

Political Advertising Disclosure

3. Independent Expenditure Ads on Ballot Measures (except ads by candidates and political party committees)

Communication	Disclosure and Manner of Display
<p>Print ads designed to be individually distributed including mailings, door hangers, flyers, faxes, posters, newspaper and magazine ads, and oversized campaign buttons and bumper stickers (buttons 10 inches in diameter or larger and stickers 60 square inches or larger)</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410 or 461) at the top of the disclosure area (Note: a printed letter ad may use “Paid for by” instead of “Ad paid for by”) followed by: • “Ad Committee’s Top Funder(s) [names of top three contributors of \$50,000 or more]” each listed on a separate horizontal line, in descending order, beginning with the largest contributor and may not appear in all capital letters. (Note: a printed letter ad may use “Committee Top Funder(s)” instead of “Ad Committee’s Top Funder(s)”) <i>(This disclosure is not applicable to non-recipient committees).</i> <ul style="list-style-type: none"> ○ Newspaper, magazine or other print advertisements that are 20 square inches or less must only disclose the single top contributor of \$50,000 or more. ○ The disclosure of a top contributor’s name shall not include terms such as “incorporated,” “committee,” “political action committee,” or “corporation,” or abbreviations of these terms, unless the term is part of the contributor’s name in common usage. • “Funding Details at www.fppc.ca.gov” must be shown underlined on a separate line at the bottom of the disclosure area for state primarily formed ballot measure and candidate committees that raise \$1,000,000 (see Section 84223). • Disclosure Format: All text must be in Arial equivalent font, in at least 10-point size, in a contrasting color, centered horizontally and, except for the names of top contributors, underlined. The names of top contributors may not be underlined and the text may not be condensed. If there are no top contributors, the “Ad paid for by” need not be underlined. All text must appear in a printed or drawn box with a solid white background at the bottom of at least one page and set apart from other printed matter.

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<p>Print ads larger than those designed to be individually distributed, such as billboards and signs (including yard signs)</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410 or 461) at the top of the disclosure area followed by: • “Ad Committee’s Top Funder(s) [names of top three contributors of \$50,000 or more]” Top contributors must be displayed either on: (1) separate horizontal lines, centered horizontally or (2) adjusted so they do not appear on separate horizontal lines with top contributors separated by commas and may not appear in all capital letters (<i>not applicable to non-recipient committees</i>). The top contributors must be listed in descending order, beginning with the contributor that made the largest amount of contributions. <ul style="list-style-type: none"> ○ The disclosure of a top contributor’s name shall not include terms such as “incorporated,” “committee,” “political action committee,” or “corporation,” or abbreviations of these terms, unless the term is part of the contributor’s name in common usage. • “Funding Details at www.fppc.ca.gov” must be shown underlined on a separate line at the bottom of the disclosure area for state primarily formed ballot measure and candidate committees that raise \$1,000,000 (see Section 84223). • Disclosure Format: All text must be in contrasting color with sufficient contrast that is easily readable by the average viewer and centered horizontally in the disclosure box. Except for the names of top contributors, the text must be underlined. The names of top contributors may not be underlined. If there are no top contributors, the “Ad paid for by” need not be underlined. The text must be in Arial equivalent font. The font must be a height of at least five percent of the advertisement, meaning that each line must be at least five percent of the advertisement, in a printed or drawn box with a solid white background on the bottom of the advertisement that is set apart from any other printed matter and shall not be condensed to be narrower than a normal non-condensed Arial equivalent type. The text in the disclosure area may be adjusted so it does not appear on separate lines, but top contributors’ names must be separated by commas.

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	<ul style="list-style-type: none"> ○ Committee Name: the text for the name of the committee may be shortened by either of the following: <ol style="list-style-type: none"> (1) Displaying only enough of the first part of the committee name to uniquely identify the committee. If the committee is a sponsored committee, then the name displayed must include the portion of the committee name that identifies the sponsor or sponsors, unless all of the sponsors are disclosed on the ad as top contributors. (2) Committee name may be replaced by displaying the words “Committee ID” followed by the committee’s identification number if committee has top funders to disclose.
<p>Radio ads, telephone calls and audio only electronic media ads</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410 or 461). • “Ad Committee’s Top Funder(s) [names of top three contributors of \$50,000 or more]” in descending order, beginning with the largest contributor (<i>not applicable to non-recipient committees</i>). <ul style="list-style-type: none"> ○ The disclosure of a top contributor’s name shall not include terms such as “incorporated,” “committee,” “political action committee,” or “corporation,” or abbreviations of these terms, unless the term is part of the contributor’s name in common usage. • Disclosure Format: Must be spoken clearly for at least three seconds at the beginning or end of the ad or call, in a pitch and tone substantially similar to the rest of the advertisement. <ul style="list-style-type: none"> ○ Radio and prerecorded phone ads must disclose only the top two contributors of \$50,000 or more unless the ad lasts 15 seconds or less or the disclosure statement would last more than eight seconds, in which case only the single top contributor must be disclosed.

