

Political Advertising Disclosures

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

Communication	Disclosure 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) (Note: a printed letter ad may use “Paid for by” instead of “Ad paid for by”). • 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.
<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). • 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. • Committee Name: the text for the name of the committee may be shortened by displaying only enough of the first part of the committee name to uniquely identify the committee.
<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). • 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.

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<p>Television* and video ads (including those disseminated over the Internet) *Television ads include those distributed via streaming technology or viewed via connected TV.</p>	<ul style="list-style-type: none"> • “Ad paid for by” [committee’s name] (on file with Form 410). • 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. If the television or video ad is shorter than the required disclosure display time, the disclosure may be displayed for the length of the advertisement. • 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. • For committee name on videos disseminated over the internet ONLY: the text for the name of the committee may be shortened by displaying only enough of the first part of the committee name to uniquely identify the committee.
<p>Electronic media ads that are a graphic, image, animated graphic, or animated image that the online platform hosting the advertisement allows to link to an internet website not covered below (except for video ads, see above)</p>	<ul style="list-style-type: none"> • Include for the duration of the advertisement, “Ad paid for by [committee name]” disclosures in a box with a solid white or black background at the bottom of the advertisement. Text shall be in a contrasting color, in at least 11-point, non-condensed standard Arial Regular type.* <ul style="list-style-type: none"> ○ Committee Name: the text for the name of the committee may be shortened by displaying only enough of the first part of the committee name to uniquely identify the committee. ○ NOTE: If the image takes up fewer than 65,000 square pixels (smaller than a standard 728 x 90 pixel leaderboard image advertisement), then the advertisement may instead include “Who funded this ad?” in at least 8-point standard Arial Regular type with a hyperlink to a website containing the required disclosures. • Unless the disclosure area includes full “Ad Paid for by” disclosure, the advertisement must also link to a website containing the full disclosure in a contrasting color and in no less than 11-point font.

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	<ul style="list-style-type: none"> ○ An internet website that is hyperlinked to the ad shall remain online and available to the public until 30 days after the date of the election. ● Any text or image not required shall not appear in the disclosure area, except as otherwise authorized or required by applicable law. <p><small>*This text is not required if including it or the abbreviated "Who funded this ad?" font would take up more than 10 percent of the graphic. In such circumstances the ad need only include a hyperlink to a website containing the website disclosures.</small></p>
<p>Social media ads that are a graphic, image, animated graphic, or animated image that an online platform hosting the ad allows to link to an internet website</p>	<ul style="list-style-type: none"> ● Advertisements in the form of posts, comments, or other communications made via social media and posted directly by the social media page or account of the committee paying for the advertisement must include "Ad paid for by" disclosure in a contrasting color that is easily readable by the average viewer and in no less than 10-point font on the cover or header photo of the committee's profile, landing page, or similar location; or on each individual post that is an advertisement. ● The disclosure must be visible on the cover or header photo when the profile, landing page, or similar location is viewed from any electronic device that is commonly used to view this form of electronic media including, but not limited to, a computer screen, laptop, tablet or smart phone. If this is impracticable only a hyperlink, icon, button, or tab to an internet website containing the "Ad paid for by" disclosure is permissible. ● An advertisement for which a committee pays a third party to post from a social media account that is not the committee's account must include a tag, or otherwise include a link to, the social media profile or social media landing page of the committee that paid for the advertisement. ● 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.

