

1. Communications by Candidate Committees for their own Election

The disclaimer must include, unless otherwise noted: “Paid for by *committee name*.”

Examples: “Paid for by Jones for Assembly 20XX”

“Paid for by Friends of Smith for Mayor 20XX”

Communication	Current Law	AB 249 Changes
All mass mailings – more than 200 sent within a calendar month	<ul style="list-style-type: none">• Candidate’s committee name/address (on file with Form 410) on outside of mailing (if no Form 410 on file, use candidate name/address)• “Paid for by” must be in the same color and font as the committee name/address and immediately in front of or above the name/address• If sent by more than one candidate/committee:<ul style="list-style-type: none">○ Also on at least one insert in the mailing• No less than 6-point type/contrasting print color• Return envelopes (if included in solicitation) – committee’s name, address and ID number are recommended but not required	<ul style="list-style-type: none">• No changes to candidate mass mailing
All mass electronic mailings – more than 200 substantially similar pieces of electronic mail sent within a calendar month	<ul style="list-style-type: none">• Name of candidate or committee (no address required on mass electronic mailings)• “Paid for by” must be in the same color and font as the committee name and immediately in front of or above the name	<ul style="list-style-type: none">• “Paid for by” must be in the same font size as a majority of the text

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Communication	Current Law	AB 249 Changes
Telephone calls advocating candidate's own election (500 or more) - made by: <ul style="list-style-type: none"> • Vendors ("robo" calls) or • Paid individuals other than the candidate, campaign manager or volunteers 	<ul style="list-style-type: none"> • Any time during the message • Must identify the candidate that paid for the call or an organization authorizing the call that files campaign reports • Must state that the call is "paid for by" or "authorized by" the identified candidate or organization <ul style="list-style-type: none"> ◦ <i>Examples: This call was paid for by Senator Jones; This call was authorized by (name of committee)</i> • No ID required on telephone calls personally dialed by candidate, campaign manager or volunteers 	<ul style="list-style-type: none"> • No changes to candidate telephone calls
The Political Reform Act (Act) does not currently require a specific disclaimer on the following communications paid for by a candidate's committee in support of his or her own campaign, although the FPPC recommends placing "paid for by committee name" and the committee ID number on all public campaign materials.		Assembly Bill 249 requires specific disclaimers on the following communications paid for by a candidate's committee in support of his or her own campaign.
Newspaper, radio and television ads	<ul style="list-style-type: none"> • Radio and television advertisements require "paid for by" or sponsor identification under Federal Communications Commission (FCC) rules • Check the Elections Code for newspaper ad requirements 	<ul style="list-style-type: none"> • Radio and Television: "Paid for by" followed by name of committee on most recent Statement of Organization • Radio: Disclaimer at the beginning or end of advertisement read in a clearly spoken manner with pitch and tone substantially similar to the rest of advertisement • Television: Disclaimer shown at least four seconds. Letters must be in a type size greater than or equal to 4 percent of the height of the screen

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Communication	Current Law	AB 249 Changes
Electronic Media (Websites, blogs, Twitter feeds, faxes, social media pages – e.g., Facebook)	<ul style="list-style-type: none">• “Paid for by <i>committee name</i>” and committee ID number are recommended but not legally required	<ul style="list-style-type: none">• No changes
Billboards, large signs, yard signs, business cards, door hangers, flyers, and posters	<ul style="list-style-type: none">• “Paid for by <i>committee name</i>” and committee ID number are recommended but not legally required	<ul style="list-style-type: none">• No changes

2. Independent Expenditure Ads on Candidates

General Provisions Under Current Law	AB 249 Changes
<p>General Purpose Committees</p> <ul style="list-style-type: none"> “Paid for by <i>committee name</i>” and “[t]his advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.” <p>Examples:</p> <ul style="list-style-type: none"> “This call was paid for by ABC Trade Association and was not authorized by a candidate for this office or a committee controlled by candidate for this office.” “This ad was paid for by Susan Johnson and was not authorized by a candidate for this office or a committee controlled by candidate for this office.” 	<p>General Purpose Committees (except political party) Committees</p> <ul style="list-style-type: none"> “Paid for by <i>committee name</i>” and “[t]his advertisement was not authorized by a candidate or a committee controlled by a candidate.” List Top Three Donors - “Committee major funding from” top three donors of \$50,000+, if applicable, and depends on ad type <ul style="list-style-type: none"> If a top donor is a sponsored committee with a single sponsor, only the sponsor is listed In certain situations, the donor of an earmarked contribution is listed as a top donor when given through another committee <p>Example:</p> <ul style="list-style-type: none"> “Paid for by Blue Sky Committee, major funding from Top Firm, Big Spender, and Election Union. This advertisement was not authorized by a candidate or a committee controlled by a candidate.”
<p>Primarily Formed Committees</p> <ul style="list-style-type: none"> “Paid for by <i>committee name</i>” and “[t]his advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.” Disclaimer must include the top two donors of \$50,000 donors, if any. 	<p>Primarily Formed Committees</p> <ul style="list-style-type: none"> “Paid for by <i>committee name</i>” and “[t]his advertisement was not authorized by a candidate or a committee controlled by a candidate.” List Top Three Donors - “Committee major funding from” top three donors of \$50,000+, if applicable, and depends on ad type <ul style="list-style-type: none"> If a top donor is a sponsored committee with a single sponsor, only the sponsor is listed In certain situations, the donor of an earmarked contribution is listed as a top donor when given through another committee

