

# Third Party Advertising

Since the 2018 Municipal Election there is now a requirement for **all** Third Party Advertisers to register with the Office of the Clerk. Please review the information below and the Ministry of Municipal Affairs Guide to Third Party Advertisers .

## **Becoming a Third Party Advertiser**

Ontario residents, corporations and trade unions that will incur expenses for advertisements related to the promotion, support or opposition of a candidate, or take a position on a “yes” or “no” question on the ballot, in any broadcast, print, electronic, or other medium **must** register as a third party advertiser. They can begin filing their Notice of Registration on **Monday, May 2, 2022, at 9:00 a.m.**

## **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.

## **Who cannot register as a Third Party Advertiser?**

Persons and entities that are not eligible to file a notice of registration include:

- A candidate whose nomination has been filed under section 33 of the *Municipal Elections Act*.
- A federal political party registered under the *Canada Elections Act* (Canada) or any federal constituency association or registered candidate at a federal election endorsed by that party.
- A provincial political party, constituency association, registered candidate or leadership contestant registered under the *Election Finances Act*.
- The Crown in right of Canada or Ontario, a municipality or local board.

## **How to Register as a Third Party Advertiser?**

An individual, corporation or trade union may register as a third party by filing the Notice of Registration – Third Party (Form 7) at the Municipal Office, during regular office hours, beginning **Monday, May 2, 2022, at 9:00 a.m.**

The Notice of Registration may not be faxed, mailed or emailed, as an original signature is required.

The individual filing the Notice of Registration will be required to present proof of identity as well as a declaration of qualification signed by the individual or by a representative of the corporation or trade union, as the case may be.

## **What you will need for registering:**

1. A completed Notice of Registration Form.
2. A declaration of qualification signed by the individual or by a representative of the corporation or trade union, as the case may be.
3. Proof of identity.
4. Evidence that the Union or Corporation you represent has authorized the registration of a Third Party Advertiser (if applicable).

**Note:** Notices of Registration are public documents and are available for inspection at the Municipal Office.

### **Third Party Advertiser Registration Period**

Notices of Registration may be filed during regular office hours at the Municipal Office as of Monday, May 2, 2022, at 9:00 a.m. The deadline for an individual, corporation or trade union to submit a Notice of Registration is Friday, October 21, 2022, at 4:00 p.m.

### **Third Party Advertiser Campaign Finances**

An individual, corporation, or trade union cannot raise or spend any money on third party advertisements that will appear during an election in the Township of North Frontenac until they have registered as a third party and opened a bank account exclusively for the purposes of the election campaign.

Registered third parties are responsible for keeping records of the financial activities related to their campaign and are required to keep these records **for a full term of office**, when the next council or school board takes office.

### **Third Party Advertiser Campaign Period**

The campaign period for a registered third party begins on the day their Notice of Registration is filed and ends on January 3, 2023.

## **Ministry of Municipal Affairs & Housing (MMAH)**

2022 [Third Party Advertisers' Guide](#)

This guide provides information to those who want to register as third party advertisers for the 2022 municipal council and school board elections. The information also applies to any by-elections that may be held during the 2022-2026 council and school board term.

This guide is not meant to replace provincial legislation. It provides general information about the rules contained in the Municipal Elections Act, 1996 and other legislation and regulations, such as:

- Municipal Act, 2001
- City of Toronto Act, 2006
- Education Act

Please select the [Third Party Advertisers' Guide](#) for more information.