



(2010-08-20)

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# Campaign signs, buses, and other vehicles

## Supervisor of Political Financing

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We have received numerous calls in recent days regarding two issues particularly relevant to the election campaigns of candidates and political parties. I would like to give clear direction on these issues so that everyone - staff of political parties, candidates, official agents, and campaign workers - clearly understands the rules related to these issues.

### Campaign signs

Signs that will be posted during the election period are considered “election expenses”. Election expenses may only be consumed **during the election period**. The election period begins at 12:01 AM, August 26, 2010. **Therefore, campaign signs constituting election expenses maybe only posted after 12:01 AM, Thursday, August 26. This applies both to the face of the signs and their supporting frames.**

There have been questions as to whether campaign signs could be put up a day earlier if one day’s worth of their cost was prorated and charged against a pre-election advertising limit. Such proration of the cost is not permitted under the [Election Advertising Guidelines](#) issued by this office on May 10, 2010. Rather, if any of the signs described above are posted prior to the start of the election period, they will constitute non-election advertising expenditures and the full cost - not a prorated cost - would be subject to the limits of \$35,000 and \$2,000 of registered political parties and registered district associations, respectively.

### Buses and other vehicles

Political parties may rent a large passenger bus and “wrap” the bus in a large advertising message. Candidates may rent a van, SUV, or other motor vehicle and, similarly, wrap the vehicle in an advertising message that is visible to the public throughout the election period. The rental of the bus or vehicle and the cost of the advertising “wrap” will constitute an election expense. **I have directed the political**

**parties not to publicly drive such vehicles prior to the beginning of the election period on 12:01 AM, August 26.**

If the buses or motor vehicles were driven prior to the start of the election period, the related costs would constitute non-election advertising expenditures. Under the same guidelines described above for printed signs, the full cost of the vehicle rental and “wrapping” would be subject to the non-election advertising limits of \$35,000 and \$2,000 of registered political parties and registered district associations, respectively.

At this stage, it is very probable that driving the bus or motor vehicle prior to August 26 would constitute an offence under the *Political Process Financing Act*. Take special note that I have directed all political parties to report their actual and anticipated non-election advertising expenditures to me by the end of the day on Monday, August 23. I will be reviewing whether the parties have exceeded their non-election advertising expenditure limit.

For further details on this and related topics, please refer to documents found on our website at <http://www.electionsnb.ca/provincialelections-e.asp>.

Michael P. Quinn

Supervisor of Political Financing