



Hole is 1.25" Diam

Bottom of hole
is 2" from top



VOTE NOV. 6TH

Voto 6 De Noviembre

JOSHUA

De LANE

for

CITY COUNCIL

para Ayuntamiento

Five tips

1. Provide the election date so they know when to vote.
2. Clearly state the name of your candidate or cause.
3. Use both languages for bilingual targets.
4. Include a professional portrait for visual recognition.
5. QR Codes® can be scanned by smartphones, allowing recipients to view videos about your candidate or cause, make donations, and more.

FINISHED SIZE - 4x9
WITH BLEED - 4.125x9.125





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How to create effective political mail.

- Include three or four key points that: 1) summarize the candidate's platform, 2) state the party affiliation, and 3) highlight the office being sought. For causes or proposals, clearly define the intent and your position.
- Use bullets and white space to make the copy easy to read.
- State the date of the election on the front and back of your piece.
- Feature a contact telephone number as well as a URL or QR Code®* that lets recipients obtain more information or make campaign donations.
- For larger-scale elections, use mailing lists to target the voters most likely to support your candidate or cause.



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