Advertisement Disclosures

Advertisement disclosures inform the public who is paying for a communication. They are required when general purpose committees distribute political mailings and other advertisements to support or oppose candidates or ballot measures.

Additionally, advertisement disclosures are required for coordinated communications (contributions) to candidates of ballot measure committees and for independent expenditures. Political parties must also include disclosures on their communications whether they are coordinated or independent. Charts for all types of advertisement disclosures are available at the end of this chapter and on the FPPC website.

A. Disclosure Facts

What is an Advertisement Disclosure?

“Ad paid for by [committee name]” is the basic disclosure on most campaign communications. The disclosure is required on the following:

- Mailings and emails
- Paid telephone calls
- Radio ads
- Television and video ads
- Faxes
- Oversized campaign buttons and bumper stickers
- Electronic media ads, including audio only ads
- Newspaper ads
- Billboards
- Yard signs
- Door hangers
- Flyers

Quick Tip
Contact the local elections office for rules on placement of campaign signs in residential or commercial areas.

Quick Tip
Local rules may require additional disclaimers on campaign ads.
Disclosure Exceptions

A disclosure is not required on regular-size campaign buttons, pins, bumper stickers, or magnets. It is not required on pens, pencils, rulers, mugs, potholders, key tags, golf balls and similar small campaign promotional items where a disclosure cannot be conveniently printed. The disclosure is not required on t-shirts, caps, hats, and other articles of clothing; skywriting and airplane banners; or committee checks and receipts.

Appearance of an Advertisement Disclosure

Disclosures on political ads must be clear so as to be understood by the public. Written disclosures must be printed clearly and legibly. Specific requirements for size, color contrast, and time appearing on screen are provided on charts provided later in this chapter. Generally, spoken disclosures on radio or audio only ads must be spoken clearly in pitch and tone substantially similar to the rest of the advertisement. Disclosures must also be written or spoken in the same language used in the advertisement.

Updating a Disclosure

When a committee's name changes, when there are new top contributors, or when the order of the top contributors change, advertisement disclosures must be revised. Television, radio, electronic media, or robocalls must be amended within five business days. Print media, mailings, or other tangible items must be amended every time an order to reproduce is placed.

B. Mailings – Postal and Email

Postal Communications

A “mass mailing” is a printing of 200 or more substantially similar pieces in a calendar month.
Postal Mass Mailings That Are Not Ads

All mass mailings that are not considered ads under the Act of more than 200 substantially similar pieces sent in a calendar month must contain:

- “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.

Postal Mailings That Are Ads

For mailings that are considered ads under the Act please see the disclosure charts at the end of this chapter.

Email Communications

A “mass electronic mailing” means sending more than two hundred substantially similar pieces of electronic mail within a calendar month.

Email Communications That Are Not Ads

All mass electronic mailings (emails) that are not considered ads of more than 200 substantially similar pieces sent in a calendar month must contain the name of the committee preceded by the words “Paid for by” in at least the same size font as a majority of the text in the electronic mailing.

Email Communications That Are Ads

For email communications that are ads under the Act please see the disclosure charts at the end of this chapter.
Mailings Sent by Two or More Committees

If a mass mailing is paid for by more than one committee, the name and address of the committee that is paying the greatest share of the mass mailing, including costs for designing, postage, and printing, must be placed on the outside of each piece of mail as described above. If two or more committees pay equally for the mailer, the name and address of at least one of the committees must be shown on the outside as described above, and the names and addresses of all committees must appear on at least one insert.

Valuing a Mailing

Multiple candidates/measures: If a communication (including email) supports or opposes more than one candidate or measure, the fair market value attributable to each may be calculated by prorating the costs based on the amount of space allotted to each candidate or measure supported or opposed in the mailing.

Political and non-political material: The cost of a mailing containing both express advocacy supporting or opposing a ballot measure or candidate as well as non-political material may be prorated. Costs directly associated with the political message are reportable, including staff time of more than 10 percent in a calendar month.

