

1 Amend 2 Cal. Code Regs., Section 18435 to read:

2 **§ 18435. Definition of Mass Mailing and Sender.**

3 (a) A “mass mailing” has been made when over two hundred substantially similar pieces  
4 of mail have been sent within a calendar month.

5 (b) The sender, as used in Section 84305, is the candidate or committee who pays for the  
6 largest portion of expenditures attributable to the designing, printing, and posting of the mailing  
7 which are reportable under Sections ~~84200-84217~~ 84200 through 84217.

8 ~~(c) For purposes of this section to “pay for” a share of the cost of a mass mailing means  
9 to make, to promise to make, or to incur an obligation to make, any payment:~~

10 ~~(1) To any person for the design, printing, postage, materials or other costs (including  
11 salaries, fees, or commissions) of the mailing; or~~

12 ~~(2) As a fee or other consideration for an endorsement or, in the case of a ballot measure,  
13 support or opposition, in the mailing.~~

14 ~~(d) (c)~~ The identification required by Section 84305 ~~shall~~ must be preceded by the words  
15 “Paid for by.” These words ~~shall~~ must be presented in the same size and color as the  
16 identification required by Section 84305, and ~~shall~~ must be immediately adjacent to and above or  
17 immediately adjacent to and in front of the required identification unless otherwise specified by  
18 statute.

19 ~~(e) The requirements of Section 84305 to identify the name of the candidate or committee  
20 sending a mass mailing apply to over 200 substantially similar messages distributed to the public  
21 through electronic mail by a candidate or committee within a calendar month.~~

22 Note: Authority cited: Section 83112, Government Code. Reference: Sections 82041.5 and  
23 84305, Government Code.