

CAMPAIGN
MATERIAL
GUIDE BOOK



2019



Recordnews
PRESORT • MAILING • PRINTING • DATA

913.724.3444 • work@recordnews.com

CAMPAIGN MATERIAL GUIDE BOOK



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This material guidebook was created as a simple way to introduce you to the services and products we can assist you with as you undertake your campaign. While it is by no means a comprehensive catalog of what we offer, we hope it serves as a starting point for future discussion.

MAILING SERVICES

We specialize in Direct Imprint (inkjet) of presorted letters and flats. Our high-speed inkjets provide speed and quality when addressing your mail. Inline-tabbing and drying units enable us to handle a variety of mail pieces and paper stock. We also offer multiple-piece inserting services as well.

POSTAL DESIGN CONSULTATION:

A lot of our customers design and typeset their own mailing piece but aren't accustomed to thinking about postal design considerations. We encourage our customers to let us take a quick look at how their piece is set up... a few minutes early on during the project can help prevent additional expenses later.

LIST CREATION & ACQUISITION:

Your campaign mail loses its effectiveness if it doesn't make it into the right hands. We have decades of experience with voter lists on both the county and state level. From ranking potential voters based on voting history, party affiliation, age or gender, we'll work with you to create just the right list to meet your needs. We go to great lengths to help you target the best voters in order to make every campaign dollar count.

How about getting a FREE no-risk, confidential postage and service quote? If you want to know exactly what postage rate we can get for your mailing, you can send us your mailing list to get an accurate postage amount. All lists are kept in strictest confidence whether we do your mailing or not. We accept a wide range of file formats. Contact us for more information.

**Ask about our
Proprietary
Ranking System
for ensuring your
mailers reach the
highest-quality
Election Day and
Advance voters!**

PRINTING SERVICES

Recordnews offers a wide variety of typesetting, graphic design and print services. From simple, single-color flyers to glossy full-color brochures and beyond, we focus on making your experience with us as fast, friendly and cost-effective as possible. And, our experience in the mailing industry gives us a critical perspective when designing and/or printing mail pieces for our customers.

Although we work with campaigns, companies and organizations of all sizes, our position as a small, family-owned business makes us sensitive to a wide range of budgets and objectives.

DESIGN:

From flyers and brochures to newsletters (and even newspapers), our job is to make sure your material looks the way YOU want it to look. We can take the layout you've created (and help refine it for the final printing). Or we can take your raw materials and use them to design a piece that you'll be proud to put into people's hands. The bottom line is that we're not satisfied with how your piece looks until YOU are!



Small Business, BIG Results!

That's why our customers tell their friends & associates about us. Contact us to find out how we can deliver results for you!



YARD SIGN
16.00 x 26.00 "Gill #192"
plastic-coated card sign



**CAMPAIGN
MATERIALS:
SIGNS**

*We have a
large variety of
sign sizes available.
Please contact us for
more information about
our sign products.*

CAMPAIGN SIGNS

Uses: sign planting in campaign supporter yards, road side and commercial locations

Cons: little room for much content; can have much higher unit price compared to other campaign collateral; time & effort needed to "recruit" sign locations

Sizes: *many different sizes, color and material options available*

Available in various materials

Pro's: promote your "campaign/candidate" brand in highly visible locations of your choice

HIGHWAY SIGN
48.00 x 96.00 "Gill #168" corrugated plastic sign



CAMPAIGN MATERIALS: HANDOUTS

ELECT Jim WATSON for STATE REPRESENTATIVE

Promoting Community, not Conflict

- ✓ Create Citizen Advisory Committees to explore new growth opportunities
- ✓ Schedule regular "town hall" meetings in our district to communicate concerns and ideas between residents, businesses and community leaders
- ✓ Promote open and transparent leadership that helps unite, not divide, our state

**PUSH CARD
3.67 x 8.50 size**

I am proud to call the 2nd District my community too! I'm dedicated to making it great for all of us! I ask for your vote on August 2nd. Working together, we can make the 2nd District a proud place to live and work.

