Amend 2 Cal. Code Regs., Section 18435 to read:

§ 18435. Definition of Mass Mailing ~~and Sender~~.

(a) A "mass mailing" has been made when over two hundred substantially similar pieces of mail have been sent within a calendar month.

(b) The sender, as used in Section 84305, is the candidate or committee who pays for the largest portion of expenditures attributable to the designing, printing, and posting of the mailing which are reportable under Sections ~~84200-84217~~ 84200 through 84217.

~~(c) For purposes of this section to "pay for" a share of the cost of a mass mailing means to make, to promise to make, or to incur an obligation to make, any payment:~~

~~(1) To any person for the design, printing, postage, materials or other costs (including salaries, fees, or commissions) of the mailing; or~~

~~(2) As a fee or other consideration for an endorsement or, in the case of a ballot measure, support or opposition, in the mailing.~~

~~(d)~~ (c) The identification required by Section 84305 ~~shall~~ must be preceded by the words "Paid for by." These words ~~shall~~ must be presented in the same size and color as the identification required by Section 84305, and ~~shall~~ must be immediately adjacent to and above or immediately adjacent to and in front of the required identification unless otherwise specified by statute.

~~(e) The requirements of Section 84305 to identify the name of the candidate or committee sending a mass mailing apply to over 200 substantially similar messages distributed to the public through electronic mail by a candidate or committee within a calendar month.~~

Note: Authority cited: Section 83112, Government Code. Reference: Sections 82041.5 and 84305, Government Code.