

2143

Sponsor(s): Representatives Kenney, Ruderman and Cooper

Brief Title: Regulating advertisements for prepaid calling services.

HB 2143 - DIGEST

Requires that advertising and visual displays for prepaid calling services must be clear and accurate. They may not be misleading and must include at least the following:

(1) Billing increments must be clearly defined. If a company offering prepaid calling services bills for prepaid calling service usage in unit measurement, a unit must be defined using both equivalent dollar amounts and time measurement. Unit billing measurements shall not exceed the equivalent one-minute rate;

(2) All applicable rates for intrastate, interstate, and international calls must be provided on the advertising and visual display. The rates displayed shall be no more than those approved by the commission in the tariff or price list of the company at the time of retail purchase; and

(3) An expiration date for the applicable rates shall be disclosed on the advertising and visual display.