Jim

www.watsonforkansas.com
watson4kansas@gmail.com
(913) 555-0000

Paid for by Watson for Kansas,
John Slayton, Treasurer

ELECT Jim WATSON for STATE REPRESENTATIVE

QUALITY PUBLIC EDUCATION

- Increase funding for schools to keep up with growing demands
- Promote stringent annual review boards to monitor education and funding efficiency

EQUALITY and FAIRNESS

- Equal opportunity for all regardless of race, gender, or sexual orientation
- Fairness in tax policies to balance the needs of citizens with businesses in our state

PROTECTING OUR QUALITY OF LIFE

- Make smart decisions on improving roads, parks and other infrastructure
- Address environmental impact issues to leave a cleaner, healthier Kansas for our children

**PUSH CARD
3.67 x 8.50 size**

Jim and his wife, Laura, have lived in Overland Park for the past 19 years. Their three children all attend Shawnee Mission schools. They have both long been active in PTA, school fundraising, church and other community groups. Jim is a member of the local Garrison & Knight, specializing in consumer protection and advocacy cases.

Laura is an Early Learning coordinator for the Shawnee Mission School district. Their children, Andi, Toby and Jackson have lived in the district all their lives and love the community they share with friends and family!

Vote Tuesday, August 2nd!

FRONT

PUSH / WALK CARDS

Uses: campaign rallies & forums; community events, parades, door-to-door, fundraising events, etc.

Sizes: 3.67 x 8.50, 3.75 x 8.50 and 4.00 x 9.00

Pro's: space for quite a bit of information, graphics & photos; convenient size to hold and store

Available in Glossy or Matte card stocks

FRONT

Vote Tuesday, August 2nd

Jane Watson for STATE REPRESENTATIVE

A vision for making Kansas great again

"I'm ready to represent our community in Topeka because I care deeply about Kansas values."

✓ Quality Public Education

- ✓ Common-sense spending for improving our roads, parks & recreation spaces and other infrastructure
- ✓ Creating fair tax policies for all

"I've called Kansas home for my entire life. Now more than ever we need leaders with a vision to make our state great again. Join me in the effort to get Kansas back on track toward greatness."

www.watsonforkansas.com
(913) 555-0000
watson4kansas@gmail.com

Paid for by Watson for Kansas,
John Slayton, Treasurer

Jane Watson...

A vision for making Kansas great again

QUALITY PUBLIC EDUCATION

- Increase funding for schools to keep up with growing demands
- Establish sensible education guidelines
- Improve teacher workplace and compensation factors to attract & retain quality teachers

EQUALITY and FAIRNESS

- Equal opportunity for all regardless of race, gender, or sexual orientation
- Fairness in tax policies to balance the needs of citizens with businesses in our state

PROTECTING OUR QUALITY OF LIFE

- Support renewable energy policies
- Make smart decisions on improving roads, parks and other infrastructure
- Address environmental impact issues to leave a cleaner, healthier Kansas for our children

Born and raised in Kansas, I grew up in Shawnee and have lived in Overland Park for the past 22 years. With a Master's degree in Business Finance from the University of Kansas, I've spent the majority of my professional career in making smart, sensible financial decisions. Having worked both as a small business owner and in a corporate setting, I bring experience from both worlds in the legislature. I hope to represent all of the residents of the 1st District to bring back fair, common sense decision-making in Topeka.

www.watsonforkansas.com

BACK

On April 2nd, Re-Elect...

Rachel WATSON for CITY COUNCIL

In Rachel's first term, she helped...

- add 15 new police officers
- implement stricter budgetary procedures
- increase recreational greenspace
- create 2 new economic development zones to promote business growth

Olathe has long been a great place to live and work!

I am proud to have been a part of the tremendous progress our city has made over the past two years. But there is still work to be done and Olathe needs experienced leadership now more than ever to face the challenges ahead.

I ask for your vote on April 5th as we strive to continually improve our quality of life here in Olathe.

Rachel WATSON

The dedication to serve.
The vision to lead.

**PUSH CARD
4x9 size**

FRONT

ELECT Rachel WATSON for CITY COUNCIL

EXPERIENCED LEADERSHIP. PROVEN DEDICATION.

