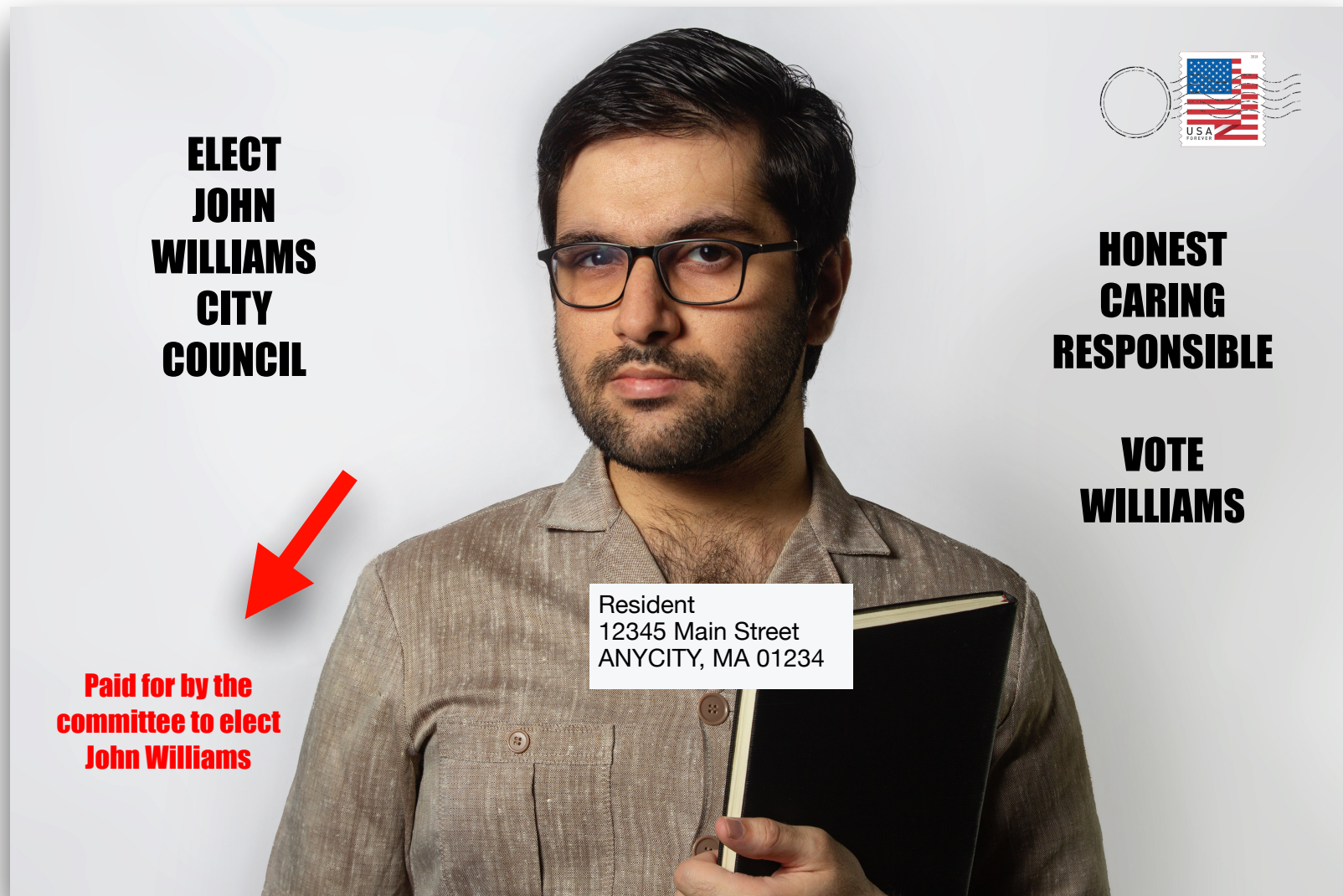


This illustrated guide provides examples of disclaimers on campaign materials

(Top 5 statement, website statement & statement of responsibility)

Candidates and Parties

Candidates and parties are not required to have “paid for by” statements on their mailings and other materials. However, most people expect to see it, and OCPF recommends “paid for by” statements to reduce confusion and complaints.



Top 5 Statement: Independent Expenditures and Electioneering Communications

MGL Chapter 55, Section 18G, requires statements for independent expenditures and electioneering communications that identify the top five contributors, of \$5,000 or more, to the Independent Expenditure PAC (IEPAC) or entity paying for the communication. See additional guidance.



