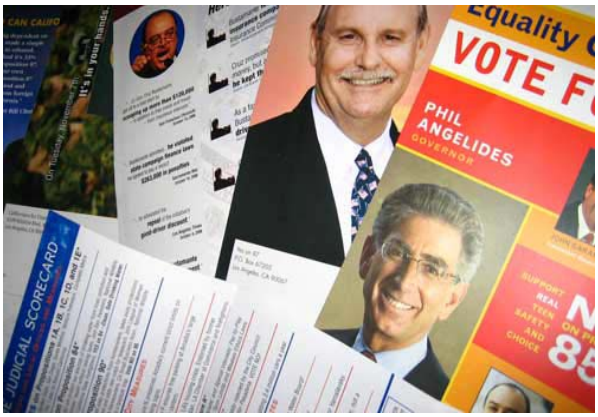


Political candidates and proponents of ballot initiatives employ a variety of marketing techniques, ranging from yard signs and billboards to radio, television, and Internet advertisements. One tried and true method of marketing a political campaign is with political mailers, typically one-page, double-sided advertisements that provide information on a candidate or initiative.

1

Create a targeted message that clearly and concisely defines your campaign. Mailers are double-sided mailings that are, at most, 10 inches by 13 inches, and should not contain an overly-detailed description of the candidate, proposition or ballot initiative. Include your message, as well as a bullet-point list of 3 to 5 statements that support your message.

2

Provide the vital election day information. You must instruct the voter to vote for the candidate, ballot initiative, or proposition. Include the day when the election will be held, the hours the polls are open, the candidate's name or the initiative or proposition number. Make sure that this information is printed larger than the other text so that it can be seen clearly and stands out.

3

Include a memorable image that connects to the candidate, proposition or ballot initiative. A picture of the candidate and his family or an image that is germane to the desired outcome of the proposition or ballot initiative can connect the voter to the purpose of the mailer. The image must reinforce your message and help persuade the voter to vote for the candidate, proposition or initiative and, therefore, should not be a generic image.