

# Virtual Information Session

## 2025 Edmonton Election Election Advertising Period

**Date:** April 15, 2025



**Edmonton  
Elections**

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## Treaty 8 (1899)

## Treaty 6 (1876)

## Treaty 7 (1877)

# Introductions



**Aileen Giesbrecht**  
Returning Officer



**Kristi MacNeil**  
Edmonton Elections

# Agenda

- Overview - Role of Edmonton Elections
- Election Advertising Period
- Third-Party Advertisers
- Questions - email to [elections@edmonton.ca](mailto:elections@edmonton.ca)
- Staying Connected

# Edmonton Elections

Non-partisan entity within the Office of the City Clerk.

Responsible for planning and executing the Edmonton Election on behalf of:

- City of Edmonton
- Edmonton Public Schools
- Edmonton Catholic School Division

# Election Advertising





# Election Advertising

- Promotions or advertisements that support or oppose:
  - A candidate
  - A position on an official municipal issue that would be subject to a vote
- Includes:
  - Broadcast media
  - Electronic media
  - Print media

# What is *NOT* considered Election Advertising

- An editorial, debate, speech, interview, column, letter, commentary or news
- Communications shared to members, employees or shareholders of a company or group
- Views of an individual, corporation or group shared on the internet in a non-commercial basis
- Telephone calls to electors **ONLY** to encourage electors to vote
- Distribution of a pre-planned book



# Election Advertising Period

**May 1 - October 20, 2025**

- Third-party advertisers can actively seek contributions and promote and/or advertise
- Edmontonians can expect to see increased advertisements

# Third-Party Advertiser (TPA)

- Advertise during the election advertising period
- Spend (or intend to spend) \$1,000, or accept a minimum of \$1,000
- An individual, a group or a corporation
- Must be living or operating in Alberta
- Can't be affiliated with – or collude with – candidates, political parties or slates



Registered TPA	Other Third Parties
<ul style="list-style-type: none"><li>• Spends or receives <b>more than \$1,000</b> for printing brochures to support a candidate</li><li>• Purchases <b>ad space</b> in a local newspaper supporting or opposing a candidate</li><li>• Host <b>an event to fundraise</b> and promote a candidate</li></ul>	<ul style="list-style-type: none"><li>• Spends or receives <b>less than \$1,000</b> for materials promoting a candidate</li><li>• Write an <b>opinion article</b> for the Edmonton Journal that supports or opposes a candidate</li><li>• Host <b>an all-candidate forum</b></li></ul>

# How to Register as a TPA

## Everyone

- Form 27: Registration of a Third Party

## If the TPA has a governing body

- Resolution authorizing advertising expenses

## Groups

- Membership/Principal Officers' List
- Resolution to act as a TPA

## Corporations only

- Proof of Alberta registration

# Expense and Contribution limits

<b>Third-Party Advertiser Expense Limit</b> (May 1, 2025 to October 20, 2025)	\$505,449.50
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<b>Entity</b>	<b>Contribution Limit</b>
<b>Individuals, corporation, trade union or Alberta employee organization</b>	\$5,000 per election advertising period to each registered third party

# Election Advertising Guidelines

- Must include name and contact information, and state that the TPA authorizes the advertising
- For broadcast or electronic media, TPA name and contact info must be stated at the beginning
- For telephone messages:
  - Display TPA's phone number on call display
  - State name at the beginning
  - Authorized statement
  - Provide contact phone number at the end
- [Guidelines established by Municipal Affairs](#)

# Financial Disclosures

- Deadline: March 2, 2026
  - Contributions for election advertising
  - Election advertising return
  - Late filing fee - \$500
- Fines for non-compliance with the legislation
  - Up to \$10,000 for individuals
  - Up to \$100,000 for groups and corporations
- Registration can be cancelled if a TPA fails to meet financial filing obligations



# TPA Responsibilities

- Not allowed to transmit advertising at voting stations
- Cannot accept or spend contributions from an ineligible contributor
- Must maintain an election advertising account and issue receipts for every contribution
- Must not incur advertising expenses that exceed the expense limit determined by the regulations



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# Complaints

Complaints relating to third-party advertisers are handled by the Election Alberta's Election Commissioner.

- [complaints@elections.ab.ca](mailto:complaints@elections.ab.ca)
- By phone at 780.644.1250 or toll free 310-0000 then 780.644.1250
- Visit [www.elections.ab.ca/complaints](http://www.elections.ab.ca/complaints)



# Questions



**Email questions to [elections@edmonton.ca](mailto:elections@edmonton.ca)**

# How to Stay Informed

- Follow @EdmElections on X
- Regularly check [edmonton.ca/elections](https://edmonton.ca/elections)
- Email questions to [elections@edmonton.ca](mailto:elections@edmonton.ca)
- Sign up for our e-newsletter\*\*



# Thank you.



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