

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 on Internet websites or webpages, social
8 media, blogs or other generally accessible electronic communication systems.

9 (3) A telephone, facsimile, or electronic media communication addressed to recipients,
10 such as electronic messages and text messages, not solicited by the recipient and intended for
11 delivery in substantially similar form to more than 200 recipients. For purposes of this paragraph,
12 this includes any message forwarded at the behest of the committee where more than 200 total
13 recipients receive the message.

14 (4) A direct mailing not solicited by the recipient and ~~is~~ intended for delivery in
15 substantially similar form to more than 200 recipients.

16 [Option 1]:

17 (5) Print advertisements designed to be individually distributed including posters, door
18 hangers, and flyers produced in quantities of more than 200.

19 (6) Yard signs no larger than six square feet produced in quantities of more than 200.

20 (7) Large Signs. Any sign larger than six square feet such as road signs
21 and billboards.

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1 (8) Campaign buttons 10 inches in diameter or larger, and bumper stickers 60 square
2 inches or larger produced in quantities of more than 200.

3 [Option 2]:

4 (5) Print advertisements designed to be individually distributed including posters,
5 door hangers, and flyers produced in quantities of more than 200.

6 (6) Print advertisements larger than those designed to be individually
7 distributed, including yard signs, road signs, and billboards.

8 (7) Campaign buttons 10 inches in diameter or larger, and bumper stickers 60 square
9 inches or larger produced in quantities of more than 200.

10
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) 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, 84509, 84510 and 84511,
20 Government Code.