

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, to 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 disclosures 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.

Online Platform Disclosed Advertisement Requirements

Please note that advertisements that are “online platform disclosed advertisements” have different disclosure requirements than other types of online advertisements. “Online platform disclosed advertisements” are either (1) electronic media advertisements made via an online platform that allows users to engage in discourse and post content, or any other type of social media, for which the committee pays the online platform or (2) electronic media advertisements that are in the form of a graphic, image, animated graphic, or animated image that an online platform hosting the advertisement does not allow to hyperlink to an internet website containing required disclosures for which the committee pays the online platform. An “online platform disclosed advertisement” does not include a video, audio, or email advertisement. For more information on “online platform disclosed advertisements” please refer to the “Online Platform Disclosed Advertisement Requirements” chart later in this chapter.

Electronic media advertisements that are not “online platform disclosed advertisements” shall follow disclosure requirements described in this chapter, other than those listed in the “Online Platform Disclosed Advertisement Requirements” chart.

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 on ad disclosure 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.

F. Independent Expenditure Advertisement Disclosures

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.

Independent Expenditure Advertisement Disclosures on Candidates by Non-Political Party General Purpose 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”) 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. <ul style="list-style-type: none"> ◦ 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. <ul style="list-style-type: none"> ◦ “Committee major funding from” and “Not authorized by” disclosures may not appear in all capital letters.

Communication	Disclosure and Manner of Display
<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) followed by: • “Committee major funding from [names of top three contributors of \$50,000 or more]” Top contributors must be displayed either on: (1) separate horizontal lines, centered horizontally or (2) adjusted so it does not appear on separate horizontal lines with top contributors separated by commas. • 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 contrasting color and 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, in a printed or drawn box with a solid white background on the bottom of the advertisement that is set apart from any other printed matter and shall not be condensed to be narrower than a normal non-condensed Arial equivalent type. The text in the disclosure area may be adjusted so it does not appear on separate lines, but top contributors’ names must be separated by commas. <ul style="list-style-type: none"> ◦ The “Committee major funding from” and “Not authorized by” disclosures may not appear in all capital letters.
<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). • “Committee major funding from [names of top three contributors of \$50,000 or more]” in descending order, beginning with the largest contributor. • 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. <ul style="list-style-type: none"> ◦ 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.

Communication	Disclosure and Manner of Display
<p>Television and video ads (including those disseminated over the Internet)</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410). • “Committee major funding from [names of top three contributors of \$50,000 or more]” in descending order, beginning with the largest contributor. • A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate. • 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. <p>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. If a video is distributed as an electronic media advertisement and is longer than 30 seconds, the disclosures must be displayed at the beginning 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.</p> <p>Disclosure must appear on a solid black background on the entire bottom one-third of the display screen, or bottom one-fourth if no top contributors.</p> <p>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.</p> <p>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.</p> <p>The “Committee major funding from” and “Not authorized by” disclosures may not appear in all capital letters.</p>

Communication	Disclosure and Manner of Display
<p>Electronic 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 not covered below (except video ads, see above)</p>	<ul style="list-style-type: none"> • “Who funded this ad?” or “Paid for by” or “Ad paid for by” text 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.* • Must link 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. • 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. <p>*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.</p>
<p>Social media ads</p>	<ul style="list-style-type: none"> • “Ad paid for by,” “Committee major funding from,” and “Not authorized by” 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. • The disclosures 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 required “Ad paid for by,” “Committee major funding from,” and “Not authorized by” disclosures is permissible. • “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.
<p>Website and email</p>	<ul style="list-style-type: none"> • “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. • “Committee major funding from” and “Not authorized by” disclosures may not appear in all capital letters.
<p>Electronic media ads that are audio only</p>	<ul style="list-style-type: none"> • See disclosure requirements for radio ads above.

