§ 720. Definitions. As used in this article, the following terms shall have the following meanings:

1. "Bundled" means a textbook and any other learning material, including, but not limited to, workbooks, online technologies, dictionaries, CD-ROMS, or books, packaged together to be sold for one price.

2. "Institution of higher education" means any institution of higher education, recognized and approved by the regents of the university of the state of New York, which provides a course of study leading to the granting of a post-secondary degree or diploma.

3. "Publisher" means any publishing house, publishing firm, or publishing company that publishes textbooks and supplemental materials.

4. "Textbook" means any textbook that is adopted for a course, as determined by the faculty member or members or entity charged with choosing that textbook.

5. "Supplemental materials" means materials that supplement the primary textbook or textbooks that come in the form of another book, online technologies, a workbook, CD-ROM, or any other format, and that can be used by a faculty member or a student during the teaching of a course.

6. "Adopter" means any faculty member or academic department at institutions of higher learning responsible for considering and choosing textbooks and/or supplemental materials to be utilized in connection with the accredited courses taught at institutions of higher education.