



# KNOW THE ADVERTISING RULES

2017 MCBRIDE BY-ELECTION  
THIRD PARTY ADVERTISING

**Third party advertising is any election advertising not sponsored by a candidate or elector organization.**

If you advertise as a third party from January 17 to March 4, 2017, in the 2017 McBride By-election, you have rules to follow under the *Local Elections Campaign Financing Act*:

- You must register with Elections BC as a third party sponsor **before** conducting any advertising.
- You must include your name and contact information on all advertising.
- You must not sponsor advertising on behalf of, or together with, a candidate or elector organization.
- You must file a disclosure statement with Elections BC by Friday, June 2, 2017.

To learn more about the rules and to download registration forms and the Third Party Sponsor Guide to Local Elections in B.C., visit [elections.bc.ca/lecfa](http://elections.bc.ca/lecfa).

Media outlets **cannot** publish or transmit election advertising on General Voting Day, Saturday, March 4, 2017.

[elections.bc.ca/lecfa](http://elections.bc.ca/lecfa)  
1-855-952-0280

 **ELECTIONS BC**  
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