

MAINE STATE LEGISLATURE

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119th MAINE LEGISLATURE

FIRST REGULAR SESSION-1999

Legislative Document

No. 1515

S.P. 514

In Senate, February 25, 1999

**An Act to Prohibit Certain Practices in the Advertising and Sale of
Tobacco Products.**

Reference to the Committee on Health and Human Services suggested and ordered printed.

A handwritten signature in cursive script that reads "Joy J. O'Brien".

JOY J. O'BRIEN
Secretary of the Senate

Presented by Senator MILLS of Somerset.

2 **Be it enacted by the People of the State of Maine as follows:**

4 **Sec. 1. 22 MRSA §1553-B** is enacted to read:

6 **§1553-B. Prohibited conduct**

8 The provisions of this section apply to the advertising and sale of cigarettes and other tobacco products.

10 1. **Coupons, premiums and prizes.** The distribution and use of coupons and other forms of proof of purchase and the distribution of cigarettes and tobacco products, prizes and premiums through coupons and other forms of proof of purchase are prohibited.

16 2. **Outdoor advertising.** The use of outdoor advertising is prohibited. For the purposes of this subsection "outdoor advertising" means signs, posters and written materials that advertise for sale or display the name or insignia of a cigarette or other tobacco product that are placed outside or inside a building or shelter in a manner so as to be visible from outside.

22 3. **Sponsorship of public events held in State.** The sponsorship of public events held by tobacco product manufacturers in the State is prohibited.

26 4. **Penalty.** A person who violates this section commits a civil violation for which a forfeiture of not less than \$100 nor more than \$500 may be adjudged for the first violation and a civil penalty of not less than \$1000 nor more than \$5000 may be adjudged for a repeat violation.

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34 **SUMMARY**

36 This bill prohibits the use of coupons for distribution of cigarettes, tobacco products, prizes or premiums and outdoor advertising and sponsorship of instate public events with regard to cigarettes and other tobacco products.

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