CREATE AN ENGAGED CITIZENRY

- Promote active community participation to provide critical feedback to City leaders
- Create citizen advisory groups working with City administration to pinpoint areas of greatest need

PROTECT OUR QUALITY OF LIFE

- Invest wisely in our police and fire departments to ensure quick, professional responses to emergency situations
- Make measured decisions on improving roads, parks and other infrastructure

PROMOTE RESPONSIBLE ECONOMICS

- Balance the needs of business and residents fairly when enacting policies that affect both parties
- Monitor city spending carefully to maximize the results that your tax dollars provide

Rachel Watson

The dedication to serve.
The vision to lead.

www.watsonforkansas.com
watson4kansas@gmail.com
(913) 555-0000

Paid for by Watson for Kansas,
John Slayton, Treasurer

Vote Tuesday, April 5th!

CAMPAIGN MATERIALS: HANDOUTS



BUSINESS CARDS

Uses: campaign rallies & forums; community events, parades, door-to-door, fundraising events, providing contact information

Size: 3.50 x 2.00

Pro's: small size convenient for handling & storage; more cost-effective than larger cards

Cons: little room for much content; smaller size is more easily lost or discarded by the recipient

Available in Glossy or Matte card stocks

DOOR HANGERS

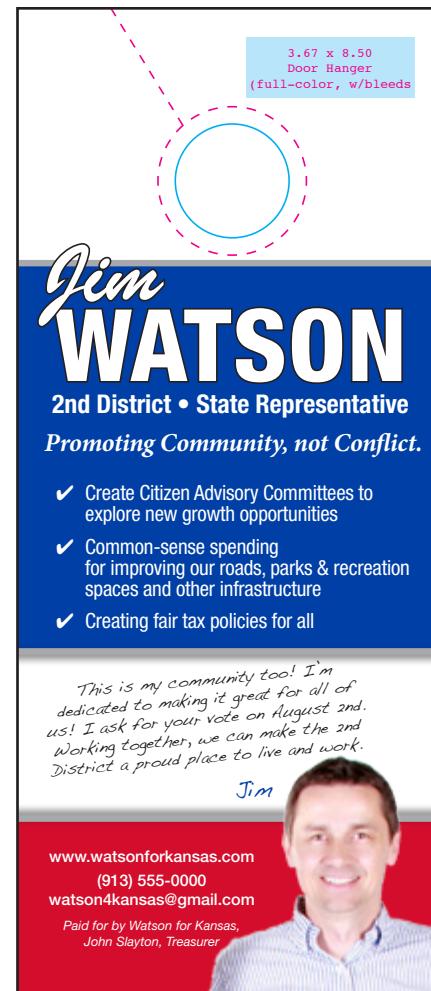
Uses: walking door-to-door

Size: 3.67 x 8.50

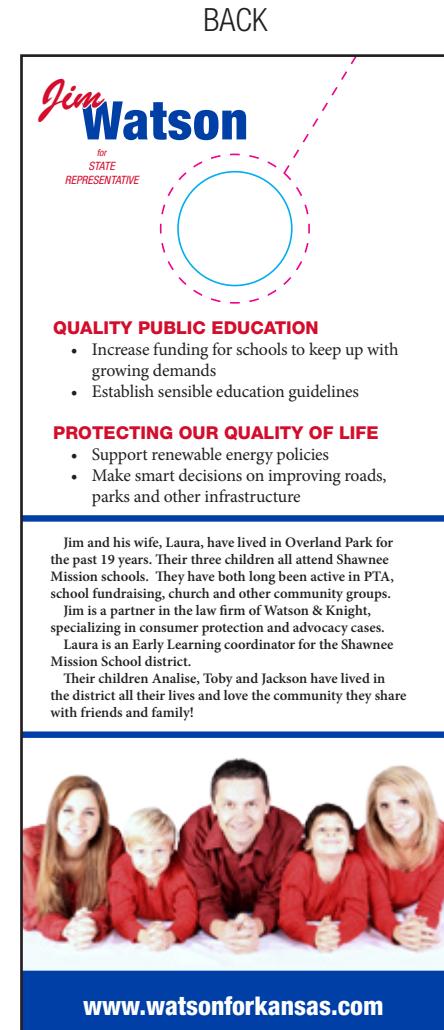
Pro's: can function as a combination push card & door hanger; die-cut hole is convenient for leaving on doors when no one is home

Cons: less room available for content than same-size standard push card; more expensive than standard push card

