

THIRD PARTY ADVERTISERS IN ALBERTA PROVINCIAL ELECTIONS

What is a 'THIRD PARTY ADVERTISER'?



An individual, corporation or group that incurs or plans to incur expenses, or that has accepted or plans to accept contributions, for election or political advertising.

When do third parties NEED TO BE REGISTERED?



When they spend \$1K or plan to spend \$1K or more on election or political advertising, or when they accept or plan to accept \$1K or more in advertising contributions.

Why do third parties NEED TO BE REGISTERED?



Political parties and candidates have spending limits and financial disclosure obligations. Financial activity of third parties is also tracked and disclosed for transparency and to prevent collusion with parties and candidates to circumvent expense limits.



WHAT IS 'POLITICAL ADVERTISING'?

This is what the advertising is called when it is done outside the election advertising period. It involves transmitting messages to the public that promote or oppose a party or its leader, an MLA, a nomination or leadership contestant, or the election of a candidate. It also includes taking a position on an issue with which any these political entities are associated and canvassing or organizing events to promote or oppose political entities.



WHAT IS 'ELECTION ADVERTISING'?

This is what the advertising is called when it's done in the period that starts on Dec. 1st in a year before a general election and ends on election day – the 'election advertising period'. It involves transmitting messages that promote or oppose a party or candidate, or a position a party or candidate is associated with.



THIRD PARTY IDENTIFICATION ON ADVERTISING

All third party political and election advertising must identify sponsorship that complies with the Chief Electoral Officer's guidelines



CONTRIBUTION RULES

- There's no limit on the amount that eligible persons, corporations, trade unions or employee organizations can contribute to third parties
- Advertising contributions can't be made to, or accepted by, an unregistered third party if they are supposed to be registered
- Some individuals and groups are prohibited from making election advertising contributions, such as non-Alberta residents, registered charities, corporations that are publicly funded or don't carry on business in Alberta, and non-Alberta based trade unions and employee organizations

ELECTION CAMPAIGN PERIOD (28 DAYS)



No Later than May 31st

December 1st

Maximum 6 month period

POLITICAL ADVERTISING

ELECTION ADVERTISING PERIOD

POLITICAL ADVERTISING



No Spending Limit



\$150K from Dec 1st to day before election Writs issued



\$150K from Writ Day to Election Day



No Spending Limit

SPENDING LIMITS

WHERE CAN I LEARN MORE?

Read the *Election Finances and Contributions Disclosure Act, Part 6.1*. Also, review the Chief Electoral Officer's [Third Party Advertiser \(TPA\) Guide](#). Both are available online at: www.elections.ab.ca



FINANCIAL FILING REQUIREMENTS

- Quarterly reports must be filed with the Chief Electoral Officer (CEO) regarding political advertising contributions received, including names and addresses of contributors donating more than \$250
- During the election advertising period, weekly reports must be filed with the CEO detailing election advertising contributions received, including names and addresses of contributors donating more than \$250
- Annual reports must be filed with the CEO, by March 31st of each year, providing detailed financial information on political advertising contributions and expenditures in the previous year
- Within 6 months following election day, a return must be filed with the CEO providing detailed financial information on election advertising



PENALTIES FOR RULE VIOLATION

- Administrative penalties or fines up to \$10K for third party individuals, and \$100K for groups, if the Act is violated
- Fine up to \$100K for colluding with political entities to circumvent a contribution or expense limit
- Fine up to \$1K fine for failing to comply with Chief Electoral Officer or Election Commissioner directions