

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

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

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:

6 (1) The candidate or committee who pays for the largest portion of expenditures
7 attributable to the designing, printing, and posting of the mailing which are reportable under
8 Sections 84200 through ~~84217~~84216.5; or

9 (2) The candidate or committee who coordinates the expenditure for the mailing pursuant
10 to Regulation 18225.7(c) with a person who pays for the communication and the person does not
11 qualify as a candidate or committee under Section 82013.

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

16 (d) Mass mailing disclosure requirements under Section 84305 do not apply to mailings
17 that are advertisements under Section 84501 and sent by a committee, other than a candidate
18 controlled committee established for an elective office for the controlling candidate or a political
19 party committee.

20 (e) A mailing of a personal nature, such as invitations, greeting cards and announcements
21 sent to friends and family, sent by a person qualifying as a committee under Section 82013(c) is
22 not a “mass mailing” for purposes of the Act if the mailing is not for a political purpose.

- 1 Note: Authority cited: Section 83112, Government Code. Reference: Sections 82041.5 and
- 2 84305, Government Code.