**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.

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

|  |  |  |
| --- | --- | --- |
| **Media Name** | **Type** | **Audience** |
| **Lotus** (La Buena 92.1 & La Ranchera 104.7 & 890AM) | Radio | Spanish, Adults 18+ |
| **The Sacramento News & Review** | Print | English, Adults 25-54, skew towards men, free publication, good for hard to reach population |
| **Entercom Sacramento** (96.9 KSEG, 102.5 KSFM) | Radio | English  KSEG: Adults 25-+54, skew men  KSFM: Adults 18-54, Hispanic/African American |
| **Herburger Publications** (Elk Grove Citizen, Galt Herald, River Valley Times, Laguna Citizen) | Print | English, Adults 34-64, higher income |
| **Messenger Publishing Group** (Carmichael Times, Ranch Cordova Grapevine Independent, American River Messenger, Gold River Messenger, Citrus Heights Messenger) | Print | English, Adults 34-64, high income, large footprint |
| **Crossings TV** | Television | Mandarin, Cantonese, Vietnamese, Hmong, Tagalog, Punjabi |
| **iHeart Media** | Radio/Digital | English, Digital, Adults 25-54 |
| **Asian Pacific American News & Review** | Print | Chinese |
| **Sade Lok** | Print | Punjabi |
| **D’Primeramano Magazine** | Print/Digital | Spanish, Adults 18+ |
| **The Sacramento Observer** | Print | English, Adults 18+, African American |
| **My Rainbow Pages** | Print | English, LGBTQ |
| **CSUS Billboard** | Billboard | English, wide demographic |
| **World Journal** | Print | Chinese |