

OFFICE OF FISCAL ANALYSIS

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HB-5408

AN ACT CONCERNING THE PURCHASE OF PRINT AND DIGITAL
ADVERTISING BY THE STATE.

AMENDMENT

LCO No.: 3906

File Copy No.: 450

House Calendar No.: 294

OFA Fiscal Note

State Impact:

Agency Affected	Fund-Effect	FY 25 \$	FY 26 \$
Various State Agencies	App Fund - Potential Savings	See Below	See Below
Constituent Units of Higher Education	Various - Potential Savings	See Below	See Below

Note: App Fund=All Appropriated Funds; Various=Various

Municipal Impact: None

Explanation

The amendment exempts advertising that is primarily directed at an out-of-state audience from the provisions of the underlying bill. This potentially reduces any costs to state agencies and the constituent units of higher education by limiting the amount of advertising that must be conducted via in-state news publications.

The preceding Fiscal Impact statement is prepared for the benefit of the members of the General Assembly, solely for the purposes of information, summarization and explanation and does 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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