

**\*\* 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 P.E.I. Elections Expenses Act, section 17**

**No registered party or registered candidate and no person, corporation or trade union acting with its, his or her knowledge and consent shall, except during the election period, advertise for the purpose of directly promoting the election of a registered candidate or opposing any other registered party or candidate.**

**Election Period is the time between the issue of the writ of election and the day preceding ordinary polling day.**

### **Does not apply to:**

- Announcing the location of the headquarters of a party or candidate
- Advertising for volunteer campaign workers
- Announcing services for electors by parties or candidates respecting enumeration and voter registration of electors
- Announcing services for electors on polling day
- Any other matter respecting administrative functions of the party or candidate

### **Rates**

- No one may charge a registered party, registered candidate, or any person acting with its, his or her knowledge and consent, a rate for advertising in the election period, that exceeds the lowest rate charged by the person or corporation for an equal amount of equivalent time on the same facilities made available to any other person in that period

**For the complete P.E.I. Election Expenses Act, visit:**

**[http://www.gov.pe.ca/law/statutes/pdf/e-02\\_01.pdf](http://www.gov.pe.ca/law/statutes/pdf/e-02_01.pdf)**

**Amendments current as of December 2010**

**Date of OMAC Update: November 2011**