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<p>Television* and video ads (including those disseminated over the Internet) *Television ads include those distributed via streaming technology or viewed via connected TV.</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410 or 461). This text shall be in white. <ul style="list-style-type: none"> ○ For committee name on videos disseminated over the internet ONLY: the text for the name of the committee may be shortened by either of the following: <ol style="list-style-type: none"> (1) Displaying only enough of the first part of the committee name to uniquely identify the committee. If the committee is a sponsored committee, then the name displayed must include the portion of the committee name that identifies the sponsor or sponsors, unless all of the sponsors are disclosed on the ad as top contributors. (2) Committee name may be replaced by displaying the words “Committee ID” followed by the committee’s identification number if committee has top funders to disclose. • “Ad Committee’s Top Funder(s) [names of top three contributors of \$50,000 or more]” in descending order, beginning with the largest contributor and may not appear in all capital letters (<i>not applicable to non-recipient committees</i>). This text shall be in yellow. <ul style="list-style-type: none"> ○ The disclosure of a top contributor’s name shall not include terms such as “incorporated,” “committee,” “political action committee,” or “corporation,” or abbreviations of these terms, unless the term is part of the contributor’s name in common usage. ○ The “Ad paid for by [committee’s name]” and “Ad Committee’s Top Funders” disclosures must be separated by a blank horizontal space at least 2 percent of the height of the television or video display screen. • Disclosure Format: All text must be centered horizontally in the disclosure area, in a contrasting color if not specified, in standard Arial regular type and, if there are top contributors, must be underlined except as specified below. <p>The size for the capital letters must be 4 percent of the height or width of the display screen, whichever is less, and must be displayed at the beginning or end of the ad for at least five seconds of a broadcast of 30 seconds or less or for at least 10 seconds of a broadcast longer than 30 seconds. If a video is distributed as an electronic media advertisement and is longer than 30 seconds, the disclosures must be displayed at the beginning of the advertisement. If the television or video ad is shorter than the</p>

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	<p>required disclosure display time, the disclosure may be displayed for the length of the advertisement.</p> <ul style="list-style-type: none"> • Disclosure must appear on a solid black background on the entire bottom one-third of the display screen, or bottom one-fourth of the screen if the committee has no top contributors. • Each top contributor must be disclosed on a separate horizontal line separate from other text, in descending order of amount contributed, may not be underlined and may not be condensed or have the spacing between characters reduced to be narrower than a normal non-condensed standard Arial regular type. <p>If the name of one or more top contributor exceeds the width of the screen and is required to wrap onto a second line, then the names of contributors shall be clearly marked to indicate where one top contributor name ends and the next begins using one or both of the following:</p> <ul style="list-style-type: none"> ○ A common grammatical symbol, such as a comma, semi-colon or dash ○ Sufficient vertical separation between each top contributor such that the text is easily legible and each contributor distinguishable <ul style="list-style-type: none"> • Any text or image not required in this section shall not appear in the disclosure area, except as otherwise authorized or required by applicable law.
<p>Electronic media ads that are a graphic, image, animated graphic, or animated image that an online platform hosting the ad allows to link to an internet website not covered below (except video ads, see above)</p>	<ul style="list-style-type: none"> • Include for the duration of the advertisement, “Ad paid for by [committee name],” and “Ad Committee’s Top Funder(s) [top funder(s) names]” disclosures in a box with a solid white or black background at the bottom of the advertisement. Text shall be in a contrasting color, in at least 11-point, non-condensed standard Arial Regular type.* <ul style="list-style-type: none"> ○ Committee Name: the text for the name of the committee may be shortened by either of the following: <ol style="list-style-type: none"> (1) Displaying only enough of the first part of the committee name to uniquely identify the committee. If the committee is a sponsored committee, then the name displayed must include the portion of the committee name that identifies the sponsor or sponsors, unless all of the sponsors are disclosed on the ad as top contributors. (2) Committee name may be replaced by displaying the words “Committee ID” followed by the committee’s identification number if committee has top funders to disclose.

