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

4481

2011-2012 Regular Sessions

I N A S S E M B L Y

February 3, 2011

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

AN ACT to amend the general business law, in relation to enacting the "commercial advertising disclosure act"

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

Section 1. Short title. This act shall be known and may be cited as the "commercial advertising disclosure act".

S 2. 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 IDENTIFY THEIR NAME, ADDRESS AND PHONE NUMBER 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 _____LOCATED AT (ADDRESS)_____."

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

S 3. This act shall take effect on the one hundred eightieth day 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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