

# California Fair Political Practices Commission

## Political Advertisement Disclaimers

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Under California's Political Reform Act (the "Act"), committees must include "paid for by" disclaimers on campaign advertising, including campaign mailers, radio and television ads, telephone robocalls, and electronic media ads. The questions below relate to disclaimer requirements for committees that purchase advertisements or circulate communications supporting or opposing a state or local candidate or ballot measure in California. This fact sheet is informational only and contains only highlights of selected provisions of the law. It does not carry the weight of the law. For further information, consult the Act and its corresponding regulations, advice letters and opinions.

### Who Must Use a Disclaimer?

A candidate's campaign committee, a political action committee, a ballot measure committee, a political party committee, a major donor, and a person or entity making independent expenditures on candidates or ballot measures in California are all types of committees that are subject to disclaimer rules. In general, a person or entity qualifies as a *committee* under the Act if they receive contributions from others for political purposes of \$2,000 or more per year; if they make independent expenditures on California candidates or ballot measures of \$1,000 or more per year; or if they make contributions to California candidates or ballot measures of \$10,000 or more per year.

### General Questions

1. Q. What is an advertisement?

A. An advertisement is a communication that is made for the purpose of supporting or opposing a candidate or ballot measure. Advertisements include mass mailings (including emails), paid telephone calls, newspaper, radio and television ads, billboards, yard signs, and electronic media ads.

2. Q. What is a disclaimer?

A. A "disclaimer" is the portion of a political message that identifies the person or entity who paid for or authorized the communication. "Paid for by *committee name*" is the basic disclaimer required by the Act on most campaign communications sent by a *committee*.

3. Q. Are the Act's disclaimer rules the same for all committees and all ads?

A. No. Basic disclaimer rules apply to campaign materials disseminated by a candidate for their own election campaign because it is generally clear to the public that the candidate is sending the communication. Stricter disclaimer rules apply to ballot measure advertisements and independent expenditure advertisements on candidates and ballot measures, because it is less clear to the public who is responsible for these ads.

4. Q. Must a disclaimer appear on ALL printed materials or campaign items?
- A. No. A disclaimer is not required on the following items:
- Campaign buttons smaller than 10 inches in diameter, pins, bumper stickers smaller than 60 square inches, and magnets
  - Pens, pencils, rulers, mugs, potholders, key tags, golf balls and similar small campaign promotional items where a disclaimer cannot be conveniently printed
  - T-shirts, caps, hats, and other articles of clothing
  - Skywriting and airplane banners
  - Committee checks and receipts
  - An electronic media communication for which inclusion of the disclosures required by the Act is impracticable or would severely interfere with the committee's ability to convey the intended message because of the nature of the technology used to make the communication
5. Q. What must the disclaimer state?
- A. The basic disclaimer must state: "Paid for by *committee name*." In most cases, any recipient committee except a candidate committee or a political party committee must also list top three contributors of \$50,000 or more. An advertisement supporting or opposing a candidate that is paid for by an independent expenditure shall include a statement that it was not authorized by a candidate or a committee controlled by a candidate. If the advertisement was authorized or paid for by a candidate for another office, the expenditure shall instead include a statement that "This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office."
6. Q. How must the disclaimer appear?
- A. Written disclaimers must be printed clearly and legibly. Spoken disclaimers must be clearly audible. **Specific requirements for color contrast, font, print size and time appearing on screen or read during a telephone or radio advertisement are listed in FPPC disclaimer charts.**
7. Q. If a committee's top contributor changes, must advertisement disclaimers be updated?
- A. Yes. Television, radio, telephone, electronic billboard, or other electronic media advertisement shall be updated to reflect the new top contributors within five business days. Print media advertisement, including nonelectronic billboards, shall be updated to reflect the new top contributors before placing a new or modified order for additional printing of the advertisement.

8. Q. What are the rules for disclaimers on communications in a language other than English?
- A. Disclaimers on political advertisements must be written or spoken in the same language used in the advertisement, except for the name of the committee and the top contributors to the committee, if any.
9. Q. Must a disclaimer appear on communications from an organization to its members?
- A. For political party communications, yes. For communications from other organizations to their members, a disclaimer is not required.

