



Political Ads Icon

The Industry View



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Digital Advertising Alliance



- The Digital Advertising Alliance establishes and enforces responsible privacy practices across the industry for relevant digital advertising,
- Provides consumers with enhanced transparency and control through multifaceted principles that apply to multi-site data and cross-app data gathered in either desktop, mobile web, or mobile app environments.
- The DAA is an independent non-profit organization led by leading advertising and marketing trade associations.



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Digital Advertising Ecosystem

Candidates/PACs/
Nonprofits



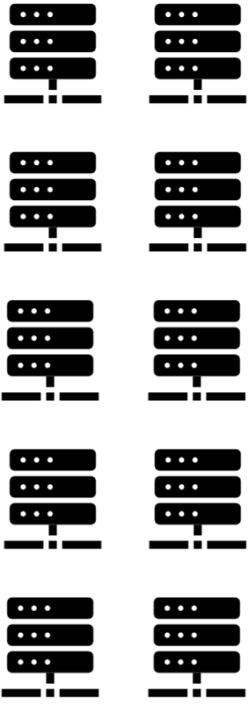
Agencies



DSP



Ad Networks &
Exchanges



SSP



Publishers



Voters



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Regulatory Issues

- Information isn't always passed through
- Publisher/owner of the site may have no idea about the ads shown
- Different networks place different ads so aggregate information may not be known
- Where does the information sought reside (if at all)?
- Who should maintain the information?

How it Works

Political Ad That is Also Interest-Based Advertising (IBA)

Political ad enhanced notice and link to a disclosure by the political advertiser as well as an interest-based advertising disclosure with required link(s) to consumer choice mechanisms.



Example



Political Ad Disclosure

YourAdChoices
Disclosure
(IBA)

Popup Contents

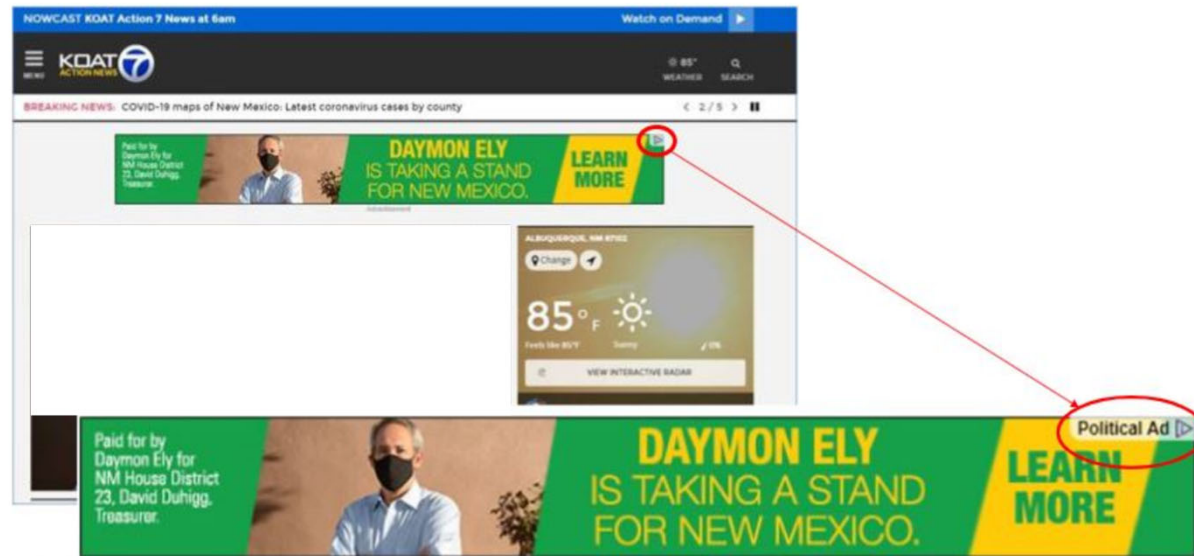
- Name of the political advertiser;
- Phone number, address, website, or alternative and reliable contact information for the advertiser;
- Other information required by applicable federal or state law for such notices;
- Link to a government database of contributions and expenditures for the advertiser, if applicable;
- Any disclaimers required by state or federal law, if the ad itself is too small to display them (as permitted by applicable law); and
- Name(s) of the advertiser's CEO, member of the executive committee or board of directors, or treasurer.



In Practice

- Candidate:
 - Would include DAA-mandated information, which are more extensive than FPPC rules.
 - Would include “Ad paid for by [committee name]” and could include the committee ID.
- Independent Expenditure:
 - Committee major funding from [top 3 of \$50,000 or more]
 - Not authorized by a candidate or a committee controlled by a candidate.

In Practice



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In Practice

The image displays a multi-panel interface for managing a campaign. The main panel shows campaign details such as Description, Budget (\$2,000.00), CPM (\$30.00), and Impressions (None). A sidebar on the left contains a 'PAGES' menu with 'campaign' selected. A secondary panel shows a 'Political Advertiser Disclosure' form with fields for Name, CEO name, and Address. A third panel shows a 'Political Advertisement' form with fields for Name, CEO name, Address, and Website. A fourth panel shows a 'Political Disclosure Form' modal with fields for Name, Address, City, State, Zip Code, Telephone Number, Email, Website, Primary Contact Type, Express Advocacy, and Exemption Reasons. Red boxes highlight specific fields in the forms, and a yellow box highlights the 'Political Advertiser Disclosure' header.

Investment
Available In Market
Budget

Impressions
Available In Market
Budget

Political Advertiser Disclosure : <Political Advertiser Name>

Political Advertisement

Political Advertiser Name
Political Advertiser Name
Political Advertiser's Executive(s)
CEO name
Address (Primary Contact Type)
Website
Searchable political contributions databases
www.aboutpoliticalads.org
Industry Resources
More about the Political Ads Programs.

Online Behavioral Advertising

This ad has been matched to your interests. It was selected to determine that you might be interested in this ad. [More information & opt-out options](#)
What is interest based advertising

Political Disclosure Form

Political Advertiser Name
Political Advertiser's Executive(s)
Address 1
Address 2
City
State
Zip Code
Telephone Number
Email
Website
Primary Contact Type
Express Advocacy
Exemption Reasons



Benefits

- Icon can be used in all types of political advertising including video
- Icon fits on all size ads and avoids problems of trying to fit too much text into a small ad
- Content can be updated easily (top three donor)
- If the particular content rules change, it is easy to update and does not require rethinking ad design
- As more states adopt the icon, it becomes more understandable for users



Working with Laws

- Governments could permit use of an icon
- May specify how interstitial works (contents)
- Could reference DAA as an option
- Easier than specifying font size, color, etc., which will change by ad
- Could replace traditional disclaimer (either based on size or for all)
- More adoption, makes it more well known and accepted
- Easier compliance, with flexibility for state requirements



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