

1 Adopt 2 Cal. Code Regs. Section 18450.9 to read:

2 **18450.9. Website Advertisements and Third-Party Social Media Advertisements.**

3 (a) Electronic Media Advertisements on Non-Social Media Websites: An electronic
4 media advertisement paid for by a committee that is in the form of a written post on a
5 non-social media website must display the disclosures required by Section 84504.3(d) at
6 the top or bottom of each individual post when posted on a website that is not the
7 committee’s website.

8 (b) Electronic Media Advertisements on Social Media by Paid Third Parties: An
9 advertisement subject to Section 84504.3(h)(1) that is made via a form of electronic
10 media that allows users to engage in discourse and post content for which a committee
11 pays a third party to post from a social media account that is the not committee’s account
12 must include a tag, or otherwise include a link to, the social media profile or social media
13 landing page of the committee that paid for the advertisement.

14 Note: Authority Cited: Section 83112 Government Code. Reference: Sections 84501,
15 84502, 84503, 84504.3, 84504.4 and 84504.5 Government Code.