

Third Party Advertisers Reference Guide

This reference guide provides information to help you meet your requirements as a registered third party advertiser (or representative of a registered third party advertiser) in the City of Toronto's 2018 municipal election. Before beginning a campaign, you should familiarize yourself with the [Municipal Elections Act, 1996](#) (Act), its regulations, and all other relevant legislation and by-laws for specific provisions and details. The City of Toronto cannot provide legal advice or interpretations of the Act.

City of Toronto Elections Website

The [Elections website](#) has resources for third party advertisers, including:

- Links to legislation, bylaws and the Ministry of Municipal Affairs website
- Forms and campaign finance information
- Links to Letters, Notices, and Bulletins advising of campaign obligations
- The Government of Ontario's 2018 [Third Party Advertiser Guide](#)
- How to register for a Third Party Advertiser Information Session

2018 Key Dates

Visit the Elections website for more key dates.

- May 1 to October 22: Third party advertising is subject to requirements under the Act
- May 1 to October 19: Registration period for third party advertisers
- **October 22:** **Election day**
- December 31: Primary third party advertising campaign ends
- December 31: Deadline to extend a campaign to erase a deficit

Advertising

You may only begin conducting [third party advertising](#) once the City Clerk certifies your Notice of Registration.

- Each third party advertisement must identify:
 1. The name of the registered third party advertiser.
 2. The municipality where the third party advertiser is registered.
 3. A telephone number, mailing address or email address at which the registered third party advertiser may be contacted regarding the advertisement.
- If you are providing third party advertisements to broadcasters and publishers, you must provide them with the following information in writing:
 1. The name of the registered third party advertiser.
 2. The municipality where the third party advertiser 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 advertiser.

Election Signs

The Election Sign Bylaw (Bylaw) sets out rules for election signs by third party advertisers. It includes where signs can be posted and establishes that election signs can only be erected 25 days before Voting Day. Under the Bylaw, campaign office signs and election signs may be posted as of September 27, 2018. For more information, call 311 or visit the [City's Election Sign Bylaw webpage](#).

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Bank Account

Before accepting contributions or incurring expenses, you must visit a financial institution and open a bank account in the name of your campaign. Do not use your personal account for your campaign.

- Present the bank a copy of your certified Notice of Registration and Notice to Banks. Additional signing authority or appointing a chief financial officer is not required.
- All contributions must be deposited into your campaign account.
- All expenses must be paid from your campaign account.

Spending Limits and Contribution Rules

You cannot begin spending money or accepting contributions until the City Clerk has certified your Notice of Registration. You must follow [finance rules](#) and [duties](#), and you cannot exceed the spending and contribution limits. Some of your financial duties include:

- Keep records of expenses and receipts obtained for each purchase
- Issue a receipt for each contribution of money, goods or services accepted
- Notify contributors who contribute over \$100 that their name and address will be posted on the City's website.

Financial Reporting

You must file a financial statement whether or not you have raised or spent any money. It is your responsibility to determine what is or is not an eligible contribution or expense. Your financial statement must be audited by a licensed auditor if you have raised or spent over \$10,000.

- Every third party advertiser must file a primary **Financial Statement ([Form 8](#)) by the 2 p.m. deadline on March 29, 2019**. This filing covers all financial activity from the day your Notice of Registration was certified by the City Clerk until December 31, 2018.
- If you think you will be unable to file on time, before the filing deadline you can apply to the Superior Court of Justice for an extension and notify the City Clerk an application has been made. You can also file within 30 days after the deadline, provided you pay a \$500 late filing fee.
- If you have extended your campaign to erase a deficit by filing a **Notice of Extension ([Form 6](#))** with the City Clerk, you must file a **Financial Statement - Subsequent Expenses ([Form 5](#)) by the 2 p.m. deadline on September 27, 2019**. This filing covers all financial activity from the day your Notice of Registration was certified until June 30, 2019.

Further Resources

City of Toronto

- Elections website: www.toronto.ca/elections/thirdparty
- E-mail: thirdpartyinfo@toronto.ca
- Call: 416-338-1111
- Visit: Election Services, 100 Queen St. W., 1st Floor, Toronto, ON M5H 2N2

Government of Ontario

- Ministry of Municipal Affairs website (including Guide): <http://ontario.ca/municipalelections>
- E-mail: mea.info@ontario.ca or MSOC.Admin@ontario.ca
- Call: 416-585-6226