Required Recordkeeping: For each mass mailing, the following must be retained for a period of four years:

• A sample of the mailing;

• A record of the date;

• The number of pieces sent; and

• The method of postage used.
C. Top Three Contributors of $50,000 or More

A general purpose committee (excluding a political party committee) is required to list its top contributors on certain advertisements. “Top contributors” means the persons from whom the committee paying for an advertisement has received its three highest cumulative contributions of fifty thousand dollars ($50,000) or more. If two or more contributors of identical amounts qualify as top contributors, the most recent contributor of that amount must be listed as the top contributor.

If an advertisement paid for by a committee supports or opposes a candidate, the determination of top contributors may not include any nonprofit organization exempt from federal income taxation pursuant to Section 501(c)(3) of the United States Internal Revenue Code or any person who has prohibited in writing the use of his or her contributions to support or oppose candidates if the committee does not use such contributions to support or oppose candidates.

D. Ballot Measure Ad – Paid Spokesperson

The Act requires specific disclosure when a committee pays an individual for his/her appearance in a ballot measure advertisement. The advertisements include print, television, and radio ads, as well as telephone messages. The disclosures on the ads must be shown in highly visible font for print or television ads or spoken in a clearly audible manner for radio ads or telephone messages.

When using a paid spokesperson in a ballot measure ad, the committee must:

1. File a paid spokesperson report (Form 511); and

2. Put a disclosure on the ad in the situations below:

   - **$5,000 payment to individual in a ballot measure ad:** The committee makes expenditures totaling $5,000 or more to an individual for his or her appearance in an advertisement to support or oppose the qualification, passage or defeat of a state or local ballot measure.
Disclosure on ad: “(Spokesperson’s name) is being paid by this campaign or its donors.”

- Any payment to individual in a ballot measure ad portraying a professional (e.g., nurse, doctor, firefighter, scientist, engineer, lawyer, etc.): The committee makes expenditures of any amount to an individual for his or her appearance in an advertisement to support or oppose the qualification, passage or defeat of a state or local ballot measure that states or suggests that the individual is a member of an occupation that requires licensure, certification, or other specialized, documented training to engage in that occupation.

Disclosure on ad: “Persons portraying members of an occupation in this advertisement are compensated spokespersons not necessarily employed in those occupations.” However, if the individual in the ad is actually a member of the occupation portrayed, the committee may omit this disclosure, and shall maintain documentation of the individual’s license or certification for the occupation. Upon request from the FPPC, documentation of an individual’s occupation must be provided by electronic means within 24 hours.

E. Penalties

The penalty for failing to comply with the Act’s advertisement disclosure requirements is a fine of up to $5,000 per violation. In addition, any person who violates the disclaimer requirements concerning ballot measure and independent expenditure advertisements may be liable for a fine of up to three times the cost of the advertisement, including placement costs.
The disclosure rules for independent expenditure ads by general purpose committees that support or oppose candidates and ballot measures are summarized in the chart below. Note that there are different advertisement disclosure charts for independent expenditures made by political parties and non-political parties. If the expenditure is not coordinated with the candidate or ballot measure committee, only the general purpose committee reports the communication as an independent expenditure.

<table>
<thead>
<tr>
<th>Communication</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
</table>
| 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) | ● “Ad paid for by [committee’s name]” (on file with Form 410 or 461) followed by  
● “Committee major funding from [names of top three contributors of $50,000 or more]” each listed on a separate horizontal line, in descending order, beginning with the largest contributor (not applicable to non-recipient committees)  
  ○ 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  
● Below the top contributor information (if any), a statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate*  
● Disclosure 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 contributors, underlined. The names of top contributors may not be underlined and the text may not be condensed. If there are no top contributors, 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.  
  ○ “Committee major funding from” and “Not authorized by”** disclosures may not appear in all capital letters |

