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Signs used in previous election campaigns

Supervisor of Political Financing

Signs that were used in previous election campaigns, and that are used again during the current election period, shall be assigned a value equal to the current retail value of similar, new signs. This would apply to the signs, wooden frames, posts, etc. This assigned cost will become part of the election expenses of the candidate. This practice places all candidates in the same position with respect to their advertising expenses, regardless of whether they were previously a candidate or not.

There are benefits to saving signs and frames for re-use in a subsequent election. The registered district association does not have to raise the funds to pay for the purchase of such signs in the subsequent election; thus, there is a real, cash benefit to preserving the signs. Also, there is the environmental benefit of reusing such materials.

To recognize this transaction financially, the **official representative of the registered district association** should determine the current retail value of similar, new signs and lumber. He or she may get a competitive quote from suppliers of these products. Based on the current retail value, the **official agent of the candidate** will then issue a cheque to the official representative of the registered district association for the value of the signs posted during the election period. The official agent will report this payment as an advertising expense on their Election Financial Return. The payment will be reported as "other income" by the registered district association in its Annual Financial Return. (If a cheque is not issued by the official agent, the official agent will have to report a "book entry" in their Election Financial Return showing an election advertising expense offset by a donation. The donation would be reported as "other income" by the official agent.)

The official agent will have to ensure the identification tag line on the signs reflects the current requirements; i.e. the name and address of the printer and "Authorized by the official agent for NAME OF CANDIDATE".

If the used signs are posted in the pre-writ period, they would be subject to the \$2,000 limit on pre-writ advertising expenditures. The official representative will have to modify the identification tag line to read, "Authorized by NAME OF OFFICIAL REPRESENTATIVE, official representative of the NAME OF REGISTERED DISTRICT ASSOCIATION". He or she will have to report a "book entry" in their Annual Financial Return showing a non-election advertising expense offset by a donation. The donation would be reported as "other income".

For a full discussion of other related topics, please refer to the document entitled *Election Advertising Guidelines* found on our website at http://www.electionsnb.ca/pdf/finance/P_04_943.pdf.

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