

Political Advertiser Verification Guide

Political ads are defined as those representing elections, candidates or ballot measures. For political ad campaigns, there are additional verification steps that need to be taken to ensure transparency and compliance with online advertising guidelines. The application process can take several business days, so please be advised that you will need to build that into your campaign timeline for when to get started. These are all requirements that we need; we are unable to make any exceptions to the process, nor can we expedite it.

Elections Information

- Will you be running ballot measure ads?
- Will you be running candidate political ads? If yes, complete the candidate profile information below.

Candidate Profile Information

Complete this section with the information for the person/entity that is paying for the ads. See the Political Verification FAQ section at the end of this guide for more details about this section.

- Candidate or paying entity name _____
 - Is the ad for a federal or state/local election? _____
 - If state, which state? _____
 - Who is paying for this ad? _____
 - Address of the paying entity _____
 - Name of an executive of the paying entity _____
 - Title of executive _____
 - Email address of the paying entity _____
 - Candidate's campaign website (*cannot be a Facebook page*) _____
 - Provide any other information required by applicable federal or state law, to be included in a legal disclaimer notice for this candidate and/or political advertiser. _____
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If the campaign's landing page is a Facebook page, a separate website as proof of their candidacy is required. Please provide this along with this form.

- **Accepted:** Any non-Facebook domain directly associated with the candidate, their campaign and/or the political organization/party they are a member of
- **Not accepted:** A domain that verifies they are a legitimate candidate but is not directly associated with the candidate and their campaign

Political Verification

Provide one of the following forms of verification:

- Federal Election Commission ID (FEC ID) – *Recommended* _____
 - This site can provide the candidate’s FEC ID number: <https://www.fec.gov/>
- Employer Identification Number (EIN) _____

Additional Guidelines (Please provide in a word document)

- General advocacy campaigns that do not mention any candidates do not require approval.
- If the candidate is representing **Maryland**, advertisers will be asked for brief descriptions of the audience and geographies that are being targeted.
- If the candidate is representing **New York**, advertisers will be asked to upload a copy of the independent expenditure committee’s state registration certificate.
- If the candidate or ballot measure is representing the state of **Washington**, they will be prohibited from running ads. Federal races are still permitted to target Washington state with ads.

Political Verification FAQ

What is the difference between a federal and state election?

Federal elections include candidates running for federal office, including the president, the Senate and the House of Representatives. State elections include candidates running for state or local office, including but not limited to governor, state senator, mayor, freeholder, sheriff, etc.

What is a “paying entity?”

This is the entity that is ultimately paying for the political ad’s display.

What is the “address of paying entity?”

This is how users can contact the paying entity. Please enter the mailing address of the advertiser’s CEO, executive committee, board of directors or treasurer for the entity that is ultimately paying for the ad.

What is an “executive of paying entity?”

Please enter the name of the advertiser’s CEO, executive committee, board of directors or treasurer for the entity that is ultimately paying for the ad.

What is the “title of executive?”

Please enter the role or official title of the advertiser’s CEO, executive committee, board of directors or treasurer for the entity that is ultimately paying for the ad (for example, “Secretary-Treasurer”).