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SCHOOL OF GLOBAL POLICY AND STRATEGY
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Democratic Integrity: Mexico 2024

ELECTORAL CAMPAIGNS

Summary

"An electoral campaign comprises the organizational and communication strategies carried out by candidates and parties to win votes. These activities are subject to norms and guidelines that ensure equality among those competing, the integrity and transparency of the electoral process, and the neutrality of public authorities."

Electoral Dictionary, Inter-American Institute of Human Rights.

Mexico's federal election campaigns began on March 1 and will run until May 29. Following this three month period, citizens will have three days to deliberate before the June 2 election, during which all political activities must be halted.

This issue of 'Democratic Integrity: Mexico 2024' examines the key features of electoral campaigns, including legally permitted activities and those that are prohibited, the rules for fundraising and use of funds, party's access to radio and television, and timeframes for the eight gubernatorial campaigns and the race for Mexico City's head of government.

During electoral campaigns, the Mexican Constitution requires that federal and local governments suspend advertising and publicity campaigns to avoid influencing citizens' preferences.

The "Last Glance" section presents a brief profile of each of the three registered presidential candidates for the 2024 to 2030 term.

Electoral Campaigns

Campaigning by Law

Mexican Electoral Law states that electoral campaigns are:

“The set of activities carried out by national political parties, coalitions, and registered candidates in order to obtain votes.”

Campaign activities include public meetings, rallies, marches and, generally, any occasions during which the candidates or party spokespersons seek the support of the electorate.

Electoral propaganda refers to promotional materials produced and disseminated by political parties, candidates, and supporters during the campaigns including written publications, images, recordings, films, and other statements.

In order to promote an informed vote, the law establishes that both electoral propaganda and campaign activities must encourage discussion of the programs and actions set forth by the political parties in their electoral platforms and other basic documents.

The platforms for federal office are approved by the National Electoral Institute.

RULES FOR POLITICAL CAMPAIGNS

Do

- Organize public meetings, rallies, marches, and any kind of vote-gathering activity.
- Only accept funds from electoral authorities and transparent private donations.
- Promote discussion of campaign platforms.
- Promote candidacies through images, posters, and banners.
- Ensure that campaign materials are recyclable and biodegradable.
- Distribute promotional materials made of textile material.
- Remove propaganda from public streets seven days after election day.
- Only utilize radio and television airtime allotted by the INE.
- Conduct polls and surveys.
- Submit a campaign income and expense report (failure to do so may void the candidate's victory).

Don't

- Utilize government publicity or public resources to attack or promote any candidate.
- Spend more than the legal campaign.
- Defame, slander, or insult the private lives of other people.
- Use of images of public officials or religious symbols.
- Conduct electoral campaigns outside the country.
- Engage in gender-based political violence.
- Offer handouts or gifts to the population.
- Purchase radio or television airtime.
- Disturb the public order.
- Campaign or distribute materials during the three days prior to election day and on election day itself.

