

POLITICAL ADVERTISING

What You Need to Know



The Texas Election

3. an envelope that is used to transmit political advertising, provided that the political advertising in the envelope includes the disclosure statement;
4. circulars or fliers that cost in the aggregate less than \$500 to publish and distribute;
5. political advertising on letterhead stationery, if the letterhead includes the name of one of the following: (a) the candidate or officeholder who paid for the advertising, (b) the name of the person authorizing the advertising, or (c) the name of the candidate or officeholder whose campaign the advertising is authorized to promote. (Note: This rule does not apply to an envelope for holiday greetings sent by an officeholder, provided that the envelope does not contain any political advertising.)
6. postings on an Internet website if the person posting the posting is an officeholder or candidate and did not make an expenditure exceeding \$100 for the posting, including the basic cost of the hardware, software, and bandwidth;
7. an Internet social media profile webpage of a candidate or officeholder, if the webpage clearly and conspicuously displays the name of the candidate or officeholder; and
8. postings on a website if the advertising is posted on a website that is a publicly viewable website, whether or not the posting contains a disclosure statement.

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