

# REQUIREMENTS FOR REPORTING PAID COMMUNICATIONS

Montana's campaign finance laws protect the public's right to know who is paying to finance elections. Every Montanan must be able to look at any paid political communication and be able to know who financed the material.

As a candidate or committee, you are required to disclose details to ensure transparency. You help ensure this right for Montana voters by reporting paid communications with enough detail so that they are individually distinguishable and can be easily attributed back to their source.

1

## PLATFORM



State the digital, radio, or print platform where your communication ran. Was it a Facebook ad? Yard signs? Was it published in the local newspaper? Did you buy a google ad? The medium or platform the communication ran on needs to be specified within the "Purpose" description on the financial report.

2

## QUANTITIES



List the number of paid material or materials that ran. Did you run two ads in the local paper? Or boost five Facebook posts? Did you print 200 mailers? The time frame, when available, must be reported. For example, ads in a newspaper, on Facebook, or on a radio station run on a specific timeframe that must be reported (e.g. one boosted Facebook post on fiscal policy from June 8th-20th, 2019).

3

## SUBJECT MATTER



Did your ad highlight your education platform? Maybe it covered details about your agricultural policies? Or does your ad share the top five reasons Montanans should vote for you? You must report a description of the ad's content. This description must be specific enough to distinguish it from other potentially similar ads.