

## WHERE AND HOW CAN POLITICAL ADS RUN IN CANADA?

IAB Canada - Policy & Regulatory Affairs C-76

Last Update – April 1<sup>st</sup>, 2025 (version 3)

### 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. If you are not listed and are an IAB Canada member, please contact us at <mailto:policy@iabcanada.com>.

#### Registry Requirements for Political Ads on Online Platforms

Publisher	Accepting Political Advertising	Accepting Programmatic	Accepting Direct	Special Instructions
<b>Amazon</b>	See special instructions	See special instructions	See special instructions	<p><u>What we accept:</u> <a href="#">Elections CA ads</a> “get out and go vote” type messaging. This is approved across Amazon Ads solutions, and can run programmatically.</p> <p><u>What we don’t accept:</u> Amazon does not permit political ads, such as: campaigns for or against a politician or political party; campaigns related to an election; and content related to political issues of public debate.</p> <p><u>Best practice:</u> Contact your Amazon Ad Sales Rep (<a href="mailto:stringda@amazon.com">stringda@amazon.com</a>) for obtaining pre-approvals on creative.</p>
<b>AutoTrader Media</b>	Case by Case	Case by Case	Case by case	Accepting all requests from Elections Canada direct only. All advertisement requests need to be approved by legal and marketing
<b>Bell Media</b>	Yes	See special instruction	Yes	PG/Guaranteed only – contact sales for inquiries. Click here for <a href="#">digital sales design</a> . Click here for <a href="#">other inquiries</a> .

<b>Publisher</b>	<b>Accepting Political Advertising</b>	<b>Accepting Programmatic</b>	<b>Accepting Direct</b>	<b>Special Instructions</b>
<b>Blue Ant Media / Media Pulse</b>	Yes	Yes	Yes	We accept direct IOs, excludes CTV inventory on Samsung.
<b>Captivate</b>	No	No	No	*Ads will be accepted from Elections Canada direct and programmatically
<b>CBC/Radio-Canada</b>	Yes	Yes	Yes	For programmatic ads, CBC/Radio-Canada is only accepting them through PG deals. All ads must be approved by their ad standards department and creative must be hosted by the publisher. For all direct campaigns creative must be hosted by the publisher.
<b>Cineplex Media</b>	See special instructions	See special instructions	See special instructions	Accepting all Election Canada for Direct and Programmatic and must be PG/PMP. Party ads will require pre-approvals and must be setup via PG/PMP. No attack ads will be accepted. Contact sales for inquiries.
<b>Cogeco Media</b>				
<b>Corus</b>	Yes	Yes	Yes	Direct and programmatic guaranteed – contact sales for inquiries.
<b>Meta</b>	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 elections and other laws.
<b>Glacier Media</b>	Yes	Yes	Yes	PG/Guaranteed only - contact sales for inquiries
<b>Globe and Mail</b>	Yes	No	Yes	Direct only – contact sales for inquiries.
<b>Google</b>	No	No	No	Per Google's <a href="#">Political Advertising in Canada</a> policy, <a href="#">Election Ads</a> and <a href="#">Issue Ads</a> are not allowed on Google platforms during an election period regulated by the Canada Elections Act. Some exceptions apply. See <a href="#">policy</a> or contact sales for details.
<b>Ideon Media</b>	Yes	Yes	Yes	

<b>Publisher</b>	<b>Accepting Political Advertising</b>	<b>Accepting Programmatic</b>	<b>Accepting Direct</b>	<b>Special Instructions</b>
<b>La Presse</b>	Yes	Yes	Yes	All ads must be French language only – PG available programmatically. Multiple placements authorized, contact sales for inquiries.
<b>LinkedIn</b>	No	No	No	N/A
<b>Netflix</b>	No	No	No	Netflix does not accept political advertising.
<b>Pattison Outdoor</b>	Yes	Yes	Yes	<p>Pattison Outdoor accepts various Political and Elections advertising. All advertising within these categories are subject to special rules and internal review prior to approval. In all cases, it is the sole responsibility of the advertiser to understand and abide by all applicable regulations relevant to the category. All ads must adhere with all government regulations and are subject to creative review and approval.</p> <p>Election Ads: Occurring within election periods – PMP only  Political Ads: Occurring outside of election periods – PMP or OE  Please contact direct/programmatic sales for inquiries.</p>
<b>Pinterest</b>	No	No	No	N/A
<b>Postmedia</b>	Yes	Yes – programmatic guaranteed only	Yes	PG – Contact sales for inquiries. Creative must be provided ahead of time and audited to ensure it follows election advertising guidelines.
<b>Quebecor</b>	Yes	Yes	Yes	Programmatic ads accepted only through PG deals. Creative must be submitted in advance for approval, and for maintaining elections registry
<b>Rogers</b>	Yes	Yes	Yes	Contact Rogers Media sales for special instructions
<b>Roku</b>	Yes	Yes	Yes	Attestation form to be completed and creative approval before campaigns are live.
<b>Spotify</b>	No	No	No	N/A

Publisher	Accepting Political Advertising	Accepting Programmatic	Accepting Direct	Special Instructions
<b>Stingray</b>	See special instructions	See special instructions	See special instructions	None of our retailers will be accepting political advertising from the parties – only Elections Canada (bi-partisan). This is specifically for Stingray Retail Media (Audio + Video), not to be confused with our radio division or other commercial opportunities.
<b>The Podcast Exchange (TPX)</b>	Yes	Yes	Yes	Please contact sales for inquiries.
<b>TheScore</b>	Yes	PG only	Yes	<a href="#">Contact Sales</a> for inquiries. Advertiser, Creative & URL subject to Publisher approval.
<b>The Star</b>	Yes	Yes	Yes	Contact Star Media sales for special instructions.  The Star will accept Programmatic PG and PD only. Metroland Media will accept Direct, PG and PD.
<b>TikTok</b>	No	No	No	TikTok has long prohibited political advertising. <ul style="list-style-type: none"> <li>Political Ads Policy: <a href="#">Business Help Center</a></li> <li>Branded Content Policy: <a href="#">Branded Content Policy   TikTok</a></li> </ul>
<b>Vertical Scope Inc.</b>	Yes	Yes	Yes	<a href="#">Contact Sales</a>
<b>Village Media</b>	Yes	Yes	Yes	
<b>Wattpad</b>	No	No	No	Political ads are blocked
<b>WEBTOON</b>	No	No	No	

Publisher	Accepting Political Advertising	Accepting Programmatic	Accepting Direct	Special Instructions
<b>Yahoo</b>	See special instructions	See special instructions	See special instructions	<p>Political and issue advocacy ads are prohibited during the regulated “pre-election” and “election period” before a federal election.</p> <p>For local (non-federal elections), all political advertising must name the person or entity authorizing the advertising, e.g. “Authorized by XYZ entity” or “Paid for by XYZ entity.”</p> <p>Quebec: All local political entities advertising on Yahoo platforms must be registered in the <a href="#">Register of Authorized Political Entities of Québec</a>.</p>
<b>Zoomer Media</b>	Yes	Yes	Yes	<a href="#">Contact Sales</a> .

#### ADVERTISERS MUST COMPLY WITH CANADA ELECTION 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 2025 election period.

In accordance with the 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.

#### A NOTE ON “ISSUES” ADVERTISING

How to spot a regulated “Issue” ad between the end of April 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