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	<ul style="list-style-type: none"> ○ May disclose only the largest contributor; may also use “Top Funder(s)” instead of “Ad Committee’s Top Funder(s)” ○ NOTE: If the image takes up fewer than 65,000 square pixels (smaller than a standard 728 x 90 pixel leaderboard image advertisement), then the advertisement may instead include “Who funded this ad?” in at least 8-point standard Arial Regular type with a hyperlink to a website containing the required disclosures. ● Unless the disclosure area includes full “Ad Paid for by” and “Ad Committee’s Top Funder(s),” disclosures, the advertisement must also link to a website containing the full disclosures in a contrasting color and in no less than 11-point font. <ul style="list-style-type: none"> ○ “Ad Committee’s Top Funder(s)” disclosure may not appear in all capital letters. ○ An internet website that is hyperlinked to the ad shall remain online and available to the public until 30 days after the date of the election. ● Any text or image not required shall not appear in the disclosure area, except as otherwise authorized or required by applicable law. <p><small>*This text is not required if including it or the abbreviated “Who funded this ad?”, would take up more than 10 percent of the graphic. In such circumstances the ad need only include a hyperlink to a website containing the website disclosures.</small></p>
<p>Social media ads that are a graphic, image, animated graphic, or animated image that an online platform hosting the ad allows to link to an internet website</p>	<ul style="list-style-type: none"> ● Advertisements in the form of posts, comments or other communications made via social media and posted directly by the social media page or account of the committee paying for the advertisement must include “Ad paid for by,” and “Ad Committee’s Top Funder(s)” disclosures in a contrasting color that is easily readable by the average viewer and in no less than 10-point font on the cover or header photo of the committee’s profile, landing page, or similar location; or on each individual post that is an advertisement. ● The disclosures must be visible on the cover or header photo when the profile, landing page, or similar location is viewed from any electronic device that is commonly used to view this form of electronic media including, but not limited to, a computer screen, laptop, tablet or smart phone. If this is impracticable only a hyperlink, icon, button, or tab to an internet website containing the required “Ad paid for by,” and “Ad Committee’s Top Funder(s)” disclosures is permissible.

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	<ul style="list-style-type: none"> • An advertisement for which a committee pays a third party to post from a social media account that is not the committee’s account must include a tag, or otherwise include a link to, the social media profile or social media landing page of the committee that paid for the advertisement. <ul style="list-style-type: none"> ○ “Ad Committee’s Top Funder(s)” may not appear in all capital letters. • Not required when the only expense or cost of the communication is compensated staff time unless the social media account was created only for the purpose of advertisements under the Act.
Website and email	<ul style="list-style-type: none"> • “Paid for by” and “Committee’s Top Funder(s)” disclosures printed clearly and legibly in a contrasting color and in no less than 8-point font at the top or bottom of the email, top or bottom of every publicly accessible page of the website, or when posted on a non-social media website that is not the committee’s website, at the top or bottom of each individual post. <ul style="list-style-type: none"> ○ “Committee’s Top Funder(s)” may not appear in all capital letters.
Electronic media ads that are audio only	<ul style="list-style-type: none"> • See disclosure requirements for radio ads above. <p>Note: The “Ad Committee’s Top Funder(s)” disclosure requirement is not applicable to non-recipient committees.</p>
Listening applications (e.g., Pandora, Spotify, etc.)	<ul style="list-style-type: none"> • For the visual/image portion of the advertisement, follow the electronic media advertisement disclosure requirements for a graphic, image, animated graphic, animated image above. For the audio portion of the advertisement, follow the audio only disclosure requirements above. If the ad is in video format, instead see the television and video ad disclosure requirements above in addition to the spoken disclosure requirements for radio, telephone and audio only disclosures above.

