## 10A.067 DISCLAIMER FOR LOBBYING MATERIAL.

Subdivision 1. **Requirement.** (a) A paid advertisement that urges members of the public to contact public or local officials to influence a legislative or administrative action, or the official action of a political subdivision, must identify the principal responsible for the advertisement with a disclaimer substantially in the form provided in paragraph (b).

(b) The disclaimer must identify the name of the principal responsible for the content of the advertisement and either a phone number, actively monitored email address, or website address that can be used to contact the principal.

Subd. 2. **Limitations.** This disclaimer requirement does not apply to advertisements that are campaign material, independent expenditures, or electioneering communications that contain the disclaimer required under section 10A.202 or 211B.04. This section does not apply to advertisements placed on the items listed in section 211B.04, subdivision 3, paragraph (c).

Subd. 3. **Exception.** The disclaimer required in this section is not required for communications between an association and its membership. A principal that is not required to file a report under section 10A.04 covering any portion of the year in which the advertisement is disseminated does not need to comply with the requirements of this section.

Subd. 4. **Size, duration, and location.** (a) For written advertisements other than an outdoor sign, website, or social media advertisement, 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.

Subd. 5. **Penalties.** The board may impose a civil penalty of up to $3,000 on a principal that fails to provide the disclaimer required under this section.

**History:** *2026 c 101 s 11*