



WHERE AND HOW CAN POLITICAL ADS RUN IN CANADA?

IAB Canada - Policy & Regulatory Affairs C-76

Last Update – July 10 2019

IAB CANADA PUBLISHERS - ELECTIONS CANADA AD ACCEPTANCE STATUS

The following IAB Canada Publishers/Platforms have provided the following important political ad acceptance information. The document will be updated as new information becomes available. As always, we recommend that you contact your sales representatives for further clarifications and specific opportunities.

[New Registry Requirements for Political Ads on Online Platforms](#)

Publisher	Accepting Political Advertising	Accepting Programmatic	Accepting Direct	Special Instructions
Amazon	No	No	No	N/A
Bell Media	Yes	See Special Instructions	Yes	PG/Guaranteed only – contact sales for inquiries
Captivate	No	No	No	N/A
CBC/Radio-Canada	Yes	No	Yes	Direct only – contact sales for inquiries
Corus	Yes	No	Yes	Direct only – contact sales for inquiries
Cue Digital Media	Yes	Yes – Programmatic Guaranteed		Contact sales for inquiries – info@cuedigital.com
eBay	No	No	No	Not accepting political ads, will not allow them to run directly or indirectly
Facebook	Yes	See Special Instructions	See Special Instructions	All Canada advertisers running ads about social issues, elections or politics are required to complete the ads authorization process before running such ads in Canada. It's up to you, the advertiser, to designate such ads and provide Facebook the information needed under applicable election and other laws.
Glacier Media	Yes	No	Yes	N/A
Globe and Mail	Yes	No	Yes	Direct only – contact sales for inquiries

Google	No	No	No	Google will not accept political ads on any of its platforms in Canada. Starting August 27th, this pause will extend to issue ads as well.
LinkedIn	No	No	No	N/A
Pelmorex	Yes	No	Yes	Direct only – contact sales for inquiries
Pinterest	No	No	No	N/A
Postmedia	Yes	Yes – with consent	Yes	Ads will be labelled “Paid Political Advertisement”
Rogers	Yes	Guaranteed Only	Yes	Contact Rogers Media sales for special instructions
Spotify	No	No	No	N/A
Targetspot	Yes	Yes	Yes	N/A
Telequebec TV	Yes	No	Yes	Will need to approve creative
The Star	Yes	No	Yes	Contact Star Media sales for special instructions
Twitter	Yes	No	Yes	Direct only – Not allowing partisan advertising during the pre-election period but allowing all other advertising – contact Michele Austin for policy and Greg Gerber for sales
Verizon	No	No	No	N/A
Vertical Scope	No	No	No	N/A
Zoom Media	No	No	No	Only from Elections Canada - both direct and programmatically

ADVERTISERS MUST COMPLY WITH CANADA ELECTIONS ACT

Disclaimer – Please note that this is not intended as legal copy. IAB Canada and its publisher members have discussed the standard terms and conditions and have drafted some common language that will most likely be present during the 2019 election period.

In accordance with the newly amended [Canada Elections Act](#) requiring disclosure of regulated political advertising and prescribed advertiser information in an online ads registry, PUBLISHER/PLATFORM requires full disclosure and mandatory registration data of any affected ad units during this period. Please note that PUBLISHER/PLATFORM reserves all rights to refuse ad creative that is not in compliance.

ANOTE ON “ISSUES” ADVERTISING

How to spot a regulated “Issue” ad between the end of August and the election:

- Is the ad flighted during the election period? Any issue ads transmitted outside that period are not regulated.
- Is the ad (factually) for or against an issue with which at least one candidate or registered party is associated? Any political ad for or against an issue transmitted on a platform during elections may be regulated.
 - social
 - domestic
 - foreign policy
 - economics
 - national security
- An issue ad transmitted during the election could at some point become associated with a candidate or registered party.
- Learn more about issues associated with registered parties and candidates based on the registered party or candidate's political platform, debates they participate in, social media campaigns, etc