

Political Advertising Disclosures

1. Communications by Candidate Committees for their own Election

The disclosure must include, unless otherwise noted: “Paid for by *committee name*”

Examples: “Paid for by Jones for Assembly 20XX”
 “Paid for by Friends of Smith for Mayor 20XX”

Communication	Disclosure and Manner of Display
All mass mailings – more than 200 substantially similar pieces of mail sent within a calendar month	<ul style="list-style-type: none">• Candidate’s committee name and address (on file with Form 410) on outside of mailing (if no Form 410 on file, use candidate’s name and address).• “Paid for by” must be in the same color and font as the committee name and address and immediately in front of or above the name and address.• If sent by more than one candidate or committee:<ul style="list-style-type: none">○ Also on at least one insert in the mailing.• No less than 6-point type and in a contrasting print or color.• Return envelopes (if included in solicitation) – committee’s name, address and ID number are recommended but not required.
All mass electronic mail – more than 200 substantially similar emails sent within a calendar month	<ul style="list-style-type: none">• “Paid for by [name of candidate or committee]” must be in at least the same size font as a majority of the text (no address is required on mass electronic mailings).
Newspaper ads	<ul style="list-style-type: none">• Refer to the Elections Code for newspaper ad disclosure requirements.

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<p>Telephone calls advocating candidate's own election - 500 or more calls similar in nature and made by:</p> <ul style="list-style-type: none"> • Vendors ("robo" calls); or • Paid individuals other than the candidate, campaign manager or volunteers 	<ul style="list-style-type: none"> • Must identify the candidate's committee that authorized or paid for the call or an organization authorizing the call that files campaign reports. • Must state that the call is "paid for by" or "authorized by" the identified candidate or organization. <ul style="list-style-type: none"> ○ <i>Examples: This call was paid for by Senator Jones;</i> <i>This call was authorized by [name of committee].</i> • Any time during the call. • No ID required on telephone calls personally dialed by candidate, campaign manager or volunteers.
<p>Radio and television* ads *Television ads include those distributed via streaming technology or viewed via connected TV.</p>	<ul style="list-style-type: none"> • Radio: "Ad paid for by" followed by name of committee as it appears on most recent Form 410 at the beginning or end of advertisement read in a clearly spoken manner with pitch and tone substantially similar to the rest of advertisement. • Television: "Ad paid for by" followed by name of committee as it appears on most recent Form 410 shown for at least four seconds. Letters must be in a type size greater than or equal to four percent of the height of the screen. If the television ad is shorter than the required disclosure display time, the disclosure may be displayed for the length of the advertisement. • Artificial Intelligence: If a committee creates, originally publishes, or originally distributes a radio or television ad that contains any image, audio, or video that is generated or substantially altered using artificial intelligence, a disclosure stating: "Ad generated or substantially altered using artificial intelligence." is required in the same manner as the other required disclosures and in a clear and conspicuous format. An image, audio or video is generated or substantially altered using artificial intelligence if: <ol style="list-style-type: none"> (1) The ad is entirely created using artificial intelligence and would falsely appear to a reasonable person to be authentic; or (2) The media used in the ad is materially altered by artificial intelligence such that the alteration would cause a reasonable person to have a fundamentally different understanding of the altered media when comparing it to an unaltered version.

