



KNOW THE ADVERTISING RULES

2017 SAANICH BY-ELECTION THIRD PARTY ADVERTISING

Third party advertising is any election advertising not sponsored by a candidate or elector organization.

If you advertise as a third party from August 8 to September 23, 2017, in the 2017 Saanich By-election, you have rules to follow under the *Local Elections Campaign Financing Act*:

- You must register with Elections BC as a third party sponsor **before** conducting any advertising.
- You must include your name and contact information on all advertising.
- You must not sponsor advertising on behalf of, or together with, a candidate or elector organization.
- You must file a disclosure statement with Elections BC by Friday, December 22, 2017.

To learn more about the rules and to download registration forms and the Third Party Sponsor Guide to Local Elections in B.C., visit elections.bc.ca/lecf.

Media outlets **cannot** publish or transmit election advertising on General Voting Day, Saturday, September 23, 2017.

elections.bc.ca/lecf
1-855-952-0280