Communication	Disclosure and Manner of Display
Text messages sent using mass distribution technology	<ul style="list-style-type: none"> • “Paid for by” or “With” followed by the name of the committee, or followed by a hyperlink or URL for an internet website containing the following disclosures: <ul style="list-style-type: none"> ◦ “Paid for by” or “With” [committee’s name]” (on file with Form 410). ◦ “Committee major funding from [names of top three contributors of \$50,000 or more].” ◦ A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate. ◦ 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).” ◦ 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. • Top Contributors: A committee that has top contributors must comply with the following: <ul style="list-style-type: none"> ◦ Immediately following the name of the committee or the hyperlink or URL, the text message shall also include the text “Top funders:” followed by the names of the top two contributors of \$50,000 or more to the committee paying for the advertisement, separated by “&” or “and”. ◦ The names of the top two contributors may be spelled using acronyms, abbreviations, or other shorthand in common usage or parlance. If the contributor is an individual their first and last name shall both be used. ◦ If the disclosure would exceed 35 characters, the text should disclose only the single top contributor of \$50,000 or more to the committee paying for the advertisement. ◦ The text message is not required to include the name of a top contributor after the text “Top funders:” If the text message includes the name of the committee paying for the advertisement and the committee’s name includes the name of that top contributor.

Communication	Disclosure and Manner of Display
	<ul style="list-style-type: none"> ◦ The text shall be 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. ◦ For a committee that has top contributors and uses individuals who are unpaid volunteers to send text messages with the assistance of mass distribution technology, the text message sent by these individuals are not required to disclose the top two contributors, but the text message shall include a disclosure stating that the text message is being sent by a volunteer. • An internet website that is hyperlinked shall remain online and available to the public until 30 days after the election. • 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>Text required to be included in a text message must be 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.</p>

Independent Expenditure Advertisement Disclosures on Ballot Measures by Non-Political Party General Purpose 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”) 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. <ul style="list-style-type: none"> ◦ 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. • 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.
<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) followed by: • “Committee major funding from [names of top three contributors of \$50,000 or more]” Top contributors must be displayed either on: (1) separate horizontal lines, centered horizontally or (2) adjusted so they do not appear on separate horizontal lines with top contributors separated by commas and may not appear in all capital letters. • Disclosure Format: All text must be in contrasting color and 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, in a printed or drawn box with a solid white background on the bottom of the advertisement that is set apart from any other printed matter and shall not be condensed to be narrower than a normal non-condensed Arial equivalent type. The text in the disclosure area may be adjusted so it does not appear on separate lines, but top contributors’ names must be separated by commas.

Communication	Disclosure and Manner of Display
Radio ads, telephone calls and audio only electronic media ads	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410). • “Committee major funding from [names of top three contributors of \$50,000 or more]” in descending order, beginning with the largest contributor. • 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. <ul style="list-style-type: none"> ◦ Radio and prerecorded phone 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.
Television and video ads (including those disseminated over the Internet)	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410). • “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. • 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. <p>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. If a video is distributed as an electronic media advertisement and is longer than 30 seconds, the disclosures must be displayed at the beginning 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.</p> • 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.

Communication	Disclosure and Manner of Display
<p>Electronic 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 not covered below (except video ads, see above)</p>	<ul style="list-style-type: none"> • “Who funded this ad?” or “Paid for by” or “Ad paid for by” text 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"> ◦ Must link 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” disclosure may not appear in all capital letters. ◦ 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. <p>*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.</p>
<p>Social media ads</p>	<ul style="list-style-type: none"> • “Ad paid for by” and “Committee major funding from” 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. • The disclosures 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 required “Ad paid for by,” and “Committee major funding from” disclosures is permissible. <ul style="list-style-type: none"> ◦ “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.
<p>Website and email</p>	<ul style="list-style-type: none"> • “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. <ul style="list-style-type: none"> ◦ “Committee major funding from” may not appear in all capital letters.
<p>Electronic media ads that are audio only</p>	<ul style="list-style-type: none"> • See disclosure requirements for radio ads above.

Communication	Disclosure and Manner of Display
<p>Paid Spokesperson: Payment of \$5,000 or more to an individual for individual's appearance in a ballot measure ad</p> <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 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. <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.

