

## SENATE BILL NO. 291

INTRODUCED BY R. ZINKE

A BILL FOR AN ACT ENTITLED: "AN ACT REQUIRING THE PUBLIC DISCLOSURE OF ADVERTISING COSTS INCURRED BY A STATE AGENCY; AND AMENDING SECTIONS 18-7-306 AND 18-7-307, MCA."

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MONTANA:

**Section 1.** Section 18-7-306, MCA, is amended to read:

**"18-7-306. Public disclosure of costs -- publications -- media.** (1) All public documents ~~caused to be~~ printed by any agency of state government ~~shall~~ must contain the following statement, with required information inserted, to be printed on the exterior cover of the publication: "... copies of this public document were published at an estimated cost of \$... per copy, for a total cost of \$..., which includes \$... for printing and \$... for distribution." This statement ~~shall~~ must be printed in the same size type as the body copy of the document and ~~shall~~ must be set in a box composed of a 1-point rule.

(2) The total estimated cost of advertising in print media, in printed material, or by broadcast media that is intended for public distribution, including but not limited to costs of production, labor, materials, distribution, and postage, must be included at the beginning of a broadcast or on the front of the printed material purchased by or produced by an agency of state government. The minimum amount of information that must be included in the cost estimate is "estimated taxpayer cost: \$... for advertising".

(3) If the committee or department determines that the cost of publication or advertising cannot be reasonably estimated at the time of publication or broadcast, the publications ~~shall~~ or advertising must contain the following statement on the exterior cover or at the beginning of the broadcast in lieu of the statement concerning estimated cost: "This document printed or advertisement produced at state expense. Information on the cost of publication or advertisement can be obtained by writing department of administration, Helena, Montana.""

**Section 2.** Section 18-7-307, MCA, is amended to read:

**"18-7-307. Estimation of costs of printed materials.** The following factors shall be utilized in estimating cost data for documents printed pursuant to 18-7-306(1):

- 1 (1) printing, including all expenditures for production, whether on bid or in-house; and
- 2 (2) circulation, including all expenditures for postage and for salaries of agency or department personnel
- 3 involved in distribution of the public document."

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