**VOTE FOR
MARY SMITH**

USA
FOREVER

**Paid for by the Quality Candidate
Independent Expenditure PAC. TOP 5
DONORS: Joan Carlton; Construction
Union Local 1234; Downriver Tech, LLC;
Lime Tech INC.; Western Construction
Co.**

Resident
12345 Main Street
ANYCITY, MA 01234

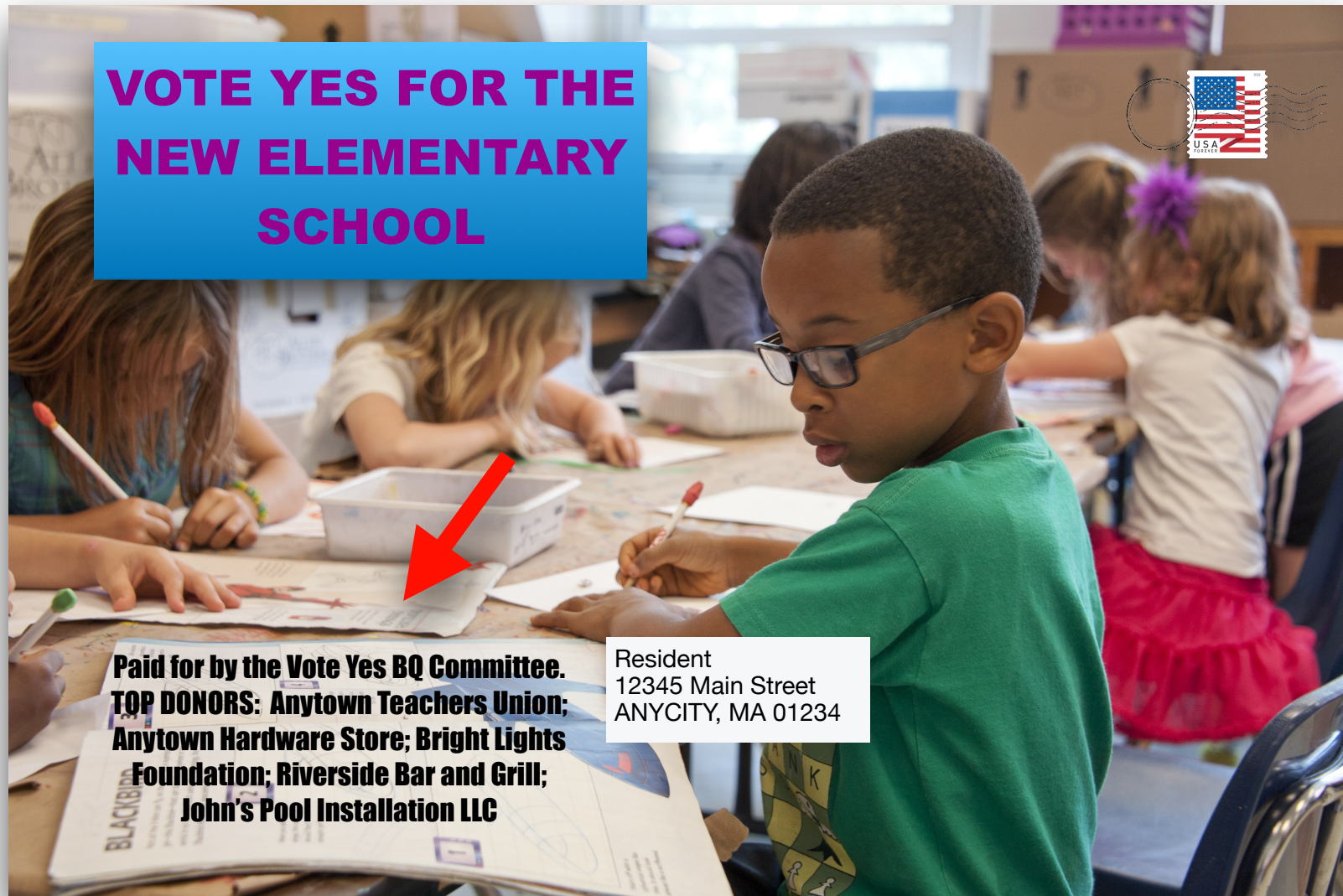
**For more information regarding contributors,
go to www.ocpf.us**

Types of communications covered by the top contributors disclaimer requirement: Print advertisements, television advertising, internet advertising (exceeding \$250 in market value), electronic ads sent in video format, direct mail and billboards.

Communications not covered: Membership communications, yard signs, door hangers, SMS texts, e-mails (generally), Internet ads of limited size, telephone messages, radio ads, social media posts, an entity's communications on its own website.

