Raise Awareness.

WIN THE ELECTION

Get your political campaign seen by *everyone, everywhere.*

POLITICAL
P O W E R ★ U P

VOTE ☑
5,000

◉ 14,600

👍 12,300

♥ 6,789

Includes:
SocialMatch | Mail Tracking | Informed Delivery®
Call Tracking | Social Media Follow-Up | Distrct Targeting
Gmail Campaign | YouTube Ads | LEADMatch

POLITICAL POWER★UP

SOCIALMATCH

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

MAIL TRACKING

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

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 your client another opportunity to drive campaign conversions.
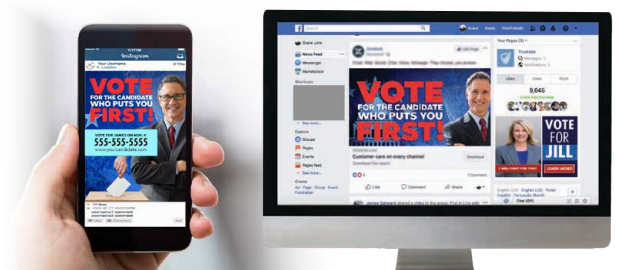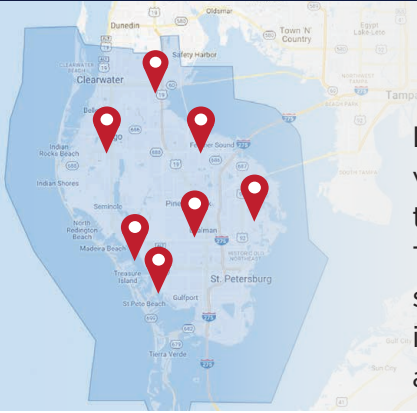
CALL TRACKING

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
P O W E R ★ U P

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 for 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 & 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.
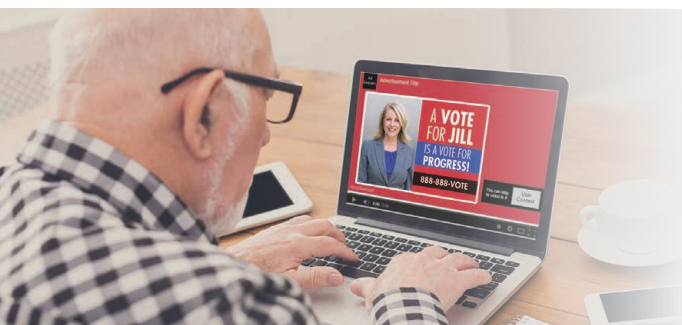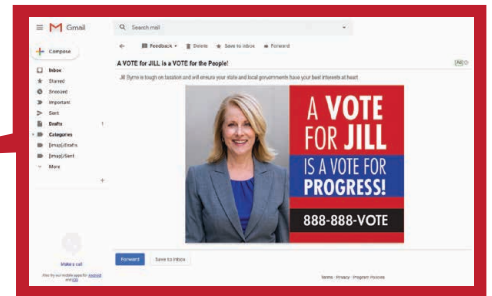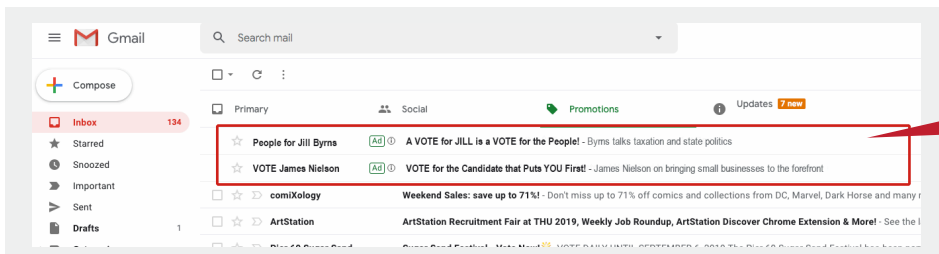

YOUTUBE ADS

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 their mailing and see what actions they took, AND mail to unique visitors who came to their website who weren't on their mailing list!

POLITICAL POWER ★ UP

DirectMail2.0®
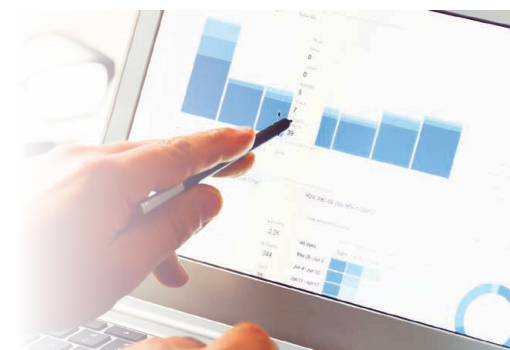
AD SPECS:

1. GOOGLE ADS

IMAGE SIZES WE ACCEPT:
300 x 250
160 x 600
728 x 90

There are additional ad sizes acceptable to Google, however, we prefer these.

FILE TYPES WE ACCEPT:
.jpeg
.png
.jpg
.gif

FILE SIZES WE ACCEPT:
150kb or less

MOST COMMON CONTENT RESTRICTIONS:
No all white or all black backgrounds – need an outline to differentiate the ad from the web page. Animation in any animated ads must be limited to 30 seconds or less. Can't say "click here." Avoid excess exposed skin including shoulders.

Reference: https://support.google.com/adwordspolicy/answer/176108?hl=en

2. FACEBOOK AD

FILE SIZES WE ACCEPT:
1200 x 628 pixels

FILE TYPES WE ACCEPT:
.jpeg
.png
.jpg

DESIGN RECOMMENDATIONS:
Image ratio: 1.9:1
Text: 90 characters
Headline: 25 characters
Link description: 30 characters
*Your image should include minimal text

CONTENT RESTRICTIONS:
No more than 20% of ad can be text.

3. YOUTUBE VIDEO AD

FILE TYPES WE ACCEPT:
Upload your video to YouTube, send us the link

.avi
.asf
.mov (Quicktime)
.mp4
.mpeg
.wmv (Windows Media)

MAXIMUM FILE SIZE: 1 GB
DURATION: Less than 3 min

AD SPECS:

4. GMAIL AD

LOGO
Logo image size: minimum 144px x 144px with aspect ratio 1:1
Logo maximum file size: 150KB (1MB for header image and marketing image)

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

IMAGE
Banner Image: [650px x 300px] and [1000px x 300px]
Maximum image size: 1MB
Accepted image formats:
.jpeg
.jpg
.png
.gif (non-animated)

5. MAILING LIST
Your mailing list must include district codes for District Targeting. Include e-mail addresses & phone numbers for higher match percentages on SocialMatch and GmailMatch.

POLITICAL AD CONTENT RESTRICTIONS:

Please do not include content or imagery pertaining to: marajuana usage, gun control, reproductive rights/abortion laws, or mudslinging.