

# ECCO ADVERTISING RULES

## OLD LAW / NEW LAW COMPARISON

### Mailers, Flyers, Door Hangers, Walking Cards

Committee Type	Ad Supports:	Old ECCO	New ECCO
Candidate (own election)	own candidacy	<b>More than 200 items:</b> “paid for by” followed by committee name and address in legible contrasting 12 point font (if mailer, disclosure on outside)	<b>More than 200 mailers:</b> “paid for by” followed by committee name and address in any legible 6 point contrasting font on outside of mailer <b>200 or fewer mailers:</b> none <b>All other literature:</b> “paid for by” disclosure in contrasting 10 point font
Candidate (own election)	ballot measure (IE)	<b>More than 200 items:</b> “paid for by” followed by committee name and address in legible, contrasting, bold sans serif 14 point font (if mailer, disclosure on outside)	<b>All literature:</b> “paid for by” followed by committee name in any contrasting 10 point font
Political Party	candidate (coordinated)	<b>More than 200 items:</b> “paid for by” followed by committee name and address in legible, contrasting, bold, sans serif 14 point font (if mailer, disclosure on outside)	<b>More than 200 mailers:</b> “paid for by” followed by committee name and address in any legible 6 point contrasting font on outside of mailer <b>200 or fewer mailers:</b> none <b>All other literature :</b> none
Political Party	candidate (IE) or ballot measure (IE)	<b>More than 200 items:</b> “paid for by” followed by committee name and address in legible, contrasting, bold, sans serif 14 point font (if mailer, disclosure on outside)	<b>All literature:</b> “paid for by” followed by committee name in any contrasting 10 point font
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	<b>More than 200 items:</b> “paid for by” followed by committee name and address, plus PFRC’s top 2 \$10K donors in legible, contrasting, bold, sans serif 14 point font (if mailer, disclosure on outside)	<b>All literature:</b> “paid for by” followed by committee name (and “committee major funding from” disclosure for PFRC’s top 3 \$50K donors) in contrasting 10 point Arial font against a solid white background in a box at bottom of page; top donors listed on separate lines in descending order (not in all caps); “funding details” on ad pointing to EC website with PFRC \$10K donor info
Independent Expenditure	candidate (IE) or ballot measure (IE)	<b>More than 200 items:</b> “paid for by” followed by committee name and address in legible, contrasting, bold, sans serif 14 point font (if mailer, disclosure on outside)	<b>All literature:</b> “paid for by” followed by committee name in contrasting 10 point Arial font against a solid white background in a box at bottom of page

## Yard Signs and Billboards

Committee Type	Ad Supports:	Old ECCO	New ECCO
Candidate (own election)	own candidacy	<b>Billboards/large signs/more than 200 yard signs:</b> “paid for by” followed by committee name and address in legible contrasting typeface at least 5% of sign height	<b>All signs:</b> “paid for by” followed by committee name in any contrasting typeface at least 5% of sign height
Candidate (own election)	ballot measure (IE)	<b>Billboards/large signs/more than 200 yard signs:</b> “paid for by” followed by committee name and address in legible contrasting typeface at least 5% of sign height	<b>All signs:</b> “paid for by” followed by committee name in any contrasting typeface at least 5% of sign height
Political Party	candidate (coordinated)	<b>Billboards/large signs/more than 200 yard signs:</b> “paid for by” followed by committee name and address in legible contrasting typeface at least 5% of sign height	None
Political Party	candidate (IE) or ballot measure (IE)	<b>Billboards/large signs/more than 200 yard signs:</b> “paid for by” followed by committee name and address in legible contrasting typeface at least 5% of sign height	<b>All signs:</b> “paid for by” followed by committee name in any contrasting typeface at least 5% of sign height
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	<b>Billboards/large signs/more than 200 yard signs:</b> “paid for by” followed by committee name and address plus PFRC’s top 2 \$10K donors in legible contrasting typeface at least 5% of sign height	<b>All signs:</b> “paid for by” followed by committee name (and “committee major funding from” disclosure for PFRC’s top 3 \$50K donors) in contrasting Arial font at least 5% of sign height against a solid background; top donors separated by commas (not in all caps); “funding details” on ad pointing to EC website with PFRC \$10K donor info
Independent Expenditure	candidate (IE) or ballot measure (IE)	<b>Billboards/large signs/more than 200 yard signs:</b> “paid for by” followed by committee name and address in legible contrasting typeface at least 5% of sign height	<b>All signs:</b> “paid for by” followed by committee name in any contrasting Arial font at least 5% of sign height against solid white background in a box at bottom of sign

