

NEW JERSEY ELECTION LAW
ENFORCEMENT COMMISSION
National State Bank Building
28 West State Street
Trenton, New Jersey 08608

A.O. 63-1973

October 22, 1973

James D. Clyne, Esq.
Messrs. Wilbert, Clyne & O'Hara
807 Ocean Road
Point Pleasant, New Jersey 08742

Re: The New Jersey Campaign Contributions
and Expenditures Reporting Act, P. L.
1973 c. 83 ("the Act")
Your Letter dated October 1, 1973

Dear Mr. Clyne:

Your letter of October 1, 1973, to the New Jersey Election Law Enforcement Commission ("the Commission"), including a request for advisory opinion, has been forwarded to me for reply.

1. The donation of the use of advertising space on trailers, panel trucks and similar vehicles as set forth in your letter constitutes a contribution by such individuals and constitutes an expenditure by the political organization in behalf of the candidate or candidates. The fact that the use of the vehicle is not denied to the owner by virtue of the contribution is not deemed significant. The contribution is not the value of the use of the vehicle, but the value of the use of the advertising space on such vehicle during the period of time it has been contributed. The valuation of the use of such advertising space should be made on a reasonable basis, taking into account, where applicable, commercially reasonable rates for rental of advertising panels on similar motor vehicles.
2. Where the expenditure is an expenditure on behalf of more than one candidate, the poli-

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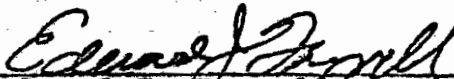
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tical organization and the candidates should allocate the expenditure among such candidates on a reasonable basis. The expense should be reported as an expenditure by the political organization and the allocated portion of such expense should be reported as an expenditure by each of the candidates. Appropriate records should be retained respecting the valuation and allocation to permit a later demonstration that a report or affidavit of a candidate is accurate and is based upon accurate records and that the total spending limit as to such candidate has not been exceeded, and that the report of the political organization or committee is accurate.

Yours very truly,

New Jersey Election Law
Enforcement Commission

By 
Edward J. Farrell, Esq.
Legal Counsel

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