Communication	Disclosure and Manner of Display
Text messages sent using mass distribution technology	<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 containing the following disclosures: <ul style="list-style-type: none"> ◦ “Paid for by” or “With” [committee’s name]” (on file with Form 410). ◦ “Committee major funding from [names of top three contributors of \$50,000 or more].” ◦ 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).” ◦ 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. • Top Contributors: A committee that has top contributors must comply with the following: <ul style="list-style-type: none"> ◦ Immediately following the name of the committee or the hyperlink or URL, the text message shall also include the text “Top funders:” followed by the names of the top two contributors of \$50,000 or more to the committee paying for the advertisement, separated by “&” or “and”. ◦ The names of the top two contributors may be spelled using acronyms, abbreviations, or other shorthand in common usage or parlance. If the contributor is an individual their first and last name shall both be used. ◦ If the disclosure would exceed 35 characters, the text should disclose only the single top contributor of \$50,000 or more to the committee paying for the advertisement. ◦ The text message is not required to include the name of a top contributor after the text “Top funders:” If the text message includes the name of the committee paying for the advertisement and the committee’s name includes the name of that top contributor. ◦ The text shall be 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.

Communication	Disclosure and Manner of Display
	<ul style="list-style-type: none"> ◦ For a committee that has top contributors and uses individuals who are unpaid volunteers to send text messages with the assistance of mass distribution technology, the text message sent by these individuals are not required to disclose the top two contributors, but the text message shall include a disclosure stating that the text message is being sent by a volunteer. • An internet website that is hyperlinked shall remain online and available to the public until 30 days after the election. • 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. • Text required to be included in a text message must be 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.

G. Independent Expenditure Advertisement Disclosures on Ballot Measures by 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.
<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.
<p>Television and video ads (including those disseminated over the Internet)</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. <ul style="list-style-type: none"> ◦ 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.

Communication	Disclosure and Manner of Display
<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"> • “Who funded this ad?” or “Paid for by” or “Ad paid for by” text 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"> ◦ Must link to a website containing the “Ad paid for by” disclosure in a contrasting color and in no less than 8-point font. ◦ 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. <p>* 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.</p>
<p>Social media ads</p>	<ul style="list-style-type: none"> • “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; disclosures are not required on each individual post or comment. <ul style="list-style-type: none"> ◦ 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. ◦ 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.
<p>Website and email</p>	<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 and every publicly accessible page of the website.
<p>Electronic media ads that are audio only</p>	<ul style="list-style-type: none"> • See disclosure requirements for radio ads above.

Communication	Disclosure and Manner of Display
<p>Paid Spokesperson: Payment of \$5,000 or more to an individual for individual's appearance in a ballot measure ad</p> <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><i>Exception:</i> 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 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. <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.

Communication	Disclosure and Manner of Display
Text messages sent using mass distribution technology	<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. <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). ◦ 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. <p>If “With” is used:</p> <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. <ul style="list-style-type: none"> • An internet website that is hyperlinked shall remain online and available to the public until 30 days after the election.

Communication	Disclosure and Manner of Display
	<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.

H. Independent Expenditure Advertisement Disclosures on Candidates by 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”). • 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. <ul style="list-style-type: none"> ◦ “Not authorized by” disclosure may not appear in all capital letters.
<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). • 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. <ul style="list-style-type: none"> ◦ “Not authorized by” disclosure may not appear in all capital letters.

Communication	Disclosure and Manner of Display
<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 below)</p>	<ul style="list-style-type: none"> • “Who funded this ad?” or “Paid for by” or “Ad paid for by” 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"> ◦ Must link 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. ◦ 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. <p>* 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.</p>
<p>Social media ads</p>	<ul style="list-style-type: none"> • “Ad paid for by” and “Not authorized by” 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"> ◦ “Not authorized by” disclosure may not appear in all capital letters. ◦ 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” and “Not authorized by” disclosures is permissible. ◦ 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.
<p>Website and email</p>	<ul style="list-style-type: none"> • “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. <ul style="list-style-type: none"> ◦ “Not authorized by” disclosure may not appear in all capital letters.
<p>Electronic media ads that are audio only</p>	<ul style="list-style-type: none"> • See disclosure requirements for radio ads below.

