

APPENDIX D: BUDGET

Voter Education and Outreach Funding

The following table shows the advertising and voter outreach budgets for the 2022 elections as well as the estimated budget for the June and November 2024 elections.

Elections	Advertising	Postcards	Outreach Events and Education Materials
June 2022 VCA	\$52,232.00	\$107,113.00	\$35.00
November 2022 VCA	\$61,374.00	\$151,567.00	\$525.00
Projected March 2024 VCA budget	\$43,623.00*	\$195,200.00**	\$7455.00***
Projected November 2024 VCA budget	\$43,623.00*	\$195,200.00**	\$7455.00***

***Figures are based on November 2022 actual advertising cost, minus digital billboards. Advertising will not include digital billboards due to anticipated lack of funding, but rather, print, radio, other digital and TV.**

****EC4005 requires that 2 direct voter contacts be made per election, in addition to the sample ballots/VIG and delivery of vote by mail ballots. Direct voter contact postcards are anticipated to cost \$.32 per voter.**

*****Based on anticipated \$.066 per voter outreach and education materials costs, plus anticipated increase in outreach events and registration fees.**

2024 Anticipated Advertising Method Pricing Breakdown

Radio	\$17,506.00
Print	\$5,620.00
Digital	\$9,537.00
TV	\$10,960.00

2022 Advertising Breakdown

The following table shows the advertisers for the 2022 Primary and General Elections.

Media Name	Type	Audience
Press Democrat	Print	English, Adults 25-54, subscription based, most widely distributed print news media in County
Lazer Broadcasting	Radio	Spanish radio, serving Santa Rosa area
Rossi Advertising	TV	English& Spanish
Redwood Empire Stereo Casters – KZST, KJZY, KBBL, KWVF, The BEAT and K256DA	Radio	English, covers wide range of customers - “today’s hits”, jazz, country music
Sinclair Telecable dba Wine Country Radio	Radio	English, Adults
Sonoma Media West dba Living Well Sonoma County Bilingual Resource Guide to Health & Wellness	Print and Digital	English & Spanish, free
Veale Outdoor Advertising	Billboard	English & Spanish
Bilingual Broadcasting Foundation dba KBBF	Radio	Spanish

2024 Advertising Breakdown

The following table shows the estimated advertisers for the June and November 2024 elections. This is a list of advertising partners the County Communications Team worked with in 2022 to assist in widespread voter outreach.

Media Name	Type	Audience
Press Democrat	Print	English, Adults 25-54, subscription based, most widely distributed

		print news media in County
MetRosa Publishing dba North Bay Bohemian	Print	English, distributed in Sonoma and Napa Counties, free weekly newspaper
Lazer Broadcasting	Radio	Spanish radio, serving Santa Rosa area
Rossi Advertising	TV	English& Spanish
Redwood Empire Stereo Casters – KZST, KJZY, KBBL, KWVF, The BEAT and K256DA	Radio	English, covers wide range of customers - “today’s hits”, jazz, country music
Sinclair Telecable dba Wine Country Radio	Radio	English, Adults
Sonoma Media West dba Living Well Sonoma County Bilingual Resource Guide to Health & Wellness	Print and Digital	English & Spanish, free
Veale Outdoor Advertising	Billboard	English & Spanish
Bilingual Broadcasting Foundation dba KBBF	Radio	Spanish