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Website and email	<ul style="list-style-type: none"> • “Paid for by” [committee’s name] (on file with Form 410) printed clearly and legibly in a contrasting color and in no less than 8-point font at the top or bottom of the email, top or bottom of every publicly accessible page of the website, or when posted on a non-social media website that is not the committee’s website, at the top or bottom of each individual post.
Electronic media ads that are audio only	<ul style="list-style-type: none"> • See disclosure requirements for radio ads above.
Listening applications (e.g., Pandora, Spotify, etc.)	<ul style="list-style-type: none"> • For the visual/image portion of the advertisement, follow the electronic media advertisement disclosure requirements for a graphic, image, animated graphic, animated image above. For the audio portion of the advertisement, follow the audio only disclosure requirements above. If the ad is in video format, instead follow the television and video ad disclosure requirements above in addition to the spoken disclosure requirements for radio, telephone and audio only disclosures above. <p>Note: The audio only disclosures are not necessary where a spoken disclosure is already required. This includes a video advertisement where the written disclosure appears for less than 5 seconds of a broadcast of 30 seconds or less or for 10 seconds of a broadcast that lasts longer than 30 seconds.</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 disclosures, 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 disclosure. The committee must maintain documentation of the individual's license or certification.</p>	<ul style="list-style-type: none"> • 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.
<p>Text messages sent using mass distribution technology</p>	<p>If sent by a candidate-controlled committee for elective office of the controlling candidate:</p> <ul style="list-style-type: none"> • "Paid for by" or "With" followed by the name of the candidate followed by "For" followed by the name of the office sought in a color that reasonably contrasts with the background on which it appears and in a font size that is readable by the average viewer. • If "With" is used: <ul style="list-style-type: none"> ○ The individual sending the text shall identify themselves by including: "(name of the individual) with (name of the candidate) for (name of office sought)" in a color that reasonably contrasts with the background on which it appears and in a font size that is readable by the average viewer. ○ A disclosure using "With" may appear anywhere in the text message, including conversational content, and need not appear as a separate statement apart from the content of the message.

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	<ul style="list-style-type: none"> • Committee Name: the text for the name of the committee may be shortened by displaying only enough of the first part of the committee name to uniquely identify the committee. <p>If sent by a political party committee:</p> <ul style="list-style-type: none"> • “Paid for by” or “With” followed by the name of the committee, or a hyperlink or URL for an internet website (in a color that reasonably contrasts with the background on which it appears and in a font size that is readable by the average viewer) containing the following disclosures: <ul style="list-style-type: none"> • “Paid for by” or “With” [committee’s name] (on file with Form 410 or 461). • Committee Name: the text for the name of the committee may be shortened by displaying only enough of the first part of the committee name to uniquely identify the committee. • The text of the disclosures on the internet website shall be in a color that reasonably contrasts with the background on which it appears and in no less than 8-point font. • If “With” is used: <ul style="list-style-type: none"> ○ The individual sending the text shall identify themselves by including: “(name of the individual) with (name of committee or hyperlink or URL)” in a color that reasonably contrasts with the background on which it appears and in a font size that is readable by the average viewer. ○ A disclosure using “With” may appear anywhere in the text message, including conversational content, and need not appear as a separate statement apart from the content of the message. • An internet website that is hyperlinked shall remain online and available to the public until 30 days after the election.

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	<ul style="list-style-type: none"> • The text of the disclosures on the internet website shall be in a color that reasonably contrasts with the background on which it appears and in no less than eight-point font. • For text message exchanges consisting of a sequence of multiple text messages sent on the same day the disclosure is only required on the first text message in the sequence that supports or opposes a candidate or measure.
<p>Other written advertisements in formats not specifically addressed (e.g., projected images, laser ads, written social media ads that are not a graphic, image, animated graphic, or animated image, etc.)</p>	<ul style="list-style-type: none"> • “Ad paid for by” [committee’s name] (on file with Form 410). • Disclosure Format: All text must be in a size, and color contrasting the background, that is readily legible to an average viewer.

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.

***If a disclosure statement required by local ordinance is substantially similar to a disclosure statement required under the Act, the two disclosure statements may be merged into a single statement.**

References: [Government Code Sections](#): 84502, 84504.3, 84504.5, 84504.7, 84504.8, 84511
[Title 2 Regulations](#): 18450.4, 18450.7, 18450.8, 18450.9