Abstract
This work presents the results of a qualitative research that explores the phenomenon of political publicity on noncommercial television content, which has been growing since the electoral reform of 2007 - 2008. Since then, the acquisition of airtime for electoral advertising purposes, as well as the appearance of public officials on government advertising has been prohibited. The information was gathered through ‘in depth’ interviews, and analyzed through Strauss and Corbin grounded theory model, which allowed confirmation of the existence of covert political publicity, as well as to provide a definition of this concept and determine its causes, characteristics, and consequences. It was concluded that, despite the legal modification aiming to guarantee a more equitable political communication model and the eradication of airtime commercialization for electoral campaigning, this was not achieved due to structural conditions of the political system in Mexico and the relation between media and government, which impacts political communication, and extends beyond the electoral issue and its regulatory framework.

Keywords
Political communications, political campaigns, Mexican elections, covert publicity.