



# KNOW THE ADVERTISING RULES

## 2020 VICTORIA BY-ELECTION THIRD PARTY ADVERTISING

**The 2020 Victoria By-election is on April 4 and there are rules that third party advertisers must follow.**

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

If you advertise as a third party between March 7 and April 4, you must:

- Register with Elections BC before conducting any advertising
- Include your name and contact information on all advertising
- Not sponsor advertising on behalf of, or together with, a candidate or elector organization
- Not spend more than the expense limit
- File a disclosure statement

There is a directed advertising limit of \$2,706.08. Directed and issue-based advertising cannot exceed a cumulative expense limit of \$150,000.

For more information, including registration forms and the Guide for Local Elections Third Party Sponsors in B.C., visit [elections.bc.ca/sponsors](https://elections.bc.ca/sponsors).

If you have questions about the rules or how to register, call Elections BC at 1-855-952-0280.

Media outlets must not publish or transmit election advertising on General Voting Day, Saturday, April 4, 2020.

[elections.bc.ca/lecf](https://elections.bc.ca/lecf)  
1-855-952-0280 · [lecf@elections.bc.ca](mailto:lecf@elections.bc.ca)