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<p>Example:</p> <ul style="list-style-type: none"> “Paid for by Citizens against Senator Smith, major funding by International Workers Association and California Insurance Committee. This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.” 	<p>Example:</p> <ul style="list-style-type: none"> “Paid for by Committee to Elect, major funding from Top Firm, Big Spender, and Election Union. This advertisement was not authorized by a candidate or a committee controlled by a candidate.”
<p>Candidate Committees</p> <ul style="list-style-type: none"> “Paid for by <i>committee name</i>” and “[t]his advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.” 	<p>Candidate Committees</p> <ul style="list-style-type: none"> “Paid for by <i>committee name</i>” and “[t]his advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”
<p>Political Party Committees</p> <ul style="list-style-type: none"> “Paid for by <i>committee name</i>” and “[t]his advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.” 	<p>Political Party Committees</p> <ul style="list-style-type: none"> “Paid for by <i>committee name</i>” and “[t]his advertisement was not authorized by a candidate or a committee controlled by a candidate.”

2. Independent Expenditure Ads on Candidates

Communications and Advertisements Paid for by Candidates and Political Parties

Communication	Current Law	AB 249 Changes
<p>All mass mailings and mass electronic mailings – more than 200 sent within a calendar month</p>	<ul style="list-style-type: none"> • Committee name/address (on file with Form 410) on outside of mailing in no less than 14-point, bold, sans serif type (no address required on mass electronic mailings) • “Paid for by” must be in the same color and font as the name/address and immediately in front of or above the name/address • IE disclaimer in box: The required statement (“[t]his advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office”) must be located within one-half of an inch from the recipient’s name and address in a box. The box’s outline must have a 3.25 line weight. So the statement is clearly readable, contrasting colors must be used for the background of the ad and the box outline, text and background. 	<ul style="list-style-type: none"> • Committee name/address in no less than 10-point font, color has reasonable contrast with background • “Paid for by” must be in a color with reasonable contrast to the background or in at least the same size font as a majority of the text for electronic mailings • IE disclaimer “Not authorized” <ul style="list-style-type: none"> ○ <i>Non-candidate controlled committee:</i> “This advertisement was not authorized by a candidate or committee controlled by a candidate.” ○ <i>Candidate controlled committee:</i> “This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”
<p>Radio</p> <p>Telephone calls (200 or more) - made by:</p> <ul style="list-style-type: none"> • Vendors (“robo” calls) or • Paid individuals other than the candidate, campaign manager or volunteers 	<ul style="list-style-type: none"> • Disclaimer must state that the call or ad is “paid for by” committee name • Must be at least 3 seconds either at beginning or end of call or ad 	<ul style="list-style-type: none"> • “Paid for by” and “Not authorized by” disclaimers required at the beginning or end of advertisement. Must be read in a clearly spoken manner in pitch and tone substantially similar to the rest of the ad. • Must be no less than 3 seconds

2. Independent Expenditure Ads on Candidates

Communications and Advertisements Paid for by Candidates and Political Parties

Communication	Current Law	AB 249 Changes
Television and Video Ads	<ul style="list-style-type: none"> Both written and spoken at the beginning or end of ad Not less than 4 seconds Size and contrasting color must be legible to average viewer <u>Exception</u> - no spoken disclosure required if written statement is shown for at least 5 seconds on a 30 second broadcast or 10 seconds on a 60 second broadcast 	<ul style="list-style-type: none"> “Paid for by” and “Not authorized by” disclaimers required at the beginning or end of advertisement in writing in text that is of sufficient size to be readily legible to an average viewer Not less than 4 seconds Color must be in reasonable degree of contrast with background Disclosure must also be spoken during ad if written disclosure appears for less than 5 seconds for an ad 30 seconds or less or for less than 10 seconds for an ad of 60 seconds or more
1) Electronic Media (Websites, blogs, Twitter feeds, faxes, social media pages – e.g., Facebook) 2) Ads limited in size 3) SMS Texts 4) Audio Ads	1) Disclaimer must be in the same font size as majority of text and displayed conspicuously near the ad 2) Abbreviated disclaimer must rollover, link or click-through to full disclaimer on website or social media homepage or “about” section 3) Include the committee ID number and if technically possible link to the committee's campaign statement on Secretary of State's website 4) Same requirements as for radio ads above	<ul style="list-style-type: none"> Disclaimer must include the statement “Who funded this ad?” that is a hyperlink to a disclaimer website containing “Paid for by” and “Not authorized by” disclaimers Hyperlink must be in a contrasting color and a font size easily readable by the average viewer <ul style="list-style-type: none"> Disclaimer website must contain above disclaimers in contrasting color in no less than 8-point font and must remain online and publicly available until 30 days after date of election in which candidate was voted upon

