



MUNICIPALITY OF
GREENSTONE

April 27, 2018

**BROADCASTERS AND PUBLISHERS MUST COMPLY WITH NEW
ADVERTISING RULES DURING THE 2018 MUNICIPAL ELECTION**

This notice is intended to inform broadcasters and publishers of their obligations under the Municipal Elections Act, 1996 related to candidate and third party advertisements during the upcoming municipal election.

Candidate advertisement

A candidate election campaign advertisement is an advertisement in any broadcast, print, electronic or other medium, purchased by or under the direction of a candidate, that has the purpose of promoting or supporting their election.

The candidate must be identified in the advertisement.

Third party advertisement

A third party advertisement is an advertisement in any broadcast, print, electronic or other medium that has the purpose of promoting, supporting or opposing a candidate in the election, or a “yes” or “no” answer to a question on the ballot.

Individuals, corporations and trade unions who wish to conduct third party advertising must register with the municipality where they want to advertise. A list of registered third party advertisers for the Municipality will be regularly updated and available on the municipal website at www.greenstone.ca.

Third party advertisements must contain the following information:

1. Name of the registered third party advertiser
2. Municipality where the third party advertiser registered
3. Telephone number, mailing address or email address at which the registered third party advertiser may be contacted regarding the advertisement

P O Box 70 1800 Main Street, Geraldton, ON P0T 1M0, Canada 807-854-1100

NATURE'S HOME TOWN





Obligations for broadcasters and publishers

Broadcasters and publishers must follow new requirements when running a candidate or third party advertisement, including:

1. Mandatory information

Mandatory information must be provided to the broadcaster or publisher in writing before the advertisement appears.

For a candidate advertisement (nominations open May 1):

- Name of the candidate
- Name, business address and telephone number of the individual who deals with the broadcaster or publisher under the direction of the candidate

For a Third Party advertisement (May 1 to October 22, 2018):

- Name of registered third party advertiser
- Municipality where the third party advertiser is registered
- Name, business address and telephone number of the individual who deals with the broadcaster or publisher under the direction of the registered third party advertiser

2. Maintain records

The broadcaster or publisher of a candidate or third party advertisement must maintain records for 4 years after the date the advertisement appears. The public must be permitted to inspect the records during normal business hours.

These records must contain:

- Mandatory information described in section 1 (above)
- A copy of the advertisement or the means of reproducing it for inspection
- A statement of the amount charged for its appearance

Sincerely,

Gabrielle Lecuyer
Clerk / Returning

