

Political Advertising Disclosures

7. All Non-Independent Expenditure Ads by Candidates and Political Party Committees

Unless otherwise covered below, all mass mailings 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 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

Unless otherwise covered below, all mass emails 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

Communication	Disclosure and Manner of Display
Print ads supporting or opposing a ballot measure 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)	<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.
Print ads supporting or opposing a ballot measure larger than those designed to be individually distributed, such as billboards and signs (including yard signs)	<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.

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<p>Electronic media ads supporting or opposing a ballot measure 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 under social media ads and website and email ads</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” 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 supporting or opposing a ballot measure</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 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 required “Ad paid for by” disclosure is permissible. • An advertisement for which a committee pays a third party to post from a social media account that is not the committee’s account must include a tag, or otherwise include a link to, the social media profile or social media landing page of the committee that paid for the advertisement. • 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.

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<p>Website and email supporting or opposing a ballot measure</p>	<ul style="list-style-type: none"> • “Ad paid for by” disclosure printed clearly and legibly in a contrasting color and in no less than 8-point font at the top or bottom of the email, top or bottom of every publicly accessible page of the website, or when posted on a non-social media website that is not the committee’s website, at the top or bottom of each individual post. <p>(Note: an internet website or email message ad may use “Paid for by” instead of “Ad paid for by”.)</p>
<p>Radio or Telephone ads supporting or opposing a ballot measure</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 supporting or opposing a ballot measure (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. • 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.
<p>Paid Spokesperson: Payment of \$5,000 or more to an individual for individual’s appearance in a ballot measure ad</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”.

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<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"> • 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. • 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.
<p>All other ballot measure advertisements</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee’s name]” (on file with Form 410).* • Disclosure Format: All text must be in a size, and color contrasting the background, that is readily legible to an average viewer. <p><small>*For text messages sent using mass distribution technology and telephone calls of 500 or more in similar nature please see additional information below.</small></p>
<p>Radio and television ads supporting or opposing a candidate</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.

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<p>Social media ads supporting or opposing a candidate</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 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 required “Ad paid for by” disclosure is permissible. • An advertisement for which a committee pays a third party to post from a social media account that is not the committee’s account must include a tag, or otherwise include a link to, the social media profile or social media landing page of the committee that paid for the advertisement.
<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.

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<p>All text messages sent using mass distribution technology</p>	<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 or 461). • 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.

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	<ul style="list-style-type: none"> • 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.

The information on this chart does not carry the force of law. If there are any discrepancies between the chart and the Act or its corresponding regulations and opinions, the Act and its regulations and opinions will control.

References: [Government Code Sections](#): 84305, 84310, 84502, 84504.3, 84504.4, 84504.5, 84511
[Title 2 Regulations](#): 18435, 18440, 18450.4, 18450.7, 18450.9