2. Independent Expenditure Ads on Candidates

Communications and Advertisements Paid for by Candidates and Political Parties

Communication	Current Law	AB 249 Changes
		<ul style="list-style-type: none"> ○ <u>Exception</u> – “Who funded this ad?” disclaimer not required if language is impracticable. If this is the case, then only a hyperlink to the “disclaimer website” with required disclosures is required. • Audio-only electronic advertisements have the same requirements as radio ads • Social media advertisements must include “Paid for by” and “Not authorized by” on the profile page or landing page in a contrasting color and no less than 8-point font <ul style="list-style-type: none"> ○ <u>Exceptions</u> – The disclaimers are not required when ads made via social media for which the only expense of the communication is compensated staff time unless the account where the content is posted was created only for the purpose of ads under the Act ○ No disclaimer on individual posts, comments, or similar communications
A Billboard or Large Sign (larger than 6 square feet) Yard Signs (more than 200 and no larger than 6 square feet)	<ul style="list-style-type: none"> • Each line of the disclaimer must be at least 5% of height of advertisement in contrasting color 	<ul style="list-style-type: none"> • “Paid for by” and “Not authorized by” disclaimers required in no less than 5% of total height of ad in a color with reasonable degree of contrast with background

2. Independent Expenditure Ads on Candidates

Communications and Advertisements Paid for by Candidates and Political Parties

Communication	Current Law	AB 249 Changes
Newspaper Ads Door hangers, flyers, posters, and oversized campaign buttons and bumper stickers (buttons 10 inches across or larger and stickers 60 square inches or larger) (all more than 200)	<ul style="list-style-type: none">• 14-point, bold, sans serif type in contrasting color• Also check the Elections Code (for newspaper ads)	<ul style="list-style-type: none">• Committee name in no less than 10-point font, color has reasonable contrast with background• “Paid for by” must be in color with reasonable contrast to the background• IE disclaimer “Not authorized”<ul style="list-style-type: none">○ <i>Non-candidate controlled committee:</i> “This advertisement was not authorized by a candidate or committee controlled by a candidate.”○ <i>Candidate controlled committee:</i> “This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”

2. Independent Expenditure Ads on Candidates

Communications and Advertisements Paid for by Non-Candidate and Non-Political Party Committees

Communication	Current Law	AB 249 Changes
All mass mailings and mass electronic mailings – more than 200 sent within a calendar month	<ul style="list-style-type: none"> • Committee name/address (on file with Form 410 or 461) on outside of mailing in no less than 14-point, bold, sans serif type (no address required on mass electronic mailings) • “Paid for by” must be in the same color and font as the name/address and immediately in front of or above the name/address • IE disclaimer in box. The required statement (“[t]his advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office”) must be located within one-half of an inch from the recipient’s name and address in a box. The box’s outline must have a 3.25 line weight. So the statement is clearly readable, contrasting colors must be used for the background of the ad and the box outline, text and background 	<ul style="list-style-type: none"> • “Paid for by [committee name and address]” must be in a color with reasonable contrast to the background or, for electronic mailings, in at least the same size font as a majority of the text • “Committee major funding from [list top three \$50k+ contributors]” <ul style="list-style-type: none"> ○ Top contributors must be centered horizontally on separate horizontal lines ○ In descending order with largest cumulative contributor on first line • Top Ten: If committee is subject to Top Ten reporting under Section 84223 then disclaimer must include below top contributors: <ul style="list-style-type: none"> ○ “Funding details at http://www.fppc.ca.gov” in Arial equivalent font at least 10 point in size • “Not authorized” IE disclaimer required: “This advertisement was not authorized by a candidate or committee controlled by a candidate • All disclaimers must be 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 • Text in disclosure area must be in contrasting color in Arial equivalent font, at least 10 point in size

2. Independent Expenditure Ads on Candidates

Communications and Advertisements Paid for by Non-Candidate and Non-Political Party Committees

Communication	Current Law	AB 249 Changes
Radio Telephone calls (500 or more) - made by: <ul style="list-style-type: none"> • Vendors (“robo” calls) or • Paid individuals other than the candidate, campaign manager or volunteers 	<ul style="list-style-type: none"> • Disclaimer must state that the call or ad is “paid for by” committee name • Must be at least 3 seconds either at beginning or end of call or ad 	<ul style="list-style-type: none"> • “Paid for by [committee name]” • “Committee major funding from [top two \$50k+ contributors]” and • “Not authorized” disclaimers are required • “Paid for by” and “Not authorized by” disclaimers required at the beginning or end of call. Must be read in a clearly spoken manner in pitch and tone substantially similar to the rest of the call. • Must be no less than 3 seconds. <ul style="list-style-type: none"> ○ <u>Exception</u> – Calls less than 15 seconds only require one top contributor. Disclaimer statement longer than 8 seconds only require one top contributor.
Television and Video Ads	<ul style="list-style-type: none"> • Both written and spoken at the beginning or end of ad • Not less than 4 seconds • Size and contrasting color must be legible to average viewer • <u>Exception</u> - no spoken disclosure required if written statement is shown for at least 5 seconds on a 30 second broadcast or 10 seconds on a 60 second broadcast 	<ul style="list-style-type: none"> • “Paid for by [committee name]” • “Committee major funding from [top three \$50k+ contributors]” <ul style="list-style-type: none"> ○ Top contributors must be centered horizontally on separate horizontal lines ○ In descending order with largest cumulative contributor on first line • Black background: All disclaimers for television and video ads must appear on solid black background that encompasses the entire bottom 1/3 of the screen <ul style="list-style-type: none"> ○ <u>Exception</u> – If there are no top contributors or if contributor disclosure is not required, then the bottom 1/4 of the screen is encompassed

