

## 2023 Political Season Advertisement Parameters

When submitting photos, make sure to submit high quality jpeg photos (such as from your phone or from a studio.)

Photos captured from a website will almost always be degraded and pixelated when printed.

To be fair and equitable, and so our Kalihwisaks design and coordination team can efficiently plan, all political ads will be a quarter page, which is 3.75" wide by 4.6875" tall.

Each candidate has several options:

1. \$40-Submit their own artwork at the specified size listed above and it must be submitted as a jpeg or pdf. (If using Canva, see page 5 of the attachment, "Kali Spec and Date Sheet\_2022-23 Packet.pdf.")
2. \$40-Use the attached template "KaliPrintedPoliticalAdTemplate" (See the screenshot on page 2) for the your ad that will be appear in the Kali issue. This option also provides a memo template via the "OnlineLinkedPortionPoliticalAd" (See the screenshot on page 2) if you want to include more information than what appears in the printed ad inside the Kali. For the online portion, fully formatted Microsoft Word text must be submitted which will be pasted into the online ad template. A link or QR code will be inserted into the printed ad to link to the online pdf. The template has text in it that says, "Info here campaign motto, qr code, etc) but this is for position only. You can place any information you want in these areas or no information at all. We can also customize this template to fit your content, too, if you'd like, which will push into option 3.
3. \$65-If you have artwork you want to use but we have to perform alterations. For instance, you downloaded a template (other than Canva) that we modify to display your information or you have artwork from previous ads you've done with us and we have to change dates, years, information, add or delete graphics, etc. Again, this does not apply to Canva. If you use Canva, see the directions in option 1 above. The reason is that Canva is not easily compatible with our graphics software. Or, you make alterations to the template, as described in option 2.
4. \$80-This price option is if you'd like a fully custom ad. The quarter page size parameter still applies. This option, like option 2, will include repurposing the printed ad to make a memo style header to link to as an online pdf. Again, fully formatted Microsoft Word text must be submitted if requesting the online linked pdf.

Should you decide to print 8.5x11 color copies of your online portion, it will 15 cents, single sided, 30 cents double sided.

For 8.5x11 black & white copies, it's 10 cents per single sided document and 15 cents for double sided.

Pending the option you choose, going forward, each month's advertisement will be at least \$40 but the higher price levels apply depending on what modifications you do the prior month's advertisement. If you run the same ad as the prior month, it will be \$40, for example.

Online linked Portion Political Ad  
Appears online as a pdf via the QR  
code within the template to the right.

KaliPrintedPoliticalAdTemplate  
(Appears within the pages)

