

ADVERTISING RULES STATE LAW / LOCAL LAW COMPARISON

Shaded Areas Reflect Differences Between State Law and Proposed Local Law

Mailers, Flyers, Door Hangers, Walking Cards

Committee Type	Ad Supports:	State Law	Proposed ECCO
Candidate (own election)	own candidacy	<p>More than 200 mailers: “paid for by” and sender ID in any legible 6 point contrasting font on outside</p> <p>200 or fewer mailers: none</p> <p>All other literature: none</p>	<p>More than 200 mailers: “paid for by” and sender ID in any legible 6 point contrasting font on outside</p> <p>200 or fewer mailers: none</p> <p>All other literature: “paid for by” disclosure in contrasting 10 point font</p>
Candidate (own election)	ballot measure (IE)	All literature: “paid for by” disclosure in any contrasting 10 point font	All literature: “paid for by” disclosure in any contrasting 10 point font
Political Party	candidate (coordinated)	<p>More than 200 mailers: “paid for by” and sender ID in any legible 6 point contrasting font on outside</p> <p>200 or fewer mailers: none</p> <p>All other literature: none</p>	<p>More than 200 mailers: “paid for by” and sender ID in any legible 6 point contrasting font on outside</p> <p>200 or fewer mailers: none</p> <p>All other literature : none</p>
Political Party	candidate (IE) or ballot measure (IE)	All literature: “paid for by” disclosure in any contrasting 10 point font	All literature: “paid for by” disclosure in any contrasting 10 point font
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	All literature: “paid for by” + “committee major funding from” disclosure for 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)	All literature: “paid for by” + “committee major funding from” disclosure for 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 \$10K donor info; no GPRC donor disclosure requirement
Independent Expenditure	candidate (IE) or ballot measure (IE)	All literature: “paid for by” in contrasting 10 point Arial font against a solid white background in a box at bottom of page	All literature: “paid for by” 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:	State Law	Proposed ECCO
Candidate (own election)	own candidacy	none	"paid for by" disclosure in any contrasting typeface at least 5% of sign height
Candidate (own election)	ballot measure (IE)	"paid for by" disclosure in any contrasting typeface at least 5% of sign height	"paid for by" disclosure in any contrasting typeface at least 5% of sign height
Political Party	candidate (coordinated)	none	none
Political Party	candidate (IE) or ballot measure (IE)	"paid for by" disclosure in any contrasting typeface at least 5% of sign height	"paid for by" disclosure in any contrasting typeface at least 5% of sign height
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	"paid for by" + "committee major funding from" disclosure for top 3 \$50K donors in contrasting Arial font (at least 5% of sign height) against solid white background in a box at bottom of sign; top donors separated by commas (not in all caps)	"paid for by" + "committee major funding from" disclosure for top 3 \$50K donors in contrasting Arial font (at least 5% of sign height) against solid white background in a box at bottom of sign; top donors separated by commas (not in all caps); "funding details" on ad pointing to EC website with \$10K donor info; no GPRC donor disclosure requirement
Independent Expenditure	candidate (IE) or ballot measure (IE)	"paid for by" disclosure in contrasting Arial font (at least 5% of sign height) against solid white background in a box at bottom of sign	"paid for by" disclosure in 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:	State Law	Proposed ECCO
Candidate (own election)	own candidacy	500+ calls: “paid for by” or “authorized by” Less than 500 calls: none	500+ calls: “paid for by” or “authorized by” or “on behalf of” Less than 500 calls: none
Candidate (own election)	ballot measure (IE)	All calls: “paid for by” at the beginning or end of the ad in the same pitch and tone as rest of the call for at least 3 seconds	All calls: “paid for by” or “on behalf of” at the beginning or end of the ad in the same pitch and tone as rest of the call for at least 3 seconds
Political Party	candidate (coordinated)	500+ calls: “paid for by” or “authorized by” Less than 500 calls: none	500+ calls: “paid for by” or “authorized by” or “on behalf of” Less than 500 calls: none