2. Independent Expenditure Ads on Candidates

Communications and Advertisements Paid for by Non-Candidate and Non-Political Party Committees

Communication	Current Law	AB 249 Changes
		<ul style="list-style-type: none"> • Written disclosure must be in a contrasting color, Arial equivalent font with the smallest letters at least 4% of screen height. All text must be underlined except for top contributors • “Not authorized” disclaimers are required <ul style="list-style-type: none"> ○ This will appear below all other required text on black background • Timing: The disclaimer must be shown at the beginning or end of ad for at least 5 seconds for ads 30 seconds or less or at least 10 seconds for ads longer than 30 seconds <ul style="list-style-type: none"> ○ <u>Exception</u> – If 4% screen height causes top contributors not to fit, then type size must be reduced until names fit on width of screen or entire disclosure fits on bottom 1/3 but in no case shall the type size be smaller than 2.5% of the height of the screen
1) Electronic Media (Websites, blogs, Twitter feeds, faxes, social media pages – e.g., Facebook) 2) Ads limited in size 3) SMS Texts	1) Disclaimer must be in the same font size as majority of text and displayed conspicuously near the ad 2) Abbreviated disclaimer must rollover, link or click-through to full disclaimer on website or social media homepage or “about” section 3) Include the committee ID number and if technically possible link to the committee's campaign statement on Secretary of State's website	<ul style="list-style-type: none"> • Disclaimer must include the statement “Who funded this ad?” that is a hyperlink to a disclaimer website containing: <ul style="list-style-type: none"> ○ “Paid for by” and “Not authorized by” disclaimers ○ “Committee major funding from [top three \$50k+ contributors]” • Hyperlink must be in a contrasting color and a font size easily readable by the average viewer

2. Independent Expenditure Ads on Candidates

Communications and Advertisements Paid for by Non-Candidate and Non-Political Party Committees

Communication	Current Law	AB 249 Changes
4) Audio Ads	4) Same requirements as for radio ads above	<ul style="list-style-type: none">• Disclaimer website must contain above disclaimers in contrasting color in no less than 8-point font and must remain online and publicly available until 30 days after date of election which candidate was voted upon<ul style="list-style-type: none">○ <u>Exception</u> – “Who funded this ad?” disclaimer not required if language is impracticable. If this is the case, then only a hyperlink to the “disclaimer website” with required disclosures is required.• Audio-only electronic advertisements have the same requirements as radio ads• Social media advertisements must include “Paid for by” and “Not authorized by” on the profile page or landing page in a contrasting color and no less than 8-point font<ul style="list-style-type: none">○ <u>Exceptions</u> – The disclaimers are not required when ads made via social media for which the only expense of the communication is compensated staff time unless the account where the content is posted was created only for the purpose of ads under the Act○ No disclaimer on individual posts, comments, or similar communications

2. Independent Expenditure Ads on Candidates

Communications and Advertisements Paid for by Non-Candidate and Non-Political Party Committees

Communication	Current Law	AB 249 Changes
<p>A Billboard or Large Sign (larger than 6 square feet)</p> <p>Yard Signs (more than 200 and no larger than 6 square feet)</p>	<ul style="list-style-type: none"> Each line of the disclaimer must be at least 5% of height of advertisement in contrasting color 	<ul style="list-style-type: none"> “Paid for by [committee name]” “Committee major funding from [top three \$50k+ contributors]” <ul style="list-style-type: none"> Top contributors must be centered horizontally on separate horizontal lines In descending order with largest cumulative contributor on first line <u>Exception</u> – Text may be adjusted so it does not appear on separate lines with top contributors separated by comma “Not authorized” disclaimers are required Must be in Arial equivalent font at least 5% the height of the ad. Text must be on solid background with sufficient contrast and easily readable by the average viewer.
Newspaper Ads	<ul style="list-style-type: none"> 14-point, bold, sans serif type in contrasting color Also check the Elections Code 	<ul style="list-style-type: none"> “Paid for by [committee name]” “Committee major funding from [top three \$50k+ contributors]” <ul style="list-style-type: none"> Top contributors must be centered horizontally on separate horizontal lines In descending order with largest cumulative contributor on first line “Not authorized” disclaimers are required Must be in Arial equivalent font, at least 10-point <ul style="list-style-type: none"> Exception - Less than 20 square inches shall only be required to list single top contributor

2. Independent Expenditure Ads on Candidates

Communications and Advertisements Paid for by Non-Candidate and Non-Political Party Committees

Communication	Current Law	AB 249 Changes
Door hangers, flyers, posters, and oversized campaign buttons and bumper stickers (buttons 10 inches across or larger and stickers 60 square inches or larger) (all more than 200)	<ul style="list-style-type: none">• 14-point, bold, sans serif in contrasting color	<ul style="list-style-type: none">• "Paid for by [committee name]"• "Committee major funding from [top three \$50k+ contributors]"<ul style="list-style-type: none">○ Top contributors must be centered horizontally on separate horizontal lines○ In descending order with largest cumulative contributor on first line• "Not authorized" disclaimers are required• All disclaimers must be 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• Text in disclosure area must be in contrasting color in Arial equivalent font, at least 10-point• Top Ten: If committee is subject to Top Ten reporting under Section 84223 then disclaimer must include below top contributors:<ul style="list-style-type: none">○ "Funding details at http://www.fppc.ca.gov" in Arial equivalent font at least 10 point in size