### **Mass Mailing Questions**

10. Q. On mass mailings, what must the disclaimer state?
- A. A mass mailing – over 200 substantially similar pieces of mail – must include on the outside of the envelope: “Paid for by” and the name and address of the candidate or committee sending the mailing.
- If a mass mailing is paid for by more than one candidate or committee, the name and address of the candidate or committee who is paying the greatest share of the mass mailing (including costs for designing, postage, and printing) must be placed on the outside of each piece of mail. If two or more candidates or committees pay equally for the mailer, the name and address of at least one of the candidates or committees must be shown on the outside, and the names and addresses of all candidates or committees paying for the mailer must appear on at least one insert.
11. Q. On emails, what must the disclaimer state?
- A. When over 200 substantially similar emails are sent by a candidate or committee, the email must include “Paid for by and the committee name.” The committee’s street address is not required on mass emails sent by a committee, but may be included.

### **Advertising Issues Not Under FPPC’s Jurisdiction**

12. Q. What are the rules about when and where political signs may be placed?
- A. The Act does not contain rules about when and where signs may be placed. You may visit the **[California Department of Transportation website](#)** for information about the State Outdoor Advertising Act and additional restrictions on political sign placement. You should also check with your local jurisdiction as there may be local laws that restrict or prohibit the placement of campaign signs at certain times and in specified places.

13. Q. Can the FPPC check the truth or accuracy of the political communication?

A. No. The Act does not regulate the truth or accuracy of the content of political communications. You may wish to call the Secretary of State's Investigative Services Unit at (916) 653-4245 for information on how to file a complaint.

14. Q. Where can I get information about the National Do Not Call Registry?

A. For information about the National Do Not Call Registry, administered by the Federal Trade Commission (FTC), go to [www.donotcall.gov](http://www.donotcall.gov).

## Political Advertising Disclaimers

### 2. Independent Expenditure Ads on Candidates (except ads by candidates and political party committees)

Communication	Disclaimer and Manner of Display
<p><b>Print ads designed to be individually distributed including mailings, door hangers, flyers, faxes, posters, newspaper and magazine ads and oversized campaign buttons and bumper stickers</b> (buttons 10 inches in diameter or larger and stickers 60 square inches or larger)</p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410 or 461) followed by</li> <li>• <b>“Committee major funding from [names of top three donors of \$50,000 or more]”</b> each listed on a separate horizontal line, in descending order, beginning with the largest contributor (<i>not applicable to non-recipient committees</i>)               <ul style="list-style-type: none"> <li>○ Newspaper, magazine or other print advertisements that are 20 square inches or less must only disclose the single top contributor of \$50,000 or more</li> </ul> </li> <li>• Below the top donor information (if any), <b>a statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate</b></li> <li>• <b>“Funding Details at <a href="http://www.fppc.ca.gov">www.fppc.ca.gov</a>”</b> must be shown below the “not authorized by” text for state primarily formed ballot measure and candidate committees that raise \$1,000,000 (see Section 84223)</li> <li>• <b>Disclaimer Format:</b> All text must be in Arial equivalent font, in at least 10-point size, in a contrasting color, centered horizontally and, except for the names of top donors, underlined. The names of top donors may not be underlined and the text may not be condensed. If there are no top donors, the “Ad paid for by” need not be underlined. All text must appear in a printed or drawn box with a solid white background at the bottom of at least one page and set apart from other printed matter.               <ul style="list-style-type: none"> <li>○ <b>“Committee major funding from”</b> and <b>“Not authorized by”</b> disclaimers may not appear in all capital letters</li> </ul> </li> </ul>

## Independent Expenditure Ads on Candidates (except ads by candidates and political party committees)

Communication	Disclaimer and Manner of Display
<p><b>Print ads larger than those designed to be individually distributed, such as billboards and signs (including yard signs)</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410 or 461) followed by</li> <li>• <b>“Committee major funding from [names of top three donors of \$50,000 or more]”</b> Top contributors must be displayed from largest to smallest appearing either on: (1) separate horizontal lines, centered horizontally or (2) one line separated by commas <i>(not applicable to non-recipient committees)</i></li> <li>• Below the top donor information (if any), <b>a statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate</b></li> <li>• <b>Disclaimer Format:</b> All text must be in Arial equivalent font. The font must be a height of at least five percent of the advertisement, meaning that each line must be at least five percent of the advertisement, on a solid background with sufficient contrast that is easily readable by the average viewer and, except for the names of top donors, underlined. If there are no top donors, the “Ad paid for by” need not be underlined. <ul style="list-style-type: none"> <li>○ The <b>“Committee major funding from”</b> and <b>“Not authorized by”</b> disclaimers may not appear in all capital letters</li> </ul> </li> </ul>
<p><b>Radio ads, telephone calls and audio only electronic media ads</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410 or 461)</li> <li>• <b>“Committee major funding from [names of top three donors of \$50,000 or more]”</b> in descending order, beginning with the largest contributor <i>(not applicable to non-recipient committees)</i></li> <li>• <b>A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate</b></li> <li>• <b>Disclaimer Format:</b> 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 <ul style="list-style-type: none"> <li>○ Radio and prerecorded telephone ads must disclose only the top two contributors of \$50,000 or more unless the ad lasts 15 seconds or less or the disclaimer statement would last more than eight seconds, in which case only the single top contributor must be disclosed</li> </ul> </li> </ul>