Communication	Disclosure and Manner of Display
Radio ads, telephone calls and audio only electronic media ads	<ul style="list-style-type: none"> • “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)	<ul style="list-style-type: none"> • “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. 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"> ◦ “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.

Communication	Disclosure and Manner of Display
Text messages sent using mass distribution technology	<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. <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). ◦ A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate. ◦ 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.

Communication	Disclosure and Manner of Display
	<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.

I. Advertisement Disclosures for Coordinated Communications by Non-Political Party General Purpose Committees

The disclosure 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. 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 by Non-Political Party General Purpose 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”) 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. <ul style="list-style-type: none"> ◦ 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. • 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.
<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) followed by: • “Committee major funding from [names of top three contributors of \$50,000 or more]” Top contributors must be displayed either on: (1) separate horizontal lines, centered horizontally or (2) adjusted so they do not appear on separate horizontal lines with top contributors separated by commas and may not appear in all capital letters. • Disclosure Format: All text must be in contrasting color and 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, in a printed or drawn box with a solid white background on the bottom of the advertisement that is set apart from any other printed matter and shall not be condensed to be narrower than a normal non-condensed Arial equivalent type. The text in the disclosure area may be adjusted so it does not appear on separate lines, but top contributors’ names must be separated by commas.

Communication	Disclosure and Manner of Display
<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). • “Committee major funding from [names of top three contributors of \$50,000 or more]” in descending order, beginning with the largest contributor. • 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. <ul style="list-style-type: none"> ◦ 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.
<p>Television and video ads (including those disseminated over the Internet)</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410). • “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. • 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. <p>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. If a video is distributed as an electronic media advertisement and is longer than 30 seconds, the disclosures must be displayed at the beginning 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.</p> <p>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.</p> <p>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.</p>

Communication	Disclosure and Manner of Display
<p>Electronic 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 not covered below (except video ads, see above)</p>	<ul style="list-style-type: none"> • “Who funded this ad?” or “Paid for by” or “Ad paid for by” text 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"> ◦ Must link 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” disclosure may not appear in all capital letters. ◦ 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. <p>*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.</p>
<p>Social media ads</p>	<ul style="list-style-type: none"> • “Ad paid for by” and “Committee major funding from” 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. • The disclosures 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 required “Ad paid for by,” and “Committee major funding from” disclosures is permissible. <ul style="list-style-type: none"> ◦ “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.
<p>Website and email</p>	<ul style="list-style-type: none"> • “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. <ul style="list-style-type: none"> ◦ “Committee major funding from” may not appear in all capital letters.
<p>Electronic media ads that are audio only</p>	<ul style="list-style-type: none"> • See disclosure requirements for radio ads above.

Communication	Disclosure and Manner of Display
<p>Paid Spokesperson: Payment of \$5,000 or more to an individual for individual's appearance in a ballot measure ad</p> <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 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. <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.

Communication	Disclosure and Manner of Display
<p>Text messages sent using mass distribution technology</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 containing the following disclosures: <ul style="list-style-type: none"> ◦ “Paid for by” or “With” [committee’s name]” (on file with Form 410). ◦ “Committee major funding from [names of top three contributors of \$50,000 or more].” ◦ 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).” ◦ 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. • Top Contributors: A committee that has top contributors must comply with the following: <ul style="list-style-type: none"> ◦ Immediately following the name of the committee or the hyperlink or URL, the text message shall also include the text “Top funders:” followed by the names of the top two contributors of \$50,000 or more to the committee paying for the advertisement, separated by “&” or “and”. ◦ The names of the top two contributors may be spelled using acronyms, abbreviations, or other shorthand in common usage or parlance. If the contributor is an individual their first and last name shall both be used. ◦ If the disclosure would exceed 35 characters, the text should disclose only the single top contributor of \$50,000 or more to the committee paying for the advertisement. ◦ The text message is not required to include the name of a top contributor after the text “Top funders:” If the text message includes the name of the committee paying for the advertisement and the committee’s name includes the name of that top contributor.

