

STATE OF NEW YORK

2528

2017-2018 Regular Sessions

IN ASSEMBLY

January 20, 2017

Introduced by M. of A. DenDEKKER -- read once and referred to the
Committee on Consumer Affairs and Protection

AN ACT to amend the general business law, in relation to requiring that
advertisements which include a discount or rebate in the advertised
price also include the actual selling price prior to any deductions in
the same font and size

The People of the State of New York, represented in Senate and Assem-
bly, do enact as follows:

- 1 Section 1. Subdivision 3 of section 350-a of the general business law,
2 as added by chapter 107 of the laws of 1994, is amended to read as
3 follows:
4 3. It shall constitute false advertising to display or announce, in
5 print or broadcast advertising, the price of an item after deduction of
6 a rebate unless the actual selling price is displayed or announced, and
7 clear and conspicuous notice is given in the advertisement that a mail-
8 in rebate is required to achieve the lower net price. All print adver-
9 tisements shall include in the advertisement the actual selling price of
10 the item being advertised prior to the deduction of any rebate, credit,
11 or other discount. The actual selling price of the item being advertised
12 shall be printed in the same font and in the same size text as the
13 discounted price.
14 § 2. This act shall take effect immediately.

EXPLANATION--Matter in italics (underscored) is new; matter in brackets
[-] is old law to be omitted.

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