

## Election Advertising Frequently Asked Questions

For more information, please see the [Guide to Election Communications for Third Party Advertising Sponsors](#)

**Q: What do I need to know if I want to sponsor third party election advertising?**

**A:** For a complete list of responsibilities and obligations, see the [Guide to Election Communications for Third Party Advertising Sponsors](#).

The main points are:

- You must be registered with Elections BC before you sponsor any election advertising. The [registration application](#) is available on our website.
- During the campaign period for a general election, you can only spend \$3,000 in relation to a single electoral district and \$150,000 province-wide. For a by-election, the limit is \$3,000 per electoral district. These limits will be adjusted for changes to the Consumer Price Index and the adjusted limits will be published on our website.
- If you sponsor advertising valued at \$500 or more during the campaign period for the election, you must file an advertising disclosure report within 90 days after General Voting Day. Election advertising sponsors that sponsor advertising with a value of less than \$500 need only file the cover page to the disclosure report, [form F-AS](#), and to indicate that under \$500 was spent.
- All election advertising (except the exempt articles listed [here](#)) must have an authorization statement as follows:

*Authorized by Jane Doe, registered sponsor under the Election Act,  
604 123-4567*

*Authorized by ABC Ltd. registered sponsor under the Election Act,  
250-987-6543*

*Authorized by Informal Organization; John Doe, registered sponsor under  
the Election Act, 604-123-4567*

**Q: Is election advertising prohibited on General Voting Day?**

**A:** It depends on the type of advertising. Election advertising in newspapers or magazines, or on TV or radio is not allowed on General Voting Day. The distribution of pamphlets and the posting of signs and posters is allowed as long as it is not done within 100 metres of a voting place or a district electoral office. Internet advertising that was on the Internet before General Voting Day may be left up as long as the advertising is not changed before the close of voting.

This restriction does not apply to:

- a notice of an event the leader of a registered political party plans to attend
- an invitation to meet or hear the leader of a registered political party

**Q: Who can put up election signs?**

**A:** Only registered political parties, registered constituency associations, candidates and registered third party election advertising sponsors can put up election signs (i.e. campaign signs).

**Q: Are campaign signs allowed to be put up before the election is called?**

**A:** Under the *Election Act*, signs can be put up at any time. However, many municipalities do not allow campaign signs to be put up until after an election is called. For further information, contact your [municipality](#). You can also review the Ministry of Transportation policy regarding the placement of election signs on highways available [here](#).

**Q: Where can election signs be posted?**

**A:** Under the *Election Act*, signs cannot be posted within 100 metres of a district electoral office or 100 metres of a voting place when voting is being conducted. However, your [municipality](#) may have by-laws regarding the placement of election signs in your area. You should also review the Ministry of Transportation policy available [here](#) to determine where election signs may be placed on highways.

**Q: I live in an apartment and would like to put a campaign sign in my window. Is this allowed?**

**A:** Yes. Landlords cannot prohibit tenants from displaying campaign signs in their apartments. However, landlords can set reasonable conditions on the size and type of signs that can be displayed and may prohibit signs from being displayed in common areas.

**Q: I live in a condo and would like to put a campaign sign on the front lawn. Is this allowed?**

**A:** Check your strata by-laws. While a strata cannot prohibit owners or tenants from displaying campaign signs in their units, they may set reasonable conditions on the size and type of signs that can be displayed and may prohibit signs from being displayed in common areas of the building and property.

**Q: Can a commercial business post campaign signs on its property?**

**A:** Contact your [municipality](#) to determine if there are by-laws regarding the placement of campaign signs in your area.

**Q: Do all election signs need an authorization statement? What should it say?**

**A:** Yes, all election signs must display a statement indicating that the sign is authorized by a registered political party, candidate or registered third party election advertising sponsor. The statement must provide a telephone number or mailing address within British Columbia.

Some examples of acceptable authorization statements are:

Authorized by Jane Doe, financial agent, 250-123-4578

Authorized by XYZ Political Party, 604-123-4567

Authorized by Jane Doe, registered sponsor under the *Election Act*, 250-123-4567

Authorized by ABC Group, John Doe, principal member; registered sponsor under the *Election Act*, 604-987-6543

**Q: I found an election sign missing the authorization statement. What can I do?**

**A:** Look carefully for the authorization statement, as sometimes they are very small or difficult to see. If the sign is missing the authorization statement, note the exact location of the sign and who it appears to belong to. If possible, take a digital photograph of the sign. Email this information to [electoral.finance@elections.bc.ca](mailto:electoral.finance@elections.bc.ca), or contact Electoral Finance at Elections BC by calling 1-800-661-8683.

**Q: Can candidates use words like 'Re-elect' or their professional titles on signs?**

**A:** Yes. The *Election Act* does not regulate the content of election signs except that it requires that all sponsors are registered and all signs contain the authorization statement.

**Q: Can a candidate post signs in a different electoral district than the one they are running in?**

**A:** Yes, candidates can put up signs in any electoral district, as long as [municipal](#) by-laws and the Ministry of Transportation [policy](#) for placing signs on highways are followed.