

The Municipal Elections Act, 1996 now includes rules for third party advertising.

A third party advertisement is an advertisement on any medium (broadcast, print, electronic or other medium) that has the purpose of promoting, supporting or opposing a candidate.

Third party advertising **does not include**:

- an advertisement by and under the direction of a candidate;
- where no expenses are incurred by a person/entity in relation to the advertisement (such as comments made on social media);
- when given or transmitted by an individual to employees, by a corporation to its shareholders, directors, members or employees or by a trade union to its members or employees.

Who Can Register as a Third Party Advertiser?

Only the following persons and entities are eligible to file a notice of registration:

- an individual who is normally a resident in Ontario;
- a corporation that carries on business in Ontario;
- a trade union that holds bargaining rights for employees in Ontario.

Becoming a Registered Third Party

To become a third party advertiser in the upcoming election, you must register with the Clerk. Registrations are accepted May 2, 2022 to October 24, 2022.