

# *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 G**

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

#### **Sponsor Statement Version B**

Since 1968, contractors and home inspectors in the State of Alaska have been statutorily required to list their name, mailing address, and registration number in all advertising. Additionally, contractors have had a fourth requirement of listing their principal place of business in any advertisements. 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, contractors and home inspectors in Alaska may operate more than one registered business which are advertised together. This may require the contractor to list multiple registration numbers within the same advertisement.

Senate Bill 181 amends the current statute by allow contractors and home inspectors to substitute their internet website or landing page in their advertisements which contains the statutorily required identifying information rather than list all the required information directly within the advertisement. Additionally, this bill requires contractors to specify that the internet website or landing page provided contains the information required under statute for the benefit of the viewer of the ad.

These amendments are proposed in order to spare costs and streamline the advertisement process for contractors and home inspectors.

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