



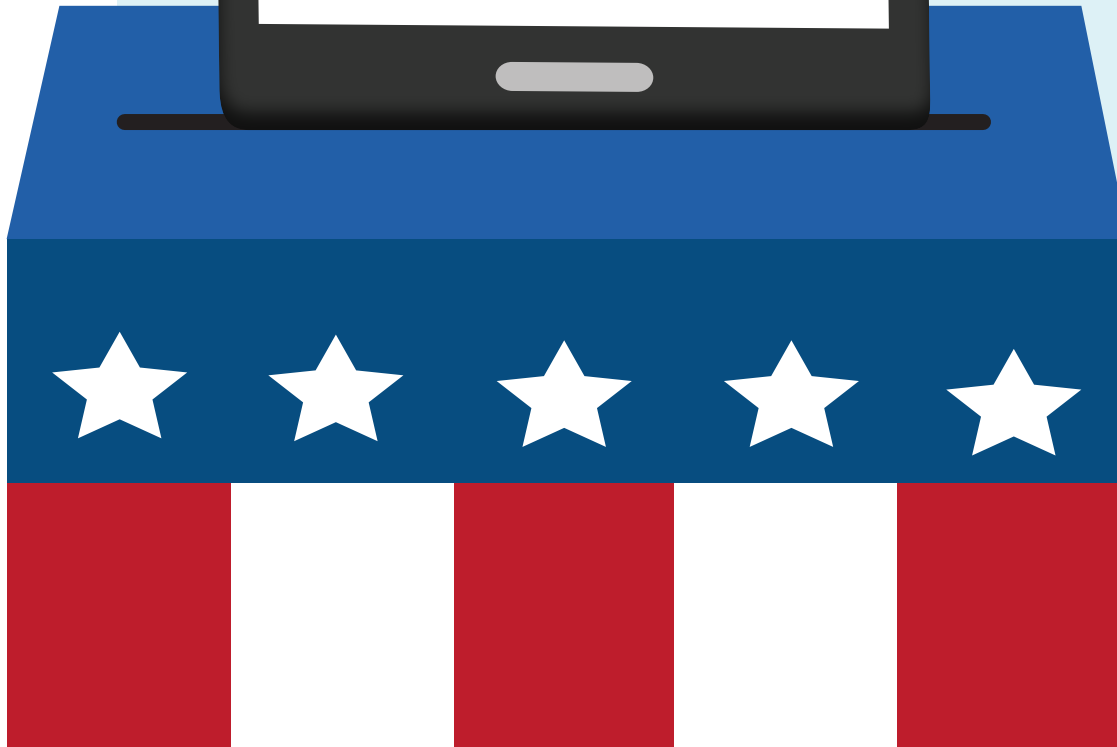
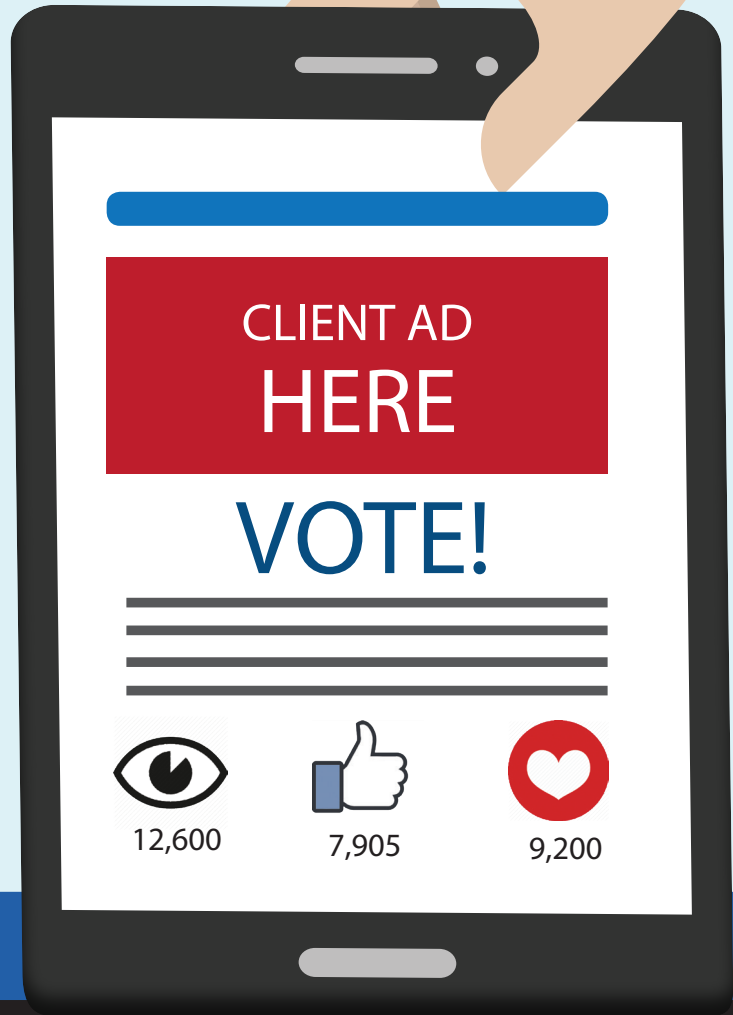
PLUMB RESPONSE
BUILDER