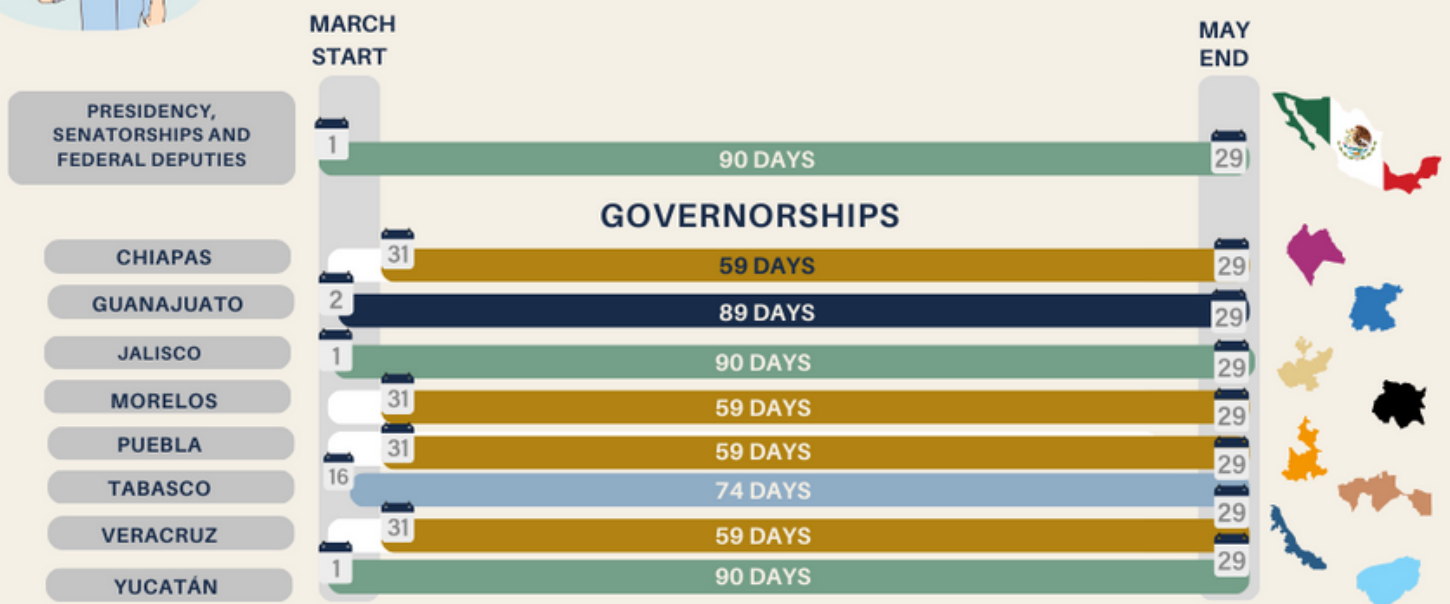
The electoral platforms of the seven national political parties can be consulted on the National Electoral Institute's website: <https://www.ine.mx/actores-politicos/plataformas-electorales/>

For federal elections, if both the presidency and seats in the Chamber of Deputies are on the ballot (as is the case in this election process), the legally allowed campaign period lasts 90 days. During midterm elections where only candidates for the Chamber of Deputies participate, campaigns last 60 days.

For local elections, the duration of the campaigns is established by state law. In 2024, there are eight states electing a governor (Chiapas, Guanajuato, Jalisco, Morelos, Puebla, Tabasco, Veracruz, and Yucatan), and Mexico City will choose a new head of government. In these entities, campaigns will range from 59 to 90 days long



ELECTION CAMPAIGN DEADLINES



Campaign Prohibitions

Article 41 of the Mexican Constitution states that "during the period of federal and local electoral campaigns and until the end of the respective election day, the broadcasting of all government publicity in the media must be suspended." This law applies to federal, state, and municipal governments, as well as other public agencies.

The only exceptions to this rule are informative campaigns regarding education, health, and those necessary in the event of an emergency.

The purpose of this provision is to prevent administrations from using government resources to promote achievements, projects, or messages in ways that might influence the electoral preferences

Money and Campaigns

In Mexico, public funding of political parties and candidates is supposed to outweigh private funding (see issue 7 of Democratic Integrity: Mexico 2024, number 7, "Money in Elections").

When there is a presidential election, national political parties receive an additional 50 percent of their annual ordinary public funding for campaign expenses. Public funds for political parties are distributed according to the following criteria: 30 percent equally and 70 percent according to each party's percentage of votes in the last congressional election.

Political parties may use funds from ordinary public financing, as well as from private donations for their campaigns.

On August 26, 2023, the National Electoral Institute (INE) determined that a total of 3,305 million pesos, equivalent to 194 million dollars, will be distributed among the seven national political parties to finance the 2024 federal election campaigns.


Public Funding of Campaign Expenses at the Federal Level, 2024.

