

## INFORMATION FOR MEDIA OUTLETS

*Municipal Elections Act, 1996 s. 88.3, s. 88.5, and s. 88.7*

### **Broadcasters and publishers are required to follow the rules of the *Municipal Elections Act, 1996*, during the 2026 Municipal and School board Elections**

The Town of Caledon's Municipal Council and School Board elections will take place on Monday, October 26, 2026. The Offices of Mayor, Regional Councillors, Local Councillors and School Board Trustees will be elected.

The [\*Municipal Elections Act, 1996\*](#) (the *Act*) establishes rules for election related advertising. This notice provides information to make broadcasters and publishers aware that they have obligations under the *Act*. To ensure compliance, broadcasters and publishers are encouraged to review the legislation.

### **Advertisements by Candidates**

An election campaign advertisement is an advertisement in any broadcast, print, electronic or other medium that has the purpose of promoting or supporting the election of a candidate. Any election campaign advertisement purchased by or under the direction of a candidate is required to identify the candidate. Therefore, a candidate cannot have an election campaign advertisement appear unless they first provide the following information to the broadcaster or publisher in writing:

1. The name of the candidate.
2. The name, business address and telephone number of the individual who deals with the broadcaster or publisher under the direction of the candidate.

Broadcasters and publishers must receive the above information before the advertisement appears. Please see the Town's website, [caledon.ca/election](http://caledon.ca/election), for a full up to date list of registered candidates.

### **Third Party Advertisements**

A third party advertisement is an advertisement that is not under the direction of a candidate which is in any broadcast, print, electronic or other medium that has the purpose of promoting, supporting or opposing, a candidate. Registered third parties are

not permitted to have an advertisement appear between May 1 and October 26, 2026, unless it contains the following information:

1. The name of the registered third party.
2. The municipality where the registered third party is registered.
3. A telephone number, mailing address or email address at which the registered third party may be contacted regarding the advertisement.

A registered third party cannot have an advertisement appear between the dates above unless it has first provided the following information to the broadcaster or publisher in writing:

1. The name of the registered third party.
2. The name, business address and telephone number of the individual who deals with the broadcaster or publisher under the direction of the registered third party.
3. The municipality where the registered third party is registered.

Broadcasters and publishers must receive the above information before the advertisement appears. Please see the Town's website, [caledon.ca/election](http://caledon.ca/election), for a list of registered third parties.

### **Municipal Authority to Remove Advertisements**

The municipality may require the removal of an advertisement or the discontinuing of the advertising if the municipality reasonably believes that section 88.3, 88.4 or 88.5 of the *Municipal Elections Act, 1996* has been contravened.

### **Maintenance of Records**

Broadcasters and publishers must maintain records of any election campaign advertisement or third party advertisement for 4 years after the date they appear and the public must be allowed to inspect these records during normal business hours. The records kept must include the above information that is required to be provided to the broadcaster or publisher in addition to:

1. A copy of the advertisement, or the means of reproducing it for inspection.
2. A statement of the charge made for its appearance.

## Resources

### **Municipal Clerks' Office**

Email: [elections@caledon.ca](mailto:elections@caledon.ca)

Phone: 905 – 584 – 2272 Extension 3528

Website: [caledon.ca/election](http://caledon.ca/election)

### **Province of Ontario**

[2026 Candidates' Guide Ontario Municipal Council and School Board Election](#)

[2026 Third-Party Advertisers' Guide Ontario Municipal Council and School Board Election](#)