## Independent Expenditure Ads on Candidates (except ads by candidates and political party committees)

Communication	Disclaimer and Manner of Display
<p><b>Television and video ads (including those disseminated over the Internet)</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410 or 461)</li> <li>• <b>“Committee major funding from [names of top three donors of \$50,000 or more]”</b> in descending order, beginning with the largest contributor <i>(not applicable to non-recipient committees)</i></li> <li>• <b>A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate</b></li> <li>• <b>Disclaimer Format:</b> All text must be centered horizontally in the disclosure area, in a contrasting color, in Arial equivalent type and, if there are top donors, must be underlined except as specified below</li> </ul> <p>The size for the smallest letters must be four percent of the height of the display screen and must be displayed at the beginning or end of the ad for at least five seconds of a broadcast of 30 seconds or less or for at least 10 seconds of a broadcast longer than 30 seconds</p> <p>Disclaimer must appear on a solid black background on the entire bottom one-third of the display screen, or bottom one-fourth of the screen if the committee has no top contributors</p> <p>Each top donor must be disclosed on a separate horizontal line separate from other text, may not be underlined and may not be condensed unless doing so is necessary to keep the name of a contributor from exceeding the width of the screen</p> <p>The <b>“Not authorized by”</b> disclaimer must appear below all other text in no less than 2.5 percent of the height of the display screen. If this causes the disclosures to exceed one-third of the display screen then it may be printed immediately above the background with sufficient contrast that is easily readable and is not required to be underlined.</p> <p>The <b>“Committee major funding from”</b> and <b>“Not authorized by”</b> disclaimers may not appear in all capital letters</p>

## Independent Expenditure Ads on Candidates (except ads by candidates and political party committees)

Communication	Disclaimer and Manner of Display
<p><b>Electronic media ads not covered below (except video ads, see above)</b></p>	<ul style="list-style-type: none"> <li>• “Who funded this ad?” text as a hyperlink in a contrasting color and font size that is easily readable by the average viewer*</li> <li>• Must hyperlink to a website containing the “Ad paid for by,” “Committee major funding from,” and “Not authorized by” disclaimers in a contrasting color and in no less than 8-point font</li> <li>• “Committee major funding from” and “Not authorized by” disclaimers may not appear in all capital letters</li> <li>• Must remain online until 30 days after the date of election</li> </ul>
<p><b>Social media ads</b></p>	<ul style="list-style-type: none"> <li>• “Ad paid for by,” “Committee major funding from,” and “Not authorized by” disclaimers in a contrasting color and in no less than 8-point font on the committee’s profile, landing page, or similar location; disclaimers are not required on each individual post or comment</li> <li>• “Committee major funding from” and “Not authorized by” disclaimers may not appear in all capital letters                             <ul style="list-style-type: none"> <li>○ 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 ads under the Act</li> </ul> </li> </ul>
<p><b>Website and email</b></p>	<ul style="list-style-type: none"> <li>• “Paid for by,” “Committee major funding from,” and “Not authorized by” disclaimers printed clearly and legibly in a contrasting color and in no less than 8-point font at the top or bottom of the email and every publicly accessible page of the website</li> <li>• “Committee major funding from” and “Not authorized by” disclaimers may not appear in all capital letters</li> </ul>
<p><b>Electronic media ads that are audio only</b></p>	<ul style="list-style-type: none"> <li>• See disclaimer requirements for radio ads above</li> </ul> <p><b>Note:</b> The “Committee major funding from” disclaimer requirement on this page is not applicable to non-recipient committees.</p> <p>*This text is not required if including it is impracticable. In such circumstances the ad need only include a hyperlink to a website containing the website disclaimers.</p>

