

# CAMPAIGN GUIDE BOOK

# 2021



***Recordnews***  
***PRESORT • MAILING • PRINTING • DATA***

*Providing Printing and Political Mailing Services for over Thirty Years*

**913.724.3444 ◦ [work@recordnews.com](mailto:work@recordnews.com)**

# CAMPAIGN GUIDE BOOK



**Recordnews**  
**PRESORT • MAILING • PRINTING • DATA**

*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-tabling 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.

### ADVANCE VOTERS:

We love data. In fact, we've tracked voter history for 10+ years! We've ranked voters in various ways, including when they vote and if they vote in advance or on Election Day. We recommend timing your "Get Out the Vote" efforts based upon our proprietary rankings.

**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  
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

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

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

**Cons:** little room for much content; can have  
much higher unit price compared to  
other campaign collateral; time & effort  
needed to "recruit" sign locations; some  
municipalities have size & location  
restrictions to consider

*Available in various materials*

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



Ask us  
about banners,  
car magnets,  
window decals  
and other types  
of signage  
& display items

# CAMPAIGN HANDOUTS

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

PUSH CARD  
3.67 x 8.50 size

"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 environment, I will 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

BACK

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

**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

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 partner in the law firm of Watson & Knight, specializing in consumer protection and advocacy cases. Laura is an Early Learning coordinator for the Shawnee Mission School district. Their children, Analise, 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

On April 2nd, Re-Elect...

Come To **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

BACK

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!

## 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

# CAMPAIGN HANDOUTS



FRONT

## 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*



BACK

## DOOR HANGERS

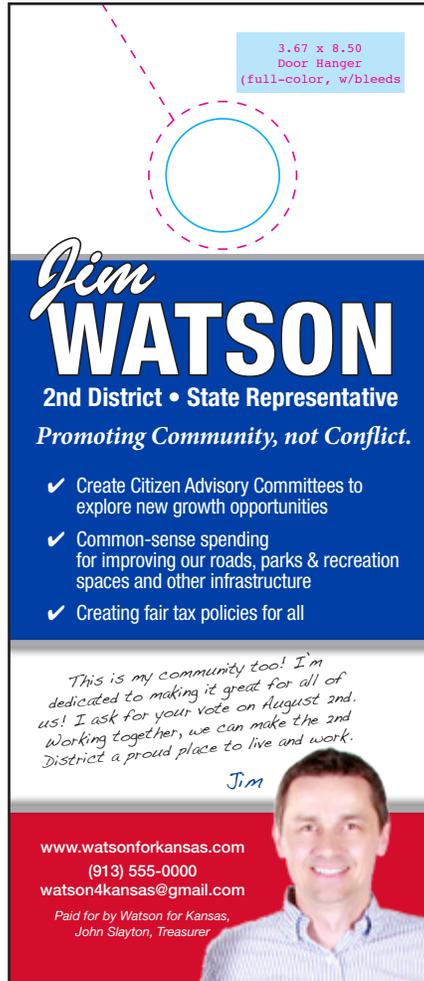
**Uses:** walking door-to-door

**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

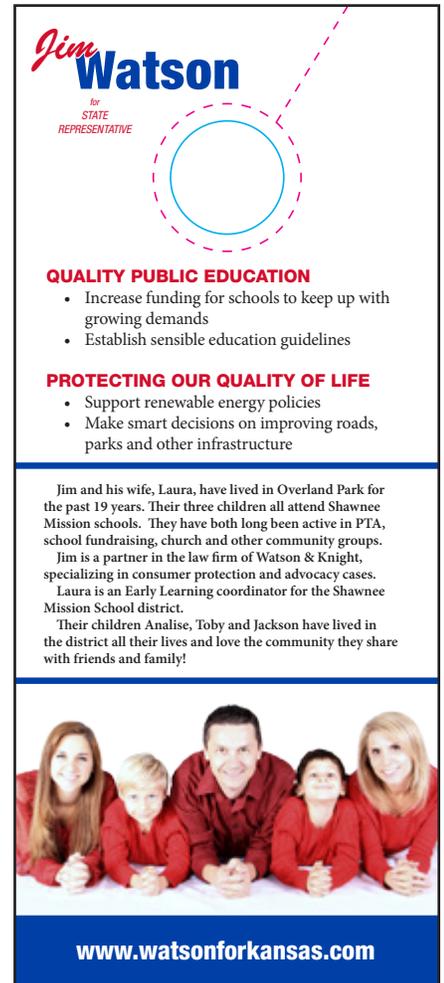
**Cons:** less room available for content than same-size standard push card; more expensive than standard push card

