



Re-use of advertising material produced and used in a previous leadership campaign

Reference : *Act respecting elections and referendums in municipalities*
(ss. 499.6 and 499.11, which refer to ss. 451, 452, 455 and 463)

PURPOSE

Inform the financial representative of a party leadership candidate on how to report the cost of advertising material produced and used during a previous leadership campaign, and re-used in a subsequent leadership campaign; and prescribe the reference that must appear on this material.

COST OF THE MATERIAL AND OBLIGATORY INVOICE

The cost of the re-used advertising material must be assessed based on the « replacement cost » method. « Replacement cost » refers to the cost of producing this material if it had been produced at the time of re-use.

This method leads to an estimated value which can be based on the current cost evaluation by a comparable supplier. This value should be divided by the number of leadership campaigns during which the material was used.

Since the person who owns the advertising material is a leadership party candidate received the material after it was used, and is acting as a salesperson, for the purposes of reporting campaign income and expenses, the financial representative must require an invoice from the candidate that includes the following information :

- The date of sale
- The supplier's name and address
- The quantity sold
- The description of the advertising material
- The unit cost of replacement at the time of the sale of the material and the total replacement cost
- The date(s) of previous leadership campaigns for which this material was used
- The net cost of the material, i.e., the total replacement cost divided by two if being used for a second time, or divided by three if being used for a third time.

This expense must be included in the return of leadership campaign income and expenses. The financial representative shall pay the net cost to the owner of the advertising material by cheque drawn on his or her campaign fund, as for any other campaign expense.

REFERENCE ON ADVERTISING MATERIAL

Material re-used from one leadership campaign to another must comply with the requirements of the *Act respecting elections and referendums in municipalities*. On the one hand, it must include the name and position of the financial representative in office at the time the material is re-used and, on the other hand, the name of the person who originally produced or printed the material.