Political Party	candidate (IE) or ballot measure (IE)	All calls: “paid for by” at the beginning or end of the ad in the same pitch and tone as rest of the call for at least 3 seconds	All calls: “paid for by” or “on behalf of” at the beginning or end of the ad 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	All calls: “paid for by” + “committee major funding from” disclosure at the beginning or end of the call in same pitch and tone as rest of the call, for at least 3 seconds (top 3 \$50K donors for live calls; top 1 or 2 for prerecorded calls)	All calls: “paid for by” or “on behalf of” + “committee major funding from” disclosure at the beginning or end of the call in same pitch and tone as rest of the call, for at least 3 seconds (top 3 \$50K donors for live calls; top 1 or 2 for prerecorded calls); “funding details” identifying EC website with \$10K donor info; no GPRC donor disclosure requirement
Independent Expenditure	candidate (IE) or ballot measure (IE)	All calls: “paid for by” at the beginning or end of the call in same pitch and tone as rest of the call, for at least 3 seconds	All calls: “paid for by” or “on behalf of” 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:	State Law	Proposed ECCO
Candidate (own election)	own candidacy	“paid for by” disclosure for 4 seconds in any font at least 4% of screen height	“paid for by” disclosure for 4 seconds in any font at least 4% of screen height
Candidate (own election)	ballot measure (IE)	“paid for by” disclosure for 4 seconds at beginning or end of ad in any font large enough to be readily legible; also spoken disclosure if written disclosure appears for less than 5 seconds of 30 second broadcast or for less than 10 seconds of 60 second broadcast	“paid for by” disclosure for 4 seconds at beginning or end of ad in any font large enough to be readily legible; also spoken disclosure if written disclosure appears for less than 5 seconds of 30 second broadcast or for less than 10 seconds of 60 second broadcast
Political Party	candidate (coordinated)	“paid for by” disclosure for 4 seconds in any font at least 4% of screen height	“paid for by” disclosure for 4 seconds in any font at least 4% of screen height
Political Party	candidate (IE) or ballot measure (IE)	“paid for by” disclosure for 4 seconds at beginning or end of ad in any font large enough to be readily legible; also spoken disclosure if written disclosure appears for less than 5 seconds of 30 second broadcast or for less than 10 seconds of 60 second broadcast	“paid for by” disclosure for 4 seconds at beginning or end of ad in any font large enough to be readily legible; also spoken disclosure if written disclosure appears for less than 5 seconds of 30 second broadcast or for less than 10 seconds of 60 second broadcast
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	“paid for by” +“committee major funding from” disclosure for 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, not underlined, not in all caps	“paid for by” +“committee major funding from” disclosure for 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, not underlined, not in all caps; “funding details” on ad pointing to EC website with \$10K donor info; no GPRC donor disclosure requirement
Independent Expenditure	candidate (IE) or ballot measure (IE)	“paid for by” disclosure 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	“paid for by” disclosure 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:	State Law	Proposed ECCO
Candidate (own election)	own candidacy	“paid for by” disclosure at the beginning or end of the ad in the same pitch and tone as rest of the ad; no time restrictions	“paid for by” disclosure 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)	“paid for by” disclosure at the beginning or end of the ad in the same pitch and tone as rest of the ad for at least 3 seconds	“paid for by” disclosure 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)	“paid for by” disclosure at the beginning or end of the ad in the same pitch and tone as rest of the ad; no time restrictions	“paid for by” disclosure 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)	“paid for by” disclosure at the beginning or end of the ad in the same pitch and tone as rest of the ad for at least 3 seconds	“paid for by” disclosure 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	“paid for by” + “committee major funding from” disclosure at the beginning or end of the ad in the same pitch and tone as rest of the ad, for at least 3 seconds; top 2 \$50K donors (or top 1 donor if ad lasts 15 seconds or less or the disclosure would last more than 8 seconds)	“paid for by” + “committee major funding from” disclosure at the beginning or end of the ad in the same pitch and tone as rest of the ad, for at least 3 seconds; 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 \$10K donor info; no GPRC donor disclosure requirement
Independent Expenditure	candidate (IE) or ballot measure (IE)	“paid for by” at the beginning or end of the ad in the same pitch and tone as rest of the ad, for at least 3 seconds	“paid for by” 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

