

Third Party Advertiser

What is a Third Party Advertisement?

A third party advertisement is a message in any medium (billboard, newspaper, radio, etc.) that supports or opposes a candidate or a “yes” or “no” vote on a question on the ballot. Third party advertising does not include issues-based advertising so groups that do public outreach can continue their issued-based advocacy work throughout the municipal election period.

Advertising that does not cost money to post or broadcast, such as comments made on social media, will not be considered to be third party advertising.

Who can register as a Third Party Advertiser

Individuals, corporations and unions can register as third party advertisers and can also make contributions to third party advertisers. Third party advertisers will need to register with the municipality where they want to advertise. If they want to advertise in more than one municipality, they have to register in each municipality. Third party advertising must be done independently of candidates, who are not able to direct a third party advertiser. Candidates are not able to register as third party advertisers.

**Note- Registrations accepted May 1, 2018 to October 19, 2018.*

What are the requirements for Third Party Advertising?

The third party advertiser must be registered at the time of the advertisement. The ad must contain the following:

- Name of the registered third party;
- The municipality where the third party is registered
- A telephone number, mailing address or email address at which the third party may be contacted regarding the advertisement.