

## 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)

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<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>

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<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 or have the spacing between characters reduced to be narrower than a normal non-condensed Arial equivalent type, 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>

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<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*</li> <li>• Must hyperlink to a website containing the <b>“Ad paid for by,” “Committee major funding from,”</b> and <b>“Not authorized by”</b> disclaimers in a contrasting color and in no less than 8-point font.</li> <li>• <b>“Committee major funding from”</b> and <b>“Not authorized by”</b> 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>• <b>“Ad paid for by,” “Committee major funding from,”</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.</li> <li>• <b>“Committee major funding from”</b> and <b>“Not authorized by”</b> 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>• <b>“Paid for by,” “Committee major funding from,”</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.</li> <li>• <b>“Committee major funding from”</b> and <b>“Not authorized by”</b> 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: The “Committee major funding from” disclaimer requirement on this page is not applicable to non-recipient committees.</b></p> <p><small>*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.</small></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