



Promotional Products and Services for Election Season

Running for Municipal Council?

We offer a variety of marketing communication solutions to help you create awareness with local voters and to promote your platform. Our services are available a-la-care to suit your unique needs.

Following a complementary meeting to discuss your budget and promotional requirements, we will present you with a no obligation quote. Our services include:

Online Campaign

WEBSITE

- **Website Design and Build \$650**
Build a one page website with an about section, platform/ key issues section and contact form
Choice of 3 templates
Includes hosting for 5 months
Does not include domain registration (typical cost is \$30/year)
- **Writing Website Content \$250**
Including: meeting with client to gather info (x1), and writing content for 1 website page. Up to 3 drafts included.

SOCIAL MEDIA

- **Facebook Page set-up. \$100**
Create and optimize a Facebook Page including banner graphic. Additional platforms, (such as LinkedIn) \$75 ea.
- **Social Media Coaching. \$380**
Elections have unique needs and requirements on Facebook. We'll walk you through everything you need to know to meet Meta's requirements for advertising and share best practices for engaging voters on Facebook, Instagram, and Twitter.
- **eNewsletter \$100/per email**
Using your distribution list and messaging we can create an email campaign and follow-up report.

Offline Campaign



SIGNS

- **Lawn Signs** (4mm Coroplast)
ground-ready with metal H-stands, rigid, lightweight, weather-resistant corrugated plastic,
- 20 signs, 24" x 18", 2-sided - **\$200** (other sizes and quantities available on request)
We can design your signs if needed for an extra **\$45**

CANDIDATE PRINT COLLATERAL

- **Postcards** (14pt matte coated or gloss AQ)
- 1000 copies, 5" x 7", 2-sided - **\$137** (other sizes and quantities available on request)
We can design your cards if needed for an extra **\$125**
- **Admail Postcards** (14pt glossAQ coated Postcards)
- 500 copies, 5" x 7", 2-sided - **\$520**
(other sizes and quantities available on request)
Unaddressed Admail requires choosing a target address. Then Canada Post will deliver your mailers to houses, or apartments (or both) within the postal route of that address.
We can design your cards if needed for an extra **\$125**
- **Brochures** (100lb coated matte paper)
8.5" x 11" flat, 3-Panel, 2-fold, 2-sided, 1000 copies - **\$200** (other sizes and quantities available on request)
We can design your brochures if needed for an extra **\$375**,
Up to 3 drafts included. (Candidate supplies photos and text)
- **Brochure Writing** if needed is an additional **\$600**.
Write a promotional brochure, including: 1 client meeting to confer on information and writing content. Up to 3 drafts included.
- **Flyers** (100lb coated matte paper)
8.5" x 11" flat, 2-sided, 1000 copies - **\$200** (other sizes and quantities available on request)
We can design your flyers if needed for an extra **\$300**
- **Door Hangers** (14pt coated matte card)
4.25" x 11" flat, 2-sided, 500 copies - **\$200** (8.5 x 3.5" size and other quantities available on request)
We can design your hangers if needed for an extra **\$140**
- **Stickers** (Standard adhesive paper labels on rolls)
5" x 3", 500 stickers - **\$300** (other sizes, shapes and quantities available on request)
We can design your stickers if needed for an extra **\$30**

- **Buttons** (Standard round metal Buttons with pin backs)
2.5" round, 250 buttons - **\$219.95** (other sizes, shapes and quantities available on request)
We can design your buttons if needed for an extra **\$30**
- **T-Shirts** (Standard cotton or poly-blend)
Unisex T-shirts, various sizes, full-colour (or less), print on one side - **\$17** ea.
(other brands/styles, etc. available on request, including other apparel like hoodies, tanks, hats, etc.)
We can design your shirts if needed for an extra **\$45**

All print/production items must be paid for in advance of going into production. Turnaround time varies, but is generally within 6-8 business days. (Lawn signs available as a rush item.)

*Note on **DESIGN** - if you require design services for multiple items, we can **quote** on this service as a package at a **reduced price**.*

Communications

- **Writing Blog Posts \$350** ea
To develop content and write Blog Posts to support a candidate's campaign. Topics to be determined in consultation with the candidate. Up to 300 words for each Blog Post. Up to 3 drafts included.
- **Campaign Concept Development \$950**
Your campaign needs a theme to differentiate you from the rest of the field - an impactful and memorable idea that will headline your story. The creative directors at CA14 will nail it, art direct the concept and see that it is implemented consistently throughout all your messages and media channels.

VIDEO/PHOTOGRAPHY

- **Video/Photos** of event, promo, etc
- **\$150** first hour, **\$75/hr** after
- **Video editing** - **\$75/hr**
- **Editing Graphics / Photo retouching** and/or enhancement **\$40/hr** (min 1 hour)

All prices for items will have HST added, plus delivery charges where applicable.

Contact: Eric Doubt at eric@ca14.biz

Or visit: <https://ca14.biz/services/municipal-election/>