3. General Purpose & Primarily Formed Committee Ads (Ballot Measure and Candidate) (Excluding Independent Expenditures)

General Provisions Under Current Law	AB 249 Changes
<p>Primarily Formed Committee:</p> <ul style="list-style-type: none"> • “Paid for by <i>committee name</i>” • List Top Two Donors - If the committee has contributors of \$50,000 or more, the top two contributors must also be identified in the disclaimer using “major funding by” or “top contributors” <p>Examples:</p> <ul style="list-style-type: none"> ○ “Paid for by Citizens in Support of Measure B, No New Taxes, Sponsored by the Taxpayers Alliance, Major Funding by ABC Corporation and XYZ Partnership” ○ “Paid for by Californians for Education, a Committee Opposed to Proposition 1, Top Contributors are Student Political Action Committee and ZZZ Trade Association” • The top two contributors must be listed in descending order based on aggregate amount contributed to committee before other groups such as “concerned citizens,” “consumers” and “taxpayers,” etc. <p>General Purpose Committee:</p> <ul style="list-style-type: none"> • “Paid for by committee name” <p>Example:</p> <ul style="list-style-type: none"> ○ “This call was paid for by ABC Trade Association” 	<p>Primarily Formed and General Purpose Committees [Non-political party, non-candidate]:</p> <ul style="list-style-type: none"> • “Paid for by <i>committee name</i>” • List Top Three Donors – “Committee major funding from [top three donors of \$50,000+] if applicable, and depends on ad type • If a top donor is a sponsored committee with a single sponsor, only list name of sponsor <p>Example:</p> <ul style="list-style-type: none"> ○ “Paid for by Committee to Elect, major funding from Top Firm, Big Spender, and Election Union.”

3. General Purpose & Primarily Formed Committee Ads (Ballot Measure and Candidate) (Excluding Independent Expenditures)

Communication	Current Law	AB 249 Changes
All mass mailings – more than 200 sent within a calendar month	<ul style="list-style-type: none"> Committee name/address (on file with Form 410) on outside of mailing in no less than 6-point type/contrasting print color “Paid for by” must be in the same color and font as the committee name/address and immediately in front of or above the name/address 	<ul style="list-style-type: none"> “Paid for by [committee name and address]” If mass mailing is an advertisement, “Committee major funding from [top three \$50k+ contributors]” <ul style="list-style-type: none"> Top contributors must be centered horizontally on separate horizontal lines In descending order with largest cumulative contributor on first line All disclaimers must be 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 Text in disclosure area must be in contrasting color in Arial equivalent font, at least 10-point Top Ten: If committee is subject to Top Ten reporting under Section 84223 then disclaimer must include below top contributors: <ul style="list-style-type: none"> “Funding details at http://www.fppc.ca.gov” in Arial equivalent font at least 10 point in size
All mass electronic mailings – more than 200 substantially similar pieces of electronic mail within a calendar month	<ul style="list-style-type: none"> “Paid for by” Committee name (on file with Form 410) in same font size as majority of text and displayed conspicuously 	<ul style="list-style-type: none"> “Paid for by [committee name]” If the electronic mailing is an ad, disclaimer must include the statement “Who funded this ad?” that is a hyperlink to a disclaimer website containing:

3. General Purpose & Primarily Formed Committee Ads (Ballot Measure and Candidate) (Excluding Independent Expenditures)

		<ul style="list-style-type: none"> ○ "Paid for by" disclaimer ○ "Committee major funding from [top three \$50k+ contributors]" • Hyperlink must be in a contrasting color and a font size easily readable by the average viewer • Disclaimer website must contain above disclaimers in contrasting color in no less than 8-point font and must remain online and publicly available until 30 days after date of election which candidate was voted upon <ul style="list-style-type: none"> ○ <u>Exception</u> – "Who funded this ad?" disclaimer not required if language is impracticable. If this is the case, then only a hyperlink to the "disclaimer website" with required disclosures is required. • Audio-only electronic advertisements have the same requirements as radio ads
Radio Telephone calls (200 or more)	<ul style="list-style-type: none"> • Disclaimer must state that the call or ad is "paid for by" committee name • Must be at least 3 seconds at beginning or end of call or ad 	<ul style="list-style-type: none"> • "Paid for by [committee name]" • "Committee major funding from [top two \$50k+ contributors]" • Disclaimers required at the beginning or end of call or ad. Must be read in a clearly spoken manner in pitch and tone substantially similar to the rest of the call or ad. • Must be no less than 3 seconds.

