



General Assembly

February Session, 2026

Raised Bill No. 5343

LCO No. 2102



Referred to Committee on GOVERNMENT ADMINISTRATION
AND ELECTIONS

Introduced by:
(GAE)

**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	<i>July 1, 2026</i>	New section

Statement of Purpose:

To require annual reporting of state agency purchase of advertising.

[Proposed deletions are enclosed in brackets. Proposed additions are indicated by underline, except that when the entire text of a bill or resolution or a section of a bill or resolution is new, it is not underlined.]