*The “not authorized by” disclosure is only required for independent expenditure advertisements on candidates, not ballot measures.
### Communication Disclosure and Manner of Display

| Print ads larger than those designed to be individually distributed, such as billboards and signs (including yard signs) | “Ad paid for by [committee’s name]” (on file with Form 410 or 461) followed by  |
| --- |
|  | “Committee major funding from [names of top three contributors 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 (not applicable to non-recipient committees) |
|  | Below the top contributor information (if any), a statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate* |
|  | Disclosure 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 contributors, underlined. If there are no top contributors, the “Ad paid for by” need not be underlined.  ○ The “Committee major funding from” and “Not authorized by”* disclosures may not appear in all capital letters |
| Radio ads, telephone calls and audio only electronic media ads | “Ad paid for by [committee’s name]” (on file with Form 410 or 461) |
|  | “Committee major funding from [names of top three contributors of $50,000 or more]” in descending order, beginning with the largest contributor (not applicable to non-recipient committees) |
|  | A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate* |
|  | Disclosure 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  ○ 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 |

*The “not authorized by” disclosure is only required for independent expenditure advertisements on candidates, not ballot measures.
### Independent Expenditure Advertisement Disclosures on Candidates and Ballot Measures by Non-Political Party General Purpose Committees and Non-Candidate Controlled Committees, continued

**Communication**

<table>
<thead>
<tr>
<th>Communication</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television and video ads (including those disseminated over the Internet)</td>
<td>• “Ad paid for by [committee's name]” (on file with Form 410 or 461)</td>
</tr>
<tr>
<td></td>
<td>• “Committee major funding from [names of top three contributors of $50,000 or more]” in descending order, beginning with the largest contributor <em>(not applicable to non-recipient committees)</em></td>
</tr>
<tr>
<td></td>
<td>• A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate*</td>
</tr>
<tr>
<td></td>
<td>• Disclosure Format: All text must be centered horizontally in the disclosure area, in a contrasting color, in Arial equivalent type and, if there are top contributors, must be underlined except as specified below</td>
</tr>
</tbody>
</table>

  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.

  Disclosure 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 contributor 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.

  The *“Not authorized by”* disclosure must appear below all other text in no less than 2.5 percent of the height of the display screen. If this causes the disclosures to exceed one-third of the display screen then it may be printed immediately above the background with sufficient contrast that is easily readable and is not required to be underlined.

  The *“Committee major funding from”* and *“Not authorized by”* disclosures may not appear in all capital letters.

*The “not authorized by” disclosure is only required for independent expenditure advertisements on candidates, not ballot measures.*
**Communication** | **Disclosure and Manner of Display**
---|---
Electronic media ads not covered below (except video ads, see above) | ● “Who funded this ad?” text as a hyperlink in a contrasting color and font size that is easily readable by the average viewer**
● Must hyperlink to a website containing the “Ad paid for by,” “Committee major funding from,” and “Not authorized by”* disclosures in a contrasting color and in no less than 8-point font
● “Committee major funding from” and “Not authorized by”* disclosures may not appear in all capital letters
● Must remain online until 30 days after the date of election

Social media ads | ● “Ad paid for by,” “Committee major funding from,” and “Not authorized by”* disclosures in a contrasting color and in no less than 8-point font on the committee’s profile, landing page, or similar location; disclosures are not required on each individual post or comment
● “Committee major funding from” and “Not authorized by”* disclosures 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 ads under the Act

Website and email | ● “Paid for by,” “Committee major funding from,” and “Not authorized by”* disclosures 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 | ● See disclosures requirements for radio ads above

*The “not authorized by” disclosure is only required for independent expenditure advertisements on candidates, not ballot measures.

**Note:** The “Committee major funding from” disclosure requirement on this page is not applicable to non-recipient committees.

**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 disclosures."
Independent Expenditure Advertisement Disclosures on Candidates and Ballot Measures by Non-Political Party General Purpose Committees and Non-Candidate Controlled Committees, continued

Note: the advertisement disclosures for paid spokespersons listed on the chart below apply to independent expenditure advertisements made by non-political party general purpose committees and non-candidate controlled committees on ballot measures only.