3. General Purpose & Primarily Formed Committee Ads (Ballot Measure and Candidate) (Excluding Independent Expenditures)

		<ul style="list-style-type: none"> ○ <u>Exception</u> – Calls or ads less than 15 seconds only require one top contributor. Disclaimer statement longer than 8 seconds only require one top contributor.
Television and Video Ads	<ul style="list-style-type: none"> • Both written and spoken at the beginning or end of ad • Not less than 4 seconds • Size and contrasting color must be legible to average viewer • <u>Exception</u> - no spoken disclosure required if written statement is shown for at least 5 seconds on a 30 second broadcast or 10 seconds on 60 second broadcast 	<ul style="list-style-type: none"> • “Paid for by [committee name]” • “Committee major funding from [top three \$50k+ contributors]” <ul style="list-style-type: none"> ○ Top contributors must be centered horizontally on separate horizontal lines ○ In descending order with largest cumulative contributor on first line • Black background: All disclaimers for television and video ads must appear on solid black background that encompasses the entire bottom 1/3 of the screen <ul style="list-style-type: none"> ○ <u>Exception</u> – If there are no top contributors or if contributor disclosure is not required, then the bottom 1/4 of the screen is encompassed • Written disclosure must be in a contrasting color, Arial equivalent font with the smallest letters at least 4% of screen height. All text must be underlined except for top contributors • Timing: The disclaimer must be shown at the beginning or end of ad for at least 5 seconds for ads 30 seconds or less or at least 10 seconds for ads longer than 30 seconds <ul style="list-style-type: none"> ○ <u>Exception</u> – If 4% screen height causes top contributors not to fit, then type size must be reduced until names fit on

3. General Purpose & Primarily Formed Committee Ads (Ballot Measure and Candidate) (Excluding Independent Expenditures)

		width of screen or entire disclosure fits on bottom 1/3 but in no case shall the type size be smaller than 2.5% of the height of the screen
1) Electronic Media (Websites, blogs, Twitter feeds, faxes, social media pages – e.g., Facebook) 2) Ads limited in size 3) SMS Texts 4) Audio Ads	1) Disclaimer must be in the same font size as majority of text and displayed conspicuously near the ad 2) Abbreviated disclaimer must rollover, link or click-through to full disclaimer on website or social media homepage or “about” section 3) Include the committee ID number and if technically possible link to the committee's campaign statement on Secretary of State's website 4) Same requirements as for radio ads above	<ul style="list-style-type: none"> Disclaimer must include the statement “Who funded this ad?” that is a hyperlink to a disclaimer website containing: <ul style="list-style-type: none"> “Paid for by” disclaimer “Committee major funding from [top three \$50k+ contributors]” Hyperlink must be in a contrasting color and a font size easily readable by the average viewer Disclaimer website must contain above disclaimers in contrasting color in no less than 8-point font and must remain online and publicly available until 30 days after date of election which candidate was voted upon <ul style="list-style-type: none"> <u>Exception</u> – “Who funded this ad?” disclaimer not required if language is impracticable. If this is the case, then only a hyperlink to the “disclaimer website” with required disclosures is required. Audio-only electronic advertisements have the same requirements as radio ads Social media advertisements must include “Paid for by” on the profile page

3. General Purpose & Primarily Formed Committee Ads (Ballot Measure and Candidate) (Excluding Independent Expenditures)

		<p>or landing page in a contrasting color and no less than 8-point font</p> <ul style="list-style-type: none"> ○ <u>Exceptions</u> – The disclaimers are not required when ads made via social media for which the only expense of the communication is compensated staff time unless the account where the content is posted was created only for the purpose of ads under the Act ○ No disclaimer on individual posts, comments, or similar
Newspaper Ads	<ul style="list-style-type: none"> • 14-point, bold, sans serif type in contrasting color • Also check the Elections Code 	<ul style="list-style-type: none"> • “Paid for by [committee name]” • “Committee major funding from [top three \$50k+ contributors]” <ul style="list-style-type: none"> ○ Top contributors must be centered horizontally on separate horizontal lines ○ In descending order with largest cumulative contributor on first line • Must be in Arial equivalent font, at least 10-point <ul style="list-style-type: none"> ○ Exception - Less than 20 square inches shall only be required to list single top contributor
<p>A Billboard or Large Sign (larger than 6 square feet)</p> <p>Yard Signs (more than 200 and no larger than 6 square feet)</p>	<ul style="list-style-type: none"> • Each line of the disclaimer must be at least 5% of height of advertisement in contrasting color 	<ul style="list-style-type: none"> • “Paid for by [committee name]” • “Committee major funding from [top three \$50k+ contributors]” <ul style="list-style-type: none"> ○ Top contributors must be centered horizontally on separate horizontal lines ○ In descending order with largest cumulative contributor on first line

3. General Purpose & Primarily Formed Committee Ads (Ballot Measure and Candidate) (Excluding Independent Expenditures)

		<ul style="list-style-type: none"> ○ <u>Exception</u> – Text may be adjusted so it does not appear on separate lines with top contributors separated by comma • Must be in Arial equivalent font at least 5% the height of the ad. Text must be on solid background with sufficient contrast and easily readable by the average viewer.
Door hangers, flyers, posters, and oversized campaign buttons and bumper stickers (buttons 10 inches across or larger and stickers 60 square inches or larger) (all more than 200)	<ul style="list-style-type: none"> • 14-point, bold, sans serif in contrasting color 	<ul style="list-style-type: none"> • “Paid for by [committee name]” • “Committee major funding from [top three \$50k+ contributors]” <ul style="list-style-type: none"> ○ Top contributors must be centered horizontally on separate horizontal lines ○ In descending order with largest cumulative contributor on first line • All disclaimers must be 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 • Text in disclosure area must be in contrasting color in Arial equivalent font, at least 10-point • Top Ten: If committee is subject to Top Ten reporting under Section 84223 then disclaimer must include below top contributors: <ul style="list-style-type: none"> ○ “Funding details at http://www.fppc.ca.gov” in Arial equivalent font at least 10 point in size