### Telephone Calls

Committee Type	Ad Supports:	Old ECCO	New ECCO
Candidate (own election)	own candidacy	<b>500+ calls:</b> “paid for by” or “authorized by” or “on behalf of” followed by name of candidate or committee	<b>500+ calls:</b> “paid for by” or “authorized by” or “on behalf of” followed by name of candidate or committee
Candidate (own election)	ballot measure (IE)	<b>500+ calls:</b> “paid for by” or “authorized by” or “on behalf of” followed by name of candidate or committee	<b>All calls:</b> “paid for by” or “on behalf of” followed by name of committee at the beginning or end of the call in the same pitch and tone as rest of the call for at least 3 seconds
Political Party	candidate (coordinated)	<b>500+ calls:</b> “paid for by” or “authorized by” or “on behalf of” followed by committee name	<b>500+ calls:</b> “paid for by” or “authorized by” or “on behalf of”
Political Party	candidate (IE) or ballot measure (IE)	<b>500+ calls:</b> “paid for by” or “authorized by” or “on behalf of” followed by committee name	<b>All calls:</b> “paid for by” or “on behalf of” followed by committee name at the beginning or end of the call in the same pitch and tone as rest of the call for at least 3 seconds
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	<b>500+ calls:</b> “paid for by” or “authorized by” or “on behalf of” followed by committee name plus PFRC’s top 2 \$10K donors	<b>All calls:</b> “paid for by” or “on behalf of” followed by committee name (and “committee major funding from” disclosure for PFRCs if \$50K donors) at the beginning or end of the call in same pitch and tone as rest of the call, for at least 3 seconds (PFRC’s top 3 \$50K donors for live calls; top 1 or 2 for prerecorded calls); “funding details” identifying EC website with PFRC \$10K donor info
Independent Expenditure	candidate (IE) or ballot measure (IE)	<b>500+ calls:</b> “paid for by” or “authorized by” or “on behalf of” followed by committee name	<b>All calls:</b> “paid for by” or “on behalf of” followed by committee name at the beginning or end of the call in same pitch and tone as rest of the call, for at least 3 seconds

### Television Advertisements

Committee Type	Ad Supports:	Old ECCO	New ECCO
Candidate (own election)	own candidacy	None (deferred to state and federal law)	“paid for by” followed by committee name for at least 4 seconds in any font at least 4% of screen height
Candidate (own election)	ballot measure (IE)	None (deferred to state and federal law)	“paid for by” followed by committee name for at least 4 seconds at beginning or end of ad in legible contrasting font; spoken disclosure if written disclosure appears for less than 5 seconds on broadcast shorter than 60 seconds, or for less than 10 seconds on broadcast that is 60 seconds or longer
Political Party	candidate (coordinated)	None (deferred to state and federal law)	“paid for by” followed by committee name for at least 4 seconds in any font at least 4% of screen height
Political Party	candidate (IE) or ballot measure (IE)	None (deferred to state and federal law)	“paid for by” followed by committee name for at least 4 seconds at beginning or end of ad in legible contrasting font; spoken disclosure if written disclosure appears for less than 5 seconds on broadcast shorter than 60 seconds, or for less than 10 seconds on broadcast that is 60 seconds or longer
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	PFRC’s top 2 \$10K donors (otherwise deferred to state and federal law)	“paid for by” followed by committee name (and “committee major funding from” disclosure for PFRC’s top 3 \$50K donors) for 5 seconds for broadcast of 30 seconds or less, or 10 seconds for broadcast longer than 30 seconds, in contrasting underlined Arial font (4% of screen height) at beginning or end of ad against solid black background on bottom 1/3 (or 1/4 if no top donors); top donors centered on separate lines, needn’t be underlined, not in all caps; “funding details” on ad pointing to EC website with PFRC \$10K donor info
Independent Expenditure	candidate (IE) or ballot measure (IE)	None (deferred to state and federal law)	“paid for by” followed by committee name for 5 seconds for broadcast of 30 seconds or less, or 10 seconds for broadcast longer than 30 seconds, in contrasting underlined Arial font (4% of screen height) at beginning or end of ad against solid black background on bottom 1/4