Available in Glossy or Matte card stocks



FRONT



MAILERS: POSTCARDS

POSTCARDS

Uses: direct-mail

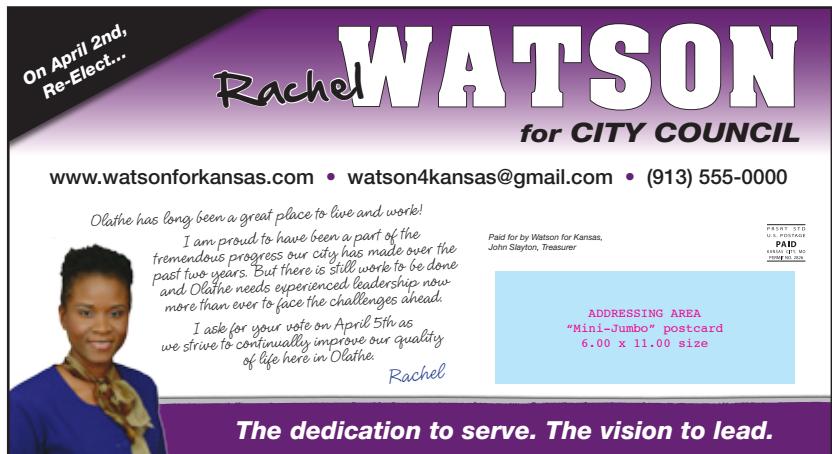
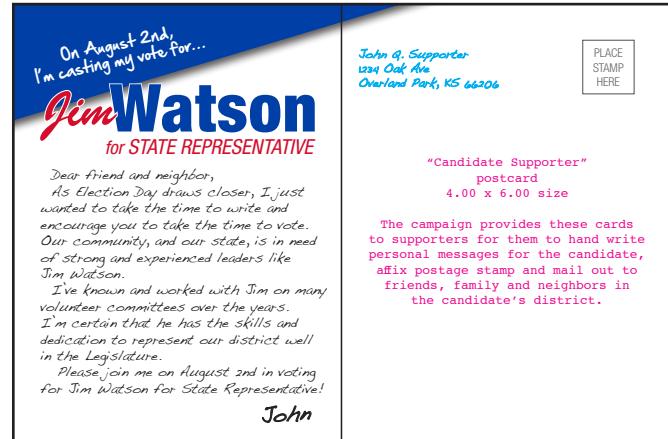
Sizes: (most common) 4.00 x 6.00; 5.50 x 8.50, 6.00 x 11.00, and 8.50 x 11.00

Pro's: ability to reach greater number of voters than in person; can target voters using very specific criteria (party affiliation, voting history; age; gender and other parameters)

Cons: additional cost of mailing services and postage over handout cards; greater need to schedule in advance to allow for postal delivery times

Available in Glossy or Matte card stocks

4x6 "Supporter" postcard



6.00 x 11.00

"Mini-Jumbo" postcard

ADVANTAGES:

- greater space available for additional content if desired
- greater "mailbox presence" than smaller postcards (eg. 4.00 x 6.00; 5.50 x 8.50)
- does not have a higher postage rate over smaller postcards

DISADVANTAGE:

- slightly higher print costs over smaller postcards

Rachel Watson for Olathe: The dedication to serve. The vision to lead.

ELECT **Rachel WATSON for CITY COUNCIL**
EXPERIENCED LEADERSHIP. PROVEN DEDICATION.

www.watsonforkansas.com
watson4kansas@gmail.com
[\(913\) 555-0000](tel:(913)555-0000)
...or on Facebook: [watsonforkansas](#)

For proven, experienced leadership... vote Rachel Watson on Tuesday, April 5th!

Making Olathe better for all of us

CREATE AN ENGAGED CITIZENRY

- Promote active community participation to provide critical feedback to City leaders
- Create citizen advisory groups working with City administration to pinpoint areas of greatest need

PROTECT OUR QUALITY OF LIFE

- Invest wisely in our police and fire departments to ensure quick, professional responses to emergency situations
- Make measured decisions on improving roads, parks and other vital infrastructure

PROMOTE RESPONSIBLE ECONOMICS

- Balance the needs of business and residents fairly when enacting policies that affect both parties
- Monitor city spending carefully to maximize the results that your tax dollars provide

5.50 x 8.50 "Oversize" postcard



A vision for making Kansas great again

"I've called Kansas home for my entire life. Now more than ever we need leaders with a vision to make our state great again. Join me in the effort to get Kansas back on track toward greatness."

