

1 Amend 2 Cal. Code Regs. Section 18450.1 to read:

2 **§ 18450.1. Definitions. Advertisement Disclosure.**

3 (a) Definition of Advertisement. An advertisement as defined in Section 84501 includes
4 but is not limited to the following:

5 (1) A communication broadcast by television or radio, or disseminated by print media;

6 (2) An electronic media communication including a logo, icon, writing, image, recording,
7 video, or other data posted, broadcast, or displayed electronically. This includes, but is not
8 limited to advertisements in electronic messages, electronic message attachments, text messages,
9 or advertisements that appear on Internet websites or webpages, social media, blogs, other
10 generally accessible electronic communication systems.

11 (b) Burden of Proof. Electronic Media. A committee that claims the inclusion of a
12 required disclosure in an electronic media communication is impracticable or would severely
13 interfere with the committee's ability to convey the intended message under Section
14 84501(a)(2)(~~E~~)(G) has the burden of establishing that this exception has been met.

15 (c) Aggregation of Contributions. The aggregation rules of Regulation 18215.1 shall
16 apply in determining when a contributor has reached the \$50,000 disclosure threshold of
17 Sections 84501, 84504, 84504.2.

18 Note: Authority cited: Section 83112, Government Code. Reference: Sections 84501, 84502,
19 84503, 84504, 84504.1, 84504.2, 84504.3, 84504.4, 84504.5, 84505, 84506.5, 84509, 84510 and
20 84511, Government Code.