

9841

I N A S S E M B L Y

April 18, 2012

Introduced by M. of A. CUSICK -- read once and referred to the Committee
on Ways and Means

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 tick-
ets

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

1 Section 1. Section 1603 of the tax law is amended by adding a new
2 subdivision 6 to read as follows:
3 6. THE DIRECTOR, SUBJECT TO APPLICABLE LAWS RELATING TO PUBLIC
4 CONTRACTS, MAY ENTER INTO CONTRACTS WITH ONE OR MORE PERSONS TO ALLOW
5 THE PLACEMENT OF ADVERTISING OR PROMOTIONAL MATERIAL, INCLUDING BUT NOT
6 LIMITED TO, THE PLACEMENT OF DISCOUNT COUPONS FOR RETAIL GOODS, ON
7 LOTTERY TICKETS, SHARES, AND OTHER AVAILABLE MEDIA UNDER THE CONTROL OF
8 THE DIVISION. HOWEVER, EXCEPT FOR ADVERTISING THAT PROMOTES RESPONSIBLE
9 CONSUMPTION OF ALCOHOLIC BEVERAGES, THE DIRECTOR SHALL NOT ALLOW THE
10 PLACEMENT OF ADVERTISING FOR THE PROMOTION OF THE CONSUMPTION OF ALCO-
11 HOLIC BEVERAGES OR TOBACCO PRODUCTS ON LOTTERY TICKETS UNDER THE CONTROL
12 OF THE DIVISION.
13 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