**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: 84504, 84504.1, 84504.2, 84504.3, 84506.5



## Political Advertising Disclaimers

### 3. Independent Expenditure Ads on Ballot Measures (except ads by candidates and political party committees)

Communication	Disclaimer and Manner of Display
<p><b>Print ads 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)</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410 or 461) followed by</li> <li>• <b>“Committee major funding from [names of top three donors of \$50,000 or more]”</b> each listed on a separate horizontal line, in descending order, beginning with the largest contributor and may not appear in all capital letters (<i>not applicable to non-recipient committees</i>) <ul style="list-style-type: none"> <li>○ Newspaper, magazine or other print advertisements that are 20 square inches or less must only disclose the single top contributor of \$50,000 or more</li> </ul> </li> <li>• <b>“Funding Details at <a href="http://www.fppc.ca.gov">www.fppc.ca.gov</a>”</b> must be shown immediately below the top three donor text for state primarily formed ballot measure and candidate committees that raise \$1,000,000 (see Section 84223)</li> <li>• <b>Disclaimer Format:</b> All text must be in Arial equivalent font, in at least 10-point size, in a contrasting color, centered horizontally and, except for the names of top donors, underlined. The names of top donors may not be underlined and the text may not be condensed. If there are no top donors, the “Ad paid for by” need not be underlined. All text must appear in a printed or drawn box with a solid white background at the bottom of at least one page and set apart from other printed matter</li> </ul>
<p><b>Print ads larger than those designed to be individually distributed, such as billboards and signs (including yard signs)</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410 or 461) followed by</li> <li>• <b>“Committee major funding from [names of top three donors of \$50,000 or more]”</b> Top contributors must be displayed from largest to smallest appearing either on: (1) separate horizontal lines, centered horizontally or (2) one line separated by commas and may not appear in all capital letters (<i>not applicable to non-recipient committees</i>)</li> <li>• <b>Disclaimer Format:</b> All text must be in Arial equivalent font. The font must be a height of at least five percent of the advertisement, meaning that each line must be at least five percent of the advertisement, on a solid background with sufficient contrast that is easily readable by the average viewer and, except for the names of top donors, underlined. If there are no top donors, the “Ad paid for by” need not be underlined.</li> </ul>

## Independent Expenditure Ads on Ballot Measures (except ads by candidates and political party committees)

Communication	Disclaimer and Manner of Display
<p><b>Radio ads, telephone calls and audio only electronic media ads</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410 or 461)</li> <li>• <b>“Committee major funding from [names of top three donors of \$50,000 or more]”</b> in descending order, beginning with the largest contributor (<i>not applicable to non-recipient committees</i>)</li> <li>• <b>Disclaimer Format:</b> 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                         <ul style="list-style-type: none"> <li>○ Radio and prerecorded phone ads must disclose only the top two contributors of \$50,000 or more unless the ad lasts 15 seconds or less or the statement would last more than eight seconds, in which case only the top contributor must be disclosed</li> </ul> </li> </ul>
<p><b>Television and video ads (including those disseminated over the Internet)</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410 or 461)</li> <li>• <b>“Committee major funding from [names of top three donors of \$50,000 or more]”</b> in descending order, beginning with the largest contributor and may not appear in all capital letters (<i>not applicable to non-recipient committees</i>)</li> <li>• <b>Disclaimer Format:</b> All text must be centered horizontally in the disclosure area, in a contrasting color, in Arial equivalent type and, if there are top donors, must be underlined except as specified below                         <p style="margin-left: 20px;">The size for the smallest letters must be four percent of the height of the display screen and must be displayed at the beginning or end of the ad for at least five seconds of a broadcast of 30 seconds or less or for at least 10 seconds of a broadcast longer than 30 seconds</p> <p style="margin-left: 20px;">Disclaimer must appear on a solid black background on the entire bottom one-third of the display screen, or bottom one-fourth of the screen if the committee has no top contributors</p> <p style="margin-left: 20px;">Each top donor must be disclosed on a separate horizontal line separate from other text, may not be underlined and may not be condensed unless doing so is necessary to keep the name of a contributor from exceeding the width of the screen</p> </li> </ul>