Committee Type	Ad Supports:	State Law	Proposed ECCO
Candidate (own election)	own candidacy	none	“paid for by” disclosure in any contrasting 10 point typeface
Candidate (own election)	ballot measure (IE)	“paid for by” disclosure in any contrasting 10 point typeface	“paid for by” disclosure in any contrasting 10 point typeface
Political Party	candidate (coordinated)	none	none
Political Party	candidate (IE) or ballot measure (IE)	“paid for by” disclosure in any contrasting 10 point typeface	“paid for by” disclosure in any contrasting 10 point typeface
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	“paid for by” + “committee major funding from” disclosure for 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	“paid for by” + “committee major funding from” disclosure for 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 \$10K donor info; no GPRC donor disclosure requirement
Independent Expenditure	candidate (IE) or ballot measure (IE)	“paid for by” disclosure against solid white background in a box at bottom of page in contrasting 10 point Arial font	“paid for by” disclosure against solid white background in a box at bottom of page in contrasting 10 point Arial font

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

Internet Advertisements – Video

Committee Type	Ad Supports:	State Law	Proposed ECCO
Candidate (own election)	own candidacy	none	“paid for by” disclosure for at least 4 seconds at beginning or end of ad in any font large enough to be readily legible; also spoken disclosure if written disclosure appears for less than 5 seconds of 30 second broadcast or for less than 10 seconds of 60 second broadcast
Candidate (own election)	ballot measure (IE)	“paid for by” disclosure for at least 4 seconds at beginning or end of ad in any font large enough to be readily legible; also spoken disclosure if written disclosure appears for less than 5 seconds of 30 second broadcast or for less than 10 seconds of 60 second broadcast	“paid for by” disclosure for at least 4 seconds at beginning or end of ad in any font large enough to be readily legible; also spoken disclosure if written disclosure appears for less than 5 seconds of 30 second broadcast or for less than 10 seconds of 60 second broadcast
Political Party	candidate (coordinated)	none	none
Political Party	candidate (IE) or ballot measure (IE)	“paid for by” disclosure for at least 4 seconds at beginning or end of ad in any font large enough to be readily legible; also spoken disclosure if written disclosure appears for less than 5 seconds of 30 second broadcast or for less than 10 seconds of 60 second broadcast	“paid for by” disclosure for at least 4 seconds at beginning or end of ad in any font large enough to be readily legible; also spoken disclosure if written disclosure appears for less than 5 seconds of 30 second broadcast or for less than 10 seconds of 60 second broadcast
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	“paid for by” + “committee major funding from” disclosure for top 3 \$50K donors for at least 5 seconds for video of 30 seconds or less, or 10 seconds for 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, not underlined, not in all caps	“paid for by” + “committee major funding from” disclosure for top 3 \$50K donors for at least 5 seconds for video of 30 seconds or less, or 10 seconds for 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, not underlined, not in all caps; “funding details” on ad pointing to EC website with \$10K donor info; no GPRC donor disclosure requirement
Independent Expenditure	candidate (IE) or ballot measure (IE)	“paid for by” disclosure for at least 5 seconds for video of 30 seconds or less, or 10 seconds for 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	“paid for by” disclosure for at least 5 seconds for video of 30 seconds or less, or 10 seconds for 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

Committee Type	Ad Supports:	State Law	Proposed ECCO
Candidate (own election)	own candidacy	none	ad must state “Who funded this ad?” (in contrasting and readable font unless impracticable) linked to a website containing a “paid for by” disclosure in a contrasting 8 point font.
Candidate (own election)	ballot measure (IE)	ad must state “Who funded this ad?” (in contrasting and readable font unless impracticable) linked to a website containing a “paid for by” disclosure in a contrasting 8 point font.	ad must state “Who funded this ad?” (in contrasting and readable font unless impracticable) linked to a website containing a “paid for by” disclosure in a contrasting 8 point font.
Political Party	candidate (coordinated)	none	none
Political Party	candidate (IE) or ballot measure (IE)	ad must state “Who funded this ad?” (in contrasting and readable font unless impracticable) linked to a website containing a “paid for by” disclosure in a contrasting 8 point font.	ad must state “Who funded this ad?” (in contrasting and readable font unless impracticable) linked to a website containing a “paid for by” disclosure in a contrasting 8 point font.
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	ad must state “Who funded this ad?” (in contrasting and readable font unless impracticable) linked to a website containing a “paid for by” + “committee major funding from” disclosure for top 3 \$50K donors in a contrasting 8 point font	ad must state “Who funded this ad?” (in contrasting and readable font unless impracticable) linked to a website containing a “paid for by” + “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 \$10K donor info; no GPRC donor disclosure requirement
Independent Expenditure	candidate (IE) or ballot measure (IE)	ad must state “Who funded this ad?” (in contrasting and readable font unless impracticable) linked to a website containing a “paid for by” disclosure in a contrasting 8 point font.	ad must state “Who funded this ad?” (in contrasting and readable font unless impracticable) linked to a website containing a “paid for by” disclosure in a contrasting 8 point font.

Internet Advertisements - Audio-Only

Committee Type	Ad Supports:	State Law	Proposed ECCO
Candidate (own election)	own candidacy	none	“paid for by” disclosure 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)	“paid for by” disclosure at the beginning or end of the ad in the same pitch and tone as rest of the ad for at least 3 seconds	“paid for by” disclosure 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)	“paid for by” disclosure at the beginning or end of the ad in the same pitch and tone as rest of the ad for at least 3 seconds	“paid for by” disclosure 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	“paid for by” + “committee major funding from” disclosure in same pitch and tone as rest of the advertisement, for at least 3 seconds; top 2 \$50K donors, or top 1 donor if ad lasts 15 seconds or less or the disclosure would last more than 8 seconds	“paid for by” + “committee major funding from” disclosure in same pitch and tone as rest of the advertisement, for at least 3 seconds; 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” on ad pointing to EC website with \$10K donor info; no GPRC donor disclosure requirement
Independent Expenditure	candidate (IE) or ballot measure (IE)	“paid for by” disclosure in same pitch and tone as rest of the advertisement, for at least 3 seconds	“paid for by” disclosure in same pitch and tone as rest of the advertisement, for at least 3 seconds

1/5/18