

CAMPAIGN PROJECT DEADLINES - 2018 GENERAL ELECTION

RADIO

SEPTEMBER 21ST:

All radio advertising campaigns must be handled on a case-by-case basis to determine if there is any availability in the market before a project can proceed. Please contact us directly for information about your market availability.

MAIL

SEPTEMBER 28TH:

Last day we can receive final approval for an 8.5 x 11 standard mail for the general election.

OCTOBER 5TH:

Last day we can receive final approval for a 6 x 11 standard mail for the general election.

Last day we can receive final approval for an 8.5 x 11 first class mail for the general election.

OCTOBER 12TH:

Last day we can receive final approval for a 6 x 11 first class mail for the general election. Note, these deadlines apply to mailing universes of 20K or less. For larger universes, more print time may be required, and first-class postage may be necessary to reach mailboxes by Election Day. Additional such mail requests can be reviewed on a case-by-case basis, dependent on locale, universe size, and budget (ability to mail standard or first class). Please contact us directly for any custom requests.

PRE-ROLL VIDEO

OCTOBER 5TH:

Last day we can receive final approval for Pre-Roll ad buys (with or without in-house production). Later submissions can be reviewed on a case-by-case basis where no production is needed though ad inventory is likely to be sold out or severely reduced resulting in a less than optimal ad buy.

ONLINE ADVERTISING

SEPTEMBER 28TH: Last day we can receive final approval for a 4-week online ad buy.

OCTOBER 5TH: Last day we can receive final approval for a 3-week online ad buy.

OCTOBER 12TH: Last day we can receive final approval for a 2-week online ad buy.

OCTOBER 19TH: Last day we can receive final approval for a 1-week online ad buy.

GOTV & PERSUASION PHONE BANKING

OCTOBER 26TH:

Last day to receive final approval for script creative for live calls (landlines and wireless/VOIP) calls to launch the week of Monday, October 29th.

NOVEMBER 2ND:

Last day to receive final approval for script creative for robo-calls (landline only) for a launch date of Monday, November 5th.