

Budget

Recommended Budget Options for a Connecticut Voter Campaign

The following scenarios demonstrate potential reach & frequency for Connecticut Voter Education Campaigns. These budgets assume that CT SOTS run an annual campaign, leveraging assets developed in the 2020 campaign, and updating assets over time to respond to changing election challenges & opportunities.

Scenario 1: \$2M Connecticut Voter Education Campaign Budget

- Statewide campaign leveraging media consumed by all major audiences inclusive of TV, Cable, Broadcast Radio, Out of Home, Print, Digital Video, Digital Audio, Search, and Social Media
- Thorough English & Spanish language campaigns
- Thorough reach into traditionally underserved audiences

Scenario 2: \$1M Connecticut Voter Education Campaign Budget

- Statewide campaign leveraging media consumed by all major audiences inclusive of Broadcast Radio, Out of Home, Print, Digital Video, Digital Audio, Search, and Social Media
- TV & Cable in 1-2 select markets
- Thorough English & Spanish language campaigns
- Effective reach into traditionally underserved audiences

Scenario 3: \$500K Connecticut Voter Education Campaign Budget

- Statewide campaign leveraging media consumed by all major audiences inclusive of Broadcast Radio, Digital Video, Digital Audio, Search, and Social Media
 - Thorough English & Spanish language campaigns
 - Effective reach into traditionally underserved audiences
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