

# Raise Awareness. WIN THE ELECTION.

Get your political campaign seen  
by everyone, everywhere.



## Mail360 POLITICAL P O W E R ★ U P



Includes:

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

Mail <sup>360</sup>™  
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# Mail360 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!



## 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 ride-along ad – giving you another opportunity to drive campaign conversions.



## CALL TRACKING

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

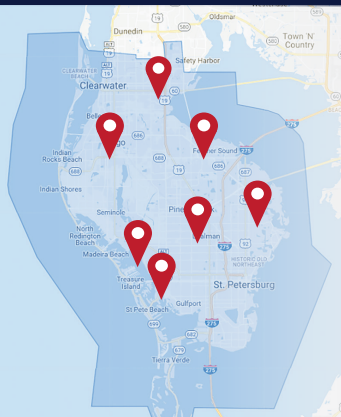
## SOCIAL MEDIA FOLLOW-UP

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 news feeds on Facebook and Instagram.





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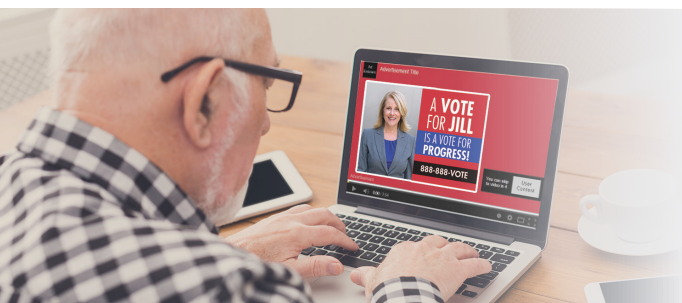
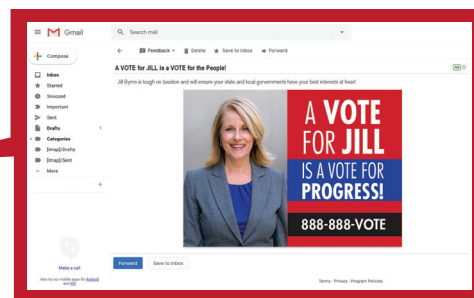
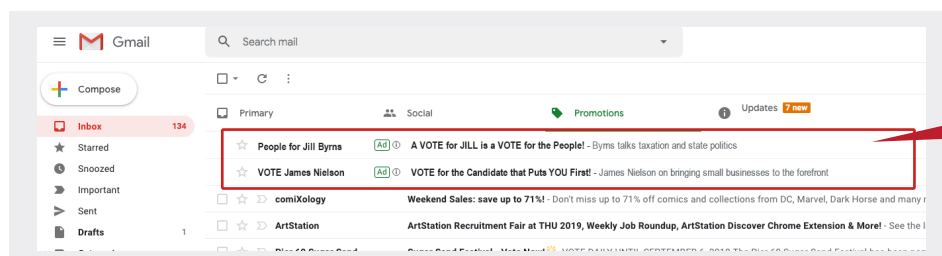


## DISTRICT TARGETING

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 & politics, current political news, etc.), age, gender and household income.

## EMAIL CAMPAIGN

Email 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!



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## 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:

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

**MAXIMUM FILE SIZE:** 1 GB

**DURATION:** Less than 3 min., 12 sec

# Mail360

# POLITICAL

## P O W E R ★ U P

### 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 Gmail Campaigns.

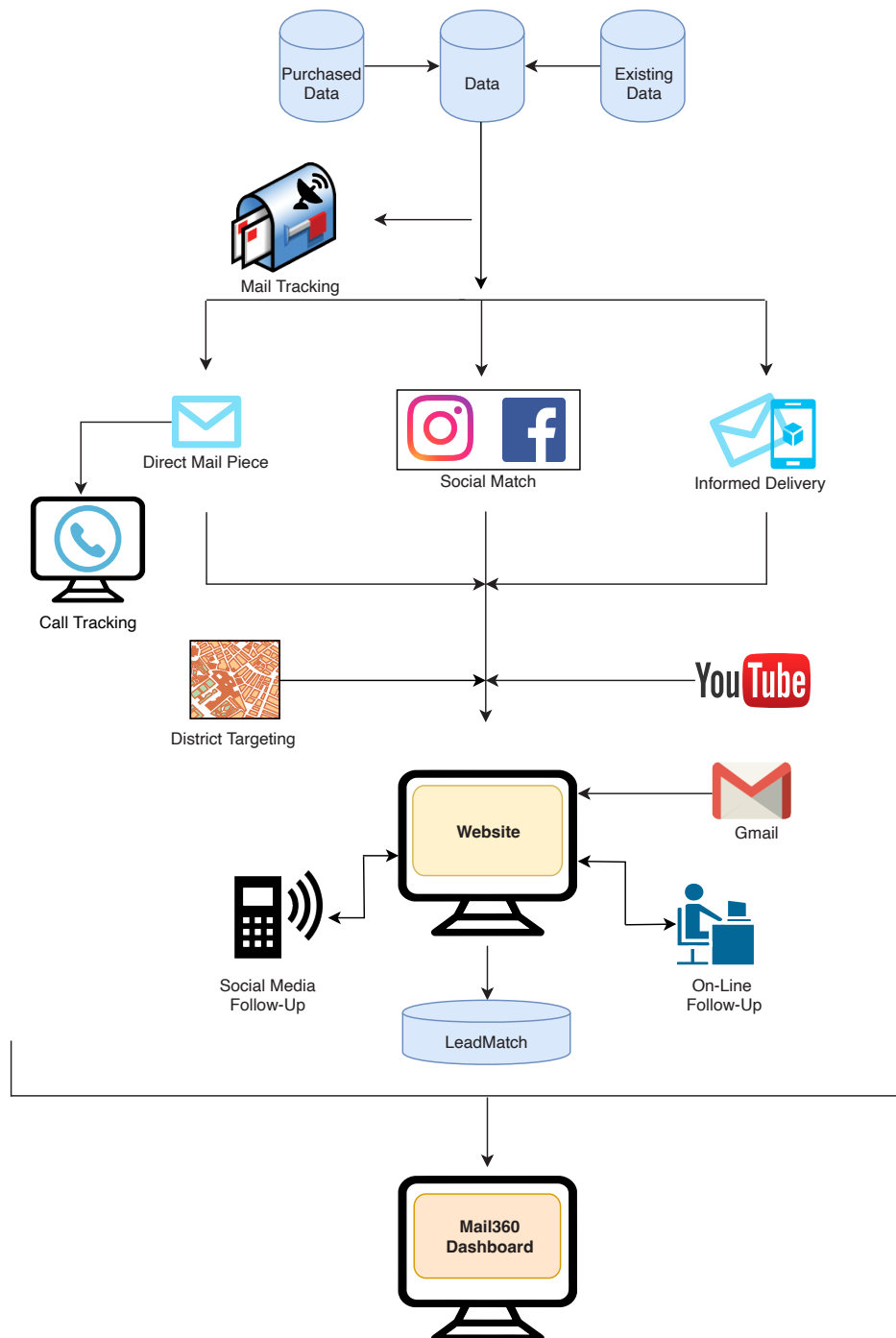


### POLITICAL AD CONTENT RESTRICTIONS:

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



# Mail360 Campaign Flow



Contact us today to learn how our **Mail360** solutions can help you win your next campaign.

**info@thinkpatented.com** or call **937.353.2299**

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