*Available in Glossy or Matte card stocks*



FRONT

BACK



### QUALITY PUBLIC EDUCATION

- Increase funding for schools to keep up with growing demands
- Establish sensible education guidelines

### PROTECTING OUR QUALITY OF LIFE

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

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 partner in the law firm of Watson & Knight, specializing in consumer protection and advocacy cases. Laura is an Early Learning coordinator for the Shawnee Mission School district.

Their children Analise, Toby and Jackson have lived in the district all their lives and love the community they share with friends and family!

[www.watsonforkansas.com](http://www.watsonforkansas.com)

# CAMPAIGN 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

MAIL SIDE

On August 2nd, I'm casting my vote for...

**Jim Watson**  
for STATE REPRESENTATIVE

Dear friend and neighbor, As Election Day draws closer, I just wanted to take the time to write and encourage you to take the time to vote. Our community, and our state, is in need of strong and experienced leaders like Jim Watson.

I've known and worked with Jim on many volunteer committees over the years. I'm certain that he has the skills and dedication to represent our district well in the Legislature.

Please join me on August 2nd in voting for Jim Watson for State Representative!

John

John G. Supporter  
1234 Oak Ave.  
Overland Park, KS 66206

PLACE STAMP HERE

"Candidate Supporter" postcard  
4.00 x 6.00 size

The campaign provides these cards to supporters for them to hand write personal messages for the candidate, affix postage stamp and mail out to friends, family and neighbors in the candidate's district.

NON-MAIL SIDE

Please vote Tuesday, August 2nd!!!!

**ELECT**

**Jim WATSON**  
for STATE REPRESENTATIVE

Promoting Community, not Conflict

If you need a ride to the polls on Election Day, please call (913) 555-0000.

www.watsonforkansas.com • watson4kansas@gmail.com

Paid for by Watson for Kansas, John Staylor, Treasurer

On April 2nd, Re-Elect...

**Rachel WATSON**  
for CITY COUNCIL

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

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

Paid for by Watson for Kansas, John Staylor, Treasurer

ADDRESSING AREA  
"Mini-Jumbo" postcard  
6.00 x 11.00 size

**The dedication to serve. The vision to lead.**

## 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

...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**

**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 vital 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."*

*Jane*

Paid for by Watson for Kansas, John Slayton, Treasurer

PSNRY STG U.S. POSTAGE PAID KANSAS CITY, MO PERMIT NO. 3026

**ADDRESSING AREA**  
"Oversize" postcard  
8.50 x 5.50 size

[www.watsonforkansas.com](http://www.watsonforkansas.com) • [watson4kansas@gmail.com](mailto:watson4kansas@gmail.com) • (913) 555-0000

MAIL SIDE

NON-MAIL SIDE

**CAMPAIGN POSTCARDS**

**ELECT**

**Jane Watson**  
for **STATE REPRESENTATIVE**  
1st House District • Overland Park

**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

**BOTH Available in Glossy or Matte card stocks**

**8.50 x 11.00 "Jumbo" postcard**

MAIL SIDE

NON-MAIL SIDE

**ELECT**

**Jim WATSON**  
for **STATE REPRESENTATIVE**  
*Promoting Community, not Conflict*

*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

*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 to making it great for all of us! I ask to making it great for all of us! I ask to making it great for all of us! I ask to making it great for all of us!*

*together, we can make the 2nd District a proud place to live and work.*

*Jim*

Paid for by Watson for Kansas, John Slayton, Treasurer

PSNRY STG U.S. POSTAGE PAID KANSAS CITY, MO PERMIT NO. 3026

**ADDRESSING AREA**  
"Jumbo" postcard  
8.50 x 11.00 size

[www.watsonforkansas.com](http://www.watsonforkansas.com) • [watson4kansas@gmail.com](mailto:watson4kansas@gmail.com) • (913) 555-0000

**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

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 partner in the law firm of Watson & Knight, specializing in consumer protection and advocacy cases.

