

1 Amend 2 Cal. Code Regs., Section 18450.9 to read:

2 **§ 18450.9 Website Advertisements and Social Media Advertisements.**

3 (a) Electronic Media Advertisements on Non-Social Media Websites: An electronic
4 media advertisement paid for by a committee that is in the form of a written post on a non-social
5 media website must display the disclosures required by Section 84504.3(c) at the top or bottom
6 of each individual post when posted on a website that is not the committee’s website.

7 (b) Electronic Media Advertisements on Social Media by Paid Third Parties: An
8 advertisement subject to Section 84504.3(g) that is made via a form of electronic media that
9 allows users to engage in discourse and post content for which a committee pays a third party to
10 post from a social media account that is the not committee’s account must include a tag, or
11 otherwise include a link to, the social media profile or social media landing page of the
12 committee that paid for the advertisement.

13 (be) Electronic Media Advertisements on Social Media by a Political Party or Candidate
14 Controlled Committee for Elective Office: An advertisement subject to Section 84504.4(b) shall
15 include the required disclosure in a contrasting color that is easily readable by the average viewer
16 and in no less than 10-point font.

17 Note: Authority cited: Section 83112, Government Code. Reference: Sections 84501,
18 84502, 84503, 84504.3, 84504.4 and 84504.5, Government Code.

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