

## Political Advertising Disclaimers



### 3. Ballot Measure Ads

(by committees primarily formed for a state or local ballot measure)

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

If the committee has **contributors of \$50,000 or more**, the top two contributors must also be identified in the disclaimer by stating, “major funding by” or “top contributors:” as shown in these examples:

- “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”
- “Paid for by Voters in Support of Measure A” (no sponsors or \$50,000 contributors)

The **top two contributors of \$50,000 or more** must be listed:

- In descending order based on the amount contributed to the committee (if more than two contributors gave identical amounts, the most recent must be disclosed).
- First, before other groups such as “concerned citizens,” “consumers,” “taxpayers,” etc.

Communication	Manner of Display
<b>All mass mailings</b> - more than 200 sent within a calendar month (see note)	<ul style="list-style-type: none"> <li>• Committee name/address (on file with Form 410) on outside of mailing in no less than 14-point, bold, sans serif type/contrasting print color</li> <li>• “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</li> </ul>
<b>Telephone Calls</b> – more than 200 made by: <ul style="list-style-type: none"> <li>• Vendors (“robo” calls) or</li> <li>• Paid individuals</li> </ul>	<ul style="list-style-type: none"> <li>• Disclaimer must state that the call is “paid for by” committee name</li> <li>• Must be at least 3 seconds at beginning or end of call</li> </ul>
<b>Radio</b>	<ul style="list-style-type: none"> <li>• Must be at least 3 seconds either at the beginning or end of ad</li> <li>• Ad which is 15 seconds or less requires only highest major contributor</li> </ul>

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Communication	Manner of Display
<b>Television</b>	<ul style="list-style-type: none"> <li>• Both written and spoken at the beginning or end of ad</li> <li>• Not less than 4 seconds</li> <li>• Size and contrasting color must be legible to the average viewer</li> <li>• Ad which is 15 seconds or less requires only highest major contributor</li> <li>• <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</li> </ul>
<b>Electronic Media</b> <b>1. Websites, blast emails, Facebook posts</b>  <b>2. Ads of limited size</b> (micro bar, button ad, ads limited to 500 characters or less)  <b>3. SMS texts</b>  <b>4. Electronic ads sent in an audio format</b>  <b>5. Electronic ads sent in a video format</b>	<ol style="list-style-type: none"> <li>1. Disclaimer statement must be in the same font size as majority of text and displayed conspicuously near the ad</li> <li>2. Abbreviated disclaimer must rollover, link or click-through to full disclaimer on website or social media homepage or “about” section</li> <li>3. Include the committee ID number and if technically possible link to the committee's campaign statement on Secretary of State's website</li> <li>4. Same requirements as for radio ads above</li> <li>5. Same requirements as for television ads above</li> </ol>
<b>Paid Spokesperson - \$5,000 or more</b>	<ul style="list-style-type: none"> <li>• Must also include: "<i>spokesperson's name</i> is being paid by this campaign or its donors"</li> <li>• Printed or televised ad: shown continuously in highly visible font</li> <li>• Radio broadcast or phone message: spoken in clearly audible format</li> </ul>
<b>Paid Spokesperson</b> – Payment of <i>any amount</i> to an individual portraying a member of a licensed or certified occupation (e.g., nurse, firefighter, lawyer)  <u>Exception:</u> If the paid individual is actually a member of the occupation portrayed, the committee may omit this disclaimer. The committee must maintain documentation of the individual's license or certification.	<ul style="list-style-type: none"> <li>• Must also include: “Persons portraying members of an occupation in this advertisement are compensated spokespersons not necessarily employed in those occupations.”</li> <li>• Printed or televised ad: shown continuously in highly visible font</li> <li>• Radio broadcast or phone message: spoken in clearly audible format</li> </ul>

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Communication	Manner of Display
<b>Newspaper Ads</b>	<ul style="list-style-type: none"> <li>• 14-point, bold, sans serif type in contrasting color</li> <li>• Ad which is 20 square inches or less requires only highest major contributor</li> <li>• Also check the Elections Code</li> </ul>
<b>A Billboard or Large Sign</b> (e.g., 4' x 4') <b>Yard Signs</b> (more than 200)	<ul style="list-style-type: none"> <li>• Each line of the disclaimer must be at least 5% of height of advertisement in contrasting color</li> </ul>
<b>Door hangers, flyers, posters, and oversized campaign buttons and bumper stickers</b> (buttons 10 inches across or larger and stickers 60 square inches or larger) (all more than 200)	<ul style="list-style-type: none"> <li>• 14-point, bold, sans serif type in contrasting color</li> <li>• Ad which is 20 square inches or less requires only highest major contributor</li> </ul>

**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.

**Ballot measure committee names.** The name of a primarily formed ballot measure committee must include:

- The measure number or letter and whether it supports or opposes the measure (within 30 days of a ballot designation)
- A name or phrase that clearly identifies the economic or other special interests of its major donors of \$50,000 or more
- The name of an employer if donors of \$50,000 or more share a common employer
- A sponsored committee must include the sponsor's name
- A committee controlled by a candidate must include the candidate's name
- A committee that receives \$50,000 or more from a candidate or his or her controlled committee must include the candidate's name

For more information about the committee name requirements or advertising disclaimer rules, see [Campaign Disclosure Manual 3](#).

**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](#): 84305, 84310, 84503, 84507, 84509, 84511.  
[Title 2 Regulations](#): 18435, 18440, 18450.1, 18450.4, 18450.5.