Laura is an Early Learning coordinator for the Shawnee Mission School district.

Their children Analise, Toby and Jackson have lived in the district all their lives and love the community they share with friends and family!

**For more information, visit:**  
[www.watsonforkansas.com](http://www.watsonforkansas.com)

**...or on Facebook:**  
[www.facebook.com/watsonforkansas](https://www.facebook.com/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



*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.*

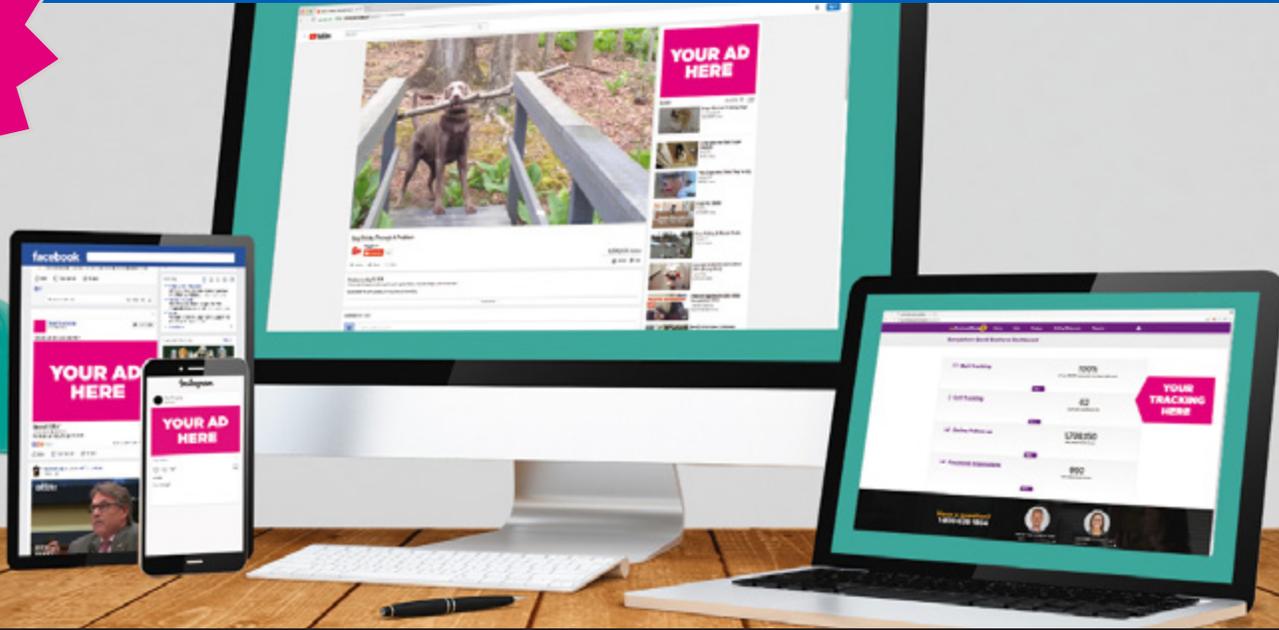


**Our Proprietary  
Ranking System helps  
ensure your mailers target  
the highest-quality Election Day  
and Advance voters!**

Our campaign digital service is designed as an **Omnichannel Marketing** approach. Turn a single mail piece impression into *multiple* impressions to the same audience across *multiple* platforms.

