

Political Advertising Disclaimers

4. Independent Expenditure Ads on Ballot Measures by Candidates and Political Party Committees

Communication	Disclaimer and Manner of Display
Print ads designed to be individually distributed including mailings, door hangers, flyers, faxes, posters, newspaper and magazine ads and oversized campaign buttons and bumper stickers (buttons 10 inches in diameter or larger and stickers 60 square inches or larger)	<ul style="list-style-type: none"> • “Ad paid for by” [committee’s name] (on file with Form 410) • Disclaimer Format: Text must be in no less than 10-point font and in a color that has a reasonable degree of contrast with the background of the advertisement
Print ads larger than those designed to be individually distributed, such as billboards and signs (including yard signs)	<ul style="list-style-type: none"> • “Ad paid for by” [committee’s name] (on file with Form 410) • Disclaimer Format: Text must constitute a height of at least five percent of the advertisement, meaning that each line must be at least five percent of the advertisement, and must appear in a color that has a reasonable degree of contrast with the background
Radio ads, telephone calls and audio only electronic media ads	<ul style="list-style-type: none"> • Ad paid for by” [committee’s name] (on file with Form 410) • Disclaimer Format: Must be spoken clearly for at least three seconds at the beginning or end of the ad or call, in a pitch and tone substantially similar to the rest of the advertisement
Television and video ads (including those disseminated over the Internet)	<ul style="list-style-type: none"> • “Ad paid for by” [committee’s name] (on file with Form 410) • Disclaimer Format: Text must be of sufficient size to be legible to an average viewer, in a contrasting color to the background and must appear for at least four seconds at either the beginning or end of the advertisement <ul style="list-style-type: none"> ○ Disclaimer must also be spoken during the ad if the written disclaimer appears for less than five seconds of a broadcast 30 seconds or less or for at least 10 seconds of a broadcast that lasts longer than 30 seconds

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Electronic media ads not covered below	<ul style="list-style-type: none"> • “Who funded this ad?” text as a hyperlink in a contrasting color and font size that is easily readable by the average viewer* <ul style="list-style-type: none"> ○ Must hyperlink to a website containing the “Ad paid for by” disclaimer in a contrasting color and in no less than 8-point font ○ Must remain online until 30 days after the date of election
Social media ads	<ul style="list-style-type: none"> • “Ad paid for by” disclaimer in a contrasting color and in no less than 8-point font on the committee’s profile, landing page, or similar location; disclaimers are not required on each individual post or comment <ul style="list-style-type: none"> ○ Not required when the only expense or cost of the communication is compensated staff time unless the social media account was created only for the purpose of advertisements under the Act
Website and email	<ul style="list-style-type: none"> • “Paid for by” disclaimer printed clearly and legibly in a contrasting color and in no less than 8-point font at the top or bottom of the email and every publicly accessible page of the website
Electronic media ads that are audio only	<ul style="list-style-type: none"> • See disclaimer requirements for radio ads above

*This text is not required if including it is impracticable. In such circumstances the ad need only include a hyperlink to a website containing the website disclaimers

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<p>Paid Spokesperson: Payment of \$5,000 or more to an individual for individual’s appearance in a ballot measure ad</p>	<ul style="list-style-type: none"> • In addition to other disclaimers, include: “(spokesperson’s name) is being paid by this campaign or its donors” • Printed, televised or video ad: shown continuously in highly visible font except when the disclosure for television and video ads above is being shown • Radio broadcast or phone message: spoken in clearly audible format
<p>Paid Spokesperson: Payment of <i>any amount</i> to an individual portraying a member of a licensed or certified occupation (e.g., nurse, firefighter, lawyer)</p> <p><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.</p>	<ul style="list-style-type: none"> • In addition to the disclaimer above, include: “Persons portraying members of an occupation in this advertisement are compensated spokespersons not necessarily employed in those occupations” • Printed or televised ad: shown continuously in highly visible font • Radio broadcast or phone message: spoken in clearly audible format

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.

References: [Government Code Sections](#): 84504.3, 84504.5, 84511