**APPENDIX D: BUDGET**

**Voter Education and Outreach Funding**

The following table details the resources necessary to inform voters about the Vote Center voting model in the County of Sacramento. The projected budget does not include staffing and other costs associated with outreach.

|  |  |
| --- | --- |
| **Activity** | **Budget** |
| Advertising Total | $129,298 |
| Direct Postcards | $135,000 |
| Outreach Events and Voter Education Materials | $13,741 |

**2024 Advertising Breakdown**

The following table shows the estimated advertising budget breakdown for the March and November 2024 elections.

|  |  |  |
| --- | --- | --- |
| **Media Name** | **Type** | **Audience** |
| **Lotus** (La Buena 92.1 & La Ranchera 104.7 & 890AM) | Radio | Spanish, Adults 18+ |
| **Entercom Sacramento** (96.9 KSEG, 102.5 KSFM) | Radio | English  KSEG: Adults 25-+54, skew men  KSFM: Adults 18-54, Hispanic/African American |
| **Valley Oak Press** (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 | Chinese (Mandarin, Cantonese) Vietnamese, Hmong, Korean, Hindi, Tagalog, Punjabi(Panjabi), and Japanese |
| **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 |
| **CSUS Billboard** | Billboard | English, wide demographic |
| **World Journal** | Print | Chinese |
| **Entravision (**On Air, Entravision Streaming Digital | Radio/Digital | English, Spanish |
| **Bonneville** (Pragmatic Display, Sports 1140 KHTK, 105.1 KNC, 96.1 KYMX, 100.5 KXXO) | Radio/Digital | English |
| **NTD Digital** | Digital | Chinese (Mandarin and Cantonese) Vietnamese |
| **Metro Cable14** | Television | English |
| **APA Living** | Print | Chinese |
| **Slavic American Chamber of Commerce** | Online and Misc. | Russian (provided service) |
| **Access News** | Audio Files | English, Spanish, Chinese, and Vietnamese |
| **Sac Cultural Hub** | Digital (Web Banner, E-blast) | English |
| **Clear Channel** (KFBK-1530) | Digital Billbords | English |
| **NCM** | Movie Theaters | English |
| **Lang Magazine** | Print | Vietnamese |
| **Thang Mo** | Print | Vietnamese |
| **Outreach Flyers - Distribution** to Sacramento County grocery stores, outreach events, schools, churches, community organizations & partners | Print | English, Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Hmong Korean, Punjabi (Panjabi), Tagalog, Hindi, Japanese, Laotian, Mien, Telugu, and Urdu |