

safety

cut line

full bleed

**MAGENTA LINE IS THE SAFETY LINE**  
ANYTHING THAT IS NOT GETTING CUT  
MUST BE INSIDE THIS LINE

**BLACK LINE IS THE TRIM LINE**  
THIS IS WHERE THE FINISHED  
PRODUCT WILL BE CUT

**BLUE LINE IS THE BLEED LINE**  
BACKGROUNDS AND IMAGES THAT  
BLEED OFF MUST EXTEND TO THIS LINE

**POLITICAL MAIL  
SAMPLE DOORHANGER**

### Five tips

1. Provide the election date so they know when to vote.
2. Clearly state the name of your candidate or cause.

**Hole is 1.25" Diam**

**Bottom of hole  
is 2" from top**

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 - 6X11**  
**WITH BLEED - 6.125X11.125**

**SAMPLE**

# VOTE NOV. 6<sup>TH</sup>

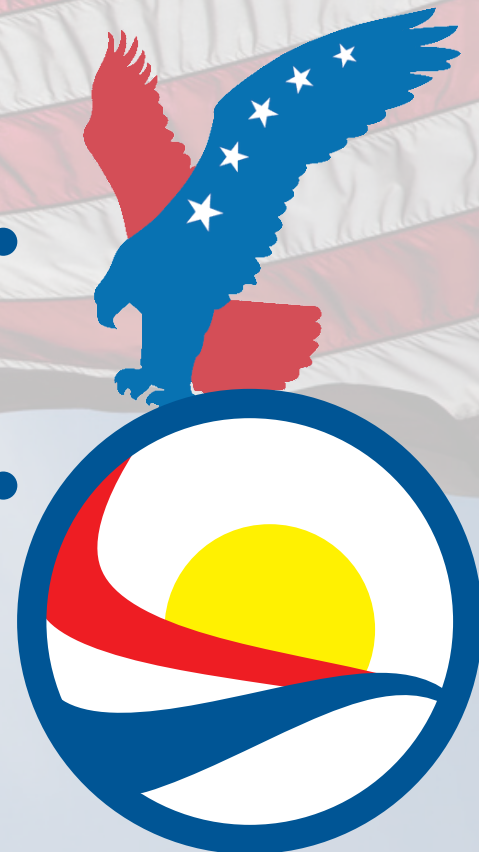
Voto 6 De Noviembre

# JOSHUA De LANE

for

## CITY COUNCIL

para Ayuntamiento



# 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.



Photo Tip: A photo of the candidate with his or her family adds a personal quality to the mailing.

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## ColorpointPrint.com

*Trade Printing Only Since 1981*

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