

Third Party Advertising Expenses, Reporting and Guidelines

“Election Advertising” means the transmission to the public by any means during an election advertising period of an advertising message that promotes or opposes the election of a candidate, including an advertising message that takes position on an issue with which a candidate is associated. Sec 264.1 of the *Elections and Plebiscites Act* (the Act).

All third parties shall apply for registration to the Chief Electoral Officer immediately after it has incurred expenses of more than \$500 for election advertising or if it plans to incur expenses of at least \$500 for election advertising. Per Sec 264.2 of the Act the following information must be provided when registering as a third party advertiser:

- Name of individual or organization and contact information
- Organizational type: individual, corporation or group
- Corporations must include an approved signing authority and the name of the Chief Financial Officer
- Groups must include principal officers or principal members
- Advertising account details
- If the 3rd party is a governing body, the application must include a copy of the resolution passed by the governing body authorizing the 3rd party to incur advertising expenses

During an election advertising period, a registered third party shall not incur advertising expenses in a total amount across all electoral districts that exceeds \$57,000 Sec 264.3. (1).

During an election advertising period, a registered third party shall not incur advertising expenses to promote or oppose the election of one or more candidates in a given electoral district in an amount that exceeds \$3000 per candidate. Sec 264.3. (2)

All third party advertising contributions received must comply with Sec 264.7 of the Act. Contributions of less than \$50 collected during a general collection of money solicited from people in attendance at a meeting must be recorded per Sec 264.9.

An election advertising expense report, in the approved form, must be submitted to the Chief Electoral Officer within six months after polling day. Sec 264.4

A third party, or a person acting on a third party’s behalf shall ensure all advertising is in compliance with Sec 264.6.

The value of all advertising by a third party must comply with Sec 264.8 of the Act.

Further information regarding legislation governing Third Party Advertising can be found in the *Elections and Plebiscites Act* Section 264.1 to Section 264.11.