



Legislation Details (With Text)

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Title: A Local Law to amend the administrative code of the city of New York, in relation to requiring movie theatres that advertises in New York City to include prices in the advertisement.

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Int. No. 375

By Council Members Moskowitz, Brewer, Gerson, Jackson, Koppell, Monserrate, Nelson, Stewart and Weprin

A Local Law to amend the administrative code of the city of New York, in relation to requiring movie theatres that advertises in New York City to include prices in the advertisement.

Be it enacted by the Council as follows:

Section 1. Chapter 5 of Title 20 of the administrative code of the city of New York is amended by adding a new subchapter 14 to read as follows:

SUBCHAPTER 14 MOVIE THEATRE ADVERTISEMENTS

§20-770. MOVIE THEATRE ADVERTISEMENTS. Definitions. Whenever used in this subchapter, the following terms shall have the following meanings:

1. "Advertise" shall mean any and all means of conveying to the public notice of movie showings or movie ticket sales, including but not limited to, the internet, newspapers, magazines, handbills, written notices, printed notices, printed displays, billboard displays, or by poster.
2. "Distribute" shall mean to give, sell, deliver, offer to give, sell or deliver, cause or hire any person to give, sell or

deliver, or offer to give, sell or deliver.

3. “Movie Theatre” shall mean any place or space where movies are displayed.

4. “Person” shall mean an individual, firm, company, salesperson, trust, partnership or corporation, trade group, or association.

§20-771. Price Required in Advertisement. Any movie theatre that advertises in New York City shall include the price of a movie theatre ticket in any advertisement.

§20-772. Regulations. The commissioner shall promulgate such regulations as necessary to effectuate the purposes of this subchapter, including, but not limited to, requirements as to the manner of display of movie theatre prices in advertisements.

§20-773. Penalties. Any person who shall violate the provisions of this subchapter or the regulations promulgated pursuant to this subchapter shall, upon conviction thereof, pay a civil penalty of not less than fifty dollars and no more than two hundred fifty dollars for the first offense and for each succeeding offense a penalty of not less than one hundred dollars and no more than five hundred dollars for such violation. For the purpose of this subchapter, if on any single day the current movie theatre price is not included in any movie theatre advertisement in accordance with this subchapter or the regulations promulgated pursuant to this subchapter, it shall be considered a single violation.

§2. This local law shall take effect 60 days after its enactment.