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MEMORANDUM TO: Referendum Campaign Organizer Officials
DATE: October 4, 2007
SUBJECT: Advertising Blackout Requirements – October 9th and 10th, 2007

The purpose of this memo is to remind registered referendum advertisers of the blackout period imposed on referendum advertising on the day before polling day and polling day itself, October 9 and 10, 2007.

However, the prohibition against the publication of a referendum advertisement does not apply to:

- lawn signs and brochures
- genuine news reporting
- the publication of referendum advertising on polling day or the day before polling day in a newspaper that is published once a week or less often and whose regular day of publication falls on that day
- a referendum advertisement on the Internet or in a similar electronic medium, if posted before and not altered during the blackout period
- a referendum advertisement in the form of a poster or billboard, if posted before and not altered during the blackout period

In addition, there is an allowance made under the Chief Electoral Officer's guidelines for advertisements of an administrative nature that:

- advertise public meetings related to the referendum
- announce the location of the referendum organizer's headquarters
- advertise for volunteer referendum campaign workers
- announce services for electors on polling day that are offered by the referendum campaign
- anything respecting administrative functions of the referendum campaign organizer

Please feel free to contact staff within the Election Finances Division if you require additional information:

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