

1 STATE OF OKLAHOMA

2 1st Session of the 60th Legislature (2025)

3 HOUSE BILL 1781

By: Shaw

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6 AS INTRODUCED

7 An Act relating to the Oklahoma Turnpike Authority;
8 limiting means of advertisements for the Oklahoma
9 Turnpike Authority; prohibiting certain types of
10 advertisements; making certain exception; providing
11 for codification; and providing an effective date.

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13 BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:

14 SECTION 1. NEW LAW A new section of law to be codified
15 in the Oklahoma Statutes as Section 1914 of Title 69, unless there
16 is created a duplication in numbering, reads as follows:

17 A. The Oklahoma Turnpike Authority may only engage in
18 advertising through the following means:

19 1. Printed or electronic billing statements issued to users of
20 the turnpike system.

21 2. Websites and social media platforms owned, operated, or
22 maintained by the Authority.

23 3. On road signage located:
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- 1 a. on turnpike frontage owned or controlled by the
2 Authority, or
- 3 b. within a distance not to exceed one and one-half (1.5)
4 miles from access roads, interchanges, or lead roads
5 to a turnpike, provided the signage is installed in
6 compliance with local zoning and state transportation
7 laws.

8 B. The Oklahoma Turnpike Authority is prohibited from:

9 1. Disseminating advertisements through mediums not specified
10 in subsection A of this section, including, but not limited to
11 television, radio, print newspapers, and third-party digital
12 platforms; and

13 2. Placing advertisements on signage or structures located
14 beyond the one-and-one-half-mile limit specified in subsection A of
15 this section.

16 C. This section shall not be construed to limit the Authority's
17 ability to advertise for bids for construction-related projects.

18 SECTION 2. This act shall become effective November 1, 2025.

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20 60-1-11019 JBH 01/15/25
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