

Mass Mailing

“Mass Mailing” means over 200 substantially similar pieces of mail, but does not include a form letter or other mail which is sent in response to an unsolicited request, letter or other inquiry.

§82041.5 Govt. Code

“Slate Mailer” means a mass mailing which supports or opposes a total of four or more candidates or ballot measures.

§82048.3 Govt. Code

Requirements for Mass Mailing.

84305.

- (a) Except as provided in subdivision (b), no candidate or committee shall send a mass mailing unless the name, street address, and city of the candidate or committee are shown on the outside of each piece of mail in the mass mailing and on at least one of the inserts included within each piece of mail of the mailing in no less than 6-point type which shall be in a color or print which contrasts with the background so as to be easily legible. A post office box may be stated in lieu of a street address if the organization’s address is a matter of public record with the Secretary of State.
- (b) If the sender of the mass mailing is a single candidate or committee, the name, street address, and city of the candidate or committee need only be shown on the outside of each piece of mail.
- (c) If the sender of a mass mailing is a controlled committee, the name of the person controlling the committee shall be included in addition to the information required by subdivision (a).

Facts about Mass Mailings

Mass Mailings are more than 200 substantially similar pieces of mail sent by an officeholder, candidate or committee in a calendar month. The sender of a mass mailing is the candidate or committee who pays for the largest portion of the mailing.

Identification Requirements

The sender must be identified on the outside of the mailing in the following manner:

- Name
- Address
- City
- At least six point type
- Contrasting color or print style
- Name of controlling candidate, if applicable
- PO Box may be used if the street address is listed on the committee’s Form 410 filed with the Secretary of State Political Reform Division.

If two or more officeholders, candidates or committees pay an equal share of the cost of the mailing, it must identify at least one on the outside of the mailing and all must be identified on the inside.

The following information is not required to be included in the sender ID:

- Committee’s ID number
- Name of treasurer of committee
- The words “paid for by”