<table>
<thead>
<tr>
<th>Communication</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Paid Spokesperson:</strong> Payment of $5,000 or more to an individual for individual’s appearance in a ballot measure ad</td>
<td></td>
</tr>
<tr>
<td>- In addition to the other disclosures, include: “<em>(spokesperson’s name)</em> is being paid by this campaign or its contributors”</td>
<td></td>
</tr>
<tr>
<td>- Printed, televised or video ad: shown continuously in highly visible font except when the disclosure for television and video ads above is being shown</td>
<td></td>
</tr>
<tr>
<td>- Radio broadcast or phone message: spoken in clearly audible format</td>
<td></td>
</tr>
<tr>
<td><strong>Paid Spokesperson:</strong> Payment of <em>any amount</em> to an individual portraying a member of a licensed or certified occupation (e.g., nurse, firefighter, lawyer)</td>
<td></td>
</tr>
<tr>
<td>- In addition to the disclosure above, include: “<em>Persons portraying members of an occupation in this advertisement are compensated spokespersons not necessarily employed in those occupations</em>”</td>
<td></td>
</tr>
<tr>
<td>- Printed or televised ad: shown continuously in highly visible font</td>
<td></td>
</tr>
<tr>
<td>- Radio broadcast or phone message: spoken in clearly audible format</td>
<td></td>
</tr>
</tbody>
</table>

*Exception:* If the paid individual is actually a member of the occupation portrayed, the committee may omit this disclosure. The committee must maintain documentation of the individual’s license or certification.
### Communication Disclosure and Manner of Display

<table>
<thead>
<tr>
<th>Communication</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>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)</td>
<td>- <strong>“Ad paid for by” [committee’s name]</strong> (on file with Form 410)&lt;br&gt;&lt;br&gt;- <strong>Disclosure Format:</strong> 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</td>
</tr>
<tr>
<td>Print ads larger than those designed to be individually distributed, such as billboards and signs (including yard signs)</td>
<td>- <strong>“Ad paid for by” [committee’s name]</strong> (on file with Form 410)&lt;br&gt;&lt;br&gt;- <strong>Disclosure Format:</strong> 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</td>
</tr>
<tr>
<td>Radio ads, telephone calls and audio only electronic media ads</td>
<td>- <strong>Ad paid for by” [committee’s name]</strong> (on file with Form 410)&lt;br&gt;&lt;br&gt;- <strong>Disclosure Format:</strong> 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</td>
</tr>
<tr>
<td>Television and video ads (including those disseminated over the Internet)</td>
<td>- <strong>“Ad paid for by” [committee’s name]</strong> (on file with Form 410)&lt;br&gt;&lt;br&gt;- <strong>Disclosure Format:</strong> 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&lt;br&gt;&lt;br&gt;  - Disclosure must also be spoken during the ad if the written disclosure 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</td>
</tr>
</tbody>
</table>
## Independent Expenditure Advertisement Disclosures on Ballot Measures by Political Party and Candidate Controlled Committees, continued

### Communication

<table>
<thead>
<tr>
<th>Electronic media ads not covered below</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>● “Who funded this ad?” text as a hyperlink in a contrasting color and font size that is easily readable by the average viewer*</td>
<td></td>
</tr>
<tr>
<td>○ Must hyperlink to a website containing the “Ad paid for by” disclosure in a contrasting color and in no less than 8-point font</td>
<td></td>
</tr>
<tr>
<td>○ Must remain online until 30 days after the date of election</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social media ads</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>● “Ad paid for by” disclosure in a contrasting color and in no less than 8-point font on the committee’s profile, landing page, or similar location; disclosures are not required on each individual post or comment</td>
<td></td>
</tr>
<tr>
<td>○ 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</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website and email</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>● “Paid by” disclosure 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</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electronic media ads that are audio only</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>● See disclosure requirements for radio ads above</td>
<td></td>
</tr>
</tbody>
</table>

*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 disclosure.

### Paid Spokesperson:

#### Payment of $5,000 or more to an individual for individual’s appearance in a ballot measure ad

- In addition to the other disclosures, 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

### Paid Spokesperson:

#### Payment of any amount to an individual portraying a member of a licensed or certified occupation (e.g., nurse, firefighter, lawyer)

- In addition to the disclosure 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

**Exception:** If the paid individual is actually a member of the occupation portrayed, the committee may omit this disclosure. The committee must maintain documentation of the individual’s license or certification.
### H. Independent Expenditure Advertisement Disclosures on Candidates by Political Party and Candidate Controlled Committees

