

By Senator Aronberg

27-367A-03

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31

A bill to be entitled  
An act relating to the Florida Free Gift  
Advertising Law; amending s. 817.415, F.S.;  
requiring persons who offer free merchandise to  
charge the consumer who accepts such offer no  
more for shipping and handling than the actual  
cost incurred by the shipper; providing an  
effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Subsection (5) of section 817.415, Florida  
Statutes, is amended to read:

817.415 Florida Free Gift Advertising Law.--

(5) REQUIREMENTS FOR ADVERTISEMENTS.--Advertising in  
which items are offered as free with conditions or obligations  
necessary to acceptance shall include a clear and conspicuous  
statement of any such conditions or obligations and  
advertising in compliance herewith shall not be considered  
deceptive. Any charges related to the shipping or handling of  
free merchandise shall be the actual cost or a reasonable  
approximation of the actual shipping and handling charges.

Section 2. This act shall take effect July 1, 2003.

\*\*\*\*\*

SENATE SUMMARY

Requires persons who offer free merchandise to consumers  
to charge no more for shipping and handling than the  
actual cost or a reasonable approximation incurred by the  
shipper.