## Independent Expenditure Ads on Ballot Measures (except ads by candidates and political party committees)

Communication	Disclaimer and Manner of Display
<p><b>Electronic media ads not covered below (except video ads, see above)</b></p>	<ul style="list-style-type: none"> <li>• <b>“Who funded this ad?”</b> text as a hyperlink in a contrasting color and font size that is easily readable by the average viewer*                             <ul style="list-style-type: none"> <li>○ Must hyperlink to a website containing the <b>“Ad paid for by”</b> and <b>“Committee major funding from”</b> disclaimers in a contrasting color and in no less than 8-point font</li> <li>○ <b>“Committee major funding from”</b> may not appear in all capital letters</li> <li>○ Must remain online until 30 days after the date of election</li> </ul> </li>   <li>• <b>“Ad paid for by”</b> and <b>“Committee major funding from”</b> disclaimers in a contrasting color and in no less than 8-point font on the committee’s profile, landing page, or similar location; disclaimers are not required on each individual post or comment                             <ul style="list-style-type: none"> <li>○ <b>“Committee major funding from”</b> may not appear in all capital letters</li> <li>○ 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</li> </ul> </li>   <li>• <b>“Paid for by”</b> and <b>“Committee major funding from”</b> disclaimers printed clearly and legibly in a contrasting color and in no less than 8-point font at the top or bottom of the email and every publicly accessible page of the website                             <ul style="list-style-type: none"> <li>○ <b>“Committee major funding from”</b> may not appear in all capital letters</li> </ul> </li>   <li>• See disclaimer requirements for radio ads above</li> </ul> <p><b>Note: The “Committee major funding from” disclaimer requirement on this page is not applicable to non-recipient committees.</b></p> <p>*This text is not required if including it is impracticable. In such circumstances the ad need only include a hyperlink to a website containing the website disclaimers.</p>
<p><b>Social media ads</b></p>	
<p><b>Website and email</b></p>	
<p><b>Electronic media ads that are audio only</b></p>	

## Independent Expenditure Ads on Ballot Measures (except ads by candidates and political party committees)

Communication	Disclaimer and Manner of Display
<p><b>Paid Spokesperson:</b> 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"> <li>• In addition to the other disclaimers, include: "<b><i>(spokesperson's name)</i> is being paid by this campaign or its donors</b>"</li> <li>• Printed, televised or video ad: shown continuously in highly visible font except when the disclosure for television and video ads above is being shown</li> <li>• Radio broadcast or phone message: spoken in clearly audible format</li> </ul>
<p><b>Paid Spokesperson:</b> 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 disclaimer. The committee must maintain documentation of the individual's license or certification.</p>	<ul style="list-style-type: none"> <li>• In addition to the disclaimer above, include: "<b>Persons portraying members of an occupation in this advertisement are compensated spokespersons not necessarily employed in those occupations</b>"</li> <li>• Printed or televised ad: shown continuously in highly visible font</li> <li>• Radio broadcast or phone message: spoken in clearly audible format</li> </ul>

**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: 84504, 84504.1, 84504.2, 84504.3, 84511

## Political Advertising Disclaimers

### 4. Independent Expenditure Ads on Ballot Measures by Candidates and Political Party Committees

Communication	Disclaimer and Manner of Display
<p><b>Print ads designed to be individually distributed including mailings, door hangers, flyers, faxes, posters, newspaper and magazine ads and oversized campaign buttons and bumper stickers</b> (buttons 10 inches in diameter or larger and stickers 60 square inches or larger)</p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by” [committee’s name]</b> (on file with Form 410)</li> <li>• <b>Disclaimer Format:</b> 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</li> </ul>
<p><b>Print ads larger than those designed to be individually distributed, such as billboards and signs (including yard signs)</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by” [committee’s name]</b> (on file with Form 410)</li> <li>• <b>Disclaimer Format:</b> 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</li> </ul>
<p><b>Radio ads, telephone calls and audio only electronic media ads</b></p>	<ul style="list-style-type: none"> <li>• <b>Ad paid for by” [committee’s name]</b> (on file with Form 410)</li> <li>• <b>Disclaimer Format:</b> 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</li> </ul>
<p><b>Television and video ads (including those disseminated over the Internet)</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by” [committee’s name]</b> (on file with Form 410)</li> <li>• <b>Disclaimer Format:</b> 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                             <ul style="list-style-type: none"> <li>○ Disclaimer must also be spoken during the ad if the written disclaimer 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</li> </ul> </li> </ul>



