

Appendix I
IDENTIFICATION REQUIREMENTS

The Act requires all paid advertisements having reference to an election, a candidate or a ballot question to contain an identification statement and, if applicable, a disclaimer statement. *An individual other than a candidate is not subject to this provision if the individual is acting independently and not acting as an agent for a candidate or any committee.* The identification must be clear to the reader or listener and worded as follows:

- All printed matter having reference to a candidate, election or a ballot question, including yard signs, brochures, billboards, poll cards, fund raiser tickets, stationery, etc., must contain: “Paid for by” followed by the full name of the person or committee paying for the material and the person’s or committee’s street number or post office box, city or town, state and zip code.
- If the printed matter is an independent expenditure relating to a candidate that is not authorized in writing by the candidate, the printed matter must contain: “Paid for by (name and address of person, group or committee paying for the matter). Not authorized by any Candidate Committee.”
- The identification or disclaimer on printed material having reference to a candidate, or a ballot question must be in a place and in a print clearly visible to and readable by an observer. Any other medium used for campaign purposes shall clearly and unequivocally include the identification or disclaimer, or both.
- All paid political advertisements broadcast by television or radio having reference to a candidate election or ballot question shall identify the sponsoring person as required by the Federal Communications Commission, shall bear the name of the person paying for the advertisement, and shall be in compliance with the following:
 - (a) If the radio or television paid advertisement relates to a candidate and is an independent expenditure, the advertisement shall contain the following disclaimer:

“Not authorized by any candidate”
 - (b) If the radio or television paid advertisement relates to a candidate and is not an independent expenditure but is paid for by a person other than the candidate to which it is related, the advertisement shall contain the following disclaimer:

“Authorized by”
(Name of candidate or name of Candidate Committee)
- Except for a Candidate Committee’s printed matter or radio or television paid advertisement, each identification or disclaimer must also indicate that the printed matter or radio or television paid advertisement is paid for “with regulated funds”.

The identification requirements of the Act do not apply to videotapes produced by political candidates and cable cast on a public access channel if use of the public access video taping equipment and the public access time is free. The identification requirements only apply to paid political advertisements.

EXEMPTIONS

Certain items are exempt from the identification or disclaimer requirement due their size or difficulty of placement. Following is a listing of the exempted items:

aerial banners	ashtrays
badges & badge holders	balloons
bingo chips	bumper stickers (4" x 15" or smaller)
brushes	candy wrappers (1 1/2" x 2 1/2" or smaller)
buttons	cigarette lighters
campaign stickers (3" x 1 1/2" or smaller)	clothing
clothes pins	coasters
cloth pot holders	cups
combs	earrings
drinking glasses	envelopes
emery boards	fortune cookie messages (1/2" x 2" or smaller)
erasers	glasses
frisbees	golf tees
golf balls	horns
hats	jar lid grippers (5" or smaller)
ice scrapers	knives
key rings	lapel pins/stickers
labels	matchbooks
magnifying glasses	nail files
nail clippers	paper & plastic cups
noisemakers	paper weights
paper & plastic plates	pennants
pencils	pens
pendants	plastic tableware
pinwheels	pot holders
pocket protectors	ribbons
refrigerator magnets	staple removers
shoe horns	sun visors
sun glasses	swizzle sticks
sweatshirts	t-shirts
whistles	wooden nickels (approx. size of 5-cent coin)
wooden rulers (12" or smaller)	
yo-yo's	

Any item not included in this list is not exempt from the Act's identification and disclaimer requirements, and must contain an identification statement, and if applicable, a disclaimer statement.

Committee Address Change

A committee that has filed an amendment to its Statement of Organization to show a change of committee address is not required to note the change of address on printed matter it previously purchased as long as the printed matter contains an identification statement that was correct at the time the printed matter was produced.