

Political Advertising Disclaimers

6. All Non-Independent Expenditure Ads (except ads by candidates and political party committees)

All mass mailings that are not ads totaling more than 200 similar pieces must contain:

- the words “Paid for by” immediately adjacent to and either above or in front of the committee’s name and address on the outside of the mailing and on at least one of the inserts
- in no less than 6-point type and in a color or print that contrasts with the background

If the sender is a single committee, the identification need only be shown on the outside of each piece of mail

All mass emails that are not ads totaling more than 200 similar pieces must contain:

- the name of the committee sending the email preceded by the words “Paid for by” in at least the same size font as the majority of the text

Communication	Disclaimer and Manner of Display
<p>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)</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410 or 461) followed by • “Committee major funding from [names of top three donors of \$50,000 or more]” each listed on a separate horizontal line, in descending order, beginning with the largest contributor and may not appear in all capital letters (<i>not applicable to non-recipient committees</i>) <ul style="list-style-type: none"> ○ Newspaper, magazine or other print advertisements that are 20 square inches or less must only disclose the single top contributor of \$50,000 or more • “Funding Details at www.fppc.ca.gov” must be shown immediately below the top three donor text for state primarily formed ballot measure and candidate committees that raise \$1,000,000 (see Section 84223) • Disclaimer Format: All text must be in Arial equivalent font, in at least 10-point size, in a contrasting color, centered horizontally and, except for the names of top donors, underlined. The names of top donors may not be underlined and the text may not be condensed. If there are no top donors, the “Ad paid for by” need not be underlined. All text must appear 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

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<p>Print ads larger than those designed to be individually distributed, such as billboards and signs (including yard signs)</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410 or 461) followed by • “Committee major funding from [names of top three donors of \$50,000 or more]” Top contributors must be displayed from largest to smallest appearing either on: (1) separate horizontal lines, centered horizontally or (2) one line separated by commas and may not appear in all capital letters (<i>not applicable to non-recipient committees</i>) • Disclaimer Format: All text must be in Arial equivalent font. The font must be a height of at least five percent of the advertisement, meaning that each line must be at least five percent of the advertisement, on a solid background with sufficient contrast that is easily readable by the average viewer and, except for the names of top donors, underlined. If there are no top donors, the “Ad paid for by” need not be underlined.
<p>Radio ads, telephone calls and audio only electronic media ads</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410 or 461) • “Committee major funding from [names of top three donors of \$50,000 or more]” in descending order, beginning with the largest contributor (<i>not applicable to non-recipient committees</i>) • 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 <ul style="list-style-type: none"> ○ Radio and prerecorded telephone ads must disclose only the top two contributors of \$50,000 or more unless the ad lasts 15 seconds or less or the disclaimer statement would last more than eight seconds, in which case only the single top contributor must be disclosed

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<p>Television and video ads (including those disseminated over the Internet)</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410 or 461) • “Committee major funding from [names of top three donors of \$50,000 or more]” in descending order, beginning with the largest contributor and may not appear in all capital letters (<i>not applicable to non-recipient committees</i>) • Disclaimer Format: All text must be centered horizontally in the disclosure area, in a contrasting color, in Arial equivalent type and, if there are top donors, must be underlined except as specified below The size for the smallest letters must be four percent of the height of the display screen and must be displayed at the beginning or end of the ad for at least five seconds of a broadcast of 30 seconds or less or for at least 10 seconds of a broadcast longer than 30 seconds Disclaimer must appear on a solid black background on the entire bottom one-third of the display screen, or bottom one-fourth of the screen if the committee has no top contributors Each top donor must be disclosed on a separate horizontal line separate from other text, may not be underlined and may not be condensed or have the spacing between characters reduced to be narrower than a normal non-condensed Arial equivalent type, unless doing so is necessary to keep the name of a contributor from exceeding the width of the screen
<p>Electronic media ads not covered below (except video ads, see above)</p>	<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” and “Committee major funding from” disclaimers in a contrasting color and in no less than 8-point font ○ “Committee major funding from” may not appear in all capital letters ○ Must remain online until 30 days after the date of election

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<p>Social media ads</p>	<ul style="list-style-type: none"> • “Ad paid for by” and “Committee major funding from” disclaimers 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"> ○ “Committee major funding from” may not appear in all capital letters ○ 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 • “Paid for by” and “Committee major funding from” disclaimers 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 <ul style="list-style-type: none"> ○ “Committee major funding from” may not appear in all capital letters • See disclaimer requirements for radio ads above <p>Note: The “Committee major funding from” disclaimer requirement on this page is not applicable to non-recipient committees.</p> <p><i>*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. (Section 84504.3)</i></p>
<p>Website and email</p>	
<p>Electronic media ads that are audio only</p>	

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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: “<i>(spokesperson’s name)</i> 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](#): 84305, 84504, 84504.1, 84504.2, 84504.3, 84511