2003 SENATE BILL 179

May 23, 2003 – Introduced by Senators CHVALA and CARPENTER, cosponsored by Representatives TURNER and MUSSER, by request of Harry McCarthy. Referred to Committee on Labor, Small Business Development and Consumer Affairs.

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1 AN ACT *to create* 100.53 of the statutes; **relating to:** magazine subscription

2 refunds and requiring the exercise of rule–making authority.

Analysis by the Legislative Reference Bureau

This bill prohibits a magazine owner or publisher from entering into a contract or agreement to sell issues of a magazine by subscription to a person unless the contract or agreement entitles the subscriber to cancel the subscription and receive a prorated refund of the subscription price.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

3 **SECTION 1.** 100.53 of the statutes is created to read:

4 **100.53 Magazine subscription refunds.** **(1)** No magazine owner or

5 publisher or agent of a magazine owner or publisher may enter into a contract or

6 agreement to sell issues of a magazine by subscription to a person in this state unless

7 the contract or agreement entitles the subscriber to cancel the subscription before

1   the expiration of the subscription period and to receive a prorated refund of the full

2   amount of the subscription price.

3   **(2)**   The department shall, by rule, define "magazine" for purposes of this

4   section.

5   SECTION 2. **Initial applicability.**

6   (1) This act first applies to contracts or agreements to sell issues of a magazine

7   that are entered into on the effective date of this subsection.

8   SECTION 3. **Effective dates.** This act takes effect on the day after publication,

9   except as follows:

10   (1) The treatment of section 100.53 (1) of the statutes and SECTION 2 (1) of this

11   act take effect on the first day of the 2nd month beginning after publication.

12   **(END)**