<table>
<thead>
<tr>
<th>Communication</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
</table>
| 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) | - “Ad paid for by [committee’s name]” (on file with Form 410)  
- A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate or if the advertisement was authorized or paid for by a candidate for another office, the disclosure must read: “This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”  
- Disclosure 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  
  ○ “Not authorized by” disclosure may not appear in all capital letters |
| Print ads larger than those designed to be individually distributed, such as billboards and signs (including yard signs) | - “Ad paid for by [committee’s name]” (on file with Form 410)  
- A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate or if the advertisement was authorized or paid for by a candidate for another office, the disclosure must read: “This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”  
- Disclosure 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  
  ○ “Not authorized by” disclosure may not appear in all capital letters |
**Independent Expenditure Advertisement Disclosures on Candidates by Political Party and Candidate Controlled Committees, continued**

<table>
<thead>
<tr>
<th>Communication</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
</table>
| Electronic media ads not covered  | ● “Who funded this ad?” text as a hyperlink in a contrasting color and font size that is easily readable by the average viewer*  
  ○ Must hyperlink to a website containing the **Ad paid for by** and **Not authorized by** disclosures in a contrasting color and in no less than 8-point font  
  ○ **Not authorized by** disclosure may not appear in all capital letters  
  ○ **Not authorized by** disclosure must remain online until 30 days after the date of election  

| Social media ads                  | ● **Ad paid for by** and **Not authorized by** disclosures in a contrasting color and in no less than 8-point font on the committee’s profile, landing page, or similar location; disclosures are not required on each individual post or comment  
  ○ **Not authorized by** disclosure 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  

| Website and email                 | ● **Paid for by** and **Not authorized by** disclosures 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  
  ○ **Not authorized by** disclosure may not appear in all capital letters  

| Electronic media ads that are audio only | ● See disclosure requirements for radio ads below  

*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 disclosures.*
## Independent Expenditure Advertisement Disclosures on Candidates by Political Party and Candidate Controlled Committees, continued

<table>
<thead>
<tr>
<th>Communication</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
</table>
| **Radio ads, telephone calls and audio only electronic media ads** | - “Ad paid for by” [committee’s name] (on file with Form 410)  
- A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate or if the advertisement was authorized or paid for by a candidate for another office, the disclosure must read: “This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”  
- **Disclosure 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) | - “Ad paid for by” [committee’s name] (on file with Form 410)  
- A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate or if the advertisement was authorized or paid for by a candidate for another office, the disclosure must read: “This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”  
- **Disclosure 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  
  - “Not authorized by” disclosure may not appear in all capital letters  
  - Disclosure must also be spoken during the ad if the written disclosure 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 |
I. Advertisement Disclosures for Coordinated Communications Made by Non-Political Party General Purpose Committees and Non-Candidate Controlled Committees

The disclaimer rules for communications made by general purpose committees that are coordinated with a candidate or committee are summarized in the charts below. Note that there are different charts for political parties and non-political parties. Both charts apply to candidates and ballot measure committees. Payments for such communications are a reportable contribution to the candidate or committee. Recipient and donor committees must report the non-monetary contribution.

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 six-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 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
## Advertisement Disclosures for Coordinated Communications Made by Non-Political Party General Purpose Committees and Non-Candidate Controlled Committees

<table>
<thead>
<tr>
<th>Communication</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>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)</td>
<td></td>
</tr>
</tbody>
</table>
  - “Ad paid for by [committee’s name]” (on file with Form 410 or 461) followed by
  - “Committee major funding from [names of top three contributors 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 (not applicable to non-recipient committees)
    - 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](http://www.fppc.ca.gov)” must be shown immediately below the top three contributor text for state primarily formed ballot measure and candidate committees that raise $1,000,000 (see Section 84223)
  - **Disclosure 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 contributors, underlined. The names of top contributors may not be underlined and the text may not be condensed. If there are no top contributors, 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 |
## Advertisement Disclosures for Coordinated Communications Made by Non-Political Party General Purpose Committees and Non-Candidate Controlled Committees, continued

