## **Political Ad Content Vetting Form**

| Ad Title   |   |
|--|---|
|  |   |
| Sponsoring Organization / Candidate                    |   |
|  |   |
| Contact Name   |   |
|  |   |
| Contact Email  |   |
|  |   |
| Ad Type  |   |
|  | • |
| Ad Content / Link                                      |   |
|  |   |
|  |   |
| Key Claims Made in the Ad                              |   |
|  |   |
|  |   |
| Supporting Evidence (Links, Documents)                 |   |
| Supporting Evidence (Elliks, Documents)                |   |
|  |   |
|  |   |
| Target Audience  |   |
|  |   |
| Compliance Checks (Legal Disclaimers, Approvals, etc.) |   |
|  |   |
|  |   |
| Reviewer Notes   |   |
|  |   |
|  |   |
|  |   |