4. Independent Expenditure Ads on Ballot Measures

General Provisions Under Current Law	AB 249 Changes
<p>Primarily Formed Committee:</p> <ul style="list-style-type: none"> • “Paid for by <i>committee name</i>” • List Top Two Donors - If the committee has contributors of \$50,000 or more, the top two contributors must also be identified in the disclaimer using “major funding by” or “top contributors” <p>Examples:</p> <ul style="list-style-type: none"> ○ “Paid for by Citizens in Support of Measure B, No New Taxes, Sponsored by the Taxpayers Alliance, Major Funding by ABC Corporation and XYZ Partnership” ○ “Paid for by Californians for Education, a Committee Opposed to Proposition 1, Top Contributors are Student Political Action Committee and ZZZ Trade Association” • The top two contributors must be listed in descending order based on aggregate amount contributed to committee before other groups such as “concerned citizens,” “consumers” and “taxpayers,” etc. <p>General Purpose Committee:</p> <ul style="list-style-type: none"> • “Paid for by committee name” <p>Example:</p> <ul style="list-style-type: none"> ○ “This call was paid for by ABC Trade Association” 	<p>Primarily Formed and General Purpose Committees [Non-political party, non-candidate]:</p> <ul style="list-style-type: none"> • “Paid for by <i>committee name</i>” • List Top Three Donors – “Committee major funding from [top three donors of \$50,000+] if applicable, and depends on ad type • If a top donor is a sponsored committee with a single sponsor, only list name of sponsor <p>Example:</p> <ul style="list-style-type: none"> ○ “Paid for by Committee to Elect, major funding from Top Firm, Big Spender, and Election Union.”
<ul style="list-style-type: none"> • Candidate Committees: “Paid for by [candidate committee name]” 	<ul style="list-style-type: none"> • No changes
<ul style="list-style-type: none"> • Political Party Committee: “Paid for by [committee name]” 	<ul style="list-style-type: none"> • No changes

4. Independent Expenditure Ads on Ballot Measures

Communications and Advertisements Paid for by Non-Candidate and Non-Political Party Committees

Communication	Current Law	AB 249 Changes
All mass mailings and mass electronic mailings – more than 200 sent within a calendar month	<ul style="list-style-type: none"> • Committee name/address (on file with Form 410) on outside of mailing in no less than 14-point, bold, sans serif type (no address required on mass electronic mailings) • “Paid for by” must be in the same color and font as the name/address and immediately in front of or above the name/address or displayed conspicuously for electronic mailings 	<ul style="list-style-type: none"> • “Paid for by [committee name and address]” • “Who funded this ad?” that is a hyperlink to a disclaimer website containing: <ul style="list-style-type: none"> ○ “Paid for by” disclaimer ○ “Committee major funding from [top three \$50k+ contributors]” • Hyperlink must be in a contrasting color and a font size easily readable by the average viewer • Disclaimer website must contain above disclaimers in contrasting color in no less than 8-point font and must remain online and publicly available until 30 days after date of election which candidate was voted upon <ul style="list-style-type: none"> ○ <u>Exception</u> – “Who funded this ad?” disclaimer not required if language is impracticable. If this is the case, then only a hyperlink to the “disclaimer website” with required disclosures is required. • Audio-only electronic advertisements have the same requirements as radio ads
Radio Telephone calls (200 or more)	<ul style="list-style-type: none"> • Disclaimer must state that the call or ad is “paid for by” committee name • Must be at least 3 seconds at beginning or end of call or ad 	<ul style="list-style-type: none"> • “Paid for by [committee name]” • “Committee major funding from [top two \$50k+ contributors]”

4. Independent Expenditure Ads on Ballot Measures

Communications and Advertisements Paid for by Non-Candidate and Non-Political Party Committees

		<ul style="list-style-type: none"> Disclaimers required at the beginning or end of call or ad. Must be read in a clearly spoken manner in pitch and tone substantially similar to the rest of the call or ad. Must be no less than 3 seconds. <ul style="list-style-type: none"> <u>Exception</u> – Calls or ads less than 15 seconds only require one top contributor. Disclaimer statement longer than 8 seconds only require one top contributor.
Television and Video Ads	<ul style="list-style-type: none"> Both written and spoken at the beginning or end of ad Not less than 4 seconds Size and contrasting color must be legible to average viewer <u>Exception</u> - no spoken disclosure required if written statement is shown for at least 5 seconds on a 30 second broadcast or 10 seconds on 60 second broadcast 	<ul style="list-style-type: none"> “Paid for by [committee name]” “Committee major funding from [top three \$50k+ contributors]” <ul style="list-style-type: none"> Top contributors must be centered horizontally on separate horizontal lines In descending order with largest cumulative contributor on first line Black background: All disclaimers for television and video ads must appear on solid black background that encompasses the entire bottom 1/3 of the screen <ul style="list-style-type: none"> <u>Exception</u> – If there are no top contributors or if contributor disclosure is not required, then the bottom 1/4 of the screen is encompassed Written disclosure must be in a contrasting color, Arial equivalent font with the smallest letters at least 4% of screen height. All text must be underlined except for top contributors

