



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:

Section 1	<i>July 1, 2025</i>	New section
-----------	---------------------	-------------

GAE *Joint Favorable Subst.*

APP *Joint Favorable*