211B.04 CAMPAIGN MATERIAL MUST INCLUDE DISCLAIMER.

Subdivision 1. **Campaign material.** (a) A person or committee who participates in the preparation or dissemination of campaign material other than as provided in section 211B.05, subdivision 1, that does not prominently include the name and address of the person or committee causing the material to be prepared or disseminated in a disclaimer substantially in the form provided in paragraph (b) or (c) is guilty of a misdemeanor.

(b) Except in cases covered by paragraph (c) or subdivision 2, the required form of the disclaimer is: "Prepared and paid for by (name of entity), (address)." The address must be the entity's mailing address, an actively monitored email address, or the entity's website if the website includes the entity's mailing address or email address. If the material is produced and disseminated without cost, the words "paid for" may be omitted from the disclaimer.

(c) In the case of broadcast media, the required form of disclaimer is: "Paid for by (name of entity)." If the material is produced and broadcast without cost, the required form of the disclaimer is: "The (name of entity) is responsible for the content of this message."

Subd. 2. **Independent expenditures.** (a) Except in cases covered by paragraph (b), the required form of the disclaimer on independent expenditure material is: "This is an independent expenditure prepared and paid for by (name of entity), (address). It is not coordinated with or approved by any candidate nor is any candidate responsible for it." The address must be the entity's mailing address or the entity's website if the website includes the entity's mailing or email address. When independent expenditure material is produced and disseminated without cost, the words "and paid for" may be omitted from the disclaimer.

(b) The required form of the disclaimer on broadcast independent expenditure material is: "This independent expenditure is paid for by (name of entity). It is not coordinated with or approved by any candidate nor is any candidate responsible for it." When broadcast independent expenditure material is produced and disseminated without cost, the following disclaimer may be used: "(name of entity) is responsible for the content of this independent expenditure. It is not coordinated with or approved by any candidate nor is any candidate responsible for it."

Subd. 3. **Material that does not need a disclaimer.** (a) This section does not apply to fundraising tickets, business cards, personal letters, or similar items that are clearly being distributed by the candidate.

(b) This section does not apply to an individual or association that is not required to register or report under chapter 10A or 211A.

(c) This section does not apply to the following:

(1) bumper stickers, pins, buttons, pens, or similar small items on which the disclaimer cannot be conveniently printed;

(2) skywriting, wearing apparel, or other means of displaying an advertisement of such a nature that the inclusion of a disclaimer would be impracticable; and

(3) online banner ads and similar electronic communications that link directly to an online page that includes the disclaimer.

Subd. 4. **Websites.** The requirements of this section are satisfied for an entire website or social media page when the disclaimer required in subdivision 1 or 2 appears once on the home page of the site.

Subd. 5. **Size, duration, and location.** (a) For written communications other than an outdoor sign, website, or social media page, the disclaimer must be printed in 8-point font or larger and provided in black text, or in color text that is in high contrast, on a white background.

(b) Disclaimers on websites and social media must be clearly legible without manual adjustment or magnification by the user.

(c) Audiovisual advertisements must display the disclaimer for a minimum of four seconds at the end of the advertisement.

(d) Advertisements that only consist of audio must contain a disclaimer that is delivered at a volume, speed, and cadence that can be easily understood.

(e) For signs that are smaller than two feet by three feet, the disclaimer must be printed in 12-point font or larger and provided in black text, or in color text that is in high contrast, on a white background.

(f) For signs at least two feet by three feet but not larger than four feet by eight feet, the disclaimer must be at least one inch tall and printed in black text, or in color text that is in high contrast, on a white background.

(g) For signs larger than four feet by eight feet, the disclaimer must be at least six inches tall and printed in black text, or in color text that is in high contrast, on a white background.

(h) Paragraphs (e) to (g) apply to signs printed on or after January 1, 2027. Signs printed prior to January 1, 2027, that do not comply with paragraphs (e) to (g) may continue to be used after that date and are not in violation of this section.

History: *1988 c 578 art 3 s 4; 1991 c 227 s 24; 1998 c 376 s 2; 2004 c 293 art 3 s 2; 2010 c 397 s 15; 2015 c 73 s 22; 2018 c 119 s 33; 2026 c 88 art 1 s 87; 2026 c 101 s 25-28*