



Updated Third Party Advertising Guidelines for Local Elections in Alberta [2025]

The Third Party Advertising Guidelines have been updated for the 2025 Municipal General Election

- **Pursuant to Section 179 of the *Local Authorities Election Act (LAEA)*, a third party, or an individual acting on a third party's behalf, must ensure that election advertising sponsored by the third party complies with the guidelines of the Minister.**
- **Third party advertising guidelines for local elections in Alberta [2025]**
 - The guidelines explain requirements for the identification of third party advertisers, and can be accessed at [Third Party Advertising Guidelines | Alberta.ca](https://www.alberta.ca/third-party-advertising-guidelines).
 - The guidelines have been updated to reflect amendments made to the *LAEA* by the *Municipal Affairs Statutes Amendment Act, 2024*.
 - Municipalities should direct all third party advertisers to the guidelines, and recommend review of Part 8 of the *LAEA*.
 - Questions about the guidelines may be directed to the Municipal Capacity and Sustainability Branch of Municipal Affairs at ma.advisory@gov.ab.ca, or 780-427-2225, toll-free in Alberta by dialing 310-0000 first.