



Raise Awareness.

**WIN THE ELECTION.**

Get your political campaign seen by everyone, everywhere.



# POLITICAL POWER ★ UP

**BOOST YOUR CAMPAIGN WITH THESE POWERFUL FEATURES!**

- SocialMatch
- Social Media Follow-Up
- Mail Tracking
- Informed Delivery®
- Call Tracking
- YouTube Ads
- District Targeting
- LEADMatch
- Gmail Campaign



# POLITICAL POWER ★ UP

## Get your message into the hands of potential voters!

According to the Census Bureau, 64% of the US voting age population is registered to vote as of 2016. Unfortunately, there is **never** a 100% voter turnout at the polls.

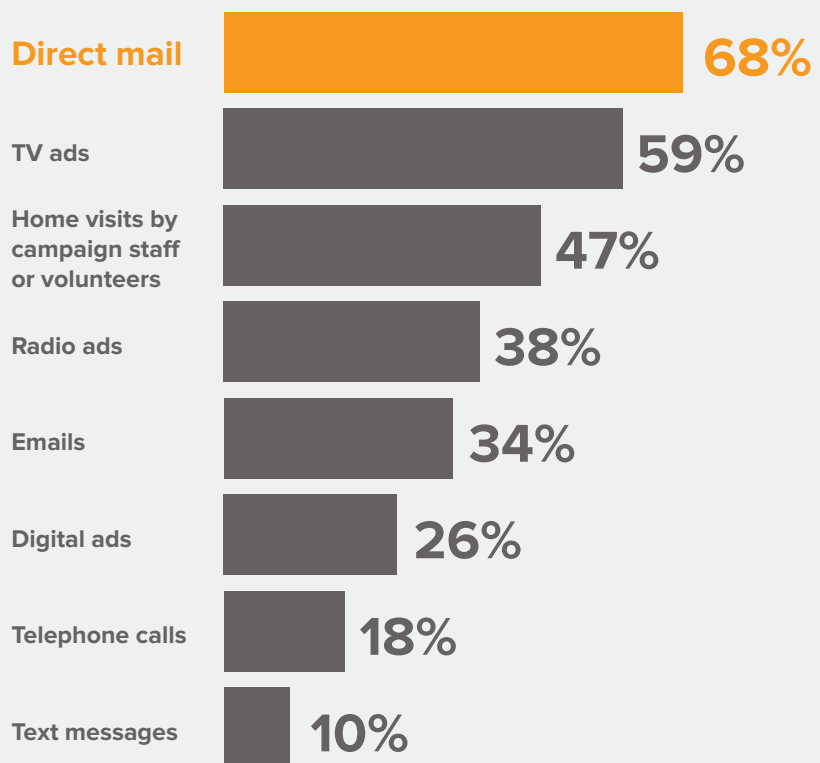
- Voter turnout hovers between **40-60%** on average.
- In the 2016 presidential election, **74.7%** of eligible voters turned out in Minnesota, but only **43.2%** in Hawaii.

Sending mail only to those who **have** voted regularly instead of everyone who **can** vote is a better use of campaign funds.

## Survey says...

A 2018 USPS commissioned survey found that **68% of voters** believe direct mail to be the most credible source of political outreach.

### Most credible political outreach techniques



Source: United States Postal Service

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## The early bird gets the worm

- **67%** of voters read mail on early voting registration
- **73%** of Americans prefer first contact by mail when it comes to voting
- **55%** of voters use mail to decide how to vote
- **6 out of 10** swing voters say political mail is helpful in their decision

## Don't count them out!

Millennials are the most likely to read their mail upon seeing it. In fact, **76%** of Millennial respondents indicated that they are very or somewhat likely to read their mail upon seeing it, a figure higher than Gen Xers (65%) and Baby Boomers (61%).

