

POLITICAL ADVERTISING IN COLORADO

Characteristic	Type of Political Advertising in Colorado	
	Independent Expenditure	Electioneering Communication
Definition	Any material distributed by a person or entity that costs over \$1,000 to produce and states to vote for or against a Colorado state or county candidate	Any material distributed by a person or entity that costs over \$1,000 to produce and refers to a Colorado state or county candidate within 30 days of a primary election or 60 days of a general election
Who is required to report	Any person or entity	Any person or entity
Who is required to register as a committee	Any person or entity that makes an independent expenditure and receives money from the public must register as an independent expenditure committee	Not applicable
What words trigger reporting	States vote for or against candidate	Refers to candidate
Method of distribution	Mailer, billboard, poster, handout, phone, internet, TV, radio or any other means of advertising	Mailer, billboard, poster, handout, phone, internet, TV, radio or any other means of advertising
Dollar Threshold	Spend \$1,000 or more in calendar year	Spend \$1,000 or more in calendar year
Timing	Any time	Within 30 days of a primary election or 60 of general election
Notification	48 hours if within 30 days of a primary election or 30 days of a general election; otherwise regular filing deadlines	Bi-weekly filing
Paid for disclaimer on advertisement	Required	Only required if paid for by Independent Expenditure Committee or Issue Committee
Exemptions	None	Recalls

Any political advertisement outside of the timing window is not reported as an electioneering communication but some information may be found on political files held by the FCC, television and radio companies. Pitkin County may be exempt because it is a home rule county with its own campaign finance procedures.