Top 5 Statement: Ballot Question Communications

The “top five” disclaimer requirement above includes ballot question communications, including print advertisements, television advertising, internet advertising (exceeding \$250 in market value), electronic ads sent in video format, direct mail and billboards. Communications not covered: Membership communications, yard signs, door hangers, SMS texts, emails (generally), Internet ads of limited size, telephone messages, radio ads, social media posts, an entity's communications on its own website.



**VOTE YES FOR THE
NEW ELEMENTARY
SCHOOL**

**Paid for by the Vote Yes BQ Committee.
TOP DONORS: Anytown Teachers Union;
Anytown Hardware Store; Bright Lights
Foundation; Riverside Bar and Grill;
John's Pool Installation LLC**

Resident
12345 Main Street
ANYCITY, MA 01234

Includes municipal, regional and statewide ballot question communications, paid for by any entity.

OCPF Website Statement

Independent expenditures, electioneering communications and statewide ballot question expenditures require the following statement:

**For more
information regarding
contributors,
go to www.ocpf.us**

This statement is not required for municipal ballot question communications.

Statement of Responsibility

Independent expenditures (IE) and electioneering communications (EC) by paid radio and television advertising requires a disclosure statement (below), communicated by the chief officer of the entity paying for the communication. The statement must be spoken.

If on television, the message must be an unobscured and full-screen view of the person making the statement.

If an IE or EC is made through internet advertising, the statement must appear in a clearly readable manner with a reasonable degree of color contrast between the background and the printed statement. The statement is required for social media advertising, if the advertising has a market value exceeding \$250.



Statement of Responsibility (Continued)

The statement of responsibility is found in the first paragraph of MGL Chapter 55, Section 18G, published here in full:

Section 18G. An independent expenditure or electioneering communication made by an individual, corporation, group, association, labor union or other entity which is transmitted through paid radio, television or internet advertising shall include a statement disclosing the identity of the individual, corporation, group, association, labor union or other entity paying for the advertisement. If the independent expenditure or electioneering communication is a radio or television advertisement, the advertisement shall include a statement by the individual paying for the advertisement in which the person acknowledges that he paid for the message and his city or town of residence. If the radio or television advertisement is paid for by a corporation, group, association or a labor union, the following statement shall be made by the chief executive officer of the corporation, the chairman or principal officer of the group or association or the chief executive or business manager of a labor union: "I am _____ (name) the _____ (office held) of _____ (name of corporation, group, association or labor union) and _____ (name of corporation, group, association or labor union) approves and paid for this message." Such statements in television advertisements shall be conveyed by an unobscured, full-screen view of the person making the statement. If an independent expenditure or electioneering communication is transmitted through internet advertising, the statement shall appear in a clearly readable manner with a reasonable degree of color contrast between the background and the printed statement.

FURTHER OCPF GUIDANCE

OCPF has issued a bulletin explaining, with greater detail, the disclaimer requirements.

Click here for the bulletin: [Disclaimers on Independent Expenditures and Electioneering Communications and Communications Made to Influence or Affect the Vote on a Ballot Question](#)

Ads in Periodicals

Section 39: Publishing political advertisements; statement; names; signatures

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Section 39. No person shall publish or cause to be published in a newspaper or other periodical any paid advertisement designed or tending to aid, injure, or defeat any candidate for public office or any question submitted to the voters, unless the name of the chairman or secretary or the names of two officers of the political or other organization inserting the same, or the name of one or more persons eighteen years of age or older who are responsible therefor, with the residence and the street and number thereof, of each such person eighteen years of age or older appears therein in the nature of a signature; provided, that each such person eighteen years of age or older has signed his name in the presence of a witness to the following statement authorizing the insertion of such advertisement. The statement shall be retained by the newspaper or periodical for not less than one year, shall be available to any person upon request, and shall be in substantially the following form:

I hereby authorize the affixing of my name to the attached political advertisement on behalf of or in opposition to , candidate for in the election to be held in the current year, or on behalf of or in opposition to a question being submitted to the voters in the election in the current year.

Witness:

Signature:

Address:

Address:

Date:

Such matter inserted in reading columns shall be preceded or followed by the word "Advertisement" in a separate line, in type not smaller than that of the body type of the newspaper or other periodical. This section shall not authorize expenditures otherwise prohibited by this chapter.

Any corporation violating any provision of this section or section thirty-eight, relative to payments to newspapers and periodicals, and to political advertising, shall be punished by a fine of not more than ten thousand dollars, and any officer, director or agent of a corporation violating any such provision, who authorized such violation, or any person who violates, or in any way knowingly aids or abets the violation of, any such provision, shall be punished by a fine of not more than one thousand dollars, or by imprisonment for not more than one year.

MGL Chapter 56, Section 39, requires a statement for advertisements published in periodicals.

OCPF does not administer this portion of state law.

For further information, please contact the state's [Elections Division](#).