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DYK20

DID YOU KNOW SERIES

WINNING CAMPAIGN MAILERS

HELP YOUR CUSTOMERS
PRODUCE HIGH-QUALITY
POLITICAL MAIL

INTERNATIONAL  PAPER

Accent® Opaque

IPIQ®

INTERNATIONAL  PAPER

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Printed on Accent® Opaque
100lb. Cover Super Smooth.

DID YOU KNOW?

CAMPAIGN MAILERS: THE WINNING TICKET

During the 2018 midterm elections, spending on political mail reached a record high of more than \$573 million, an increase of 42% over spending during the 2014 midterms and 11% over spending during the 2016 presidential election cycle.¹ If this trend continues, political mail could represent an even bigger opportunity in 2020. Print service providers can make the most of it by taking a consultative role and offering expert advice on effective campaign mailers.

POLITICAL MAIL BASICS

The USPS® defines **political mail** as mail that is sent from a candidate, a campaign committee, or a political party, while **official election mail** is any item mailed from or to an authorized election official that enables citizens to vote (think ballots, voter registration cards, and information about polling places).² The Federal Election Commission requires that any public communications made by a political committee (including campaigns) must include a disclaimer that identifies who paid for the communication and whether it was authorized by the candidate. The full FEC guidelines can be found at fec.gov/help-candidates-and-committees/making-disbursements/advertising.

DEMOCRACY IN PRINT

In addition to an increase in political mail, millions of paper ballots are printed for every presidential election. To learn more about how International Paper can support you this election season, visit try.accentopaque.com/cast-your-vote.



Use these best practices to guide customers in creating cost-effective, high-impact political mail.



Design for accessibility.

While it's always a good idea to keep accessibility top-of-mind, it's even more important to ensure that the design of political mail doesn't get in the way of its message. Political mail should have a simple design that uses high-contrast colors and a limited number of large, legible fonts. The point is to make it as easy as possible to read and engage with.



Go for quality candidate photos.

Campaign mailers are no place for stock photos, but a grainy, blurry photo of the candidate won't do either. Professional color photos of the candidate in their element, whether that's talking to voters or spending time with family, are a must. For jobs run on high-speed digital inkjet, we recommend a treated paper such as Accent® Opaque with ImageLok® Technology for the greatest quality and clarity.



Make it personal.

Thanks to the magic of variable data printing, it's possible to send personalized messages to potential voters. Leverage demographic data to address individuals by name, in their preferred language, and to deliver targeted content on the issues they care about — paired with images tailored to capture their attention.



Make it interactive.

For maximum impact, ensure that political mailers can be seamlessly coordinated with digital campaigns. Use personalized URLs, QR codes or augmented reality markers to drive recipients to take action, measure the success of each printed piece and enable digital remarketing.



Say it with paper.

The paper on which political mail is printed can speak volumes, especially if the candidate's campaign platform includes promises related to environmental sustainability. If this is the case, specify a sheet that is made in part from post-consumer fiber and is certified by the Forest Stewardship Council®, such as Accent® Opaque RE-30.

¹ deliverthewin.com/wp-content/uploads/2019/03/USPS-Whitepaper_The-Media-Mix.pdf
² usps.com/business/political-mail.htm