



House of Representatives

General Assembly

File No. 239

February Session, 2026

House Bill No. 5343

House of Representatives, March 30, 2026

The Committee on Government Administration and Elections reported through REP. BLUMENTHAL of the 147th Dist., Chairperson of the Committee on the part of the House, that the bill ought to pass.

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:

1 Section 1. (NEW) (*Effective July 1, 2026*) (a) As used in this section,
2 "state agency" means any department, board, council, commission or
3 other executive branch agency of state government.

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

10 (c) Not later than February 1, 2027, and annually thereafter, the
11 Commissioner of Administrative Services shall, within available
12 appropriations, submit a report, in accordance with the provisions of

13 section 11-4a of the general statutes, to the joint standing committee of
 14 the General Assembly having cognizance of matters relating to
 15 government administration. The report shall summarize any
 16 advertising purchased by state agencies during the preceding fiscal year
 17 and the amounts spent by such agencies on such advertising, as
 18 reported to the commissioner pursuant to subsection (b) of this section,
 19 organized in the following categories: (1) The overall advertising
 20 spending by each state agency, (2) the names of each advertising vendor
 21 that received individual advertising contracts from a state agency and
 22 the amount of such contract, (3) the method of advertising, categorized
 23 by media type, including, but not limited to, Internet search platforms,
 24 national news outlets, digital platforms and local news outlets, and (4)
 25 the general subject matter of the advertising.

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

This act shall take effect as follows and shall amend the following sections:		
Section 1	July 1, 2026	New section

GAE *Joint Favorable*

The following Fiscal Impact Statement and Bill Analysis are prepared for the benefit of the members of the General Assembly, solely for purposes of information, summarization and explanation and do not represent the intent of the General Assembly or either chamber thereof for any purpose. In general, fiscal impacts are based upon a variety of informational sources, including the analyst's professional knowledge. Whenever applicable, agency data is consulted as part of the analysis, however final products do not necessarily reflect an assessment from any specific department.

OFA Fiscal Note**State Impact:** None**Municipal Impact:** None**Explanation**

The bill, which creates reporting requirements related to the purchase of advertising by state agencies, results in no cost to the state.

The Out Years**State Impact:** None**Municipal Impact:** None

OLR Bill Analysis**HB 5343*****AN ACT CONCERNING THE REPORTING OF ADVERTISING PURCHASED BY THE STATE.*****SUMMARY**

Beginning by December 1, 2026, this bill requires each state agency, which includes any department, board, council, commission, or other executive branch state agency, 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 February 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.

EFFECTIVE DATE: July 1, 2026

COMMITTEE ACTION

Government Administration and Elections Committee

Joint Favorable

Yea 19 Nay 0 (03/11/2026)