

## Third Party Advertisers Frequently Asked Questions

### **What is a third party advertiser?**

A third party advertiser is a paid message placed in any medium (broadcast, print or electronic) by an individual (other than the nominated candidate), a corporation, or a trade union that supports or opposes a candidate for council, mayor or school board.

There were previously no rules regulating third party advertisers in municipal elections.

Effective May 1, interested third party advertisers are required to register with the Town Clerk if they would like to advertise. Until the Town Clerk certifies the registration, the third party advertiser may not pay for any advertising/promotion on behalf of the candidate.

### **What are the eligibility requirements for third party advertisers?**

Only the following persons and entities are eligible to file a notice of registration:

- an individual who is normally a resident in Ontario
- a corporation that carries on business in Ontario
- a trade union that holds bargaining rights for employees in Ontario

### **When may a third party register with the municipality?**

Registration as a third party advertiser for the 2018 Municipal Election will be accepted by the Office of the Town Clerk from May 1, 2018 to Friday, October 19, 2018 at 4:30 p.m.

### [Notice of Registration \(Form 7\) Third Party Advertisers](#)

There is no fee to register. However, there is a non-refundable \$250 filing fee if the third party advertiser places outdoor signs within the municipal boundaries.

### **What are the expense limits for third parties?**

Third party advertisers will be subject to two spending limits:

- a general spending limit
- a separate limit for expenses related to parties and expressions of appreciation after the close of voting.

The Town will provide a preliminary Certificate of Maximum Third Party Expenses Limit to third party advertisers at registration. A final Certificate of Maximum Third Party Expense Limit will be provided to the registered third party advertisers by September 25, 2018.

### **When may contributions be made to third parties?**

Unlike previous elections, contributions by corporations and trade unions to candidates are now banned.

Corporations and trade unions can contribute to registered third party advertisers. Contributions can only be made

during the campaign period (which begins the day the third party registers and ends on Dec. 31, 2018). Money, goods and services are considered contributions.

**Who may contribute to a registered third party?**

Contributions to third party may only be made by the following:

- an individual who is normally an Ontario resident
- a corporation that does business in Ontario
- a trade union that holds bargaining rights for employees in Ontario
- the registered third party or in the case of an individual, his or her spouse

**What is the maximum amount of contribution to a third party advertiser?**

The maximum contribution from a single contributor is \$1,200 to a registered third party advertiser and a total of \$5,000 to two or more registered third party advertisers in a municipality. These limits do not apply to contributions by a registered third party to itself and, if the registered third party is an individual, by his or her spouse.