## We the people want...

- **82%** want to know where the candidate stands on issues
- **74%** want a contrast with an opponent on issues
- **73%** want to know a candidate's voting record and any past statements made
- **60%** want to see a list of who endorses the candidate



2.7B

Number of political mail  
pieces sent out in 2016

\$5.63M

Amount of money spent on  
political mail in 2016



# POLITICAL POWER★UP

## SocialMatch

SocialMatch matches your mailing list to Facebook and Instagram user accounts. Your target market will not only receive the mailing, but will be delivered the same message in their Facebook feed, even before they visit your website!



## Informed Delivery®

This USPS feature allows recipients to see a digital preview of their scheduled mail. The digital preview includes a grayscale image of the mail piece arriving in the mail that day, along with a full color ridealong ad – giving you another opportunity to drive campaign conversions.



## Mail Tracking

Be prepared for new calls and online leads by knowing exactly when your mailing is hitting mailboxes.

## Call Tracking

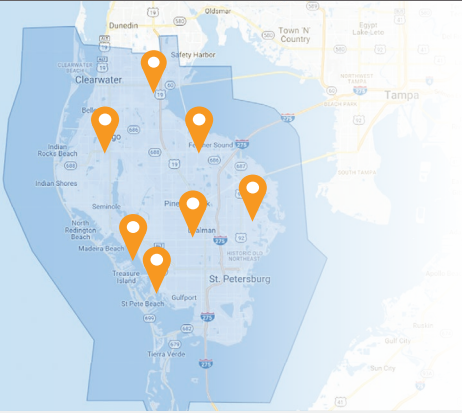
Get live updates and recordings of every call received from your direct mail campaign.

## Social Media Follow-Up

Take your online follow-up even further with our new addition of Social Media Follow-Up! Show ads to your website visitors in their profile newsfeeds on Facebook and Instagram.



# POLITICAL POWER UP

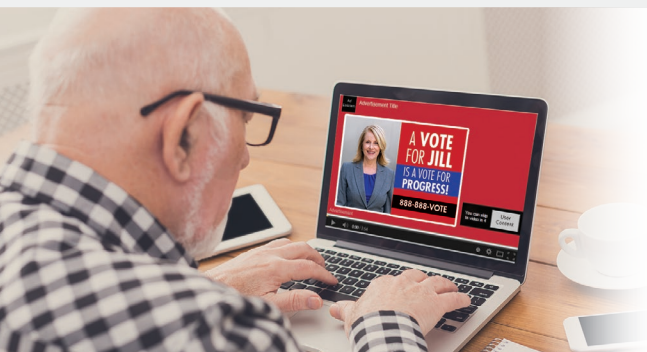
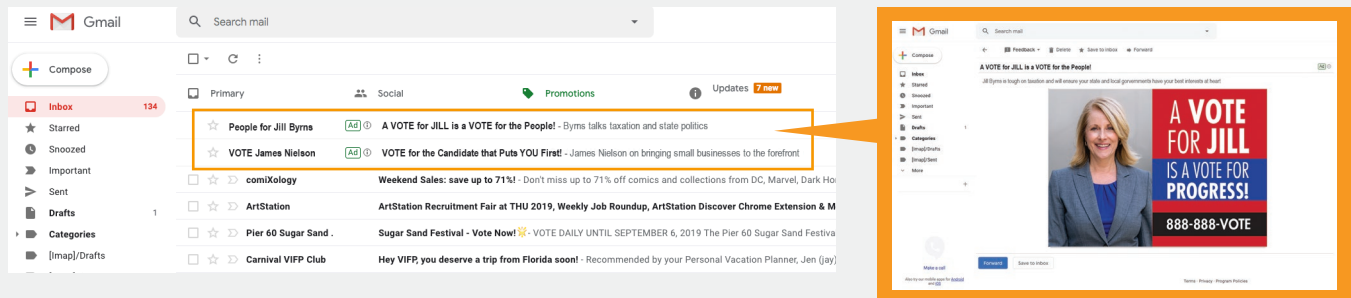


## District Targeting

District Targeting is a geographical target of people that are within your voting district on both Google and Social Media. You can also segment that target audience by identifying the highest probable voters. Targeting parameters include: congressional district codes for any specific region (i.e. FL-14), affinity audiences (i.e. those more likely to interact with news and politics, current political news, etc.), age, gender, and household income.

