

Political Advertising Disclaimers



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	Manner of Display
<p>All mass mailings – more than 200 sent within a calendar month (including emails)</p>	<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) • Only committee name (no address) required on emails • “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
<p>Telephone calls advocating candidate's own election (500 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"> • 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

Candidate Committee Communications

Communication	Manner of Display
<p>The Political Reform Act (Act) does not 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.</p>	
<p>Newspaper, radio and television ads</p>	<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
<p>Electronic Media (Websites, blogs, Twitter feeds, faxes, social media pages – e.g., Facebook)</p>	<ul style="list-style-type: none"> • “Paid for by <i>committee name</i>” and committee ID number are recommended but not legally required
<p>Billboards, yard signs, business cards, door hangers, flyers, and posters</p>	<ul style="list-style-type: none"> • “Paid for by <i>committee name</i>” and committee ID number are recommended but not legally required

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. Communications made by a candidate to support or oppose a ballot measure or other candidates are not addressed in this chart.

References: [Government Code Sections](#): 84305, 84310.
 [Title 2 Regulations](#): 18435, 18440.