OLR Bill Analysis
sHB 5092

AN ACT PROHIBITING THE DISTRIBUTION OF UNSOLICITED MARKETING FLYERS TO HOMES.

SUMMARY

This bill prohibits throwing, distributing, or placing a commercial handbill on a residential dwelling’s premises without consent from the property owner. Under the bill, the “premises” includes a structure or improvement upon real property or an appurtenant yard, driveway, porch, stairs, vestibule, or entry way, but not a mailbox.

The bill subjects a violator of the ban to a fine of up to $100 for each property where a commercial handbill was wrongly thrown, distributed, or placed. It allows municipalities to enforce the ban and keep the imposed fines.

EFFECTIVE DATE: October 1, 2019

COMMERCIAL HANDBILL

Under the bill, a “commercial handbill” is a printed or written circular, leaflet, pamphlet, paper, booklet, or any printed, reproduced, original, or copy of literature that:

1. advertises any merchandise, product, commodity, or thing for sale;

2. directs attention to a business, mercantile, commercial establishment, or activity to promote its interests;

3. directs attention to or advertises a meeting, theatrical performance, exhibition, or event with an admission fee for private gain or profit; or

4. is reasonably perceived to be an advertisement and is distributed or circulated for advertising purposes or for private benefit and
gain, even though it has other reading matter.

COMMITTEE ACTION

Environment Committee

Joint Favorable Substitute
Yea 19  Nay 10  (02/25/2019)