

OFFICE OF LEGISLATIVE RESEARCH
PUBLIC ACT SUMMARY



PA 26-140—HB 5343

Government Administration and Elections Committee

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

SUMMARY: Beginning by November 1, 2026, the act requires state agencies (including departments, boards, councils, commissions, and other executive branch state agencies other than public higher education institutions) to annually give the Department of Administrative Services commissioner a summary of all advertising purchased during the preceding fiscal year. Each agency must report, in a form and way the commissioner sets, the:

1. agency's overall advertising spending;
2. name of each advertising vendor that received an individual advertising contract and the contract amount;
3. advertising methods, categorized by media type, such as Internet search platforms, national and local news outlets, and digital platforms; and
4. general subject matters of the advertising.

The act then requires the commissioner, beginning by January 1, 2027, to annually give the Government Administration and Elections (GAE) Committee a report summarizing this information. The commissioner must do so within available appropriations and may accept voluntary assistance from in-state higher education institutions or other neutral third parties with relevant experience to help the state agencies prepare these reports.

The act similarly requires, within available appropriations, the Connecticut State Colleges and Universities chancellor and University of Connecticut president, beginning by January 1, 2027, to annually give the GAE Committee a report that summarizes, for the preceding fiscal year, the:

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

EFFECTIVE DATE: July 1, 2026