

## Political Advertising Disclosures

### 5. Independent Expenditure Ads on Candidates by Candidates and Political Party Committees

Communication	Disclosure and Manner of Display
<p><b>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</b> (buttons 10 inches in diameter or larger and stickers 60 square inches or larger)</p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410). (Note: a printed letter ad may use “Paid for by” instead of “Ad paid for by”.)</li> <li>• <b>A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate</b> or if the advertisement was authorized or paid for by a candidate for another office, the disclosure must read: <b>“This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”</b></li> <li>• <b>Disclosure Format:</b> 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.             <ul style="list-style-type: none"> <li>○ <b>“Not authorized by”</b> disclosure may not appear in all capital letters.</li> </ul> </li> </ul>
<p><b>Print ads larger than those designed to be individually distributed, such as billboards and signs (including yard signs)</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410).</li> <li>• <b>A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate</b> or if the advertisement was authorized or paid for by a candidate for another office, the disclosure must read: <b>“This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”</b></li> <li>• <b>Disclosure Format:</b> 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.             <ul style="list-style-type: none"> <li>○ <b>“Not authorized by”</b> disclosure may not appear in all capital letters.</li> </ul> </li> </ul>

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<p><b>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 below)</b></p>	<ul style="list-style-type: none"> <li>• <b>“Who funded this ad?” or “Paid for by” or “Ad paid for by”</b> included or displayed as a hyperlink, icon, button or tab in a contrasting color and font size that is easily readable by the average viewer for the duration of the advertisement.*                             <ul style="list-style-type: none"> <li>○ Must link to a website containing the <b>“Ad paid for by”</b> and <b>“Not authorized by”</b> disclosures in a contrasting color and in no less than 8-point font.</li> <li>○ <b>“Not authorized by”</b> disclosure may not appear in all capital letters.</li> <li>○ 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.</li> </ul> </li> </ul> <p><small>*This text is not required if including it in 8-point font would take up more than one-third of the graphic or image. In such circumstances the ad need only include a hyperlink to a website containing the website disclosures.</small></p>
<p><b>Social media ads</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by”</b> and <b>“Not authorized by”</b> disclosures 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; disclosures are not required on each individual post or comment.                             <ul style="list-style-type: none"> <li>○ <b>“Not authorized by”</b> disclosure may not appear in all capital letters.</li> </ul> </li> <li>• 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 <b>“Ad paid for by”</b> and <b>“Not authorized by”</b> disclosures is permissible.</li> <li>• 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.</li> <li>• 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.</li> </ul>



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<p>Television and video ads (including those disseminated over the Internet)</p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by” [committee’s name]</b> (on file with Form 410).</li> <li>• <b>A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate</b> or if the advertisement was authorized or paid for by a candidate for another office, the disclosure must read: <b>“This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”</b></li> <li>• <b>Disclosure Format:</b> 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.             <ul style="list-style-type: none"> <li>○ <b>“Not authorized by”</b> disclosure may not appear in all capital letters.</li> <li>○ 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.</li> </ul> </li> </ul>

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Text messages sent using mass distribution technology	<p><b>If sent by a candidate-controlled committee for elective office of the controlling candidate:</b></p> <ul style="list-style-type: none"> <li>• <b>“Paid for by”</b> or <b>“With”</b> followed by the name of the candidate followed by <b>“For”</b> 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.</li> <li>• If <b>“With”</b> is used: <ul style="list-style-type: none"> <li>• 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.</li> <li>• A disclosure using <b>“With”</b> 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.</li> </ul> </li> </ul> <p><b>If sent by a political party committee:</b></p> <ul style="list-style-type: none"> <li>• <b>“Paid for by”</b> or <b>“With”</b> 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"> <li>• <b>“Paid for by” or “With” [committee’s name]”</b> (on file with Form 410 or 461).</li> <li>• <b>A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate.</b></li> <li>• 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.</li> </ul> </li> <li>• If <b>“With”</b> is used: <ul style="list-style-type: none"> <li>• The individual sending the text shall identify themselves by including: “(name of the individual) with (name of committee or hyperlink or URL)” in</li> </ul> </li> </ul>

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	<p>a color that reasonably contrasts with the background on which it appears and in a font size that is readable by the average viewer.</p> <ul style="list-style-type: none"> <li>• A disclosure using “<b>With</b>” 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.</li> <li>• An internet website that is hyperlinked shall remain online and available to the public until 30 days after the election.</li> <li>• 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.</li> <li>• 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.</li> </ul>

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<p><b>All other written advertisements in formats not specifically addressed (e.g., projected images, laser ads, etc.)</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by” [committee’s name]</b> (on file with Form 410).</li> <li>• <b>A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate</b> or if the advertisement was authorized or paid for by a candidate for another office, the disclosure must read: <b>“This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”</b></li> <li>• <b>Disclosure Format:</b> All text must be in a size, and color contrasting the background, that is readily legible to an average viewer.</li> <li>• <b>“Not authorized by”</b> disclosures may not appear in all capital letters.</li> </ul>

**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](#): 84502, 84504.3, 84504.5, 84506.5  
[Title 2 Regulations](#): 18450.4, 18450.7, 18450.8, 18450.9