Jane

www.watsonforkansas.com • watson4kansas@gmail.com • (913) 555-0000

"I'm ready to represent our community in Topeka because I care deeply about Kansas values."

- ✓ Quality Public Education
- ✓ Common-sense spending for improving our roads, parks & recreation spaces and other vital infrastructure
- ✓ Creating fair tax policies for all

Paid for by Watson for Kansas,
John Stayton, Treasurer

PRSR STO
U.S. POSTAGE
PAID
KANSAS CITY, MO
PRINTED IN U.S.A.

ADDRESSING AREA
"Oversize" postcard
8.50 x 5.50 size

**MAILERS:
POSTCARDS**

MAIL SIDE

NON-MAIL SIDE

ELECT

Common-sense ideas from a proven, dedicated community leader.

QUALITY PUBLIC EDUCATION

- Increase funding for schools to keep up with growing demands
- Establish sensible education guidelines
- Improve teacher workplace and compensation factors to attract & retain quality teachers

EQUALITY AND FAIRNESS

- Equal opportunity for all regardless of race, gender, or sexual orientation
- Fairness in tax policies to balance the needs of citizens with businesses in our state

PROTECTING OUR QUALITY OF LIFE

- Support renewable energy policies
- Make smart decisions on improving roads, parks and other infrastructure
- Address environmental impact issues to leave a cleaner, healthier Kansas for our children

A vision for making Kansas great again!

Vote August 2nd!



Born and raised in Kansas, I grew up in Shawnee and have lived in Overland Park for the past 22 years. With a Master's degree in Business Finance from the University of Kansas, I've spent the majority of my professional career in making smart, sensible financial decisions. Having worked both as a small business owner and in a corporate environment, I will bring experience from both worlds in the Legislature. Now, as I raise my daughter, Allie, in our community, I hope to represent all of the residents of the 1st District to bring back fair, common sense decision-making in Topeka.

ADVANTAGES:

- decent amount of space for campaign content
- in the "sweet spot" of balancing room for content, mailbox presence and print cost efficiency

DISADVANTAGE:

- a more common size postcard in many mailboxes; potential to not draw as much attention as a larger mailer

8.50 x 11.00 "Jumbo" postcard

MAIL SIDE

MAIL SIDE

NON-MAIL SIDE

BOTH Available in
Glossy or Matte
card stocks

ELECT



Promoting Community, not Conflict

I am proud that my family can call the 2nd District our home! I'm dedicated to making it great for all of us! I ask for your vote on August 2nd. working together, we can make the 2nd District a proud place to live and work.

Jim

www.watsonforkansas.com • watson4kansas@gmail.com • (913) 555-0000

On August 2nd, make a difference in YOUR community and elect Jim Watson to the Kansas House.

- ✓ Quality Public Education
- ✓ Common-sense spending for improving our roads, parks & recreation spaces and other vital infrastructure
- ✓ Creating fair & equitable tax policies for all

Paid for by Watson for Kansas,
John Stayton, Treasurer

PRSR STO
U.S. POSTAGE
PAID
KANSAS CITY, MO
PRINTED IN U.S.A.

ADDRESSING AREA
"Jumbo" postcard
8.50 x 11.00 size

Common-sense ideas from a proven, dedicated community leader.

QUALITY PUBLIC EDUCATION

- Increase funding for schools to keep up with growing demands
- Establish sensible education goals & budgets

PROTECTING OUR QUALITY OF LIFE

- Support renewable energy policies
- Make smart decisions on improving roads, parks and other vital infrastructure

PROMOTE RESPONSIBLE ECONOMIC STRATEGIES

- Control large corporate tax breaks that negatively impact the middle- and lower-income citizens
- Ensure that our electronic, physical and energy policies enhance, not hinder, business growth

For more information, visit: www.watsonforkansas.com ...or on Facebook: [watsonforkansas](#)



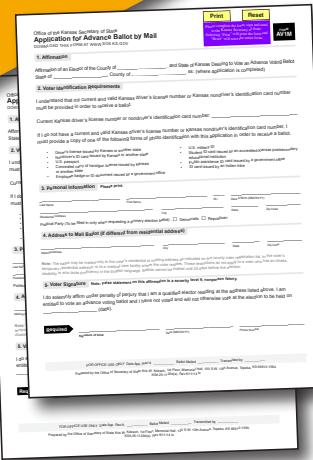
ADVANTAGES:

