



EDUCATION VOTES

Sample Costs for Election

*estimates based on past campaigns, price may go up/down based on your voter universe, labor printer, lit size, match to voter file, and media market

ITEM	COST
Direct Mail	\$1-1.50 per piece
Predictive Dialer	\$.04 per call, \$.02 per voicemail
Yard Signs	\$4-5 per sign
Digital Ad	Production Cost \$1-4k Placement Ratio 7k voters/\$4k
Texts to Voters (need to set-up account, cannot use NEA hustle)	\$.02 -\$.18 per text
Paid Canvass using a consultant	6 weeks, 11k knocks, 168 canvass shifts = \$133k
Bottled water	\$.50
Clipboard	\$1.50
Voter record (if in-kindling turf to a candidate)	\$.06 per record (\$.01 for printed page)
Doorhanger	\$.75-1.00 per piece
T-shirt (soft, USA/Union made)	\$10-15 per shirt