ADVERTISING RULES

STATE LAW / LOCAL LAW COMPARISON

Shaded Areas Reflect Differences Between State Law and City Law

Mailers, Flyers, Door Hangers, Walking Cards

Committee Type	Ad Supports:	State Law	City Law
Candidate (own election)	own candidacy	**More than 200 mailers:** "paid for by" followed by committee name and address in any legible 6 point contrasting font on outside of mailer **200 or fewer mailers:** none **All other literature:** none	**More than 200 mailers:** "paid for by" followed by committee name and address in any legible 6 point contrasting font on outside of mailer **200 or fewer mailers:** none **All other literature:** "paid for by" disclosure in contrasting 10 point font
Candidate (own election)	ballot measure (IE)	**All literature:** "paid for by" followed by committee name in any contrasting 10 point font	**All literature:** "paid for by" followed by committee name in any contrasting 10 point font
Political Party	candidate (coordinated)	**More than 200 mailers:** "paid for by" and sender ID in any legible 6 point contrasting font on outside **200 or fewer mailers:** none **All other literature:** none	**More than 200 mailers:** "paid for by" followed by committee name and address in any legible 6 point contrasting font on outside of mailer **200 or fewer mailers:** none **All other literature :** none
Political Party	candidate (IE) or ballot measure (IE)	**All literature:** "paid for by" followed by committee name in any contrasting 10 point font	**All literature:** "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	**All literature:** "paid for by" followed by committee name (and "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" followed by committee name (and "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 PFRC $10K donor info
Independent Expenditure	candidate (IE) or ballot measure (IE)	**All literature:** "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	**All literature:** "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:	State Law	City Law
Candidate (own election)	own candidacy	none	"paid for by" followed by committee name in any contrasting typeface at least 5% of sign height
Candidate (own election)	ballot measure (IE)	"paid for by" followed by committee name in any contrasting typeface at least 5% of sign height	"paid for by" followed by committee name 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" followed by committee name in any contrasting typeface at least 5% of sign height	"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	"paid for by" followed by committee name (and "committee major funding from" disclosure for 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)	"paid for by" followed by committee name (and "committee major funding from" disclosure for 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)	"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	"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:	State Law	City Law
Candidate (own election)	own candidacy	**500+ calls:** "paid for by" or "authorized by" followed by name of candidate or committee **Less than 500 calls:** none	**500+ calls:** "paid for by" or "authorized by" or "on behalf of" followed by name of candidate or committee **Less than 500 calls:** none
Candidate (own election)	ballot measure (IE)	**All calls:** "paid for by" 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	**All calls:** "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
Political Party	candidate (coordinated)	**500+ calls:** "paid for by" or "authorized by" followed by committee name **Less than 500 calls:** none	**500+ calls:** "paid for by" or "authorized by" or "on behalf of" followed by committee name **Less than 500 calls:** none
Political Party	candidate (IE) or ballot measure (IE)	**All calls:** "paid for by" 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	**All calls:** "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	**All calls:** "paid for by" followed by committee name (and "committee major funding from" disclosure 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 (top 3 $50K donors for live calls; top 1 or 2 for prerecorded calls)	**All calls:** "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)	**All calls:** "paid for by" 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	**All calls:** "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:	State Law	City Law
Candidate (own election)	own candidacy	"paid for by" followed by committee name for at least 4 seconds in any font at least 4% of screen height	"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)	"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	"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)	"paid for by" followed by committee name for at least 4 seconds in any font at least 4% of screen height	"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)	"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	"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	"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	"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)	"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	City Law
Candidate (own election)	own candidacy	"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	"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)	"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	"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)	"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	"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)	"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	"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	"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	"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)	"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	"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

Committee Type	Ad Supports:	State Law	City Law
Candidate (own election)	own candidacy	none	"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 any contrasting 10 point typeface	"paid for by" followed by committee name in any contrasting 10 point typeface
Political Party	candidate (coordinated)	none	none
Political Party	candidate (IE) or ballot measure (IE)	"paid for by" followed by committee name in any contrasting 10 point typeface	"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 "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	"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 against solid white background in a box at bottom of page in contrasting 10 point Arial 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

Committee Type	Ad Supports:	State Law	City Law
Candidate (own election)	own candidacy	none	"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 of video of 30 seconds or less or for less than 10 seconds of video of 60 seconds or more
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)	none	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 "committee major funding from" and 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	"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 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	"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

Committee Type	Ad Supports:	State Law	City Law
Candidate (own election)	own candidacy	none	"Who funded this ad?" (in contrasting and easily 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[1])
Candidate (own election)	ballot measure (IE)	"Who funded this ad?" (in contrasting and easily 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[1])	"Who funded this ad?" (in contrasting and easily 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[1])
Political Party	candidate (coordinated)	none	none
Political Party	candidate (IE) or ballot measure (IE)	"Who funded this ad?" (in contrasting and easily 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[1])	"Who funded this ad?" (in contrasting and easily 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[1])
Primarily Formed or General Purpose (incl. candidate ballot measure)	candidate (IE) or ballot measure	"Who funded this ad?" (in contrasting and easily 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 (unless a social media ad[1])	"Who funded this ad?" (in contrasting and easily 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 website pointing to EC website with PFRC $10K donor info (unless a social media ad[1])
Independent Expenditure	candidate (IE) or ballot measure (IE)	"Who funded this ad?" (in contrasting and easily 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[1])	"Who funded this ad?" (in contrasting and easily 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[1])

[1]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

Committee Type	Ad Supports:	State Law	City Law
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)	"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	"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)	"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	"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	"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; 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" 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)	"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	"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