

## Information for broadcasters and publishers

Broadcasters and publishers have new responsibilities related to the campaign advertisements of candidates and third party advertisers. The campaign period begins on May 1 and ends on December 31.

### Advertisements by candidates or third party advertisers:

If a candidate is advertising, you must collect in writing:

1. the candidate's name
2. the name, business address and telephone number of the individual who deals with the broadcaster or publisher under the direction of the candidate (Note: this individual may be the candidate themselves)

If a registered third party is advertising, you must collect in writing:

1. the name of the registered third party (Note: this may be the name of an individual, a corporation, or a trade union)
2. the municipality where the third party is registered
3. the name, business address and telephone number of the individual who deals with the broadcaster or publisher under the direction of the registered third party

**You must not broadcast or publish** any campaign advertising without recording this information.

Broadcasters and publishers must maintain records of:

1. the information collected in writing
2. a copy of the advertisement (or the means of reproducing the advertisement for inspection)
3. a statement of the charge made for its appearance

These records must be kept for 4 years after the date the advertisement appears. The public must be permitted to inspect the records.

Third party advertising is restricted from the start of the campaign period on May 1 until the close of voting on October 22, 2018. Broadcasters and publishers are not required to collect information or retain records for advertisements that appear before May 1.

[Read the guide for third party advertisers to learn about the rules.](#)

## Contact us

If you have questions, please [contact us](#) or contact your regional [Municipal Services Office](#).