## Independent Expenditure Ads on Ballot Measures by Candidates and Political Party Committees

Communication	Disclaimer and Manner of Display
<p><b>Paid Spokesperson:</b> Payment of \$5,000 or more to an individual for individual's appearance in a ballot measure ad</p>       <p><b>Paid Spokesperson:</b> 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 disclaimer. The committee must maintain documentation of the individual's license or certification.</p>	<ul style="list-style-type: none"> <li>• In addition to other disclaimers, include: "<b><i>(spokesperson's name)</i></b> is being paid by this campaign or its donors"</li>   <li>• Printed, televised or video ad: shown continuously in highly visible font except when the disclosure for television and video ads above is being shown</li>   <li>• Radio broadcast or phone message: spoken in clearly audible format</li>      <li>• In addition to the disclaimer above, include: "<b>Persons portraying members of an occupation in this advertisement are compensated spokespersons not necessarily employed in those occupations</b>"</li>   <li>• Printed or televised ad: shown continuously in highly visible font</li>   <li>• Radio broadcast or phone message: spoken in clearly audible format</li> </ul>

**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: 84504.3, 84504.5, 84511

## Political Advertising Disclaimers

### 5. Independent Expenditure Ads on Candidates by Candidates and Political Party Committees

Communication	Disclaimer and Manner of Display
<p><b>Print ads designed to be individually distributed including mailings, door hangers, flyers, faxes, posters, newspaper and magazine ads, and oversized campaign buttons and bumper stickers</b> (buttons 10 inches in diameter or larger and stickers 60 square inches or larger)</p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410)</li> <li>• <b>A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate</b> or if the advertisement was authorized or paid for by a candidate for another office, the disclaimer must read: <b>“This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”</b></li> <li>• <b>Disclaimer Format:</b> 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             <ul style="list-style-type: none"> <li>○ <b>“Not authorized by”</b> disclaimer may not appear in all capital letters</li> </ul> </li> </ul>
<p><b>Print ads larger than those designed to be individually distributed, such as billboards and signs (including yard signs)</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410)</li> <li>• <b>A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate</b> or if the advertisement was authorized or paid for by a candidate for another office, the disclaimer must read: <b>“This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”</b></li> <li>• <b>Disclaimer Format:</b> 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             <ul style="list-style-type: none"> <li>○ <b>“Not authorized by”</b> disclaimer may not appear in all capital letters</li> </ul> </li> </ul>



## Independent Expenditure Ads on Candidates by Candidates and Political Party Committees

<b>Communication</b>	<b>Disclaimer and Manner of Display</b>
<p><b>Electronic media ads not covered below</b></p> <p> </p> <p><b>Social media ads</b></p> <p> </p> <p><b>Website and email</b></p> <p> </p> <p><b>Electronic media ads that are audio only</b></p>	<ul style="list-style-type: none"> <li>• <b>“Who funded this ad?”</b> text as a hyperlink in a contrasting color and font size that is easily readable by the average viewer*               <ul style="list-style-type: none"> <li>○ Must hyperlink to a website containing the <b>“Ad paid for by”</b> and <b>“Not authorized by”</b> disclaimers in a contrasting color and in no less than 8-point font</li> <li>○ <b>“Not authorized by”</b> disclaimer may not appear in all capital letters</li> <li>○ Must remain online until 30 days after the date of election</li> </ul> </li>   <li>• <b>“Ad paid for by”</b> and <b>“Not authorized by”</b> disclaimers in a contrasting color and in no less than 8-point font on the committee’s profile, landing page, or similar location; disclaimers are not required on each individual post or comment               <ul style="list-style-type: none"> <li>○ <b>“Not authorized by”</b> disclaimer may not appear in all capital letters</li> <li>○ 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</li> </ul> </li>   <li>• <b>“Paid for by”</b> and <b>“Not authorized by”</b> disclaimers printed clearly and legibly in a contrasting color and in no less than 8-point font at the top or bottom of the email and every publicly accessible page of the website               <ul style="list-style-type: none"> <li>○ <b>“Not authorized by”</b> disclaimer may not appear in all capital letters</li> </ul> </li>   <li>• See disclaimer requirements for radio ads above</li> </ul> <p style="font-size: small; margin-top: 20px;">*This text is not required if including it is impracticable. In such circumstances the ad need only include a hyperlink to a website containing the website disclaimers</p>

