

Senate Bill No. 106–Senator Settelmeyer

CHAPTER.....

AN ACT relating to Nevada Magazine; expanding the purposes for which Nevada Magazine is authorized to trade its advertising services; and providing other matters properly relating thereto.

**Legislative Counsel’s Digest:**

The Commission on Tourism, through its Division of Publications, publishes Nevada Magazine. (NRS 231.280) Under existing law, Nevada Magazine is authorized to trade its advertising services for travel services or for advertising services with other publications. The trades are only authorized for services for which a fair market value can be established, and the trades are required to be properly accounted for in the Fund for the Nevada Magazine and approved by the State Board of Examiners. (NRS 231.290) This bill authorizes Nevada Magazine to trade its advertising services for additional services and products that promote or benefit Nevada Magazine.

EXPLANATION – Matter in *bolded italics* is new; matter between brackets ~~omitted material~~ is material to be omitted.

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THE PEOPLE OF THE STATE OF NEVADA, REPRESENTED IN  
SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

**Section 1.** NRS 231.290 is hereby amended to read as follows:  
231.290 1. The Fund for the Nevada Magazine is hereby created as an enterprise fund.

2. All receipts from publication of the Nevada Magazine and from any other operation conducted by the magazine must be deposited with the State Treasurer for credit to the Fund, and all other financial activities related to the publication or other operations of the magazine must be accounted for in the Fund. Claims against the Fund must be paid as other claims against the State are paid.

3. This section does not preclude Nevada Magazine from trading *its* advertising services for *services or products that promote or benefit Nevada Magazine, including, without limitation,* travel services which are required by Nevada Magazine ~~[or from trading its]~~, *circulation services, sponsorship of awards, memberships, entry fees for trade shows and* advertising services with other publications, ~~[to promote Nevada Magazine]~~ if:

- (a) A fair market value can be established for the ~~[services;]~~ *service or product;*
- (b) The ~~[services are]~~ *trade is* accounted for in the Fund; and
- (c) The State Board of Examiners approves the trade.



**Sec. 2.** This act becomes effective on July 1, 2011.

