

# Political Disclaimers

## Communications by the Candidate or Candidate Committee for their own Election

Almost all Disclosures must include: “Paid for by [*Insert name of entity who paid for ad*]”. (Please see the 2025 Rules for the Election Code and Open and Ethical Election Code for details and exemptions)

Communication	Disclosure and Manner of Display
Printed materials (for examples see the Rules by the City Clerk for the Election Code and the Open and Ethical Election Code of the City Charter)	<ul style="list-style-type: none"><li>• “Paid for by [candidate or committee]”</li><li>• The name and address of the establishment that printed or otherwise created the campaign materials.<ul style="list-style-type: none"><li>○ If the campaign prints the materials, the disclaimer must state “printed in-house.”</li></ul></li><li>• Printed disclaimers must be in black text on a white background.</li></ul>
Newspaper ads	<ul style="list-style-type: none"><li>• “Paid for by [candidate or committee]”</li></ul>
Vendor telephone calls including prerecorded automated telephone “robo” calls, scripted live telephone communications.  <i>Note:</i> this generally does not include calls made directly by the candidate, campaign manager, or volunteers.	<ul style="list-style-type: none"><li>• “Paid for by [candidate or committee]”</li></ul>

Communication	Disclosure and Manner of Display
Radio ads	<ul style="list-style-type: none"> <li>• “Paid for by [candidate or committee]”</li> <li>• Statement by the candidate approving the communication</li> <li>• The disclaimer shall be spoken at the end of the communication.</li> <li>• The audio statement must be read in a clearly spoken manner with pitch and tone substantially similar to the rest of the advertisement.</li> </ul>
Broadcast and television ads *Television ads include those distributed via streaming technology or viewed via connected TV.	<ul style="list-style-type: none"> <li>• “Paid for by [candidate or committee]”</li> <li>• Statement by the candidate approving the communication</li> <li>• Disclaimer must be printed in black text on a white background.</li> <li>• Text must appear in letters equal to or greater than 4% of the vertical picture height.</li> </ul>
Text messages	<ul style="list-style-type: none"> <li>• “Paid for by [candidate or committee]”</li> <li>• Disclaimer in the body of the text.</li> <li>• 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</li> </ul>

Communication	Disclosure and Manner of Display
Emails	<ul style="list-style-type: none"> <li>• “Paid for by [the candidate or committee]”</li> <li>• Must be in at least the same size font as a majority of the text</li> </ul>
Social media ads *In the form of posts, comments, or other communications made via social media	<ul style="list-style-type: none"> <li>• “Ad paid for by [committee]” followed by the name of the chairperson</li> <li>• No less than 10-point font on each individual post.</li> </ul>

**This document is meant as a guide for different types of advertisements and does not constitute legal advice. Each candidate and committee shall be responsible for legal compliance and review the provisions of the Rules by the City Clerk for the Election Code and the Open and Ethical Election Code of the City Charter or State Law, the provisions of the Rules, City Charter or State Law shall prevail.**