	Millions of Mexican pesos	Millions of U.S. dollars	Percentage
Partido Acción Nacional	613.2	35.9	18.6%
Partido Revolucionario Institucional	600.8	35.2	18.2%
Partido de la Revolución Democrática	236.3	13.8	7.1%
Partido del Trabajo	225.8	13.2	6.8%
Partido Verde Ecologista de México	282.6	16.6	8.6%
Movimiento Ciudadano	323.2	18.9	9.8%
Morena	1,023.1	59.9	31.0%
Total	3,304.9	193.6	100.0%

Source: Compiled by the authors based on INE data.

a) Legal sources of private funding


Private funding denotes the resources—cash or in-kind contributions—that parties receive from individuals. This type of funding must come from identifiable sources and meet the following requirements:



Legal sources of private funding

- 

Donations from foreign sources, religious organizations, and government institutions at any level are prohibited.
- 

Donations cannot be accepted from foreign sources, religious organizations, or government entities at any level.
- 

Parties must be able to identify each person who donates. Anonymous donations are not permitted.
- 

Individuals cannot donate more than allowed. In 2024, the campaign contribution limit per person is 2.15 million pesos, roughly equivalent to 126,000 dollars.

b) Campaign expenses

Funds may not be used to distribute handouts or gifts, nor to purchase radio and television advertising or airtime (As discussed in Democratic Integrity: Mexico 2024 number 8, "Media and Elections.")

Permitted expenditures include:



- Publicity Expenses**


Banners, posters, flyers, sound equipment, rental fees for event spaces, etc.
- Campaign Operating Expenses**


Wages and salaries of temporary personnel, leasing of office space, transportation of materials and personnel, per-diem expenses, etc
- Print media advertising**


Paid advertising in newspapers, magazines, and other print media
- Cost of producing radio and television spots**


Includes paying for professional services, using equipment, locations, or recording studios.

c) Campaign spending limits

For each electoral federal campaign, the INE establishes spending limits for all candidates, whether they are nominated by a single political party, a coalition, or run as independents. For presidential campaigns, the spending cap is calculated as twenty percent of the total public campaign funding provided to all seven parties, which was approximately 3,305 million pesos in 2024.

Expenditures for political parties' ordinary operations and the support of their governing bodies and organizations are not included in the campaign spending limits.

If two or more candidates incur a common expense, all have the duty to report it and the amount spent is distributed among those candidates.

Sanctions for exceeding the campaign spending limit include the possible annulment of an election in case of victory.

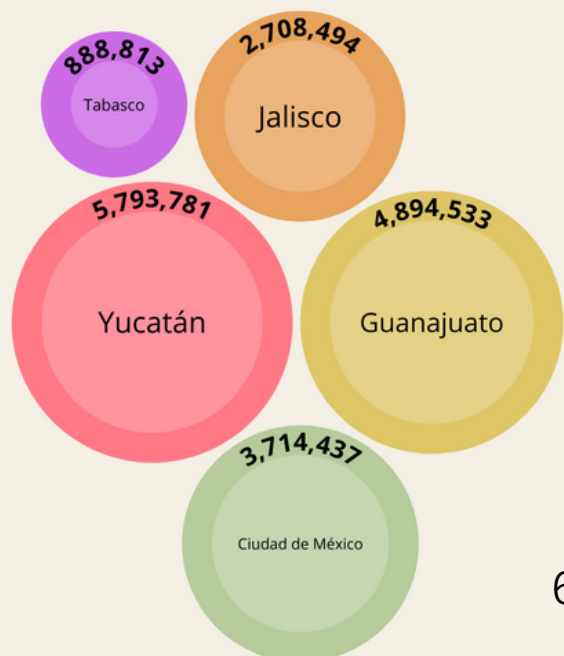
Federal Campaign Spending Caps, 2024		
	Millions of pesos	U.S. dollars
Presidency of the Republic	660.1	38.7 million
Relative majority deputation	2.2	129,000
Senate; entity with 2 districts	4.4	258,000
Senate; entity with 20 or more districts	44.1	2.6 million

Source: Compiled by the authors based on INE data.

d) Spending limits for gubernatorial campaigns

For state campaigns, each local electoral institute is responsible for setting spending limits in accordance with local legislation. In the case of the nine elections in 2024 (eight states and Mexico City), five entities have already set their limits. The remaining states—Chiapas, Morelos, Puebla and Veracruz—will establish spending limits in the next few days prior to the start of campaigns on March 31.

Campaign Spending Caps Gubernatorial Campaigns (USD)



e) Accountability

The INE has the authority to verify the origin, amount, and use of campaign funds.

All candidates (federal and local) must submit partial reports of their campaign income and expenses during the campaign, as well as a final report three days after the end of the campaign. Yes, real-time implies during campaign.

