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

6767

I N S E N A T E

March 20, 2012

Introduced by Sen. SAVINO -- read twice and ordered printed, and when printed to be committed to the Committee on Racing, Gaming and Wagering

AN ACT to amend the tax law, in relation to authorizing the director of the division of the lottery to sell advertising space on lottery tickets

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

Section 1. Section 1603 of the tax law is amended by adding a new subdivision 6 to read as follows:

6. THE DIRECTOR, SUBJECT TO APPLICABLE LAWS RELATING TO PUBLIC CONTRACTS, MAY ENTER INTO CONTRACTS WITH ONE OR MORE PERSONS TO ALLOW THE PLACEMENT OF ADVERTISING OR PROMOTIONAL MATERIAL, INCLUDING BUT NOT LIMITED TO, THE PLACEMENT OF DISCOUNT COUPONS FOR RETAIL GOODS, ON LOTTERY TICKETS, SHARES, AND OTHER AVAILABLE MEDIA UNDER THE CONTROL OF THE DIVISION. HOWEVER, EXCEPT FOR ADVERTISING THAT PROMOTES RESPONSIBLE CONSUMPTION OF ALCOHOLIC BEVERAGES, THE DIRECTOR SHALL NOT ALLOW THE PLACEMENT OF ADVERTISING FOR THE PROMOTION OF THE CONSUMPTION OF ALCOHOLIC BEVERAGES OR TOBACCO PRODUCTS ON LOTTERY TICKETS UNDER THE CONTROL OF THE DIVISION.

S 2. This act shall take effect immediately.

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

LBD14869-01-2