

NORTH CAROLINA GENERAL ASSEMBLY  
1977 SESSION

CHAPTER 856  
SENATE BILL 525

AN ACT TO REQUIRE NEWSPAPERS TO CHARGE THE COMPARABLE RATE FOR  
ADVERTISEMENTS TO ALL PERSONS RUNNING FOR PUBLIC OFFICE.

The General Assembly of North Carolina enacts:

**Section 1.** G.S. 163-278.18 is hereby amended by designating the existing provisions thereof as subsection (a) and by adding a new subsection (b) to read as follows:

"(b) A newspaper, magazine, or other advertising medium shall not charge any candidate, treasurer, political committee, political party, or individual for any advertising for or in support of or in opposition to any candidate, political committee or political party at a rate higher than the comparable rate charged to other persons for advertising of comparable frequency and volume; and every candidate, treasurer, political party or individual, with respect to political advertising, shall be entitled to the same discounts afforded by the advertising medium to other advertisers under comparable conditions and circumstances."

**Sec. 2.** This act shall become effective upon ratification.

In the General Assembly read three times and ratified, this the 30th day of June, 1977.