### Radio Advertisements

Committee Type	Ad Supports:	Old ECCO	New ECCO
Candidate (own election)	own candidacy	None (deferred to state and federal law)	“paid for by” followed by committee name at the beginning or end of the ad in the same pitch and tone as rest of the ad; no time restrictions
Candidate (own election)	ballot measure (IE)	None (deferred to state and federal law)	“paid for by” followed by committee name at the beginning or end of the ad in the same pitch and tone as rest of the ad for at least 3 seconds
Political Party	candidate (coordinated)	None (deferred to state and federal law)	“paid for by” followed by committee name at the beginning or end of the ad in the same pitch and tone as rest of the ad; no time restrictions
Political Party	candidate (IE) or ballot measure (IE)	None (deferred to state and federal law)	“paid for by” followed by committee name at the beginning or end of the ad in the same pitch and tone as rest of the ad for at least 3 seconds
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	PFRC’s top 2 \$10K donors (otherwise deferred to state and federal law)	“paid for by” followed by committee name (and “committee major funding from” for PFRCs top donors) at the beginning or end of the ad in the same pitch and tone as rest of the ad for at least 3 seconds; PFRC’s top 2 \$50K donors (or top 1 donor if ad lasts 15 seconds or less or the disclosure would last more than 8 seconds); “funding details” identifying EC website with PFRC \$10K donor info
Independent Expenditure	candidate (IE) or ballot measure (IE)	None (deferred to state and federal law)	“paid for by” followed by committee name at the beginning or end of the ad in the same pitch and tone as rest of the ad for at least 3 seconds

**Newspaper\* & Magazine Advertisements**

<b>Committee Type</b>	<b>Ad Supports:</b>	<b>Old ECCO</b>	<b>New ECCO</b>
Candidate (own election)	own candidacy	“paid for by” followed by committee name in legible contrasting 12 point font	“paid for by” followed by committee name in any contrasting 10 point typeface
Candidate (own election)	ballot measure (IE)	“paid for by” followed by committee name in legible, contrasting, bold sans serif 14 point font	“paid for by” followed by committee name in any contrasting 10 point typeface
Political Party	candidate (coordinated)	“paid for by” followed by committee name in legible, contrasting, bold sans serif 14 point font	None
Political Party	candidate (IE) or ballot measure (IE)	“paid for by” followed by committee name in legible, contrasting, bold sans serif 14 point font	“paid for by” followed by committee name in any contrasting 10 point typeface
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	“paid for by” followed by committee name and PFRC’s top 2 \$10K donors in legible, contrasting, bold sans serif 14 point font	“paid for by” followed by committee name (and “committee major funding from” disclosure for PFRC’s top 3 \$50K donors) against a solid white background in a box at bottom of ad in contrasting 10 point Arial font; top donors listed on separate lines in descending order (not in all caps); only single donor if 20 square inches or less; “funding details” on ad pointing to EC website with PFRC \$10K donor info
Independent Expenditure	candidate (IE) or ballot measure (IE)	“paid for by” followed by committee name in legible, contrasting, bold sans serif 14 point font	“paid for by” followed by committee name against solid white background in a box at bottom of page in contrasting 10 point Arial font

\* Newspaper ads must also contain the words “Paid Political Advertisement”; Cal. Elections Code § 20008.

