



# House of Representatives

## File No. 756

General Assembly

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February Session, 2026 **(Reprint of File No. 239)**

House Bill No. 5343  
As Amended by House Amendment  
Schedule "A"

Approved by the Legislative Commissioner  
May 1, 2026

### **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, but does not include  
4 the constituent units, as defined in section 10a-1 of the general statutes.

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

11 (c) Not later than January 1, 2027, and annually thereafter, the  
12 Commissioner of Administrative Services shall, within available

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

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

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

47 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

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.

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### **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.

House "A" makes changes to the reporting requirements in the underlying bill resulting in no fiscal impact.

### **The Out Years**

State Impact: None

**Municipal Impact:** None

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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)