Communication	Disclosure and Manner of Display
	<ul style="list-style-type: none"> ◦ For a committee that has top contributors and uses individuals who are unpaid volunteers to send text messages with the assistance of mass distribution technology, the text message sent by these individuals are not required to disclose the top two contributors, but the text message shall include a disclosure stating that the text message is being sent by a volunteer. • An internet website that is hyperlinked shall remain online and available to the public until 30 days after the election. • 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. • Text required to be included in a text message must be in a color that reasonably contrasts with the background on.

J. Advertisement Disclosures for Coordinated Communications by Political Party 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 by Political Party Committees

Communication	Disclosure and Manner of Display
<p><u>Supporting or Opposing a Ballot Measure:</u></p> <p>All advertisements</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410)*. <p>(Note: a printed letter, internet website, or email message ad may use “Paid for by” instead of “Ad paid for by”.)</p> <p>*For text messages sent using mass distribution technology please see additional information below.</p>
<p><u>Supporting or Opposing a Candidate:</u></p> <p>Radio and television ads</p>	<ul style="list-style-type: none"> • Radio: “Ad paid for by” followed by 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. If the television ad is shorter than the required disclosure display time, the disclosure may be displayed for the length of the advertisement.
<p><u>Supporting or Opposing a Candidate:</u></p> <p>Social media ads</p>	<ul style="list-style-type: none"> • “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; disclosures are not required on each individual post or comment. • The disclosures 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 required “Ad paid for by,” disclosure is permissible. • 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.
<p>Telephone calls advocating a candidate, ballot measure or both - 500 or more calls similar in nature and made by:</p> <ul style="list-style-type: none"> • Vendors (“robo” calls) or • Paid individuals other than the candidate, campaign manager or volunteers 	<ul style="list-style-type: none"> • 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. <ul style="list-style-type: none"> ◦ <i>Examples: This call was paid for by Senator Jones;</i> <i>This call was authorized by [name of committee].</i> • Any time during the call. • No ID required on telephone calls personally dialed by candidate, campaign manager or volunteers.

Communication	Disclosure and Manner of Display
Text messages sent using mass distribution technology	<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. <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 disclosure: <ul style="list-style-type: none"> ◦ “Paid for by” or “With” [committee’s name]” (on file with Form 410). ◦ The text of the disclosure 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. • 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.

K. Online Platform Disclosed Advertisements

“Online platform disclosed advertisements” are either (1) electronic media advertisements made via an online platform that allows users to engage in discourse and post content, or any other type of social media, for which the committee pays the online platform, or (2) electronic media advertisements that are in the form of a graphic, image, animated graphic, or animated image that an online platform hosting the advertisement does not allow to hyperlink to an internet website containing required disclosures, for which the committee pays the online platform. An “online platform disclosed advertisement” does not include a video, audio, or email advertisement.

Electronic media advertisements that are not “online platform disclosed advertisements” shall follow disclosure requirements described previously in this chapter.

Online Platform Disclosed Advertisement Requirements

Communication	Disclosure and Manner of Display
Type of Advertisement Law Applies To:	Either (1) electronic media advertisements made via an online platform that allows users to engage in discourse and post content, or any other type of social media, for which the committee pays the online platform or (2) electronic media advertisements that are in the form of a graphic, image, animated graphic, or animated image that an online platform hosting the advertisement does not allow to hyperlink to an internet website containing required disclosures, for which the committee pays the online platform.

