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Disclosure Requirements for Printed Campaign Materials Effective November 1, 2023

Act 307 of 2023 amended Ark. Code Ann. § 7-6-228 (which concerns campaign signs and materials) and added additional subsections, which read as follows:

(c)(1)(A) Campaign signs, campaign literature, and other printed campaign materials shall clearly contain the words “Paid for by” followed by the name of the candidate, committee, or person who paid for the campaign sign, campaign literature, or other printed campaign materials.

(B) The candidate printing the campaign sign, campaign literature, or other printed campaign materials shall be responsible for including the language required by subdivision (c)(1)(A) of this section.

(C) When the printed campaign material is a two-sided sign, the “Paid for by” language required by this subsection shall appear on both sides of the sign.

As defined in Ark. Code Ann. § 7-1-101(32)(A), “Printed campaign materials” means:

- (i) Literature mailed to an elector that is intended to or calculated to influence the vote of an elector in an election in this state, including without limitation signs, banners, flyers, and pamphlets; and
- (ii) Yard signs and push cards intended to or calculated to influence the vote of an elector in an election in this state.

“Printed campaign materials” does not mean political paraphernalia, including without limitation stickers, buttons, pens, T-shirts, nail files, or other similar trinkets.

This requirement applies only to campaign signs, campaign literature, and other printed campaign materials created by or sponsored by a political candidate or the campaign of a political candidate, a political action committee, or an independent expenditure committee.