



## INFORMATION FOR CANDIDATES RUNNING FOR ATKINSON ELECTED OFFICE

Below are a few of the State and Local regulations regarding political signage. This list is NOT all inclusive. More local information is available on the Town of Atkinson website on the Zoning or Building pages in the [Regulation and Use Book](#) (pdf) for local information. State laws can be located on the NH General Court websites. <http://www.gencourt.state.nh.us/rsa/html/lxiii/664/664-mrg.htm>

### Town of Atkinson – Local Town Ordinances

**470:7 Temporary Signs.** Temporary signs identifying an upcoming event are permitted to be displayed not more than four (4) weeks before the event and shall be removed within ten (10) days following the event. Temporary signs include but are not limited to flags, banners, portable signs, for rent, sale and yard sale signs. National, state and municipal flags are allowed.

**470:14 Political Advertising.** Political signs and political advertising signs are permitted consistent with the requirements of RSA 664:17 Political Advertising.

### NH RSA - TITLE LXIII ELECTIONS

#### CHAPTER 664 POLITICAL EXPENDITURES AND CONTRIBUTIONS

**664:17 Placement and Removal of Political Advertising.** – No political advertising shall be placed on or affixed to any public property including highway rights-of-way or private property without the owner's consent. All political advertising shall be removed by the candidate no later than the second Friday following the election unless the election is a primary and the advertising concerns a candidate who is a winner in the primary. Signs shall not be placed on or affixed to utility poles or highway signs. Political advertising may be placed within state-owned rights-of-way as long as the advertising does not obstruct the safe flow of traffic and the advertising is placed with the consent of the owner of the land over which the right-of-way passes. No person shall remove, deface, or knowingly destroy any political advertising which is placed on or affixed to public property or any private property except for removal by the owner of the property, persons authorized by the owner of the property, or a law enforcement officer removing improper advertising. Political advertising placed on or affixed to any public property may be removed by state, city, or town maintenance or law enforcement personnel. Political advertising removed prior to election day by state, city, or town maintenance or law enforcement personnel shall be kept until one week after the election at a place designated by the state, city, or town so that the candidate may retrieve the items.

Source. 1979, 436:1. 1994, 4:28. 2006, 273:1. 2013, 24:1, eff. July 15, 2013.

**664:14 Signature, Identification, and Lack of Authorization.** –

I. All political advertising shall be signed at the beginning or the end with the names and addresses of the candidate, his fiscal agent, or the name and address of the chairman or the treasurer of a political committee, or the name and address of a natural person, according to whether a candidate, political



committee, or natural person is responsible for it. Said signature shall clearly designate the name of the candidate, party or political committee by or on whose behalf the same is published or broadcast. In the case of political advertising made on behalf of a political committee registered with the secretary of state pursuant to RSA 664:3 or a political advocacy organization registered with the secretary of state pursuant to RSA 664:3-a, the name and address on the advertisement shall match the name and address registered with the secretary of state.

II. Political advertising to promote the success or defeat of a measure by a business organization, labor union, or other enterprise or organization shall be signed. The name of the enterprise or organization shall be indicated and the chairman or treasurer of the enterprise or organization shall sign his name and address. Nothing in this section shall be construed to permit contributions which are prohibited under RSA 664:4.

III. In the case of printed or written matter, the signature and address of signer shall be printed or written in a size of type or lettering large enough to be clearly legible.

IV. (a) In the case of political advertising broadcast on radio, television, or any public address system, the name and address of the signer shall be clearly identified.

(b) All political advertising broadcast on television shall identify the name of the candidate who pays for the advertisement or whose advertisement is paid for by a campaign committee. Such identification shall be made both aurally and visually. The visual presentation shall be clearly legible and shall use letters equal to or greater than 12 percent of the vertical picture height and shall air for not less than 4 seconds at the conclusion of the broadcast. For the purpose of this section, "campaign committee" means any committee established to elect a particular candidate to office, including raising funds for that purpose.

V. Notwithstanding any other provision of this section, buttons or any printed or written political advertising which is attached to or displayed on any motor vehicle need not be signed.

VI. Notwithstanding any other provision of this section, any advertising in support of or in opposition to a candidate by a political committee shall comply with this paragraph. If the advertising is not authorized by the candidate or candidate committee, the advertising shall so state and shall identify the sponsor of the advertisement. All such political advertising shall include the statement: "This advertisement has been paid for by (name of sponsor) and has not been authorized by any candidate." Such statement shall be made both aurally and visually if broadcast on television. The visual presentation on television shall be clearly legible and shall use letters equal to or greater than 12 percent of the vertical picture height and shall be broadcast for not less than 4 seconds at the conclusion of the advertisement.

VII. Any advertising which is not political advertising because it does not advocate the success or defeat of a party, measure, or person, but which mentions or depicts a candidate, shall include the statement: "This advertisement has been paid for by (name of sponsor) and has not been authorized by any candidate."

VIII. Political advertising in the form of signs or placards may contain an Internet address in lieu of the signature and identification requirements of this section, if the Internet address is printed or written in a size of type or lettering large enough to be clearly legible and the website immediately and prominently displays all of the information required by this section through election day.

Source. 1979, 436:1. 1983, 366:2. 1991, 387:24, 25. 1994, 216:3. 1996, 88:6, 7. 1998, 13:2-4. 2004, 72:2, 3. 2014, 147:1, eff. Aug. 15, 2014. 2019, 51:1, eff. Aug. 4, 2019.



# Political Advertising - Sign Posting

## Code Enforcement Tips

**State Roads:** “Political advertising may be placed within state-owned rights-of-way as long as the advertising does not obstruct the safe flow of traffic and the advertising is placed with the consent of the owner of the land over which the right-of-way passes.” **RSA 664:17**

The State Roads in Atkinson, NH are East Road, North Broadway, Main St, Academy Ave and Route 111.

**Frequent Violation Spots – Do Not Post Signs Here:** Town Conservation Land, Town Common, Town Hall, Library, Utility Poles, and large signs that partially block site of traffic.

Signs placed in violation will be removed by Code Enforcement and held in the Town Hall front lobby for 10 days. Signs not picked up in 10 days will be disposed of.

**Time Frames:** “All political advertising shall be removed by the candidate no later than the second Friday following the election unless the election is a primary and the advertising concerns a candidate who is a winner in the primary.” **RSA 664:17**

Signs in town right of way that are not removed in the above timeframe will be removed by Code Enforcement and held in the Town Hall front lobby for 10 days. Signs not picked up in 10 days will be disposed of.