<table>
<thead>
<tr>
<th>Communication</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
</table>
| Print ads larger than those designed to be individually distributed, such as billboards and signs (including yard signs) | - “Ad paid for by [committee’s name]” (on file with Form 410 or 461) followed by “Committee major funding from [names of top three contributors 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 *(not applicable to non-recipient committees)*  
- Disclosure 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 contributors, underlined. If there are no top contributors, the “Ad paid for by” need not be underlined. |
| Radio ads, telephone calls and audio only electronic media ads | - “Ad paid for by [committee’s name]” (on file with Form 410 or 461)  
- “Committee major funding from [names of top three contributors of $50,000 or more]” in descending order, beginning with the largest contributor *(not applicable to non-recipient committees)*  
- Disclosure 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  
  ○ 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 disclosure statement would last more than eight seconds, in which case only the single top contributor must be disclosed |
Advertisement Disclosures for Coordinated Communications Made by Non-Political Party General Purpose Committees and Non-Candidate Controlled Committees, continued

<table>
<thead>
<tr>
<th>Communication</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
</table>
| Television and video ads (including those disseminated over the Internet) | - “Ad paid for by [committee's name]” (on file with Form 410 or 461)
- “Committee major funding from [names of top three contributors of $50,000 or more]” in descending order, beginning with the largest contributor and may not appear in all capital letters *(not applicable to non-recipient committees)*
- **Disclosure Format:** All text must be centered horizontally in the disclosure area, in a contrasting color, in Arial equivalent type and, if there are top contributors, 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

Disclosure must appear on a solid black background on the entire bottom third of the display screen, or bottom one-fourth of the screen if the committee has no top contributors

Each top contributor 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 |
### Advertisement Disclosures for Coordinated Communications Made by Non-Political Party General Purpose Committees and Non-Candidate Controlled Committees, continued

<table>
<thead>
<tr>
<th>Communication</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
</table>
| Electronic media ads not covered below | - “Who funded this ad?” text as a hyperlink in a contrasting color and font size that is easily readable by the average viewer*  
  - Must hyperlink to a website containing the “Ad paid for by” and “Committee major funding from” disclosures 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 the election |
| Social media ads | - “Ad paid for by” and “Committee major funding from” disclosures in a contrasting color and in no less than 8-point font on the committee’s profile, landing page, or similar location; disclosures are not required on each individual post or comment  
  - “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 |
| Website and email | - “Paid for by” and “Committee major funding from” disclosures 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  
  - “Committee major funding from” may not appear in all capital letters |
| Electronic media ads that are audio only | - See disclosure requirements for radio ads above |

Note: The “Committee major funding from” disclosure requirement on this page is not applicable to non-recipient committees.

*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 disclosures.
### Advertisement Disclosures for Coordinated Communications Made by Non-Political Party General Purpose Committees and Non-Candidate Controlled Committees, continued

<table>
<thead>
<tr>
<th>Communication</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
</table>
| **Paid Spokesperson:** Payment of $5,000 or more to an individual for individual’s appearance in a ballot measure ad | ● In addition to the other disclosures, 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 |
| **Paid Spokesperson:** Payment of any amount to an individual portraying a member of a licensed or certified occupation (e.g., nurse, firefighter, lawyer) | ● In addition to the disclosure 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 |

*Exception:* If the paid individual is actually a member of the occupation portrayed, the committee may omit this disclosure. The committee must maintain documentation of the individual’s license or certification.
J. Advertisement Disclosures for Coordinated Communications Made by Political Party and Candidate Controlled Committees

All mass mailings that are not ads of 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 six-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 of 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
### Advertisement Disclosures for Coordinated Communications Made by Political Party and Candidate Controlled Committees, continued

