

# *Alaska State Legislature*

Senator Shelley Hughes, Chair  
Session: Capitol Room 30  
Juneau, AK 99801  
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Senator Robert Myers  
Senator Lyman Hoffman  
Senator David Wilson  
Senator Elvi Gray-Jackson

## *Senate Community and Regional Affairs Committee*

### **SB 181: IDENTIFICATION OF CONTRACTOR IN ADS**

#### **Version A**

*"An Act relating to identification requirements for contractors."*

### **Sponsor Statement**

Since 1968 when AS 08.18.051 became statute, contractors in the State of Alaska have been required to list their name, mailing address, address of the contractor's principal place of business, and contractor registration number in all advertising. Although simple, this requirement can incur great expense for contractors, particularly those looking to advertise in print, radio, or television where each additional word or line increases the cost. Furthermore, many contractors in our state maintain several business licenses specific to each service they provide. This requires the contractor to list multiple registration numbers within the same advertisement.

Senate Bill 181 amends the current statute by adding a section which allows contractors to provide an internet website or landing page that contains the identification requirements for contractor advertisements in place of those same requirements. Additionally, this bill requires contractors to specify that the internet website or landing page provided contains the information required under statute.

This section is added to spare costs to contractors and streamline the advertisement process.

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