



General Assembly

**Amendment**

January Session, 2025

LCO No. 10338



Offered by:

SEN. FLEXER, 29<sup>th</sup> Dist.  
REP. BLUMENTHAL, 147<sup>th</sup> Dist.  
REP. FARRAR, 20<sup>th</sup> Dist.  
REP. MORRIN BELLO, 28<sup>th</sup> Dist.

To: Subst. Senate Bill No. 1230

File No. 129

Cal. No. 118

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

1 Strike everything after the enacting clause and substitute the  
2 following in lieu thereof:

3 "Section 1. (NEW) (*Effective July 1, 2025*) (a) As used in this section,  
4 "state agency" means any department, board, council, commission or  
5 other executive branch agency of state government, but excludes each  
6 constituent unit of the state system of higher education, as described in  
7 section 10a-1 of the general statutes.

8 (b) Not later than December 1, 2026, and annually thereafter, each  
9 state agency shall provide a summary of all print or digital advertising  
10 purchased by such state agency during the preceding fiscal year,  
11 including the amounts spent, to the Commissioner of Administrative  
12 Services, in a form and manner prescribed by the commissioner, except

13 such summary shall not be required to include any state agency contract  
14 for print or digital advertising that is primarily directed at an out-of-  
15 state audience, including, but not limited to, for out-of-state tourism,  
16 economic development or employee recruitment.

17 (c) Not later than February 1, 2027, and annually thereafter, the  
18 Commissioner of Administrative Services shall, within available  
19 appropriations, submit a report, in accordance with the provisions of  
20 section 11-4a of the general statutes, to the joint standing committee of  
21 the General Assembly having cognizance of matters relating to  
22 government administration. The report shall summarize any  
23 advertising purchased by state agencies during the preceding fiscal year  
24 and the amounts spent by such agencies on such advertising, as  
25 reported to the commissioner pursuant to subsection (b) of this section.  
26 The commissioner shall accept volunteer assistance from institutions of  
27 higher education in the state or other neutral third parties with relevant  
28 expertise to analyze the data provided to the commissioner pursuant to  
29 this section and to produce such report."

This act shall take effect as follows and shall amend the following sections:		
Section 1	July 1, 2025	New section