

**WAC 390-05-290 Political advertising definitions.** (1) "Mass communication," as that term is used in the act and in these rules, means a communication, digital or otherwise, intended to reach a large audience through any of the following methods:

- (a) Advertising displays, newspaper advertising, billboards, signs;
- (b) Brochures, articles, tabloids, fliers, periodicals;
- (c) Radio or television presentations;
- (d) Sample ballots (see WAC 390-17-030);
- (e) Online or other electronic transmission methods;
- (f) One hundred or more letters, emails, text messages or similar communications that are identical or substantially similar in nature, directed to specific recipients, and sent within a 30-day period; and
- (g) Other mass means of disseminating political advertising, unless excluded under Title 29B RCW or 390 WAC.

(2) "Online" means disseminating through a network of interconnected computers or devices, such as the internet or similar systems enabling electronic dissemination or exchange of communications. Examples include, but are not limited to, internet websites, social media, and other digital platforms, emails, and text messages.

(3) "Political advertising" as that term is defined in the act and used in these rules includes any mass communication used for the purpose of appealing, directly or indirectly, for votes or for financial or other support or opposition in any election campaign.

Political advertising does not include letters to the editor, news or feature articles, editorial comment or replies thereto, in a regularly published print or electronic medium, or on a radio or television broadcast, where payment for the space or time of such content is not normally required.

[Statutory Authority: RCW 42.17A.110 and 2024 c 164. WSR 26-01-209, s 390-05-290, filed 12/24/25, effective 1/1/26. Statutory Authority: RCW 42.17A.110(1), 2019 c 428, and 2019 c 261. WSR 20-02-062, § 390-05-290, filed 12/24/19, effective 1/24/20. Statutory Authority: RCW 42.17A.110(1) and 2018 c 304. WSR 18-24-074, § 390-05-290, filed 11/30/18, effective 12/31/18. Statutory Authority: RCW 42.17A.110 and 42.17A.320. WSR 13-12-017, § 390-05-290, filed 5/24/13, effective 6/24/13. Statutory Authority: RCW 42.17.370(1). WSR 85-15-020 (Order 85-03), § 390-05-290, filed 7/9/85.]