

# STATE OF NEW YORK

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4318

2017-2018 Regular Sessions

## IN SENATE

February 9, 2017

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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 advertising during quick draw

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

1 Section 1. Section 1604 of the tax law is amended by adding three new  
2 subdivisions d, e and f to read as follows:

3 d. The division may contract with one or more persons to allow the  
4 placement of advertising or promotional material on available media  
5 related to any online lottery game or to sponsor individual draws in any  
6 online lottery game. If the division enters into a contract under this  
7 subdivision, the division shall allow at least one minute between draws  
8 of online lottery games during which one or more advertisements may be  
9 exhibited.

10 e. A contract entered into under subdivision d of this section shall  
11 provide that any advertisements exhibited between draws of online  
12 lottery games shall comply with content regulations for televised broad-  
13 cast adopted by the Federal Communications Commission, with the excep-  
14 tion that the advertising under subdivision d of this section may  
15 include advertisements for alcoholic beverages with restrictions imposed  
16 only by the division.

17 f. The division shall solicit bids from responsible persons for adver-  
18 tising or promotional contracts under subdivision d of this section. The  
19 division shall select from among the bids received so as to produce the  
20 maximum amount of net revenue for the state consistent with the general  
21 welfare of the citizens of the state. In deciding whether to enter into  
22 a contract under subdivision d of this section, the division shall  
23 consider whether the terms of the contract are comparable to the terms  
24 of similar advertising or promotional contracts relating to lottery or  
25 other gaming in other states.

26 § 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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