Real-time accountability is required by law. This means that candidates must upload all income received and expenses incurred to the INE's Integral Oversight System, which operates online. In addition, the INE verifies the information received from parties by visiting campaign headquarters, following candidates' activities, monitoring roads and highways to collect evidence of political propaganda, and tracking publications in print media and on social networks.

Finally, if necessary, to corroborate the information contained in the reports and to ensure that the funds are of legal origin, the INE may request information from individuals and companies, as well as from the Ministry of Finance, the National Banking and Securities Commission, or the Financial Intelligence Unit.

The INE must approve the campaign income and expenditure reports of each candidate before the final certification of the elections.

Radio and Television Access

In Mexico, political parties and candidates have access to radio and television only through "state time" (see Democratic Integrity: Mexico 2024, number 8, "Media and Elections").

During the current electoral campaign, the parties have a total of 41 minutes per day on each public television and radio station.

Since radio and television spots have a duration of 30 seconds, this means that during the 90 days of the campaign, 82 spots per day will be broadcast on each television channel and radio station. In total, each of the country's 3,716 broadcast outlets will air 7,380 advertisements from political parties soliciting votes during this campaign.



Integral Oversight System

The oversight system is an online platform where parties and candidates register their financial transactions.


What is its function?

- Record day-to-day operations
- Attach evidence such as invoices and contracts
- Generate reports
- Compare the recorded information with data from INE, the Ministry of Finance, the National Banking and Securities Commission, and the Financial Intelligence Unit.

The infographic features a green background with icons of a magnifying glass over a document, a calculator, a money bag, and a person at a computer workstation. The text is centered and uses a mix of bold and regular fonts.

Last Glance


In February, three candidates for the Presidency of the Republic registered with the INE and will appear on the ballot on June 2. Barring extraordinary circumstances, one of these individuals will hold Mexico's top office from October 1, 2024 to September 30, 2030.




Jorge Álvarez Maynez
Political party: Movimiento Ciudadano

Born: Zacatecas, Zacatecas. July 8, 1985. Age: 38 years old.

Education: Bachelor's degree in International Relations from the Instituto Tecnológico de Estudios Superiores de Occidente (ITESO) and Master's degree in International Relations from the same institution.



Previous positions: Member of the Zacatecas Municipal Council from 2004 to 2007; Member of the Guadalupe Municipal Council in Zacatecas from 2007 to 2010. Local deputy in Zacatecas from 2010 to 2013. Federal deputy from 2015 to 2018 and from 2021 to 2023. In this last position, he was also coordinator of the Movimiento Ciudadano parliamentary bench in the Chamber of Deputies.



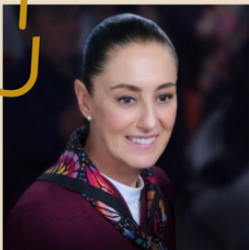
Bertha Xóchitl Gálvez Ruiz
Coalición: Fuerza y Corazón por México
(Strength and Heart for Mexico)
(Partido Acción Nacional, Partido Revolucionario Institucional, Partido de la Revolución Democrática)

Born: Tepatepec, Hidalgo, February 22, 1963. Age: 61 years old.

Education: Bachelor's degree in Computer Engineering from the National Autonomous University of Mexico (UNAM).




Previous positions: National Secretary of Indigenous Development of the Federal Government from 2000 to 2006. Chief Delegate from Miguel Hidalgo in the Federal District (now Mexico City) from 2015 to 2018. Senator of the Republic from 2018 to 2023.



Claudia Sheinbaum Pardo
Coalition: Sigamos Haciendo Historia
(Let's Continue Making History)
(Morena, Partido Verde Ecologista de México, Partido del Trabajo)

Born: Mexico City, June 24, 1962. Age: 61 years old.

Education: Bachelor's degree in Physics from the National Autonomous University of Mexico (UNAM); Master's degree in Engineering from UNAM, Ph.D. in Energy Engineering from the Lawrence Berkeley National Institute in California, United States.



Previous positions: Secretary of the Environment of the Federal District (now Mexico City) from 2000 to 2006. Mayor of Tlalpan, Mexico City, from 2015 to 2017. Head of Government of Mexico City from 2018 to 2023.