**Internet Advertisements – Video**

<b>Committee Type</b>	<b>Ad Supports:</b>	<b>Old ECCO</b>	<b>New ECCO</b>
Candidate (own election)	own candidacy	“paid for by” followed by committee name for at least 4 seconds at beginning or end of ad in legible contrasting font; spoken disclosure if written disclosure appears for less than 5 seconds on video shorter than 60 seconds, or for less than 10 seconds on video that is 60 seconds or longer	“paid for by” followed by committee name for at least 4 seconds at beginning or end of ad in legible contrasting font; spoken disclosure if written disclosure appears for less than 5 seconds on video shorter than 60 seconds, or for less than 10 seconds on video that is 60 seconds or longer
Candidate (own election)	ballot measure (IE)	“paid for by” followed by committee name for at least 4 seconds at beginning or end of ad in legible contrasting font; spoken disclosure if written disclosure appears for less than 5 seconds on video shorter than 60 seconds, or for less than 10 seconds on video that is 60 seconds or longer	“paid for by” followed by committee name for at least 4 seconds at beginning or end of ad in legible contrasting font; spoken disclosure if written disclosure appears for less than 5 seconds on video shorter than 60 seconds, or for less than 10 seconds on video that is 60 seconds or longer
Political Party	candidate (coordinated)	“paid for by” followed by committee name for at least 4 seconds at beginning or end of ad in legible contrasting font; spoken disclosure if written disclosure appears for less than 5 seconds on video shorter than 60 seconds, or for less than 10 seconds on video that is 60 seconds or longer	none
Political Party	candidate (IE) or ballot measure (IE)	“paid for by” followed by committee name for at least 4 seconds at beginning or end of ad in legible contrasting font; spoken disclosure if written disclosure appears for less than 5 seconds on video shorter than 60 seconds, or for less than 10 seconds on video that is 60 seconds or longer	“paid for by” followed by committee name for at least 4 seconds at beginning or end of ad in legible contrasting font; spoken disclosure if written disclosure appears for less than 5 seconds on video shorter than 60 seconds, or for less than 10 seconds on video that is 60 seconds or longer
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	“paid for by” followed by committee name and PFRC’s top 2 \$10K donors for at least 4 seconds at beginning or end of ad in legible contrasting font; spoken disclosure if written disclosure appears for less than 5 seconds on video shorter than 60 seconds, or for less than 10 seconds on video that is 60 seconds or longer	“paid for by” followed by committee name (and “committee major funding from” for PFRC’s top 3 \$50K donors) for at least 5 seconds on video of 30 seconds or less, or 10 seconds on video longer than 30 seconds, in contrasting underlined Arial font (4% of screen height) at beginning or end of ad against solid black background on bottom 1/3 (or 1/4 if no top donors); top donors centered on separate lines, needn’t be underlined, not in all caps; “funding details” on ad pointing to EC website with PFRC \$10K donor info
Independent Expenditure	candidate (IE) or ballot measure (IE)	“paid for by” followed by committee name for at least 4 seconds at beginning or end of ad in legible contrasting font; spoken disclosure if written disclosure appears for less than 5 seconds on video shorter than 60 seconds, or for less than 10 seconds on video that is 60 seconds or longer	“paid for by” followed by committee name for at least 5 seconds on video of 30 seconds or less, or 10 seconds on video longer than 30 seconds, in contrasting underlined Arial font (at least 4% of screen height) at beginning or end of ad against solid black background on bottom 1/4

