



2022 General Local Elections

Election Advertising Quick Reference Sheet

The definition of election advertising is broad and applies to advertising conducted by candidates, elector organizations and third party sponsors during the pre-campaign and campaign periods. Election advertising is any communication to the public during the pre-campaign or campaign periods that promotes or opposes, directly or indirectly, a candidate or elector organization. It also includes communication during the campaign period that takes a position on an issue associated with a candidate or elector organization.

This quick reference sheet is only a summary. For more information about election advertising in local elections, refer to the [Guide for Local Elections Third Party Advertising Sponsors in B.C.](#)

What is and is not election advertising

Election Advertising	Not Election Advertising
<ul style="list-style-type: none"> television, radio, newspaper or magazine advertisements signs, billboards, posters, bumper stickers or branded clothing or objects newsletters, brochures, mailing inserts or other advertising sent to the public ads on the internet with a placement cost (such as pay-per-click ads, Facebook ads, promoted posts, banner ads, pop-up ads, etc.) phone calls made using an automated system (e.g. robocalls) paid canvassing in person, by telephone or over the internet to attempt to influence how voters vote 	<ul style="list-style-type: none"> personal or private communications free media coverage from a media provider (such as a candidate debate on a local news channel, news stories, radio interviews, etc.) a communication by an individual or group sent directly to their members, employees or shareholders any free communication on the internet (such as unpaid posts on Facebook, Twitter, Instagram, Snapchat, YouTube, etc.) person-to-person phone calls and text messages producing, promoting or distributing a publication if it was planned to be sold whether or not there was an election

Sponsorship of election advertising for candidates or elector organizations

- The sponsor of the election advertising is the third party sponsor, candidate or elector organization that is conducting the advertising.
- If two or more third parties sponsor advertising together, they are co-sponsors.
- The third party sponsor, candidate or elector organization is still the sponsor even if the advertising is provided as a contribution, or another individual or organization conducts advertising on their behalf.

Sponsorship Information

- Sponsorship information, also known as an authorization statement, is required on most election advertising during the pre-campaign period and campaign period.
- The sponsorship statement for third party sponsors must include the name of the sponsor, the words “authorized by” in front of the sponsor’s name, that the sponsor is registered under the *Local Elections Campaign Financing Act* (LECFA), and a B.C. phone number, or B.C. mailing address or email address where the sponsor can be contacted. For example:

Authorized by John Doe, registered sponsor under LECFA, 250-123-4567

Authorized by The Organization, registered sponsor under LECFA, TheOrganization@email.com

- The sponsorship statement for candidates and elector organizations must include the name of the financial agent, the words “authorized by” in front, and a B.C. phone number, or B.C. mailing address or email address where the sponsor can be contacted. For example:

Authorized by John Doe, financial agent 250-123-4567

Although there are no size requirements for the sponsorship information, it must be clear and readable.

Campaigning restrictions

- Check with your local jurisdiction and the Ministry of Transportation and Infrastructure regarding restrictions on when and where you may place election signs.
- Election advertising is never permitted within 100 metres of a voting place while voting is being conducted.
- An individual or organization must not transmit election advertising to the public on General Voting Day (GVD) except:
 - advertising by means of signs, posters, banners or pamphlets outside 100 metres of a voting place
 - advertising on the internet that is for the sole purpose of encouraging voters to vote
 - unpaid canvassing and other person to person communications

Determining the value of election advertising

- The value of election advertising is an election expense. If used during the campaign period, the value is also a campaign period expense and is subject to the expense limit. The value of election advertising is the market value of preparing and transmitting the advertising, even if it provided for free or at a discount.
- The value of election advertising includes all property and services used in preparing and transmitting the advertising to the public (such as materials, transmission fees, design services, taxes, etc.).