



## 2005 SENATE BILL 621

February 22, 2006 – Introduced by Senators MILLER, ROESSLER, RISSER, BRESKE and LASSA, cosponsored by Representatives JESKEWITZ, BERCEAU, SHERIDAN, MUSSER, SEIDEL, LEHMAN, TOWNSEND, PARISI, OTT and ALBERS. Referred to Committee on Job Creation, Economic Development and Consumer Affairs.

1     **AN ACT to create** 100.54 of the statutes; **relating to:** solicitations for the renewal  
2           of a subscription to a periodical.

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### *Analysis by the Legislative Reference Bureau*

This bill regulates solicitations to renew a subscription to a periodical. Under the bill, no person may send a mailing soliciting a renewal to a periodical (renewal solicitation) more than six months before the expiration date of the subscriber's current subscription. Also under the bill, a renewal solicitation must indicate the date on which the subscriber's current subscription will expire.

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

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

3           **SECTION 1.** 100.54 of the statutes is created to read:  
4           **100.54 Periodicals; renewal solicitations.** (1) In this section, "periodical"  
5           means a newspaper, magazine, newsletter, or similar publication that is published  
6           on a daily, weekly, or monthly basis and delivered to a subscriber.

