

Political Advertising Disclaimers

1. Communications by Candidate Committees for their own Election

The disclaimer must include, unless otherwise noted: “Paid for by *committee name*”

Examples: “Paid for by Jones for Assembly 20XX”
 “Paid for by Friends of Smith for Mayor 20XX”

Communication	Disclaimer and Manner of Display
<p>All mass mailings – more than 200 substantially similar pieces of mail sent within a calendar month</p>	<ul style="list-style-type: none"> • Candidate’s committee name and address (on file with Form 410) on outside of mailing (if no Form 410 on file, use candidate’s name and address) • “Paid for by” must be in the same color and font as the committee name and address and immediately in front of or above the name and address • If sent by more than one candidate or committee: <ul style="list-style-type: none"> ○ Also on at least one insert in the mailing • No less than 6-point type and in a contrasting print or color • Return envelopes (if included in solicitation) – committee’s name, address and ID number are recommended but not required
<p>All mass electronic mail – more than 200 substantially similar emails sent within a calendar month</p>	<ul style="list-style-type: none"> • “Paid for by [name of candidate or committee]” must be in at least the same size font as a majority of the text (no address is required on mass electronic mailings)
<p>Newspaper ads</p>	<ul style="list-style-type: none"> • Refer to the Elections Code for newspaper ad disclaimer requirements

Candidate Committee Communications for their own Election

Communication	Disclaimer and Manner of Display
<p>Telephone calls advocating candidate's own election - 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 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 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
<p>Radio and television ads</p>	<ul style="list-style-type: none"> • Radio: “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: “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
<p>Electronic Media ads (Websites, blogs, Twitter feeds, social media pages – e.g., Facebook)</p>	<ul style="list-style-type: none"> • “Paid for by <i>committee name</i>” and committee ID number are recommended but not legally required
<p>Billboards, signs (including yard signs), faxes, business cards, door hangers, flyers, and posters</p>	<ul style="list-style-type: none"> • “Paid for by <i>committee name</i>” and committee ID number are recommended but not legally required

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. Communications made by a candidate to support or oppose a ballot measure or other candidates are not addressed in this chart.

References: [Government Code Sections](#): 82041.5, 84305, 84310, 84502, 84504.2, 84504.3, 84504.4
[Title 2 Regulations](#): 18435, 18440