



2018 MUNICIPAL & SCHOOL BOARD ELECTIONS

IMPORTANT INFORMATION FOR THIRD-PARTY ADVERTISERS

Recent changes made to the *Municipal Elections Act, 1996* mean the 2018 municipal election will be the first time that third-party advertising is regulated in Ontario.

Third-party advertisers must now register with EACH municipality they plan to advertise in.

WHAT IS THIRD-PARTY ADVERTISING?

A third-party advertiser is anyone who isn't a candidate, but buys advertising that supports or opposes someone running in the 2018 municipal election. This includes individuals, corporations or unions.

Third-party advertising can be in any format, including billboards and signage, television, newspaper, radio, websites and social media.

All third-party advertising must independent and cannot be directed by candidates.

REGISTERING AS A THIRD-PARTY ADVERTISER

Third-party advertisers must register with the Municipal Clerk anywhere they are running ads. Registration opens May 1, 2018 and closes on Oct. 19, 2018.

Registration must occur before advertisers spend any money or accept any contributions. Contributions are considered to be any money, goods or services accepted by a third-party advertiser.

Contact the office of your Municipal Clerk for more information.

Visit niagaravotes.ca for more information.