

1 Amend 2 Cal. Code Regs. Section 18450.1:

2 **§ 18450.1. Definitions. Advertisement Disclosure.**

3 (a) Definition of Advertisement. An advertisement as defined in Section 84501 includes
4 but is not limited to the following:

5 (1) A communication broadcast by television or radio, or disseminated by print media;

6 (2) An electronic media communication including a logo, icon, writing, image, recording,
7 video, or other data posted, broadcast, or displayed electronically. This includes, but is not
8 limited to advertisements in electronic messages, electronic message attachments, text messages,
9 or advertisements that appear on Internet websites or webpages, social media, blogs, other
10 generally accessible electronic communication systems.

11 (b) Burden of Proof. A committee that claims the inclusion of a required disclosure is
12 impracticable or would severely interfere with the committee's ability to convey the intended
13 message under Section 84501(a)(2)(G) has the burden of establishing that this exception has
14 been met.

15 (c) Aggregation of Contributions. The aggregation rules of ~~Regulation 18215.4~~ Section
16 82015.5 shall apply in determining when a contributor has reached the \$50,000 disclosure
17 threshold and qualifies as a “top contributor” as defined in Section 84501(c).

18 Note: Authority cited: Section 83112, Government Code. Reference: Sections 82015.5, 84501,
19 84502, 84503, 84504, 84504.1, 84504.2, 84504.3, 84504.4, 84504.5, 84505, 84506.5, 84509,
20 84510 and 84511, Government Code.