Communication	Disclosure and Manner of Display
<p>Ad Disclosure that Online Platform is Required to Place on Advertisement:</p>	<p>An Online Platform Must Do One of the Following:</p> <ol style="list-style-type: none"> 1) Display “Paid for by” or “Ad Paid for by” followed by “committee major funding from” followed by the committee’s top three contributors of \$50,000 or more, followed by a colon, followed by surrounded in quotation marks, the name of the committee easily readable to the average viewer located adjacent to any statement the communication is an advertisement (or is promoted or sponsored). The online platform may display only one hundred or more characters of the “committee major funding from” followed by the committee’s top three contributors and name of the committee disclosures if followed by a “...” that is clearly clickable and that links to a page that provides the disclosures. The ad may instead link to a website that the committee has created pursuant to other provisions of the Act that contains the committee’s name, top contributor information, and whether the ad was authorized by a candidate for independent expenditure ads on candidates. 2) Display a hyperlink, icon, button, or tab with the text “Who funded this ad?,” “Paid for by,” or “Ad Paid for by” that is clearly clickable and links to a page that provides the “committee major funding from” followed by the committee’s top three contributors of \$50,000 or more, followed by a colon, followed by the committee’s name disclosures. This text must be easily readable to the average viewer, in the same or similar font and in at least the same font size as the online platform’s text stating that the communication is an advertisement (or is promoted or sponsored). The ad may instead link to a website that the committee has created pursuant to other provisions of the Act that contains the committee’s name, top contributor information, and whether the ad was authorized by a candidate for independent expenditure ads on candidates. <p>If fewer than three contributors qualify as top contributors, only those contributors that qualify shall be disclosed. If there are no contributors that qualify as top contributors, the top contributor disclosure is not required. Please note that advertisements for a political party committee are not required to display top contributor disclosures.</p> <p>The Online Platform Must Also:</p> <p>Display a prominent button, icon, tab, or hyperlink with the text “View Ads” or similar text. The button, icon, tab, or hyperlink shall link to a page containing the records required to be displayed in the publicly available online database in one of the following locations:</p> <ol style="list-style-type: none"> 1) Near the top of a profile, landing page, or similar location of a committee that paid for an advertisement in a position that the average viewer will readily see it upon viewing that page. 2) On a page that displays the committee’s profile information or biographical information. 3) On a page on which the average viewer would normally navigate to view additional information about a committee.

Communication	Disclosure and Manner of Display
<p>Information Committee Paying for Advertisement is Required to Provide to Online Platform:</p>	<p>Upon requesting the dissemination of the advertisement, committee must do all of the following:</p> <ol style="list-style-type: none"> 1) Expressly notify the online platform that the advertisement is one that falls under the Act. 2) Provide the online platform with committee's top contributors and the committee's name and identification number. 3) Provide the online platform with the name of the candidate to which the advertisement refers and the office to which the candidate is seeking election, or number or letter of the ballot measure and the jurisdiction to which the advertisement refers. 4) Update the online platform with any change in the name of the committee or its top three contributors within 5 business days.
<p>Records Required to be Kept and Provided to the Public in Online Platform's Public Database:</p>	<p>For all committees that purchased online platform disclosed ads and paid for five hundred dollars (\$500) or more in advertisements to the online platform during the preceding 12 months the database must contain:</p> <ol style="list-style-type: none"> 1) A digital copy of the advertisement. 2) The approximate number of views generated from the advertisement and the date and time that the advertisement was first displayed and last displayed. 3) Information regarding the range charged or the total amount spent on the advertisement. 4) The name of the candidate to which the advertisement refers and the office to which the candidate is seeking election, as applicable, or number or letter of the ballot measure and the jurisdiction to which the advertisement refers. 5) The name and identification number of the committee that paid for the advertisement, if the committee is assigned an identification number. <p>These records are required to be made available by the online platform as soon as practicable and must be retained by the online platform for 4 years.</p>

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 Disclosure; Committee Name.
- 84503 Top Contributor Disclosure.
- 84504 Disclosure; Radio and Telephone Ads.
- 84504.1 Disclosure; Video and Television Ads.
- 84504.2 Disclosure; Print Ads.
- 84504.3 Disclosure; Electronic Media Ads.
- 84504.4 Disclosure; Radio and Television Ads; Political Parties and Candidates.
- 84504.5 Disclosure; Independent Expenditure Ads; Political Parties and Candidates.
- 84504.6 Disclosure; Online Platform.
- 84504.7 Disclosure; Text Messages.
- 84505 Avoidance of Disclosure.
- 84506.5 Disclosure; Independent Expenditure Ads; Not Authorized by Candidate.
- 84509 Amended Disclosure.
- 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.
- 18450.2 Definitions. Authorized and Paid For.
- 18450.3 Top Contributor Disclosure for Affiliated Entities.
- 18450.4 Video and Television Advertisement Disclosure.
- 18450.5 Amended Advertisement Disclosure.
- 18450.11 Spokesperson Disclosure.