

Additional Publications Available:

- A Guide to Record-Keeping for all Candidates and Committees
- After Election Requirements & Debt Service Committees
- Fund-Raising Activity
- Statement of Limited Activity Requirements
- Terminating a Committee
- Treasurer's Guide for Campaign Finance
- When to Form & Register a Committee
- Guide to Continuing Committees (PACS)
- Guide to Ethics Law — A Plain English Summary

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Violation:

Violations of Chapter 130 are within the Missouri Ethics Commission's jurisdiction and, in the event a complaint is filed, may result in an enforcement action.

In addition, the law specifically defines the refusal to provide the information required by law or to purposely provide false, misleading, or incomplete information as a violation of Chapter 130.



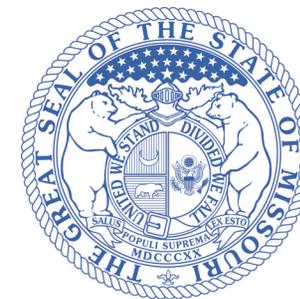
This brochure is intended only as a guide to aid understanding of the Campaign Finance Disclosure Law.

For the Law's complete requirements, consult the law itself codified at Chapter 130 of the Revised Statutes of Missouri.

Campaign Material Identification Requirements

(Paid-for-by disclaimer)

MISSOURI ETHICS COMMISSION



Revised 9/2016

Missouri Ethics Commission

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Campaign Material Identification Requirements. (§130.031 RSMo.)

(Paid-for-by disclaimer)

Campaign Material:

What does it include?

Pamphlets, circulars, handbills, sample ballots, advertisements, signs (including signs for display on motor vehicles), or other imprinted or lettered materials.

Paid-for-by disclaimer:

Who Must Comply?

Any person publishing, circulating, or distributing campaign material about a candidate for public office or a ballot measure within Missouri.

Paid-for-by disclaimer:

What Must it Say?

On the face of the campaign material, in a clear and conspicuous manner, it must specifically state "Paid for by" with the sponsor's proper identification. (See table to the right) →

Federal Campaign Laws (Sponsor Identification)

Follow when:

- You are a person causing matter to be printed or broadcast about federal candidates **or**
- You are a broadcast station transmitting matter about a candidate for public office or ballot measure.

Who Paid For The Campaign Material	Required Sponsor Information (following the words "Paid for by")
Candidate from personal funds (only if no candidate committee exists)	First name & Last name by which candidate is known. <i>(Ex: Paid for by (First Name) (Last Name))</i>
Committee	Committee name*, along with the name and title** of committee treasurer. <i>(Ex: Paid for by (Committee Name), (Treasurer Name), Treasurer).</i> * as required to be registered by Missouri campaign finance law. ** who was serving when the material was paid for.
Corporation, Business Entity, Labor Organization or, Other Org. (not a committee or organized for influencing election(s))	Name of the entity, entity's principal officer's name, known title, and mailing address of entity or principal officer (if entity has no mailing address).
Individual(s)	Individual(s) name, & mailing address(es). If more than 5 may print "for a list of sponsors contact (name & address of one individual responsible for having material printed)". This individual must keep the names and amounts paid by all other individuals.
Must use full legal name of person &/or entity. Can not use abbreviations or acronyms.	

What is **excluded** from the paid-for-by disclaimer requirements?

- Items of personal use given away or sold (such as campaign buttons, pins, pens, pencils, book of matches, campaign jewelry, clothing, or water bottles) **that are**
 - Paid for by a candidate or committee supporting or opposing a ballot issue or candidate **and are**
 - Obvious in its identification with a specific candidate or committee **and**
 - The cost of which is reported on campaign finance reports as required by law.
- A news story, commentary or editorial printed by a regularly published newspaper or other periodical without charge to a candidate, committee or any other person.
- A sign personally printed and constructed by an individual, without compensation from any other person, **and** is displayed at that individual's place of residence or on that individual's personal motor vehicle.

See [FAQS](#) on our website for more information!