

CANDIDATE COMMITTEES

REQUIRED DISCLOSURE LANGUAGE: SIGNS, ADS, MAILINGS, ETC.

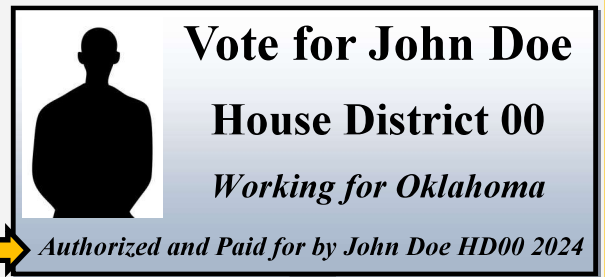
Campaign advertisements and communications—broadcast or printed—may require a disclosure statement. The following chart shows some, but not all, common items involved with candidate committees and whether a disclosure is required.

PRINTED/ELECTRONIC ADVERTISEMENT DISCLOSURE

The *exact* following language must be included in a Candidate Committee advertisement made via electronic or other printed medium either orally or in writing:

“Authorized and Paid for by [Insert Committee Name*]”

***Election year is part of the Committee name.**



Disclosures must be of **sufficient size** and **contrast** to be clearly readable by the intended recipient

This:



Authorized and Paid for by
John Doe for Senate 2024

NOT this:



Authorized and Paid for by John Doe for
Senate 2024



Paid for and Authorized by John
Doe for Senate 2024



Paid for by John Doe for Senate 2024

Reusable Materials: Only printed advertisements that are capable of re-use in another campaign are not required to include the election year in the disclosure.

Advertisements as Contributions

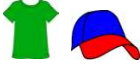




When a contributor is coordinating an ad buy for/with a candidate committee, this is an ad requiring the disclosure language and candidate approval. In these instances the contributor should make a **direct monetary** contribution to the committee.

- The committee must issue a check to the advertiser, and ensure the disclosure is included.
- The candidate committee will report this as a monetary contribution from the contributor and an expenditure by the candidate committee.

REQUIRES THE DISCLOSURE:

	Newspaper, Magazine & Internet Ads	
	Video Ads	
	Mailings	
	Website	
	Banners & Signs (Larger than 18"x24")	
	Handbills/Flyers	
	Door Hangers	

DOES NOT REQUIRE THE DISCLOSURE:

	T-shirts & Hats	
	Yard Signs (18"x24" or smaller)	
	Bumper Stickers	
	Campaign Buttons	