

ADVERTISING REQUIREMENTS

Public Notice Reform

The as-introduced budget includes great reforms in the public notice area. The language would allow state agencies and political subdivisions (that's us), in lieu of newspaper publication requirements, to only publish a summary in a newspaper of general circulation, and then put the notice on a state sanctioned website administered by the Department of Administrative Services. In addition, CCAO lobbied for, and received in the sub-bill of the budget, language that clarifies that newspapers can only charge us the lowest classified rate they offer and that DAS will not charge political subdivision for posting the notices on their website.

On-line Advertising

The budget also allows the state and local governments to enter into contracts with private vendors who wish to advertise on the political subdivision's website. The language (attached). The political subdivision would be required to pass a resolution establishing the following:

- (1) A specification of the state agency or political subdivision office, and of the officials or employees therein, who are authorized to place commercial advertisements on the state agency or political subdivision web site;
- (2) Criteria for choosing the advertisers and types of advertisements that may be placed on the state agency or political subdivision web site;
- (3) Requirements and procedures for making requests for proposals for placing commercial advertising on the state agency or political subdivision web site;
- (4) Any other requirements or limitations necessary to authorize commercial advertising on the state agency or political subdivision web site.

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