2018 POLITICAL Power Up

Help your client
win the election
& raise awareness.
Get their **political
campaign** seen by
everyone,
everywhere.

Includes:

- Mail Tracking
- Call Tracking
- Social Media Follow-Up
- SocialMatch on Facebook
- Gmail Campaign
- YouTube Ads
- District Targeting on Google



PLUMB RESPONSE BUILDER 2018

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P O W E R ★ U P



PLUMB RESPONSE BUILDER



MAIL TRACKING

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

CALL TRACKING

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

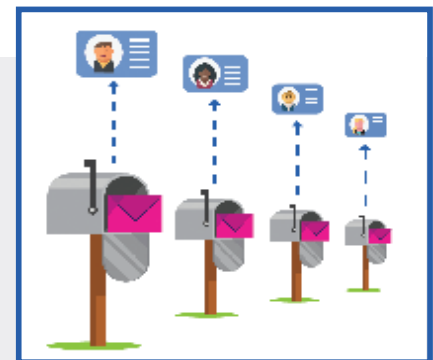


SOCIAL MEDIA FOLLOW-UP

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.

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 online!



2 CREDITS PER PIECE —TRIPLE THE EXPOSURE!

PLUMB RESPONSE BUILDER 2018

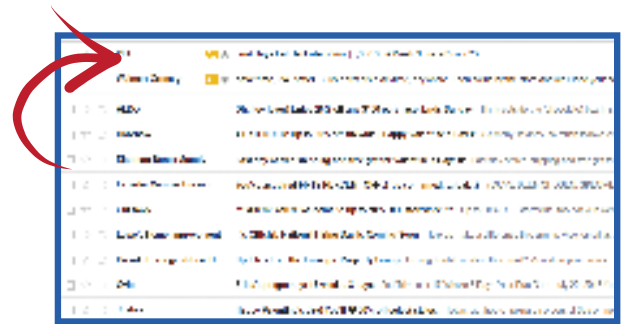
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GMAILMATCH

Match your mailing list to gmail accounts and display ads right in their inbox— without having to send an actual e-mail! **AMAZING STATS!**—There's a reported 14% conversion rate for GmailMatch!

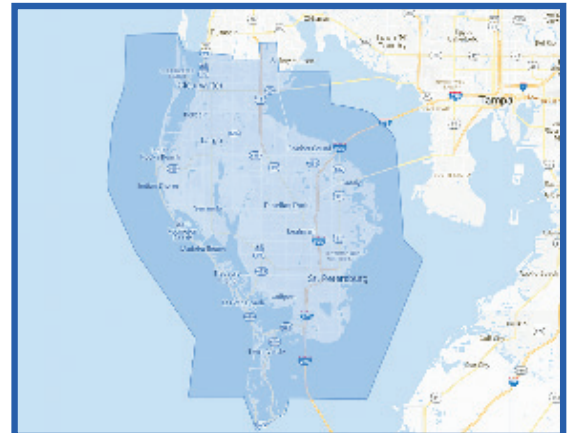


YOUTUBE ADS

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!

DISTRICT TARGETING

Simply give us the congressional district code and tell us which district you're running in—we'll handle the rest! Only spend valuable impressions in towns and cities where you're campaigning so you can get the most from your online advertising efforts. Get your District Targeting Ads run on both Facebook and Google.



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PLUMB RESPONSE BUILDER

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

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AD SPECS:

4. GMAIL AD

LOGO

Logo image size: minimum

144px x 144 px 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: [300px to 650px] x

[300px to 1000px]

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.