- large amount of space for content (text, photos, graphics, etc)
- tremendous "mailbox presence" due to size

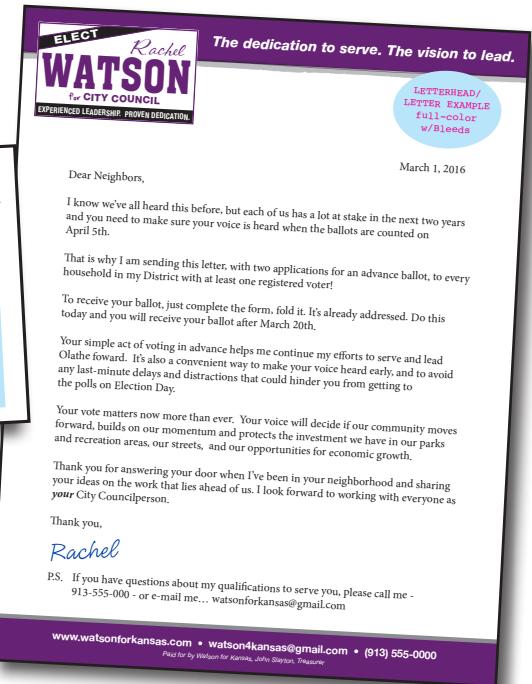
DISADVANTAGES:

- higher print costs over smaller postcards
- higher postage rates compared to smaller mailers
- potentially slower mail delivery times due to size/postal class

MAILERS: ENVELOPE



No. 10 Envelope Mailer Theme: "Advance Voters"



Advance Voter targeted mailer:
ADVANTAGE: promotes advance voting which can help the campaign build early momentum

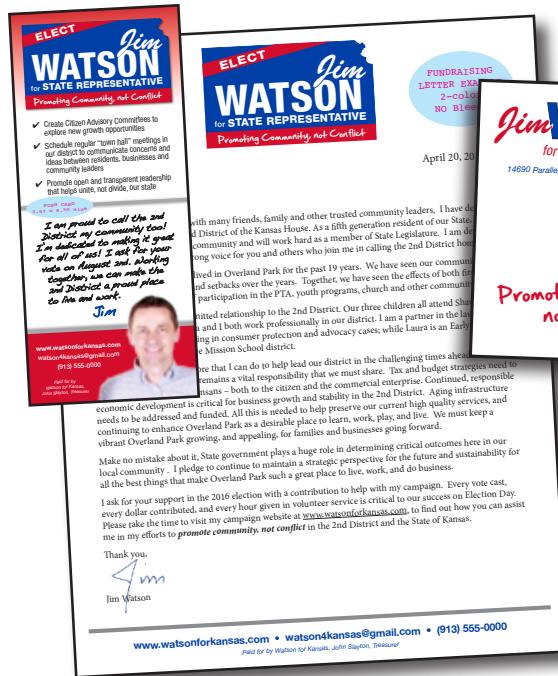
Example package shown: letter, push card, 2 Advance Voter ballot applications, #10 outer envelope

ADVANTAGES:

- ability to combine multiple campaign pieces into a single mail piece
- tap into potential recipient curiosity to see what's inside the envelope

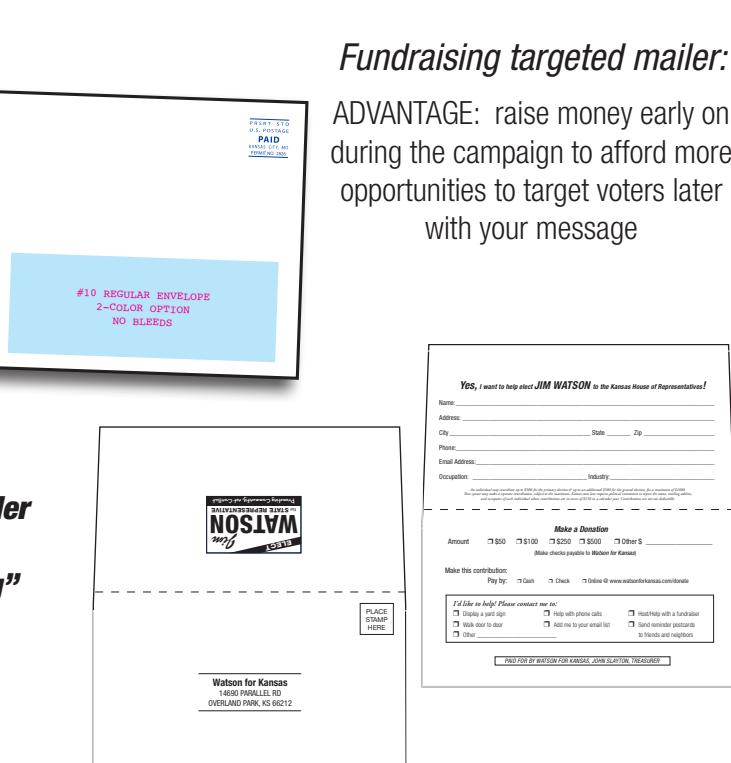
DISADVANTAGE:

