

## APPENDIX D: BUDGET

### Voter Education and Outreach Funding

The following table shows the advertising and voter outreach budgets for the 2016 and 2018 elections as well as the estimated budget for the March 2020 election.

<b>Elections</b>	<b>Advertising</b>	<b>Postcards</b>	<b>Outreach Events and Education Materials</b>
<b>November 2016</b> Polling Place	\$24,500	N/A	\$36,187
<b>June 2018</b> Vote Center	\$58,581	\$239,149	\$49,200
<b>November 2018</b> Vote Center	\$72,007	\$294,800 (this will change shortly)	\$86,500
<b>March 2020</b> Vote Center budget	\$75,000	\$294,800	\$86,500

### 2020 Advertising Breakdown

The following table shows the estimated advertising budget breakdown for the March and November 2020 elections.

<b>Media Name</b>	<b>Type</b>	<b>Audience</b>
<b>Lotus</b> (La Buena 92.1 & La Ranchera 104.7 & 890AM)	Radio	Spanish, Adults 18+
<b>The Sacramento News &amp; Review</b>	Print	English, Adults 25-54, skew towards men, free publication, good for hard to reach population
<b>Entercom Sacramento</b> (96.9 KSEG, 102.5 KSFM)	Radio	English KSEG: Adults 25-+54, skew men KSFM: Adults 18-54, Hispanic/African American
<b>Herburger Publications</b> (Elk Grove Citizen, Galt Herald, River Valley Times, Laguna Citizen)	Print	English, Adults 34-64, higher income

<b>Messenger Publishing Group</b> (Carmichael Times, Ranch Cordova Grapevine Independent, American River Messenger, Gold River Messenger, Citrus Heights Messenger)	Print	English, Adults 34-64, high income, large footprint
<b>Crossings TV</b>	Television	Mandarin, Cantonese, Vietnamese, Hmong, Tagalog, Punjabi
<b>iHeart Media</b>	Radio/Digital	English, Digital, Adults 25-54
<b>Asian Pacific American News &amp; Review</b>	Print	Chinese
<b>Sade Lok</b>	Print	Punjabi
<b>D'Primeramano Magazine</b>	Print/Digital	Spanish, Adults 18+
<b>The Sacramento Observer</b>	Print	English, Adults 18+, African American
<b>My Rainbow Pages</b>	Print	English, LGBTQ
<b>CSUS Billboard</b>	Billboard	English, wide demographic
<b>World Journal</b>	Print	Chinese