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<p>Paid Spokesperson: Payment of \$5,000 or more to an individual for individual’s appearance in a ballot measure ad</p>	<ul style="list-style-type: none"> • In addition to the other disclosures include: “<i>(spokesperson’s name) is being paid by this campaign or its donors</i>”. • Printed, televised or video ad: shown continuously in highly visible font except when the disclosure for television and video ads above is being shown. • Radio broadcast or phone message: spoken in clearly audible format.
<p>Paid Spokesperson: Payment of <i>any amount</i> to an individual portraying a member of a licensed or certified occupation (e.g., nurse, firefighter, lawyer)</p> <p><u>Exception:</u> If the paid individual is actually a member of the occupation portrayed, the committee may omit this disclosure. The committee must maintain documentation of the individual’s license or certification.</p>	<ul style="list-style-type: none"> • In addition to the disclosure above, include: “Persons portraying members of an occupation in this advertisement are compensated spokespersons not necessarily employed in those occupations”. • Printed or televised ad: shown continuously in highly visible font. • Radio broadcast or phone message: spoken in clearly audible format.
<p>Text messages sent using mass distribution technology</p>	<ul style="list-style-type: none"> • “Paid for by” or “With” followed by the name of the committee, or a hyperlink or URL for an internet website containing the following disclosures: <ul style="list-style-type: none"> ○ “Paid for by” or “With [committee’s name]” (on file with Form 410 or 461). ○ Committee Name: the text for the name of the committee may be shortened by either of the following: <ol style="list-style-type: none"> (1) Displaying only enough of the first part of the committee name to uniquely identify the committee. If the committee is a sponsored committee, then the name displayed must include the portion of the committee name that identifies the sponsor or sponsors, unless all of the sponsors are disclosed on the ad as top contributors. (2) Committee name may be replaced by displaying the words “Committee ID” followed by the committee’s identification number if committee has top funders to disclose. ○ “Committee’s Top Funder(s) [names of top three contributors of \$50,000 or more]” (not applicable to non-recipient committees).

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	<ul style="list-style-type: none"> ○ The disclosure of a top contributor’s name shall not include terms such as “incorporated,” “committee,” “political action committee,” or “corporation,” or abbreviations of these terms, unless the term is part of the contributor’s name in common usage. ○ The text of the disclosures on the internet website shall be in a color that reasonably contrasts with the background on which it appears and in no less than 8-point font. ● If “With” is used: <ul style="list-style-type: none"> ○ The individual sending the text shall identify themselves by including: “(name of the individual) with (name of committee or hyperlink or URL).” ○ A disclosure using “With” may appear anywhere in the text message, including conversational content, and need not appear as a separate statement apart from the content of the message. ● Top Contributors: A committee that has top contributors must comply with the following: <ul style="list-style-type: none"> ○ Immediately following the name of the committee or the hyperlink or URL, the text message shall also include the text “Top funders:” followed by the names of the top two contributors of \$50,000 or more to the committee paying for the advertisement, separated by “&” or “and”. ○ The names of the top two contributors may be spelled using acronyms, abbreviations, or other shorthand in common usage or parlance. If the contributor is an individual their first and last name shall both be used. ○ If the disclosure would exceed 35 characters, the text should disclose only the single top contributor of \$50,000 or more to the committee paying for the advertisement. ○ The text message is not required to include the name of a top contributor after the text “Top funders:” If the text message includes the name of the committee paying for the advertisement and the committee’s name includes the name of that top contributor.

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	<ul style="list-style-type: none">○ The text shall be in a color that reasonably contrasts with the background on which it appears and in a font size that is readable by the average viewer.○ For a committee that has top contributors and uses individuals who are unpaid volunteers to send text messages with the assistance of mass distribution technology, the text message sent by these individuals are not required to disclose the top two contributors, but the text message shall include a disclosure stating that the text message is being sent by a volunteer.● An internet website that is hyperlinked shall remain online and available to the public until 30 days after the election.● For text message exchanges consisting of a sequence of multiple text messages sent on the same day the disclosure is only required on the first text message in the sequence that supports or opposes a candidate or measure.● Text required to be included in a text message must be in a color that reasonably contrasts with the background on which it appears and in a font size that is readable by the average viewer.

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<p>Other written advertisements in formats not specifically addressed (e.g., projected images, laser ads, written social media ads that are not a graphic, image, animated graphic, or animated image, etc.)</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410 or 461). • “Ad Committee’s Top Funder(s) [names of top three contributors of \$50,000 or more]”. <i>(This disclosure is not applicable to non-recipient committees.)</i> <ul style="list-style-type: none"> ○ The disclosure of a top contributor’s name shall not include terms such as “incorporated,” “committee,” “political action committee,” or “corporation,” or abbreviations of these terms, unless the term is part of the contributor’s name in common usage. • Disclosure Format: All text must be in a size, and color contrasting the background, that is readily legible to an average viewer. • “Ad Committee’s Top Funder(s)” disclosure may not appear in all capital letters.

The information on this chart does not carry the force of law. If there are any discrepancies between the chart and the Act or its corresponding regulations and opinions, the Act and its regulations and opinions will control.

***If a disclosure statement required by local ordinance is substantially similar to a disclosure statement required under the Act, the two disclosure statements may be merged into a single statement.**

References: [Government Code Sections](#): 84502, 84503, 84504, 84504.1, 84504.2, 84504.3, 84504.7, 84504.8, 84511
[Title 2 Regulations](#): 18450.4, 18450.7, 18450.8, 18450.9