



# THE CANADIAN POLITICAL ADS PROGRAM

The Digital Advertising Alliance of Canada (DAAC)'s new Political Ads Program makes it easy and cost-effective for political advertisers to meet new transparency requirements in the Canada Elections Act without cluttering their ads.

**Place DAAC's purple icon in the corner of your ad.** When a reader hovers over the icon, the required information will appear as an overlay box. The program is open to political parties and to third-party advertisers registered with Elections Canada.

Having a common system across all political advertising will raise elector awareness and understanding about the ads they are seeing. The remaining ad space will be fully available for the advertiser's message and images. If you need to correct your contact information, you can do it once, in one place, and all your ads will be updated.

Turn over this page for more information about the DAAC's Political Ads Program and the transparency requirements under the Canada Elections Act.



## Political Ad



### Required disclosure EMBEDDED IN THE AD:



In the example above, the ad shows a large amount of text in small-print. It clutters the ad and can be illegible to some readers.

### Required disclosure using POLITICAL ADS PROGRAM:



Hovering over the ad causes a window to open, revealing a reader-friendly disclosure.

If you need to update the information, you can do it in one spot for all ads.



Our easy-to-use icon and notice tool, available in English and French, helps to educate viewers and addresses various sections of the Canada Elections Act (s. 349.5, 352, 429.3 and 449.2).



## What transparency requirements do I have to meet as a political advertiser?

### Political Parties and Associations:

Political parties and registered associations that conduct partisan advertising must provide in or on the advertisement:

- ▶ Notice that the ad was authorized by one of the party's registered agents or one of the association's electoral district agents. (Canada Elections Act s. 429.3 and 449.2)

### Registered Third Parties:

Registered third parties must indicate on their ads, in a manner that is clearly visible or otherwise accessible:

- ▶ Name, phone number, and civic or internet address of the person placing the ad, and
- ▶ An indication of who has authorized the ad's transmission. (Canada Elections Act s. 349.5 and 352)

The pre-election period is from June 30 - September 15, 2019.

## Who should use the Political Ads Program?

Organizations registered with Elections Canada as parties, third parties, a person acting on behalf of a party, or an association that causes partisan advertising to appear online, should register and use the Political Ads Program.

It's a simple, cost-effective way to provide notice to online users and is available in English and French. Informative notices are required by law; let the DAAC bring you the solution.

*Note: The DAAC does not provide support for the online ad registries. Participating in the DAAC's Political Ads Program is an election expense subject to the spending limit.*

### Who created the Political Ads Program?

The Political Ads Program was created by the Digital Advertising Alliance of Canada (DAAC), a non-profit organization of leading national advertising & marketing associations whose members share a commitment to delivering a robust program for responsible online interest-based advertising (YourAdChoices.ca) and political advertising (PoliticalAds.ca).

## What are the costs to participate?

The DAAC has packaged this Program into a single priced offering. Registrants receive a tool for in-ad notices with minimal time needed to get started. The license allows for the purple icon to be used and participants will also have their logo displayed on the DAAC's Political Ads Program website as an active participant.

### Political Parties

**\$7,500 + HST**  
Includes notices for all candidates up to 1 billion impressions.

### Third Parties, Associations, Independent Candidates

**\$750 + HST**  
Includes notices up to 100 million impressions.

*License is active until June 29, 2023 or until the next federal election is called, whichever occurs first. Payment plans available upon request. Impression overages available. You may cancel at any time with 30 days written notice. Advertisers must be in compliance with all applicable registration requirements of Elections Canada in order to participate. The cost of participating in the DAAC's Political Ads Program may be required to be included in the reporting of partisan advertising expenses and election advertising expense subject to spending limits, depending upon when the advertising appears.*

Register with the **DAAC Political Ads Program** today!  
Email us at [info@daac.ca](mailto:info@daac.ca) or call **416-418-6206**.