



2026 General Local Elections

Local Election Advertising for Candidates and Elector Organizations

This quick reference sheet outlines the election advertising rules for candidates and elector organizations in the *Local Election Campaign Financing Act* (LECFA).

To ensure you understand the rules and requirements under the Act, please review the detailed forms, guides, training materials and other resources on our website. Contact us at 1-800-661-8683 or electoral.finance@elections.bc.ca if you have questions.

What is election advertising

- The definition of election advertising is broad. Election advertising may include any public communication that directly or indirectly promotes or opposes a candidate or elector organization during the pre-campaign period or campaign period (July 20 - October 17, 2026).
- In the campaign period (September 19 - October 17, 2026), election advertising also includes public communications that take a position on an issue associated with a candidate or elector organization.
- Advertising outside of the pre-campaign and campaign periods is **not** election advertising.

Election advertising	Not election advertising
■ television, radio, newspaper or magazine advertisements ■ signs, billboards, posters, bumper stickers or branded clothing or objects ■ newsletters, brochures, mailing inserts or other advertising sent to the public ■ online ads with a placement cost (e.g. paid social media posts) ■ phone calls made using an automated system (i.e., robocalls) ■ paid canvassing in person, by telephone or over the internet to attempt to influence how voters vote	■ personal or private communications ■ free media coverage (such as broadcasted candidate debates, news stories, radio interviews, etc.) ■ a communication by an individual or group sent directly to their members, employees or shareholders ■ any free communication on the internet (such as unpaid social media posts) ■ free person-to-person phone calls or text messages ■ websites or blogs ■ producing, promoting or distributing a publication if it was planned to be sold whether or not there was an election

Authorization statements

- Most election advertising must contain an authorization statement.

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- Authorization statements must include the name of the financial agent, and either a B.C. phone number, email address or mailing address for the financial agent and include an indication that it was authorized. For example:
Authorized by John Smith, financial agent, 604-123-4567.
- Online advertising, such as a paid social media post, does not need to include an authorization statement if the ad includes a direct link to a webpage that contains it.

General Voting Day

- Candidates and elector organizations must **not** sponsor election advertising on General Voting Day (GVD), except for:
 - free social media posts
 - live person-to-person telephone calls, or emails and text messages (on a non-commercial basis)
 - online advertising that was published before GVD and not changed on GVD
 - online advertising with the sole purpose of encouraging voters to vote in the election that does not take a position on who to vote for
 - in-person campaigning activities such as:
 - door-to-door canvassing
 - handing out brochures
 - placing election signs or posters
 - “mainstreeting” (i.e, sign waving)
 - attending public campaign meetings or rallies

Classes of advertising expenses

- Advertising expenses should be reported as one of the following classes:
 - commercial canvassing in person, by telephone or over the internet
 - newspapers and periodicals
 - promotional materials, including newsletters, brochures, buttons and novelty items
 - radio
 - search engine marketing and optimization
 - signs
 - social media
 - television
 - website displays
 - other forms of advertising

Resources

- [Local guides](#)
- [Local forms](#)
- [Information sessions](#)
- [Online learning](#)