**Internet Advertisements – Text/Graphic**

<b>Committee Type</b>	<b>Ad Supports:</b>	<b>Old ECCO</b>	<b>New ECCO</b>
Candidate (own election)	own candidacy	“paid for by” followed by committee name in letters at least as large as the majority of the text in the advertisement; if impracticable, link ad to a website containing the disclosure in a legible font	ad must state “Who funded this ad?” (in contrasting and readable font unless impracticable) linked to a website stating “paid for by” followed by committee name in a contrasting 8 point font (unless a social media ad <sup>1</sup> )
Candidate (own election)	ballot measure (IE)	“paid for by” followed by committee name in letters at least as large as the majority of the text in the advertisement; if impracticable, link ad to a website containing the disclosure in a legible font	ad must state “Who funded this ad?” (in contrasting and readable font unless impracticable) linked to a website stating “paid for by” followed by committee name in a contrasting 8 point font (unless a social media ad <sup>1</sup> )
Political Party	candidate (coordinated)	“paid for by” followed by committee name in letters at least as large as the majority of the text in the advertisement; if impracticable, link ad to a website containing the disclosure in a legible font	none
Political Party	candidate (IE) or ballot measure (IE)	“paid for by” followed by committee name in letters at least as large as the majority of the text in the advertisement; if impracticable, link ad to a website containing the disclosure in a legible font	ad must state “Who funded this ad?” (in contrasting and readable font unless impracticable) linked to a website stating “paid for by” followed by committee name in a contrasting 8 point font (unless a social media ad <sup>1</sup> )
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	“paid for by” followed by committee name plus PFRC top 2 \$10K donors in letters at least as large as the majority of the text in the advertisement; if impracticable, link ad to a website containing the disclosure in a legible font	ad must state “Who funded this ad?” (in contrasting and readable font unless impracticable) linked to a website stating “paid for by” followed by committee name (and “committee major funding from” disclosure for top 3 \$50K donors) in a contrasting 8 point font; “funding details” on ad pointing to EC website with PFRC \$10K donor info (unless a social media ad <sup>1</sup> )
Independent Expenditure	candidate (IE) or ballot measure (IE)	“paid for by” followed by committee name in letters at least as large as the majority of the text in the advertisement; if impracticable, link ad to a website containing the disclosure in a legible font	ad must state “Who funded this ad?” (in contrasting and readable font unless impracticable) linked to a website stating “paid for by” followed by committee name in a contrasting 8 point font (unless a social media ad <sup>1</sup> )

<sup>1</sup>If the ad appears on a social media site (e.g., Facebook, Twitter) and clicking on the ad directs persons to the committee’s profile/landing page, the ad needn’t contain the words “Who funded this ad?” All required disclosures (“paid for by” followed by committee name; top 3 \$50K donors; “funding details”) must appear on the committee’s profile/landing page in a contrasting font at least 8 points in size.



**Internet Advertisements - Audio-Only**

<b>Committee Type</b>	<b>Ad Supports:</b>	<b>Old ECCO</b>	<b>New ECCO</b>
Candidate (own election)	own candidacy	none	“paid for by” followed by committee name at the beginning or end of the ad in the same pitch and tone as rest of the ad for at least 3 seconds
Candidate (own election)	ballot measure (IE)	none	“paid for by” followed by committee name at the beginning or end of the ad in the same pitch and tone as rest of the ad for at least 3 seconds
Political Party	candidate (coordinated)	none	none
Political Party	candidate (IE) or ballot measure (IE)	none	“paid for by” followed by committee name at the beginning or end of the ad in the same pitch and tone as rest of the ad for at least 3 seconds
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	PFRC’s top 2 \$10K donors	“paid for by” followed by committee name (and “committee major funding from” for PFRCs top donors) at the beginning or end of the ad in the same pitch and tone as rest of the ad for at least 3 seconds; PFRC’s top 2 \$50K donors (or top 1 donor if ad lasts 15 seconds or less or the disclosure would last more than 8 seconds); “funding details” identifying EC website with PFRC \$10K donor info
Independent Expenditure	candidate (IE) or ballot measure (IE)	none	“paid for by” followed by committee name at the beginning or end of the ad in the same pitch and tone as rest of the ad for at least 3 seconds

8/27/18