<table>
<thead>
<tr>
<th>Communication</th>
<th>Disclosure and Manner of Display</th>
</tr>
</thead>
</table>
| **Supporting or Opposing a Ballot Measure:**  
All advertisements | ● “Ad paid for by [committee’s name]” (on file with Form 410) |
| **Supporting or Opposing a Candidate:**  
Radio and television ads | ● **Radio:** “Ad paid for by” followed by the name of committee as it appears on most recent Form 410 at the beginning or end of advertisement read in a clearly spoken manner with pitch and tone substantially similar to the rest of advertisement  
● **Television:** “Ad paid for by” followed by name of committee as it appears on most recent Form 410 shown for at least four seconds. Letters must be in a type size greater than or equal to four percent of the height of the screen |
| **Telephone calls advocating a candidate, ballot measure, or both—500 or more calls similar in nature made by:**  
- Vendors ("robo" calls) or  
- Paid individuals other than the candidate, campaign manager, or volunteers | ● Must identify the candidate’s committee or political party committee that authorized or 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, committee or organization  
  ○ *Examples:* This call was paid for by Senator Jones; This call was authorized by [name of committee]  
● Any time during the call  
● No ID required on telephone calls personally dialed by candidate, campaign manager or volunteers |
Answering Your Communication Disclosure Questions

A. Must the committee’s identification number appear on a mailing?

No. The FPPC recommends that committees include the committee ID number, but it is not legally required.

B. If an organization includes a copy of a candidate’s flyer in its newsletter, is the candidate required to be identified on the outside of the mailer?

No. The candidate’s name and address must be identified on the flyer only.

C. A committee has more than one address. Which address must be used on mass mailings?

Any address that also appears on the committee’s Statement of Organization (Form 410) on file with the Secretary of State may be used.

D. A committee pays for a ballot measure committee’s mailing as a nonmonetary contribution. Which committee must be identified on the outside, the committee paying for the mailing or the ballot measure committee?

Only the committee that pays for the mailing is required to be identified on the outside of the mailing.

E. If a committee is sending a post card-type mailing, may the name of the committee appear only once?

Yes.
F. If our general purpose committee pays for a mass mailing that was coordinated with a candidate, must the general purpose committee be identified on the mailing?

Yes. If more than 200 pieces of the same or substantially similar mail are sent in a calendar month, the words “paid for by” and the name and address of the general purpose committee paying for the mailing must appear on the outside of the mailing and on at least one of the inserts in no less than six-point type and in a color that contrasts with the background (e.g., no light brown on brown).

G. If our general purpose committee decides to produce a broadcast expressly asking voters to vote for a candidate without coordinating with the candidate, are there disclosure requirements?

Yes. The advertisement must state “Ad paid for by [name of the general purpose committee]” and contain a statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate. If the advertisement was authorized or paid for by a candidate for another office, the disclosure must read, “This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.” Additionally, the advertisement disclosure must state “Committee major funding from” and the names of the top three contributors of $50,000 or more to the committee. Refer to Chapter 9 for further information, including formatting requirements.
H. Will our general purpose committee be identified on any campaign ads we are not responsible for producing?

Ads produced by committees that are not candidate controlled committees for their own election or ads by political party committees generally include the names of the top three contributors of $50,000 or more to the committee. If your general purpose committee contributes $50,000 or more to these types of committees, your committee’s name may be included as a top contributor in on the committee’s advertisements if your committee is one of the three highest contributors to the committee.

Authority

The following Government Code sections and Title 2 Regulations provide authority for the information in this chapter:

Government Code Sections

82041.5 Mass Mailing.
84305 Requirements for Mass Mailing.
84310 Identification Requirements for Telephone Calls.
84501 Advertisement.
84502 Disclaimer; Committee Name.
84503 Top Contributor Disclosure.
84504 Disclaimer; Radio and Telephone Ads.
84504.1 Disclaimer; Video and Television Ads.
84504.2 Disclaimer; Print Ads.
84504.3 Disclaimer; Electronic Media Ads.
84504.4 Disclaimer; Radio and Television Ads; Political Parties and Candidates.
84504.5 Disclaimer; Independent Expenditure Ads; Political Parties and Candidates.
84505 Avoidance of Disclosure.
84506.5 Disclaimers: Independent Expenditure Ads; Not Authorized by Candidate.
84509 Amended Disclaimers.
84511 Ballot Measure Ads; Paid Spokesperson Disclosure.
Title 2 Regulations

18435  Definition of Mass Mailing and Sender.
18440  Telephone Advocacy.
18450.1 Definitions. Advertisement Disclosure.
18450.5 Amended Advertisement Disclosure.
18450.11 Spokesperson Disclosure.