commissioner may accept volunteer assistance from institutions of  
23 higher education in the state or other neutral third parties with relevant  
24 expertise in establishing such guidelines.

25 (c) If a state agency determines that an award in accordance with  
26 subsection (b) of this section would interfere with the purpose of the  
27 advertising, the state agency may request a waiver of such requirement  
28 from the Commissioner of Administrative Services, in a manner and  
29 form prescribed by the commissioner. Any such request shall clearly  
30 document the reasons for requesting such a waiver.

31 (d) Not later than December 1, 2026, and annually thereafter, each  
32 state agency shall provide a summary of all print or digital advertising  
33 purchased by such state agency during the preceding fiscal year,  
34 including the amounts spent, to the Commissioner of Administrative  
35 Services, in a form and manner prescribed by the commissioner.

36 (e) The provisions of this section shall not apply to state agency  
37 contracts for print or digital advertising that is primarily directed at an  
38 out-of-state audience, including, but not limited to, for out-of-state  
39 tourism, economic development or employee recruitment.

40 (f) Not later than February 1, 2027, and annually thereafter, the  
41 Commissioner of Administrative Services shall, within available  
42 appropriations, submit a report, in accordance with the provisions of  
43 section 11-4a of the general statutes, to the joint standing committee of  
44 the General Assembly having cognizance of matters relating to  
45 government administration. The report shall summarize any  
46 advertising purchased by state agencies during the preceding fiscal  
47 year, the amounts spent by such agencies on such advertising, any  
48 waiver requests received by the commissioner, whether such waivers  
49 were granted or denied and the reasons for such granting or denial.

This act shall take effect as follows and shall amend the following sections:
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Section 1	<i>July 1, 2025</i>	New section
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**GAE**      *Joint Favorable Subst.*