

Political Disclaimers

Independent Expenditure Ads on Candidates and Measure Finance Committees Supporting or Opposing a Measure

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
<p>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).</p>	<ul style="list-style-type: none">• “Paid for by [<i>entity making expenditure</i>]” followed by the name of the chairperson.• “Top Five Donors” followed by a list of the 5 persons or entities making the largest aggregate donations to the committee within the past 12 months.• “Secondary Donor” if any of the top 5 donors is a committee, organization or other entity that contributed \$1,000 or more, the disclosure must also include the name of the top 2 donors of that committee.• The name and address of the establishment that printed or otherwise created the campaign materials.• A statement that the advertisement is not authorized by any candidate or candidate’s campaign committee.• Printed disclaimers must be in black text on a white background.

Communication	Disclosure and Manner of Display
<p>Newspaper ads</p>	<ul style="list-style-type: none"> • “Paid for by [committee]” followed by the name of the chairperson. • “Top Five Donors” followed by a list of the 5 persons or entities making the largest aggregate donations to the committee. • “Secondary Donor” if any of the top 5 donors is a committee, organization or other entity that contributed \$1,000 or more, the disclosure must also include the name of the top 2 donors of that committee.
<p>Vendor telephone calls including prerecorded automated telephone “robo” calls, scripted live telephone communications.</p> <p><i>Note:</i> this generally does not include calls made directly by the candidate, campaign manager, or volunteers.</p>	<ul style="list-style-type: none"> • “Paid for by [committee]” followed by the name of the chairperson. • “Top Five Donors” followed by a list of the 5 persons or entities making the largest aggregate donations to the committee. • “Secondary Donor” if any of the top 5 donors is a committee, organization or other entity that contributed \$1,000 or more, the disclosure must also include the name of the top 2 donors of that committee. • A statement that the advertisement is not authorized by any candidate or candidate’s campaign committee.

Communication	Disclosure and Manner of Display
Radio ads	<ul style="list-style-type: none"> • “Paid for by [committee]” followed by the name of the chairperson. • “Top Five Donors” followed by a list of the 5 persons or entities making the largest aggregate donations to the committee. • “Secondary Donor” if any of the top 5 donors is a committee, organization or other entity that contributed \$1,000 or more, the disclosure must also include the name of the top 2 donors of that committee. <ul style="list-style-type: none"> ○ Short audio and video advertisements (30 seconds or less) are not required to disclose the secondary contributors. • A statement that the advertisement is not authorized by any candidate or candidate’s campaign committee. • The disclaimer shall be spoken at the end of the communication. • The audio statement must be read in a clearly spoken manner with pitch and tone substantially similar to the rest of the advertisement.

Communication	Disclosure and Manner of Display
<p>Broadcast and television ads *Television ads include those distributed via streaming technology or viewed via connected TV.</p>	<ul style="list-style-type: none"> • “Paid for by [committee]” followed by the name of the chairperson • “Top Five Donors” followed by a list of the 5 persons or entities making the largest aggregate donations to the committee • “Secondary Donor” if any of the top 5 donors is a committee, organization or other entity that contributed \$1,000 or more, the disclosure must also include the name of the top 2 donors of that committee. <ul style="list-style-type: none"> ○ Short audio and video advertisements (30 seconds or less) are not required to disclose the secondary contributors. • A statement that the advertisement is not authorized by any candidate or candidate’s campaign committee. • Disclaimer must be printed in black text on a white background. • Text must appear in letters equal to or greater than 4% of the vertical picture height. • Disclaimer must be visible for the entirety of the communication.

Communication	Disclosure and Manner of Display
Text messages	<ul style="list-style-type: none"> • “Paid for by [committee]” followed by the name of the chairperson • “Top Five Donors” followed by a list of the 5 persons or entities making the largest aggregate donations to the committee • “Secondary Donor” if any of the top 5 donors is a committee, organization or other entity that contributed \$1,000 or more, the disclosure must also include the name of the top 2 donors of that committee. • A statement that the advertisement is not authorized by any candidate or candidate’s campaign committee. • Disclaimer in the body of the text. • For text message exchanges consisting of a sequence of multiple text messages sent on the same day the disclosure is only required in the first text message in the sequence.

Communication	Disclosure and Manner of Display
<p>Emails</p>	<ul style="list-style-type: none"> • “Paid for by [committee]” followed by the name of the chairperson • “Top Five Donors” followed by a list of the 5 persons or entities making the largest aggregate donations to the committee • “Secondary Donor” if any of the top 5 donors is a committee, organization or other entity that contributed \$1,000 or more, the disclosure must also include the name of the top 2 donors of that committee. • A statement that the advertisement is not authorized by any candidate or candidate’s campaign committee. • Disclaimer must be in at least the same size font as a majority of the text.
<p>Social media ads *In the form of posts, comments, or other communications made via social media</p>	<ul style="list-style-type: none"> • “Ad paid for by [committee]” followed by the name of the chairperson. <ul style="list-style-type: none"> ○ The name of the committee in the disclaimer may be shortened to uniquely identify the committee. • No less than 10-point font on each individual post that is an advertisement. • A statement that the advertisement is not authorized by any candidate or candidate’s campaign committee.

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.