- higher overall print costs due to the need to produce multiple pieces
- additional mail service costs for inserting
- using a standard size envelope may not have as much "mailbox presence"



No. 10 Envelope Mailer Theme: "Fundraising"

Example package shown: letter, push card, remit envelope, #10 outer envelope



MAILERS: **TARGETING**

We understand that every dollar you spend is critical to the success of your campaign. We go to great lengths to help you target the best voters and maximize the effectiveness of your mailing budget.

As you plan your campaign mailers, here are a few strategies to help get each mail piece into the right hands:

VOTER HISTORY:

- look a little further back in time – by including voting history in a larger number of past elections, you can get a clearer picture of who the most frequent voters really are
- take both Primary and General election history into account – regardless of whether you're currently involved in a Primary or General race, looking at Primary voting history helps capture higher-quality voters
- consider lower-turnout elections – those people who get out and vote in even the lowest turnout elections are a valuable audience for your message

DEMOGRAPHICS:

- assess the makeup of your district – getting a picture of the demographic of your district can help focus the message and content of your mailers
- consider tailoring specific messages to voters – while certain words and images may positively influence one type of audience, they may have a limited, or even negative, effect on another; in some instances it's possible to send one version of a mailer to one demographic, and a different version to another all within the same mailing (e.g., male voters receive a slightly different version of a postcard than female voters)
- use demographics to help shape strategy – descriptors such as party affiliation, age, gender, household income level (where available) are possible ways to gain insight as to what issues may resonate with voters in your district

We have decades of experience with voter lists on both the county and state level. From ranking potential voters based on voting history, party affiliation, age or gender, we'll work with you to create just the right list to meet your needs.



**Our Proprietary
Ranking System helps
ensure your mailers target
the highest-quality Election Day
and Advance voters!**

DIGITAL: IP ADDRESS TARGETED ADS

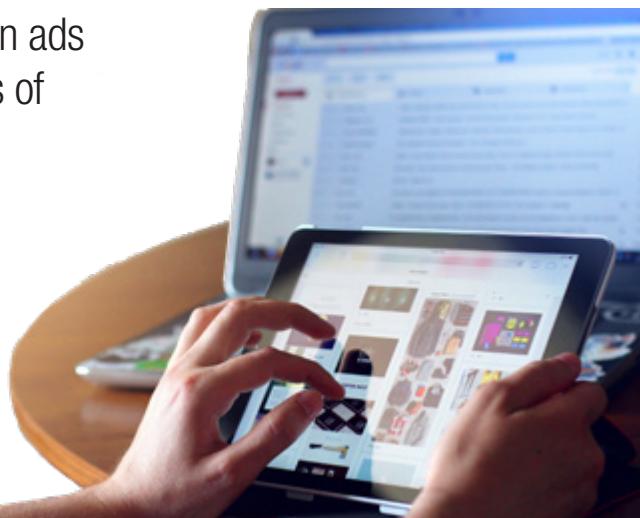
*Ask us for more information
about this exciting new
digital marketing service!*



***Put campaign ads in front of
web users in YOUR area!***

Based on the end user's IP address, your digital campaign ads of varying size and content can be displayed to thousands of targeted voters in your district.

This dynamic, digital marketing program offers yet another way to get your message across to those people who can make a difference for you on Election Day!

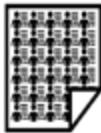


DIGITAL: IP ADDRESS TARGETED ADS

This patented process combines more than 30 public data elements to hyper-accurately map an IP address to a home address.

