



Political Advertising Disclaimers

2. Independent Expenditure Ads on Candidates

General purpose committees provide a disclaimer that must include, unless otherwise noted:

“Paid for by *committee name*” 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.”

Examples:

- “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.”

Primarily formed committees for or against a candidate must add an additional disclaimer that lists \$50,000 donors, if any.

Example:

- “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.”

The following disclaimers apply to ads that expressly advocate support or opposition of a candidate

Communication	Manner of Display
<p>All mass mailings - more than 200 sent within a calendar month (see note)</p>	<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 • “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

Independent Expenditures - Candidate Ads

Communication	Manner of Display
<p>Telephone calls – more than 200 made by:</p> <ul style="list-style-type: none"> • Vendors (“robo” calls) or • Paid individuals 	<ul style="list-style-type: none"> • Disclaimer must state that the call is “paid for by” committee name • Must be at least 3 seconds either at beginning or end of call
<p>Radio</p>	<ul style="list-style-type: none"> • Must be at least 3 seconds either at beginning or end of the ad
<p>Television</p>	<ul style="list-style-type: none"> • Both written & 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
<p>Electronic Media</p> <p>1. Websites, blast emails, Facebook posts</p> <p>2. Ads of limited size (micro bar, button ad, ads limited to 500 characters or less)</p> <p>3. SMS texts</p> <p>4. Electronic ads sent in an audio format</p> <p>5. Electronic ads sent in a video format</p>	<ol style="list-style-type: none"> 1. Disclaimer statement 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 5. Same requirements as for television ads above
<p>Newspaper Ads</p>	<ul style="list-style-type: none"> • 14-point, bold, sans serif type in contrasting color • Also check the Elections Code

Independent Expenditures - Candidate Ads

Communication	Manner of Display
A Billboard or Large Sign (e.g., 4' x 4') Yard Signs (more than 200)	<ul style="list-style-type: none"> Each line of the disclaimer must be at least 5% of height of advertisement in contrasting color
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

Note: Two display rules exist for mass mailings. A mass mailing must have the committee name/address on the outside of an envelope in 6-point type, while the manner of display for the ad disclaimer requires the committee name in no less than 14-point, bold, sans serif type. A one-page mailer may combine the display rules with both the committee name and address in no less than 14-point, bold, sans serif type although the address may be at 6-point type.

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

References: [Government Code Sections](#): 82031, 84305, 84310, 84506, 84506.5, 84507, 84509.
[Title 2 Regulations](#): 18225, 18435, 18440, 18450.1, 18450.4, 18450.5.