

1 Amend 2 Cal. Code Regs., Section 18450.9 to read:

2 **§ 18450.9. Website Advertisements and Social Media Advertisements.**

3 (a) Electronic Media Advertisements on Non-Social Media Websites: An electronic
4 media advertisement paid for by a committee that is in the form of a written post on a non-social
5 media website must display the disclosures required by Section 84504.3(c) at the top or bottom
6 of each individual post when posted on a website that is not the committee's website.

7 ~~(b) Electronic Media Advertisements on Social Media by Paid Third Parties: An~~
8 ~~advertisement subject to Section 84504.3(g) that is made via a form of electronic media that~~
9 ~~allows users to engage in discourse and post content for which a committee pays a third party to~~
10 ~~post from a social media account that is the not committee's account must include a tag, or~~
11 ~~otherwise include a link to, the social media profile or social media landing page of the~~
12 ~~committee that paid for the advertisement.~~

13 (be) Electronic Media Advertisements on Social Media by a Political Party or Candidate
14 Controlled Committee for Elective Office: An advertisement subject to Section 84504.4(b) shall
15 include the required disclosure in a contrasting color that is easily readable by the average viewer
16 and in no less than 10-point font.

17 NOTE: Authority cited: Section 83112, Government Code. Reference: Sections 84501, 84502,
18 84503, 84504.3, 84504.4 and 84504.5, Government Code.