**CAMPAIGN DIGITAL**

**YOUR DIRECT MAIL**



**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!

**CAMPAIGN 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.*

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

**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.**

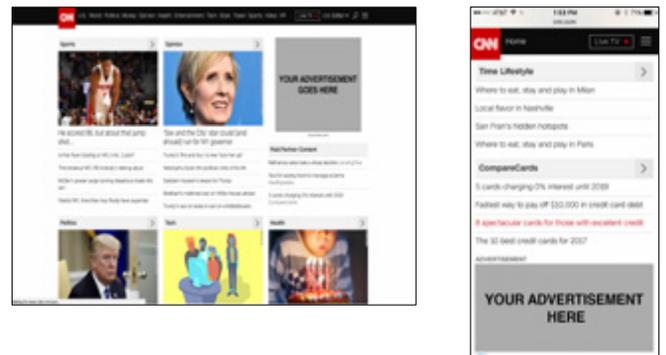
**Goal:** Serve digital banner ads to prospects and/or current customers.

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

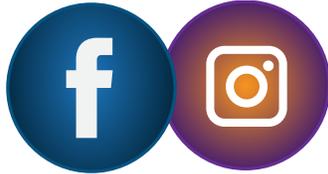
**Additional Information:** We estimate that we'll match 50% of any list. We can reach over 94% of the available publisher's websites.

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

**Where Do My Ads Go With IP Targeting?**



# CAMPAIGN DIGITAL: SOCIAL MEDIA VOTER TARGETING



Voters in your target universe will see ads on their Facebook and Instagram.



What People Expect

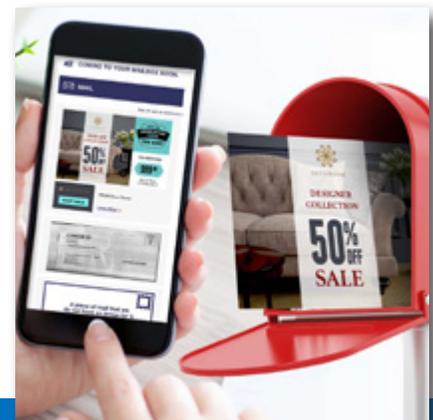
Ride Along Image Only (Basic)



# CAMPAIGN DIGITAL: INFORMED DELIVERY

Consumers signed up with **Informed Delivery** will receive an email preview of the mail arriving that day. With an interactive campaign, mail recipients will see a full color ride along ad at the top of their email and be able to respond with a single click!

- More than 35 million people are signed up with Informed Delivery
- Informed Delivery now reaching ~ 20% of the US direct mail population
- Sign-ups are increasing by over 1.3 million people per month
- Over 68% of people open their Informed Delivery alerts daily.
- Informed Delivery average click through rates range from 4-11%



# 2021 AT-A-GLANCE CALENDAR

## 01 // JANUARY 2021

SUN	MON	TUE	WED	THU	FRI	SAT
					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						

## 02 // FEBRUARY 2021

SUN	MON	TUE	WED	THU	FRI	SAT
	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						

## 03 // MARCH 2021

SUN	MON	TUE	WED	THU	FRI	SAT
	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			

## 04 // APRIL 2021

SUN	MON	TUE	WED	THU	FRI	SAT
				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	

## 05 // MAY 2021

SUN	MON	TUE	WED	THU	FRI	SAT
						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					

## 06 // JUNE 2021

SUN	MON	TUE	WED	THU	FRI	SAT
		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			

## 07 // JULY 2021

SUN	MON	TUE	WED	THU	FRI	SAT
				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

## 08 // AUGUST 2021

SUN	MON	TUE	WED	THU	FRI	SAT
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				

## 09 // SEPTEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
			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		

## 10 // OCTOBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
					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						

## 11 // NOVEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
	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				

## 12 // DECEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
			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	

### PRIMARY ELECTION

#### June 1

Filing and Withdrawal Deadline (12 Noon)

#### July 13

Last day to register for Primary Election

#### July 14

Advance Voting by Mail begins

#### July 24

Advance Voting in Person begins

#### July 27

Advance Voting Application deadline

#### August 3

Primary Election (polls open 7am-7pm)

### GENERAL ELECTION

#### October 12

Last day to register for General Election

#### October 12

Last day to register for Primary Election

#### October 13

Advance Voting by Mail begins

#### October 23

Advance Voting in Person begins

#### October 26

Advance Voting Application deadline

#### November 3

General Election (polls open 7am-7pm)

**IMPORTANT  
2021  
ELECTION  
DATES**

