§ 721. Pricing transparency. 1. To ensure pricing transparency, all publishers of college textbooks shall, on request, make readily available to prospective adopters of their products who are members of the faculties or purchasing entities of institutions of higher education the price at which the publisher would make the products available to the college bookstore that would offer the products to students.

2. For purposes of this section, the term "products" means all versions of a textbook or set of textbooks, except custom textbooks or special editions of textbooks, available in the subject area for which a prospective adopter is teaching a course, including supplemental materials, both when sold together or separately from a textbook.