

****Please note the following is a summary of information from associated government websites. It is meant as a guide to assist in placing election oriented advertising campaigns. It is for reference only as is not an official interpretation of the governing legislation. The official documents and legal counsel should be consulted to ensure accuracy.**

Governed by the Ontario Election Finances Act

- Political advertising is defined as advertising in any broadcast, print, electronic or other medium with the purpose of promoting or opposing any registered party or the election of a registered candidate.
- It is permissible for such an advertisement or announcement to contain the name of the candidate and/or the political party, to include a picture of the candidate and/or the logo of the party and must not contain any slogan, motto or other wording promoting the candidate or registered party, or opposing another candidate or registered party, such as "join the winning team," "work for continued good government," "our candidate is best qualified," etc.

Limits on Time

- In all elections there is a blackout period imposed on the day before and of polling day.
- In by-elections and general elections an additional blackout period is imposed that begins 22 days before polling day and ends at midnight two days before polling day.
- A blackout period restriction on advertising does not apply to fund-raising activities or campaigns and conventions carried on or held in relation to contested constituency nominations for endorsement of official party candidates provided the advertisement content conforms with the guideline above.

Limits on Rates to be Charged

- During an election campaign, persons or corporation shall charge a party, constituency association, candidate or third party registered under this Act, or any person, corporation or trade union acting with the party's, association's, candidate's or third party's consent, an advertising rate in any medium that is the same amount for equivalent advertising space or time during that period.

Authorization of Political Advertising

- All political advertising in any form shall make reference to the name of the registered constituency association, registered political party, registered third party, person, corporation or trade union authorizing the political advertising.

For the complete Ontario Election Finances Act, visit:

<http://www.elections.on.ca/en-CA/Media/AdvertisingGuidelinesG23.htm>

Amendments current as of November 2011

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