



VII. All Non-Independent Expenditure Ads
(Except Ads by Candidates and Political Party Committees)

Unless otherwise covered below, all mass mailings of more than 200 similar pieces must contain:

- the committee’s name and address on the outside of the mailing and on at least one of the inserts
- in no less than 12-point type and in a color or print that contrasts with the background

If the sender is a single committee, the name and address need only be shown on the outside of each piece of mail

Unless otherwise covered below, all mass emails of more than 200 similar pieces must contain:

- the name of the committee sending the email preceded by the words **“Paid for by”** and **“Financial disclosures are available at sfethics.org”** in at least the same size font as the majority of the text

COMMUNICATION	DISCLAIMER AND MANNER OF DISPLAY
<p><u>Supporting or Opposing a Ballot Measure:</u> All Advertisements</p>	<ul style="list-style-type: none"> • “Paid for by [committee’s name]” (on file with Form 410 or 461) • “Financial disclosures are available at sfethics.org.”
<p><u>Supporting or Opposing a Candidate:</u> Radio Ads</p>	<ul style="list-style-type: none"> • “Paid for by” followed by name of committee as it appears on most recent Form 410 • “Financial disclosures are available at sfethics.org,” at the beginning or end of advertisement read in a clearly spoken manner with pitch and tone substantially similar to the rest of advertisement
<p><u>Supporting or Opposing a Candidate:</u> Television Ads</p>	<ul style="list-style-type: none"> • “Paid for by” followed by name of committee as it appears on most recent Form 410 • “Financial disclosures are available at sfethics.org,” shown for at least four (4) seconds. Letters must be in a type size greater than or equal to four (4) percent of the height of the screen

<p><u>Telephone calls advocating a candidate, ballot measure or both:</u></p> <p>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 or political party 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, committee or organization <p>Examples:</p> <ul style="list-style-type: none"> ○ <i>This call was paid for by Senator Jones;</i> ○ <i>This call was authorized by [name of committee]</i> <ul style="list-style-type: none"> • Must state that “Financial disclosures are available at sfethics.org” any time during the call • No ID required on telephone calls personally dialed by candidate, campaign manager or volunteers
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The guidance above incorporates requirements imposed pursuant to state and San Francisco law. The information on this chart does not carry the force of law. If there are any discrepancies between the chart and state or local law or their corresponding regulations and opinions, the law, regulations and opinions will control.

Revised: May 2018