



KNOW THE ADVERTISING RULES

2018 GENERAL LOCAL ELECTIONS THIRD PARTY ADVERTISING

General local elections in B.C. are on October 20, 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 September 22 and October 20, 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 are expense limits for directed advertising in each election area. Find the limits at **elections.bc.ca/limits**.

There is also a cumulative advertising expense limit of \$150,000. The total value of advertising sponsored must not exceed this limit.

Find registration forms and the *Guide for Local Elections Third Party Sponsors in B.C.* at **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, October 20, 2018.

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