Ethics Advisory Opinion

EAO-551: Whether an expenditure made through a periodic bill for the placement of Internet political advertising, the amount of which is based on the number of views or clicks the Internet advertising receives during the billing period, is reported under the "utility bill" reporting provisions, where the total cost is not known until the end of the billing cycle. (SP-17)

SUMMARY

If under normal business practices the total cost for Internet political advertising during a periodic billing cycle is not known until the end of the billing cycle, the date of the expenditure for reporting purposes is the date the advertiser receives the periodic bill, consistent with section 254.035(b) of the Election Code and section 20.57(b) of the Texas Ethics Commission's Rules.


Questions on particular submissions should be addressed to the Texas Ethics Commission, P.O. Box 12070, Capitol Station, Austin, Texas 78711-2070, (512) 463-5800.

Issued in Austin, Texas, on November 20, 2019.

Anne Temple Peters, Executive Director, Texas Ethics Commission.

TRD-201904720
Ian Steusloff
General Counsel
Texas Ethics Commission
Filed: December 11, 2019

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