## Independent Expenditure Ads on Candidates by Candidates and Political Party Committees

Communication	Disclaimer and Manner of Display
Radio ads, telephone calls and audio only electronic media ads	<ul style="list-style-type: none"> <li>• “Ad paid for by” [committee’s name] (on file with Form 410)</li> <li>• A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate or if the advertisement was authorized or paid for by a candidate for another office, the disclaimer must read: <b>“This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”</b></li> <li>• <b>Disclaimer Format:</b> 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</li> </ul>
Television and video ads (including those disseminated over the Internet)	<ul style="list-style-type: none"> <li>• “Ad paid for by” [committee’s name] (on file with Form 410)</li> <li>• A statement that the advertisement was not authorized by a candidate or a committee controlled by a candidate or if the advertisement was authorized or paid for by a candidate for another office, the disclaimer must read: <b>“This advertisement was not authorized or paid for by a candidate for this office or a committee controlled by a candidate for this office.”</b></li> <li>• <b>Disclaimer Format:</b> 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 <ul style="list-style-type: none"> <li>○ “Not authorized by” disclaimer may not appear in all capital letters</li> <li>○ Disclaimer must also be spoken during the ad if the written disclaimer 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</li> </ul> </li> </ul>

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: 84504.3, 84504.5, 84506.5

## Political Advertising Disclaimers

### 6. All Non-Independent Expenditure Ads (except ads by candidates and political party committees)

**All mass mailings that are not ads totaling 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

**All mass emails that are not ads totaling 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	Disclaimer and Manner of Display
<p><b>Print ads designed to be individually distributed including mailings, door hangers, flyers, faxes, posters, newspaper and magazine ads, and oversized campaign buttons and bumper stickers</b> (buttons 10 inches in diameter or larger and stickers 60 square inches or larger)</p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410 or 461) followed by</li> <li>• <b>“Committee major funding from [names of top three donors of \$50,000 or more]”</b> each listed on a separate horizontal line, in descending order, beginning with the largest contributor and may not appear in all capital letters (<i>not applicable to non-recipient committees</i>)                             <ul style="list-style-type: none"> <li>○ Newspaper, magazine or other print advertisements that are 20 square inches or less must only disclose the single top contributor of \$50,000 or more</li> </ul> </li> <li>• <b>“Funding Details at <a href="http://www.fppc.ca.gov">www.fppc.ca.gov</a>”</b> must be shown immediately below the top three donor text for state primarily formed ballot measure and candidate committees that raise \$1,000,000 (see Section 84223)</li> <li>• <b>Disclaimer Format:</b> All text must be in Arial equivalent font, in at least 10-point size, in a contrasting color, centered horizontally and, except for the names of top donors, underlined. The names of top donors may not be underlined and the text may not be condensed. If there are no top donors, the “Ad paid for by” need not be underlined. All text must appear in a printed or drawn box with a solid white background at the bottom of at least one page and set apart from other printed matter</li> </ul>

**All Non-Independent Expenditure Ads (except ads by candidates and political party committees)**

Communication	Disclaimer and Manner of Display
<p><b>Print ads larger than those designed to be individually distributed, such as billboards and signs (including yard signs)</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410 or 461) followed by</li> <li>• <b>“Committee major funding from [names of top three donors of \$50,000 or more]”</b> Top contributors must be displayed from largest to smallest appearing either on: (1) separate horizontal lines, centered horizontally or (2) one line separated by commas and may not appear in all capital letters (<i>not applicable to non-recipient committees</i>)</li> <li>• <b>Disclaimer Format:</b> All text must be in Arial equivalent font. The font must be a height of at least five percent of the advertisement, meaning that each line must be at least five percent of the advertisement, on a solid background with sufficient contrast that is easily readable by the average viewer and, except for the names of top donors, underlined. If there are no top donors, the “Ad paid for by” need not be underlined.</li> </ul>
<p><b>Radio ads, telephone calls and audio only electronic media ads</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410 or 461)</li> <li>• <b>“Committee major funding from [names of top three donors of \$50,000 or more]”</b> in descending order, beginning with the largest contributor (<i>not applicable to non-recipient committees</i>)</li> <li>• <b>Disclaimer Format:</b> 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                         <ul style="list-style-type: none"> <li>○ Radio and prerecorded telephone ads must disclose only the top two contributors of \$50,000 or more unless the ad lasts 15 seconds or less or the disclaimer statement would last more than eight seconds, in which case only the single top contributor must be disclosed</li> </ul> </li> </ul>

