S T A T E O F N E W Y O R K

5038

2009-2010 Regular Sessions

I N A S S E M B L Y

February 10, 2009

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

AN ACT to amend the general business law, in relation to disclosure of source of funds used to prepare and place advertisements

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

Section 1. The general business law is amended by adding a new section 396-ii to read as follows:

S 396-II. DISCLOSURE OF FUNDS FOR ADVERTISEMENTS. 1. ANY PERSON, FIRM, CORPORATION, LIMITED LIABILITY COMPANY, ASSOCIATION, OR OTHER ENTITY ENGAGED IN ANY FOR-PROFIT BUSINESS IN THIS STATE OR IN ANY OTHER STATE WHICH IS THE ORIGINAL SOURCE OF FUNDS USED TO PREPARE OR PLACE AN ADVERTISEMENT IN A NEWSPAPER OR ON A PUBLICLY DISPLAYED SIGN MUST BE IDENTIFIED IN A REASONABLY LEGIBLE MANNER IN SUCH ADVERTISEMENT OR ON SUCH SIGN.

2. THE FORM OF SUCH DISCLOSURE SHALL BE AS FOLLOWS:

"THIS (ADVERTISEMENT)(SIGN) WAS PAID FOR (WHOLLY) (IN PART) BY _____."

3. A VIOLATION OF SUBDIVISION ONE OF THIS SECTION SHALL CONSTITUTE A MISDEMEANOR.

S 2. This act shall take effect on the first of November next succeeding the date on which it shall have become a law.

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

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