4. Independent Expenditure Ads on Ballot Measures

Communications and Advertisements Paid for by Non-Candidate and Non-Political Party Committees

		<ul style="list-style-type: none"> • Timing: The disclaimer must be shown at the beginning or end of ad for at least 5 seconds for ads 30 seconds or less or at least 10 seconds for ads longer than 30 seconds <ul style="list-style-type: none"> ○ <u>Exception</u> – If 4% screen height causes top contributors not to fit, then type size must be reduced until names fit on width of screen or entire disclosure fits on bottom 1/3 but in no case shall the type size be smaller than 2.5% of the height of the screen
<p>1) Electronic Media (Websites, blogs, Twitter feeds, faxes, social media pages – e.g., Facebook)</p> <p>2) Ads limited in size</p> <p>3) SMS Texts</p> <p>4) Audio Ads</p>	<p>1) Disclaimer must be in the same font size as majority of text and displayed conspicuously near the ad</p> <p>2) Abbreviated disclaimer must rollover, link or click-through to full disclaimer on website or social media homepage or “about” section</p> <p>3) Include the committee ID number and if technically possible link to the committee's campaign statement on Secretary of State's website</p> <p>4) Same requirements as for radio ads above</p>	<ul style="list-style-type: none"> • Disclaimer must include the statement “Who funded this ad?” that is a hyperlink to a disclaimer website containing: <ul style="list-style-type: none"> ○ “Paid for by” disclaimer ○ “Committee major funding from [top three \$50k+ contributors]” • Hyperlink must be in a contrasting color and a font size easily readable by the average viewer • Disclaimer website must contain above disclaimers in contrasting color in no less than 8-point font and must remain online and publicly available until 30 days after date of election which candidate was voted upon <ul style="list-style-type: none"> ○ <u>Exception</u> – “Who funded this ad?” disclaimer not required if language is impracticable. If this is the case, then only a hyperlink to the “disclaimer website” with required disclosures is required.

4. Independent Expenditure Ads on Ballot Measures

Communications and Advertisements Paid for by Non-Candidate and Non-Political Party Committees

		<ul style="list-style-type: none"> • Audio-only electronic advertisements have the same requirements as radio ads <p>Social media advertisements must include “Paid for by” on the profile page or landing page in a contrasting color and no less than 8-point font</p> <ul style="list-style-type: none"> ○ <u>Exceptions</u> – The disclaimers are not required when ads made via social media for which the only expense of the communication is compensated staff time unless the account where the content is posted was created only for the purpose of ads under the Act ○ No disclaimer on individual posts, comments, or similar
Newspaper Ads	<ul style="list-style-type: none"> • 14-point, bold, sans serif type in contrasting color • Also check the Elections Code 	<ul style="list-style-type: none"> • “Paid for by [committee name]” • “Committee major funding from [top three \$50k+ contributors]” <ul style="list-style-type: none"> ○ Top contributors must be centered horizontally on separate horizontal lines ○ In descending order with largest cumulative contributor on first line • Must be in Arial equivalent font, at least 10-point <ul style="list-style-type: none"> ○ Exception - Less than 20 square inches shall only be required to list single top contributor
A Billboard or Large Sign (larger than 6 square feet)	<ul style="list-style-type: none"> • Each line of the disclaimer must be at least 5% of height of advertisement in contrasting color 	<ul style="list-style-type: none"> • “Paid for by [committee name]” • “Committee major funding from [top three \$50k+ contributors]”

4. Independent Expenditure Ads on Ballot Measures

Communications and Advertisements Paid for by Non-Candidate and Non-Political Party Committees

<p>Yard Signs (more than 200 and no larger than 6 square feet)</p>		<ul style="list-style-type: none"> ○ Top contributors must be centered horizontally on separate horizontal lines ○ In descending order with largest cumulative contributor on first line • Must be in Arial equivalent font at least 5% the height of the ad. Text must be on solid black background with sufficient contrast and easily readable by the average viewer. <ul style="list-style-type: none"> ○ <u>Exception</u> – Text may be adjusted so it does not appear on separate lines with top contributors separated by comma
<p>Door hangers, flyers, posters, and oversized campaign buttons and bumper stickers (buttons 10 inches across or larger and stickers 60 square inches or larger) (all more than 200)</p>	<ul style="list-style-type: none"> • 14-point, bold, sans serif type in contrasting color 	<ul style="list-style-type: none"> • “Paid for by [committee name]” • “Committee major funding from [top three \$50k+ contributors]” <ul style="list-style-type: none"> ○ Top contributors must be centered horizontally on separate horizontal lines ○ In descending order with largest cumulative contributor on first line • All disclaimers must be 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 • Text in disclosure area must be in contrasting color in Arial equivalent font, at least 10-point font • Top Ten – If committee is subject to Top Ten contributor under Section 84223 then disclaimer must include <ul style="list-style-type: none"> ○ “Funding details at http://www.fppc.ca.gov” in Arial equivalent font at least 10-point in size