**All Non-Independent Expenditure Ads (except ads by candidates and political party committees)**

Communication	Disclaimer and Manner of Display
<p><b>Television and video ads (including those disseminated over the Internet)</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by [committee’s name]”</b> (on file with Form 410 or 461)</li> <li>• <b>“Committee major funding from [names of top three donors of \$50,000 or more]”</b> in descending order, beginning with the largest contributor and may not appear in all capital letters (<i>not applicable to non-recipient committees</i>)</li> <li>• <b>Disclaimer Format:</b> All text must be centered horizontally in the disclosure area, in a contrasting color and in Arial equivalent type and, if there are top donors, must be underlined except as specified below</li> </ul> <p>The size for the smallest letters in the disclaimer must be four percent of the height of the display screen unless this causes the name of any top contributors to exceed the width of the screen or causes the disclaimers to exceed one-third of the display screen, the type size of the name of the top contributor shall be reduced until the name fits on the width of the screen or the entire disclaimer fits within one-third of the display screen, but in no case shall the type size be smaller than 2.5 percent of the height of the screen</p> <p>Disclaimer must appear on a solid black background on the entire bottom third of the display screen, or bottom one-fourth of the screen if the committee has no top contributors</p> <p>Disclaimer must be displayed at the beginning or end of the ad for at least five seconds of a broadcast of 30 seconds or less or for at least 10 seconds of a broadcast longer than 30 seconds</p> <p>Each top donor must be disclosed on a separate horizontal line separate from other text, may not be underlined and may not be condensed unless doing so is necessary to keep the name of a contributor from exceeding the width of the screen</p>

**All Non-Independent Expenditure Ads (except ads by candidates and political party committees)**

Communication	Disclaimer and Manner of Display
<p><b>Electronic media ads not covered below (except video ads, see above)</b></p>	<ul style="list-style-type: none"> <li>• <b>“Who funded this ad?”</b> text as a hyperlink in a contrasting color and font size that is easily readable by the average viewer*                             <ul style="list-style-type: none"> <li>○ Must hyperlink to a website containing the <b>“Ad paid for by”</b> and <b>“Committee major funding from”</b> disclaimers in a contrasting color and in no less than 8-point font</li> <li>○ <b>“Committee major funding from”</b> may not appear in all capital letters</li> <li>○ Must remain online until 30 days after the date of election</li> </ul> </li> </ul>
<p><b>Social media ads</b></p>	<ul style="list-style-type: none"> <li>• <b>“Ad paid for by”</b> and <b>“Committee major funding from”</b> disclaimers in a contrasting color and in no less than 8-point font on the committee’s profile, landing page, or similar location; disclaimers are not required on each individual post or comment                             <ul style="list-style-type: none"> <li>○ <b>“Committee major funding from”</b> may not appear in all capital letters</li> <li>○ 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</li> </ul> </li> </ul>
<p><b>Website and email</b></p>	<ul style="list-style-type: none"> <li>• <b>“Paid for by”</b> and <b>“Committee major funding from”</b> disclaimers printed clearly and legibly in a contrasting color and in no less than 8-point font at the top or bottom of the email and every publicly accessible page of the website                             <ul style="list-style-type: none"> <li>○ <b>“Committee major funding from”</b> may not appear in all capital letters</li> </ul> </li> </ul>
<p><b>Electronic media ads that are audio only</b></p>	<ul style="list-style-type: none"> <li>• See disclaimer requirements for radio ads above</li> </ul> <p><b>Note: The “Committee major funding from” disclaimer requirement on this page is not applicable to non-recipient committees.</b></p> <p>*This text is not required if including it is impracticable. In such circumstances the ad need only include a hyperlink to a website containing the website disclaimers.</p>

## All Non-Independent Expenditure Ads (except ads by candidates and political party committees)

Communication	Disclaimer and Manner of Display
<p><b>Paid Spokesperson:</b> 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"> <li>• In addition to other disclaimers, include: "<b><i>(spokesperson's name)</i> is being paid by this campaign or its donors</b>"</li> <li>• Printed, televised or video ad: shown continuously in highly visible font except when the disclosure for television and video ads above is being shown</li> <li>• Radio broadcast or phone message: spoken in clearly audible format</li> </ul>
<p><b>Paid Spokesperson:</b> 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 disclaimer. The committee must maintain documentation of the individual's license or certification.</p>	<ul style="list-style-type: none"> <li>• In addition to the disclaimer above, include: "<b>Persons portraying members of an occupation in this advertisement are compensated spokespersons not necessarily employed in those occupations</b>"</li> <li>• Printed or televised ad: shown continuously in highly visible font</li> <li>• Radio broadcast or phone message: spoken in clearly audible format</li> </ul>

**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, 84504, 84504.1, 84504.2, 84504.3, 84511