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OHIO LEGISLATIVE SERVICE COMMISSION

Office of Research
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Office

S.B. 340
136th General Assembly

Fiscal Note & Local Impact Statement

[Click here for S.B. 340's Bill Analysis](#)

Version: As Introduced

Primary Sponsor: Sen. Patton

Local Impact Statement Procedure Required: No

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Highlights

- County boards of elections may incur several hundred dollars in ballot advertising costs for public notice of ballot issues concerning the approval of traffic camera use by municipal corporations.

Detailed Analysis

Under the bill, county boards of elections will incur ballot advertising costs when a municipal corporation seeks the approval of voters to use traffic cameras. The advertising costs depend on the size of the public notice (in square inches) and the newspaper's rates for printing them. Under state law, a government rate for public notices may not exceed the lowest classified advertising rate and lowest insert rate paid by other advertisers. According to the Ohio News Media Association, notices are likely to cost between \$12 and \$14 per square inch for most community papers. However, large daily papers in major cities may charge twice or triple the rate because of their larger circulation and distribution of online ads. Consequently, county boards of elections will incur several hundred dollars in ballot advertising costs to provide public notice as necessary.

The inclusion of the issue on the ballot will not increase ballot printing costs unless a larger ballot or second page is needed. If this were to occur, the county board of elections would incur the cost of an additional page for ballots within the impacted municipality. In 2024, the cost per election day ballot for the general election ranged from 22¢ to 37¢ for county boards of elections between the first and third quartiles.

According to the Ohio Department of Taxation, as of February 2026, 13 municipalities and small villages operate traffic camera programs: Higginsport, East Cleveland, Parma, Parma Heights, Gates Mills, Linndale, Newburgh Heights, Walton Hills, Brice, Monroeville, Willoughby Hills, Dayton, and Girard.