

# RULES FOR FINANCING & ADVERTISING IN Local Government and District Education Council<sup>1</sup>



## HOW MUCH CAN I SPEND ON MY CAMPAIGN?

There are **NO** rules requiring candidates to keep track of contributions or expenditures related to their campaign. Candidates are not required to file a financial return at the conclusion of the election.



## WHEN CAN I START ADVERTISING?

Candidates may conduct an advertising campaign at any time, and may begin before an election has been called. However, there are rules relating to when and where advertising may be placed.



## PRINTED ADVERTISING

All printed election advertisements, signs, posters, and handbills must include the name and address of its printer and publisher on the face of the document. It is an offence to not include this information.



## WHERE CAN I PUT MY SIGNS?

On Election Day and on Advance Voting Days, no election advertising or campaign material of any kind may be carried, worn, or placed within thirty metres (100 feet) of the entrance to a polling station.

The Province does not permit advertising signs within the right-of-way of highways or where they cause safety concerns. Some local governments may also have by-laws that limit where or when advertising signs may be placed. Bell Aliant and NB Power ask all candidates to not post advertising signs on utility poles.



## WHEN AM I NOT ALLOWED TO ADVERTISE?

Between 12:01 a.m. on the Sunday before Election Day and 8:00 p.m. on Election Day, no election speeches, entertainment, or advertising may be broadcast on radio or TV, published in newspapers, or transmitted by computers.

It is prohibited during the restricted advertising period to advertise on social media and to boost or intentionally use other methods to spread speeches or entertainment beyond a candidate's followers.

Existing websites can remain active, new signs may be placed, and Canada Post can continue to deliver flyers to homes.

On Election Day, no advertising signs may be placed on a moving motor vehicle.



## DO I NEED A LIST OF ELECTORS?

A candidate may request a copy of the List of Electors for their contest. They will identify a list agent (who may be the candidate) to whom an account will be provided to download the information from Elections NB's candidate portal system.

Candidates must ensure that the list will only be used for legitimate campaign purposes during the current election and that any copies of the list will be destroyed after the election.

Candidates and one appointed scrutineer are allowed to be present at polling stations to observe voting procedures, as long as they do not engage in any kind of campaigning or interfere with the polling process.



## WHERE CAN I FIND OUT MORE?

To find out more about becoming a candidate, visit [electionsnb.ca](http://electionsnb.ca) and review the information for local government and district education council candidates.

During an election you can also contact the municipal returning officer for your region.

*Note 1: This information is summarized for educational purposes and should not be used as legal advice. Please refer to the Elections NB website for additional details.*