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# *Identification of Campaign Literature and Advertisements*

## *GENERAL DISCLOSURE REQUIREMENTS*

“Advertisement” means information or materials, other than social media messages, that are mailed, e-mailed, posted, distributed, published, displayed, delivered, broadcasted or placed in a communication medium and that are for the purpose of influencing an election.

The following reporting and disclosure requirements are found in A.R.S. Title 16, Chapter 6, Article 1.4 “Reporting Requirements and Disclosure Statement”.

- A. A person that makes an expenditure for an advertisement of fund-raising solicitation, other than an individual, shall include the following disclosures in the advertisement or solicitation:
  - 1. The words “paid for by”, followed by the name of the person making the expenditure for the advertisement or fund-raising solicitation.
  - 2. Whether the expenditure was authorized by any candidate; followed by the identity of the authorizing candidate, if any.
- B. In addition to the disclosure required above, a political action committee that makes an expenditure for an advertisement shall include a disclosure stating the names of the three political action committees making the largest aggregate contributions to the political action committee making the expenditure and that exceed twenty thousand dollars during the election cycle, as calculated at the time the advertisement was distributed for publication, display, delivery, or broadcast.
- C. If a disclosure contains any acronym or nickname that is not commonly known, the disclosure shall also spell out the acronym or provide the full name.
- D. If the advertisement is:
  - 1. Broadcast on radio, the disclosure shall be clearly spoken at the beginning or end of the advertisement.
  - 2. Delivered by hand or mail or electronically, the disclosure shall be clearly readable.
  - 3. Displayed on a sign or billboard, the disclosure shall be displayed in a height that is at least four percent of the vertical height of the sign or billboard.
  - 4. Broadcast on television or in a video or film, both of the following requirements apply:
    - a. The disclosure shall be both written and spoken at the beginning or end of the advertisement, except that if the written disclosure statement is

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displayed for the greater of at least one-sixth of the broadcast duration or four seconds, a spoken disclosure statement is not required.

- b. The written disclosure statement shall be printed in letters that are displayed in a height that is at least four percent of the vertical picture height.

This section (items A through D) does not apply to:

1. Social media messages, text messages or messages sent by a short message service.
2. Advertisements that are placed as a paid link on a website, if the message is not more than two hundred characters in length and the link directs the user to another website that complies with this section.
3. Advertisements that are placed as a graphic or picture link, if the statements required in this section cannot be conveniently printed due to the size of the graphic or picture and the link directs the user to another website that complies with this section.
4. Bumper stickers, pins, buttons, pens, and similar small items on which the statements required in this section cannot be conveniently printed.
5. A solicitation of contributions by a separate segregated fund.
6. A communication by a tax-exempt organization solely to its members/
7. A published book or a documentary film or video.

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## *Political Signs*

In accordance with A.R.S. §16-1019, the Prescott Land Development Code, and the Prescott City Code guidelines for campaign signage is as follows:

Political signs are Temporary signs.

A business owner may place a political sign in place of any permitted Temporary Sign as described below. For commercial properties the permit and time limits apply. The content (message) of the sign need not be indicated on the permit application. The permit is for the physical sign, not the message.

1. Commercial Properties:
  - a. One temporary sign, of up to 24 square feet, may be permitted per business.
  - b. A permit shall be required for all temporary signs.
  - c. Temporary sign permits shall be good for 180 days. A copy of the permit must be maintained on the premises and be readily available upon demand for verification by City inspectors.
  - d. A temporary sign may be attached to a building wall or may be freestanding. The proposed location, materials and means of attachment or support shall be specified in the permit application.
  - e. A temporary sign shall be subject to City inspection to assure that the installation is accomplished in a safe manner and location.
  - f. Damaged or dangerous conditions caused by a temporary sign must be immediately remedied or may result in the revocation of the permit.
  - g. Failure to obtain a permit for a temporary sign or failure to remove a temporary sign upon expiration of a permit shall constitute a blighting condition upon the property and shall be subject to enforcement and penalties as provided in City Code Chapter 1-3 and/or City Code Chapter 7-5-20.

On private residential properties the owner is limited to the following, and again, the message is not regulated:

2. Temporary signs on private property for residential uses are exempt from permitting, but subject to the following:
  - a. Each temporary sign shall be limited to not more than 6 square feet.
  - b. Each temporary sign must be freestanding and installed in a safe and secure manner.
  - c. Each temporary sign shall be limited to a maximum height of 5 feet.
  - d. Damaged or dangerous conditions caused by a temporary sign must be immediately remedied or may result in enforcement action by the City.

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- e. Failure to maintain a temporary sign shall constitute a blighting condition upon the property and shall be subject to enforcement and penalties as provided in City Code Chapter 1-3 and/or City Code Chapter 7-5.

City Code Chapter 8-6 effectively bans all signs in the public rights of ways under the control of the City unless a variance is granted by the City Council for extreme hardship.