



House Bill No. 5343

Public Act No. 26-140

***AN ACT CONCERNING THE REPORTING OF ADVERTISING
PURCHASED BY THE STATE.***

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

Section 1. (NEW) (*Effective July 1, 2026*) (a) As used in this section, "state agency" means any department, board, council, commission or other executive branch agency of state government, but does not include the constituent units, as defined in section 10a-1 of the general statutes.

(b) Not later than November 1, 2026, and annually thereafter, each state agency shall provide a summary of all advertising purchased by such state agency during the preceding fiscal year, including the amounts spent and any information specified in subsection (c) of this section, to the Commissioner of Administrative Services, in a form and manner prescribed by the commissioner.

(c) Not later than January 1, 2027, and annually thereafter, the Commissioner of Administrative Services shall, within available appropriations, submit a report, in accordance with the provisions of section 11-4a of the general statutes, to the joint standing committee of the General Assembly having cognizance of matters relating to government administration. The report shall summarize any advertising purchased by state agencies during the preceding fiscal year

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and the amounts spent by such agencies on such advertising, as reported to the commissioner pursuant to subsection (b) of this section, organized in the following categories: (1) The overall advertising spending by each state agency, (2) the names of each advertising vendor that received individual advertising contracts from a state agency and the amount of such contract, (3) the method of advertising, categorized by media type, including, but not limited to, Internet search platforms, national news outlets, digital platforms and local news outlets, and (4) the general subject matter of the advertising.

(d) The commissioner shall accept any volunteer assistance from institutions of higher education in the state or other neutral third parties with relevant expertise to assist the state agencies to report the data provided to the commissioner pursuant to this section and to produce such report.

Sec. 2. (NEW) (*Effective July 1, 2026*) Not later than January 1, 2027, and annually thereafter, the chancellor of the Connecticut State Colleges and Universities and the president of The University of Connecticut shall, within available appropriations, each submit a report, in accordance with the provisions of section 11-4a of the general statutes, to the joint standing committee of the General Assembly having cognizance of matters relating to government administration. Each such report shall summarize the following information for the preceding fiscal year for advertising purchased centrally through the offices of communications at the Connecticut State Colleges and Universities and The University of Connecticut: (1) The total cost of advertising spent; (2) the names of each advertising vendor paid more than fifty thousand dollars; (3) the method of advertising, categorized by media type, including, but not limited to, Internet search platforms, national news outlets, digital platforms and local news outlets; and (4) the general subject matter of the advertising.