

HOUSE No. 359

The Commonwealth of Massachusetts

PRESENTED BY:

Dylan A. Fernandes

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act relative to aerial advertisements.

PETITION OF:

NAME:	DISTRICT/ADDRESS:	DATE ADDED:
<i>Dylan A. Fernandes</i>	<i>Barnstable, Dukes and Nantucket</i>	<i>1/25/2021</i>

HOUSE No. 359

By Mr. Fernandes of Falmouth, a petition (accompanied by bill, House, No. 359) of Dylan A. Fernandes relative to aerial advertisements. Consumer Protection and Professional Licensure.

The Commonwealth of Massachusetts

**In the One Hundred and Ninety-Second General Court
(2021-2022)**

An Act relative to aerial advertisements.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 Chapter 93 of the General Laws, as appearing in the 2018 Official Edition, is hereby
2 amended by inserting after section 30 the following section:-

3 Section 30 1/2. (a) For the purposes of this section, the following words shall, unless the
4 context clearly requires otherwise, have the following meanings:-

5 “Aircraft”, as defined in section 35 of chapter 90.

6 “Sign or other advertising device”, any device including, but not limited to, a poster,
7 banner, writing, picture, painting, light, model, display, emblem, notice, illustration, insignia or
8 symbol, which is intended to call attention to a business, article, substance or any other thing.

9 (b) No person shall use an aircraft to display a sign or other advertising device; provided,
10 however, that this section shall not apply to persons with fewer than 500 employees.

11 (c) This section shall not prohibit:

12 (i) the display of an identifying mark, trade name, trade insignia or trademark on the
13 exterior of an aircraft if the displayed mark, name or insignia is under the ownership or
14 registration of the aircraft's or aircraft's owner;

15 (ii) the display of a sign or advertising device that is visible only within the interior of the
16 aircraft; or

17 (iii) any person from using an aircraft to display a sign or other advertising device if the
18 aircraft is being flown at an event attended by more than 5,000 people.