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	<ul style="list-style-type: none"> ○ An image, audio or video is not generated or substantially altered using artificial intelligence if the media is immaterially altered by artificial intelligence, including a cosmetic adjustment, color edit, cropped image, or resized image.
Electronic media ads (non-social media and non-third party influencer) (Websites, blogs, graphics, images, animated graphics, or animated images.)	<ul style="list-style-type: none"> • “Paid for by <i>committee name</i>” and committee ID number are recommended but not legally required.
Social media ads (non-third party influencer)	<ul style="list-style-type: none"> • Advertisements in the form of posts, comments or other communications made via social media and posted directly by the social media page or account of the committee paying for the advertisement must include “Ad paid for by” disclosures in a contrasting color that is easily readable by the average viewer and in no less than 10-point font on the cover or header photo of the committee’s profile, landing page, or similar location; or on each individual post that is an advertisement. • The disclosures must be visible on the cover or header photo when the profile, landing page, or similar location is viewed from any electronic device that is commonly used to view this form of electronic media including, but not limited to, a computer screen, laptop, tablet or smart phone. If this is impracticable, only a hyperlink, icon, button, or tab to an internet website containing the required “Ad paid for by” disclosures is permissible. • Disclosures are not required on social media advertisements for which the only expense or cost of the communication is compensated staff time unless the social media account where the content is posted was created only for the purpose of advertisements. • Artificial Intelligence: If a committee creates, originally publishes, or originally distributes a social media ad that contains any image, audio, or video that is generated or substantially altered using artificial intelligence, a disclosure stating: “Ad generated or substantially altered using artificial intelligence.” is required in the same manner as the other disclosures and in a clear and conspicuous format. An image, audio or video is generated or substantially altered using artificial intelligence if:

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	<p>(1) The ad is entirely created using artificial intelligence and would falsely appear to a reasonable person to be authentic; or</p> <p>(2) The media used in the ad is materially altered by artificial intelligence such that the alteration would cause a reasonable person to have a fundamentally different understanding of the altered media when comparing it to an unaltered version.</p> <ul style="list-style-type: none"> ○ An image, audio or video is not generated or substantially altered using artificial intelligence if the media is immaterially altered by artificial intelligence, including a cosmetic adjustment, color edit, cropped image, or resized image.
Third party influencer ads	<ul style="list-style-type: none"> • Advertisements posted on a website, web application, or digital application and posted by a page or account of a paid third-party influencer and not of the committee paying for the advertisement must include a disclosure that is substantially similar to “The author was paid by [name of committee and committee identification number] in connection with this posting.” <ul style="list-style-type: none"> ○ If the content is written, the disclaimer shall be readily legible to an average viewer; if it is in audio format, it shall be clearly audible. ○ Not required when the content is posted on a committee’s own website, profile, or landing page by a person compensated by the committee to post such content, or where the only expense or cost is compensated staff time, unless the compensated employee of the committee’s principal duties are to post content on their own social media page or account.” ○ NOTE: The <i>committee paying</i> for the advertisement must notify the paid third-party posting the ad of the requirement to include the disclaimer.
Billboards, signs (including yard signs), faxes, business cards, door hangers, flyers, and posters	<ul style="list-style-type: none"> • “Paid for by <i>committee name</i>” and committee ID number are recommended but not legally required.

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Text messages sent using mass distribution technology	<ul style="list-style-type: none"> • “Paid for by” or “With” followed by the name of the candidate followed by “For” followed by the name of the office sought. • If “With” is used: <ul style="list-style-type: none"> ○ The individual sending the text shall identify themselves by including: “(name of the individual) with (name of the candidate) for (name of elective office).” ○ A disclosure using “With” may appear anywhere in the text message, including conversational content, and need not appear as a separate statement apart from the content of the message. • For text message exchanges consisting of a sequence of multiple text messages sent on the same day the disclosure is only required on the first text message in the sequence that supports or opposes a candidate or measure. • Text required to be included in a text message must be in a color that reasonably contrasts with the background on which it appears and in a font size that is readable by the average viewer.

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. Communications made by a candidate to support or oppose a ballot measure or other candidates are not addressed in this chart.

***If a disclosure statement required by local ordinance is substantially similar to a disclosure statement required under the Act, the two disclosure statements may be merged into a single statement.**

References: [Government Code Sections](#): 82041.5, 84305, 84310, 84502, 84504.2, 84504.3, 84504.4, 84504.8, 84513, 84514
[Title 2 Regulations](#): 18435, 18440, 18450.4, 18450.8, 18450.9, 18450.10