



## 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

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- **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](#).
  - 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](mailto:ma.advisory@gov.ab.ca), or 780-427-2225, toll-free in Alberta by dialing 310-0000 first.