

1 VIRGINIA ACTS OF ASSEMBLY — CHAPTER

2 An Act to amend and reenact §§ 24.2-956 and 24.2-956.1 of the Code of Virginia, relating to political
3 campaign advertisements; disclosure requirements.

4 [H 881]
5 Approved

6 **Be it enacted by the General Assembly of Virginia:**

7 **1. That §§ 24.2-956 and 24.2-956.1 of the Code of Virginia are amended and reenacted as follows:**
8 § 24.2-956. Requirements for print media advertisements sponsored by a candidate campaign
9 committee.

10 It shall be unlawful for any candidate or candidate campaign committee to sponsor a print media
11 advertisement that constitutes an expenditure or contribution required to be disclosed under Chapter 9.3
12 (§ 24.2-945 et seq.) unless all of the following conditions are met:

13 1. It bears the legend or includes the statement: "Paid for by [Name of candidate or
14 campaign committee]." Alternatively, if the advertisement is supporting a candidate who is the sponsor
15 and the advertisement makes no reference to any other clearly identified candidate, then the statement
16 "Paid for by [Name of sponsor]" may be replaced by the statement "Authorized by
17 [Name of sponsor]."

18 2. In an advertisement sponsored by a candidate or a candidate campaign committee that makes
19 reference to any other clearly identified candidate who is not sponsoring the advertisement, the sponsor
20 shall state whether it is authorized by the candidate not sponsoring the advertisement. The visual legend
21 in the advertisement shall state either "Authorized by [Name of candidate], candidate for [Name of
22 office]" or "Not authorized by any other candidate." This subdivision does not apply if the sponsor of
23 the advertisement is the candidate the advertisement supports or that candidate's campaign committee.

24 3. If an advertisement is jointly sponsored, the disclosure statement shall name all the sponsors.

25 4. Any disclosure statement required by this section shall be displayed in a conspicuous manner *in a*
26 *minimum font size of seven point.*

27 5. *Any print media advertisement appearing in electronic format shall display the disclosure*
28 *statement in a minimum font size of seven point; however, if the advertisement lacks sufficient space for*
29 *a disclosure statement in a minimum font size of seven point, the advertisement may meet disclosure*
30 *requirements if, by clicking on the print media advertisement appearing in electronic format, the viewer*
31 *is taken to a landing page or a home page that displays the disclosure statement in a conspicuous*
32 *manner.*

33 § 24.2-956.1. Requirements for print media advertisements sponsored by a person or political
34 committee, other than a candidate campaign committee.

35 It shall be unlawful for any person or political committee to sponsor a print media advertisement that
36 constitutes an expenditure or contribution required to be disclosed under Chapter 9.3 (§ 24.2-945 et seq.)
37 unless the following requirements are met:

38 1. It bears the legend or includes the statement: "Paid for by [Name of person or political
39 committee]."

40 2. In an advertisement supporting or opposing the nomination or election of one or more clearly
41 identified candidates, the sponsor states whether it is authorized by a candidate. The visual legend in the
42 advertisement shall state either "Authorized by [Name of candidate], candidate for [Name of office]" or
43 "Not authorized by a candidate."

44 3. In an advertisement that identifies a candidate the sponsor is opposing, the sponsor must disclose
45 in the advertisement the name of the candidate who is intended to benefit from the advertisement, if the
46 sponsor coordinates with, or has the authorization of, the benefited candidate.

47 4. If an advertisement is jointly sponsored, the disclosure statement shall name all the sponsors.

48 5. Any disclosure statement required by this section shall be displayed in a conspicuous manner *in a*
49 *minimum font size of seven point.*

50 6. *Any print media advertisement appearing in electronic format shall display the disclosure*
51 *statement in a minimum font size of seven point; however, if the advertisement lacks sufficient space for*
52 *a disclosure statement in a minimum font size of seven point, the advertisement may meet disclosure*
53 *requirements if, by clicking on the print media advertisement appearing in electronic format, the viewer*
54 *is taken to a landing page or a home page that displays the disclosure statement in a conspicuous*
55 *manner.*