## Gmail Campaign

Gmail campaign ads appear in the Promotions tab in the user's Gmail inbox. Once any part of the ad is clicked, it opens the full email ad. Expanded, the ad looks just like a typical email with a subject line, engaging media, the option to forward the message, save the message, and more.



## YouTube Ads

Display video ads right before your prospect watches the newest video from their favorite YouTube channel. This is a perfect way to get your message across!

## LEADMatch

Never guess again how effective your direct mail campaign was. LEADMatch enables you to track and record all website visitors that came as a result of your mailing and see what actions they took, and mail to unique visitors who came to your website who weren't on your mailing list!



# POLITICAL

## P O W E R ★ U P

## Ad Specifications

### GOOGLE ADS

#### IMAGE SPECIFICATIONS

- Ad size: 300 × 250, 160 × 600, or 728 × 90. Additional ad sizes are acceptable to Google; however, we prefer these.
- File types accepted: JPG, PNG, GIF
- 150 kB or less

#### CONTENT RESTRICTIONS

- No all white or all black backgrounds — a border is required to differentiate the ad from the web page.
- Animation in any animated ad must be limited to 30 seconds or less, and cannot move more than 5 frames per second.
- Can't say "click here".
- Avoid excess exposed skin, including shoulders.
- Reference: <https://support.google.com/adwordspolicy/answer/176108?hl=en>

### FACEBOOK ADS

#### IMAGE SPECIFICATIONS

- Ad size: 1200 × 628
- File types accepted: JPG, PNG
- Headline: 25 characters max
- Primary text: 90 characters max
- Link description: 30 characters max

#### CONTENT RESTRICTIONS

- No more than 20% of the ad can be text.

### YOUTUBE VIDEO ADS

#### VIDEO SPECIFICATIONS

- Video formats accepted: AVI, ASF, MOV, MP4, MPEG, WMV
- Max file size: 1 GB
- Max duration: 3 minutes, 12 seconds

### GMAIL ADS

#### LOGO SPECIFICATIONS

- Minimum image size: 144 × 144 with 1:1 aspect ratio
- Maximum file size: 150 kB for logos, 1 MB for header image and marketing image

#### TEXT SPECIFICATIONS

- Business name: up to 20 characters
- Headline: up to 25 characters
- Description: up to 90 characters

#### IMAGE SPECIFICATIONS

- Banner Image: 650 × 300 or 1000 × 300
- Max image size: 1 MB
- Accepted image formats: JPG, PNG, GIF (non-animated)

### MAILING LIST

Your mailing list must include district codes for District Targeting. Include email addresses and phone numbers for higher match percentages on SocialMatch and Gmail campaigns.

## Political Ad Content Restrictions

Please do not include content or imagery in any of the aforementioned ad formats that pertains to marijuana usage, gun control, abortion laws, or mudslinging.



ThomasPrintworks.com  
tactix360.com

**DALLAS**  
15125 Quorum Dr.  
Addison, TX 75001

**FORT WORTH**  
805 Lamar St.  
Fort Worth, TX 76102

**HOUSTON**  
707 West Road  
Houston, TX 77038

**AUSTIN**  
304 E. 3rd St.  
Austin, TX 78701

**SAN ANTONIO**  
1223 Arion Pkwy. #108  
San Antonio, TX 78216

**MINNEAPOLIS**  
801 2nd Avenue North  
Minneapolis, MN 55405

**PHOENIX**  
817 E. Indian School Rd.  
Phoenix, AZ 85014

**ORLANDO**  
6210 Hoffner Ave. #130  
Orlando, FL 32822

**MIAMI**  
5000 SW 75th Ave. #114  
Miami, FL 33155

**1-800-877-3776**