



General Assembly

Amendment

February Session, 2026

LCO No. 4899



Offered by:

REP. BLUMENTHAL, 147th Dist.

REP. MORRIN BELLO, 28th Dist.

REP. FARRAR, 20th Dist.

To: House Bill No. 5343

File No. 239

Cal. No. 195

**"AN ACT CONCERNING THE REPORTING OF ADVERTISING
PURCHASED 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, 2026*) (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 does not include
6 the constituent units, as defined in section 10a-1 of the general statutes.

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

13 (c) Not later than January 1, 2027, and annually thereafter, the
14 Commissioner of Administrative Services shall, within available
15 appropriations, submit a report, in accordance with the provisions of
16 section 11-4a of the general statutes, to the joint standing committee of
17 the General Assembly having cognizance of matters relating to
18 government administration. The report shall summarize any
19 advertising purchased by state agencies during the preceding fiscal year
20 and the amounts spent by such agencies on such advertising, as
21 reported to the commissioner pursuant to subsection (b) of this section,
22 organized in the following categories: (1) The overall advertising
23 spending by each state agency, (2) the names of each advertising vendor
24 that received individual advertising contracts from a state agency and
25 the amount of such contract, (3) the method of advertising, categorized
26 by media type, including, but not limited to, Internet search platforms,
27 national news outlets, digital platforms and local news outlets, and (4)
28 the general subject matter of the advertising.

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

34 Sec. 2. (NEW) (*Effective July 1, 2026*) Not later than January 1, 2027,
35 and annually thereafter, the chancellor of the Connecticut State Colleges
36 and Universities and the president of The University of Connecticut
37 shall, within available appropriations, each submit a report, in
38 accordance with the provisions of section 11-4a of the general statutes,
39 to the joint standing committee of the General Assembly having
40 cognizance of matters relating to government administration. Each such
41 report shall summarize the following information for the preceding
42 fiscal year for advertising purchased centrally through the offices of
43 communications at the Connecticut State Colleges and Universities and
44 The University of Connecticut: (1) The total cost of advertising spent; (2)
45 the names of each advertising vendor paid more than fifty thousand

46 dollars; (3) the method of advertising, categorized by media type,
47 including, but not limited to, Internet search platforms, national news
48 outlets, digital platforms and local news outlets; and (4) the general
49 subject matter of the advertising."

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>July 1, 2026</i>	New section
Sec. 2	<i>July 1, 2026</i>	New section