

SB 329-FN – AS INTRODUCED

2014 SESSION

14-2786  
03/10

SENATE BILL        **329-FN**

AN ACT            relative to advertising alcoholic beverages on billboards.

SPONSORS:        Sen. Soucy, Dist 18; Sen. Woodburn, Dist 1; Sen. Gilmour, Dist 12; Sen. Boutin,  
Dist 16; Sen. Hosmer, Dist 7; Rep. Butler, Carr 7; Rep. Chandler, Carr 1; Rep.  
Schroadter, Rock 17; Rep. Rhodes, Hills 30; Rep. Campbell, Hills 33

COMMITTEE:      Commerce

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ANALYSIS

This bill eliminates the prohibition on advertising alcoholic beverages on billboards and establishes restrictions on the content and placement of billboards and exterior signs advertising alcoholic beverages.

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Explanation:      Matter added to current law appears in ***bold italics***.  
Matter removed from current law appears [~~in brackets and struck through~~].  
Matter which is either (a) all new or (b) repealed and reenacted appears in regular type.

STATE OF NEW HAMPSHIRE

*In the Year of Our Lord Two Thousand Fourteen*

AN ACT                   relative to advertising alcoholic beverages on billboards.

*Be it Enacted by the Senate and House of Representatives in General Court convened:*

1           1 Advertising Liquor and Beverages. Amend RSA 175:4, II to read as follows:

2           II. The commission is authorized to advertise and regulate the advertisement of liquor and  
3 beverages through the medium of newspapers, magazines, periodicals, television and radio  
4 broadcasting, sports films, travelogs, electronic or computer media, or other commercially acceptable  
5 promotional means and methods which may become available. ~~[All advertising of liquor and  
6 beverages within the state through the medium of billboards is hereby prohibited.]~~

7           2 New Paragraph; Sign Restrictions. Amend RSA 179:25 by inserting after paragraph IV the  
8 following new paragraph:

9           V. Exterior signs and billboards containing brand advertising of liquor or beverages are  
10 prohibited within 500 feet of a school.

11          3 Advertising Restrictions. Amend RSA 179:31, I to read as follows:

12          I. Advertising or promotion of liquor or beverages by the use of ~~[billboards,]~~ sound trucks~~[,]~~  
13 or outdoor internally illuminated screen displays is prohibited.

14          4 Advertising Restrictions. Amend RSA 179:31, IV to read as follows:

15          IV. The listing of retail prices on behalf of retail licensees, by a holder of a wholesale  
16 distributor license, is prohibited in all newspaper, magazine, periodical, **billboard**, radio, or  
17 television advertising.

18          5 Effective Date. This act shall take effect January 1, 2015.

**SB 329-FN - FISCAL NOTE**

AN ACT                    relative to advertising alcoholic beverages on billboards.

**FISCAL IMPACT:**

The Liquor Commission states this bill, **as introduced**, may have an indeterminable fiscal impact on state revenues in FY 2015 and each year thereafter. There is no fiscal impact on state expenditures, or county and local expenditures and revenue.

**METHODOLOGY:**

The Liquor Commission states this bill eliminates the prohibition of advertising alcoholic beverages on billboards and establishes restrictions on the content and placement of billboards and exterior signs advertising alcoholic beverages. The Commission states it has no way to determine the fiscal impact on liquor fund revenues should billboards be used as a medium for advertising.