

## Political Advertising

1. No truth in advertising.
2. Name and address (if mailed) of candidate or representative must be on ad.
3. Candidate's voice (radio) or face (TV) must be on ad.
4. Electronic/Print...must say who paid for it.
5. Lowest rate on rate card for that "day part" (or section).
6. Payment is made at time of placement.

From...

***The Public Relations Practitioner's Playbook***

***A Synergized\* Approach to Effective Two-Way Communication***

**By M. Larry Litwin**

**\* (The whole works better than any one of its parts)**

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