Household IP Targeting: The Big Picture

1



Voter History
Expanded Target
List.

2



Run list of home addresses
through our IP Targeting
Algorithm.
*~50% Match Rate.

3



Campaign Set Up and
Launch. Begin serving to
the devices connected to
the Wi-Fi in the specified
households.

Goal: Serve digital banner ads to prospects and/or current customers.

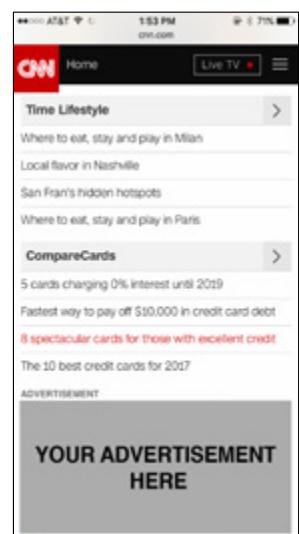
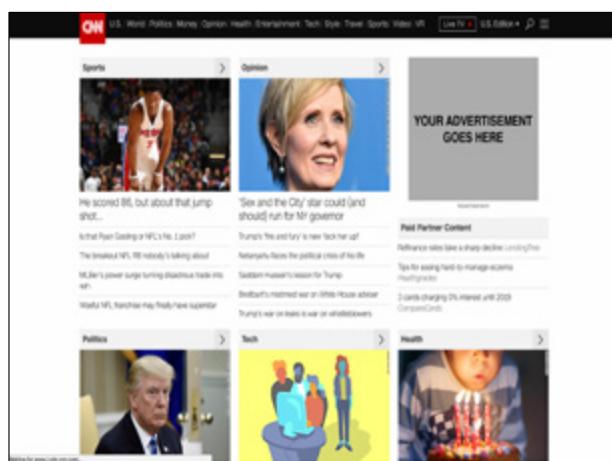
Strategy: Harvest a list from Voter History data and serve digital banner ads to specific households.

Additional Information: We estimate that we'll match 50% of any list. We can reach over 94% of the available publisher's websites.

Campaign Execution: We recommend serving at least 10-20 ad impressions per week per appended matched record.

Up to 7 different banner sizes allow for format-appropriate placement in both Desktop and Mobile web browsers

Where Do My Ads Go With IP Targeting?



AT-A-GLANCE CALENDAR

JANUARY						
MO	TU	WE	TH	FR	SA	SU
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY						
MO	TU	WE	TH	FR	SA	SU
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

MARCH						
MO	TU	WE	TH	FR	SA	SU
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL						
MO	TU	WE	TH	FR	SA	SU
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY						
MO	TU	WE	TH	FR	SA	SU
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JUNE						
MO	TU	WE	TH	FR	SA	SU
		1	2			
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JULY						
MO	TU	WE	TH	FR	SA	SU
		1	2	3	4	5
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24	25	26	27	28	29

AUGUST						
MO	TU	WE	TH	FR	SA	SU
				1	2	3
5	6			7	8	9
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

SEPTEMBER						
MO	TU	WE	TH	FR	SA	SU
		1				
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24	25	26	27	28	29

OCTOBER						
MO	TU	WE	TH	FR	SA	SU
		1	2	3	4	5
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

NOVEMBER						
MO	TU	WE	TH	FR	SA	SU
		1	2	3	4	5
4	5		6	7	8	9
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER						
MO	TU	WE	TH	FR	SA	SU
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

IMPORTANT DATES

June 3
Filing and Withdrawal Deadline (12 Noon)
(K.S.A. 25-205) (K.S.A. 25-205(a)) (K.S.A. 25-306a)

Deadline for questions to be placed on
Primary Election Ballot

July 16
Registration books close - last day to register
(K.S.A. 25-2311 (a) (3))

August 6
PRIMARY ELECTION

Deadline for questions to be placed on
General Election Ballot

October 15
Registration books close - last day to register
(K.S.A. 25-2311 (a) (3))

November 5
GENERAL ELECTION



September 3
Advance voting in person begins
(K.S.A. 25-1122(g))

October 28
Advance voting in person begins
(K.S.A. 25-1122(g))

November 4
Advance voting in person closes (12 noon)
(K.S.A. 25-1122(g))

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