

Chapter 500 - Advertising

0500 GENERAL POLICY

(New 9/93)

Government Code Sections 11080 and 11081 mandate that every State agency shall send all notices, advertisements, or publications which they are legally required or authorized to publish to the Department of General Services (DGS). The law gives DGS the sole authority to approve and have published all such notices, advertisements, and publications.

The DGS grants each State agency an exemption from its approval and delegates to each state agency the authority to have published any required or authorized notice, advertisement, or publication.

Section 500 et seq. of SAM discusses the following rules:

1. Advertising an Auction.
2. Publication of Administrative Regulations.
3. "Help Wanted" Advertisements.
4. Advertising Public Works Contracts.
5. Contracts for Advertisements.

0501 TERMS AND DEFINITIONS

(New 9/93)

Auction: A public sale at which property or goods are sold to the highest bidder.

"Help Wanted" Advertisements: An advertisement for finding new employees.

Legal Notice: A notice required by law.

Public Works Contracts: Contracts for structures, roads, dams and schools that are designed for public use and paid for by government.

0510 ADVERTISING AN AUCTION

(Revised 9/93)

When advertising an auction of state property, the ad must state those sales taxes, when applicable, will be added to the bid prices.

0520 PUBLICATION OF ADMINISTRATIVE REGULATIONS

(Revised and Renumbered 9/93)

Agencies do not need DGS approval to publish legal notices when adopting, amending, or repealing regulations. See Government Code Section 11346.4 for the legal requirements governing publication of notices for adopting, amending or repealing regulations.

0530 "HELP WANTED" ADVERTISEMENT

(Revised and Renumbered 9/93)

Agencies do not need DGS approval to place "help wanted" ads.

0540 ADVERTISING PUBLIC WORKS CONTRACTS

(Revised 9/04)

For information about advertising small or minor public works contracts, please see the "State Contracting Manual" on the Internet at: <http://www.ols.dgs.ca.gov/Contracting+Info> You may also request a manual through the DGS Office of Legal Services at: (916) 376-5113.

0550 CONTRACTS FOR ADVERTISEMENTS

(Revised and Renumbered 9/93)

Contracts for advertising space do not require DGS approval unless they exceed \$15,000 or the amount specified in SAM Section 1215.

0580 ADVERTISING IN STATE PUBLICATIONS

(Revised 9/04)

Statutory Authority Government Code 14851 authorizes the Office of State Publishing (OSP), a.k.a. Office of State Printing, to accept paid advertisements in state publications or in publications promoting an OSP-supported project or program from any vendor that is participating as a partner in that project or program, except that OSP may not accept or publish any paid political advertising. This legislation specifically authorizes OSP to provide this service; it does not allow for printing of ads by other service providers.

Advertising Media. The variety of advertising media available to OSP includes traditional printing, CD-ROM, and Internet on-line publications.

Information Resources. Contact the OSP Advertising Manager at (916) 323-5098, e-mail: jacque.mooney@dgs.ca.gov, for information regarding the OSP Advertising Program and to request a copy of the "Advertising Program Guidelines" booklet.