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## **OLR Bill Analysis**

### **HB 5343 (as amended by House "A")\***

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

#### **SUMMARY**

Beginning by November 1, 2026, this bill requires each state agency, which includes any department, board, council, commission, or other executive branch state agency (but not public higher education institutions), to annually give the Department of Administrative Services commissioner a summary of all advertising it purchased during the preceding fiscal year, including the amounts spent. The information must be given in a form and way set by the commissioner.

The bill then requires, beginning by January 1, 2027, and within available appropriations, the commissioner to annually give the Government Administration and Elections Committee a report that summarizes the:

1. advertising spending by each state agency during the preceding fiscal year;
2. names of each advertising vendor that received an individual advertising contract from a state agency and the contract amount;
3. advertising method, categorized by media type, such as Internet search platforms, national news outlets, digital platforms, and local news outlets; and
4. general subject matter of the advertising.

In doing so, the commissioner may accept voluntary assistance from in-state higher education institutions or other neutral third parties with relevant experience to assist the state agencies in preparing reports.

The bill also requires, beginning January 1, 2027, and within available

appropriations, the Connecticut State Colleges and Universities chancellor and University of Connecticut president to annually give the Government Administration and Elections Committee a report that summarizes, for the preceding fiscal year, the:

1. amount spent on advertising;
2. names of each advertising vendor paid more than \$50,000;
3. advertising method, categorized by media type, such as Internet search platforms, national news outlets, digital platforms, and local news outlets; and
4. general subject matter of the advertising.

\*House Amendment "A" changes reporting dates, excludes public higher education institutions from the state agency reporting requirement, and adds the requirement for an annual higher education report.

EFFECTIVE DATE: July 1, 2026

**COMMITTEE ACTION**

Government Administration and Elections Committee

Joint Favorable

Yea 19 Nay 0 (03/11/2026)