



Here is how it will work

By the end of August, we will reach out to every Democrat Latino Elected Official in California, Shortly thereafter, all Elected Latino Officials regardless of party affiliation, finally all Democrat Candidates running in California's November Election. Finally to all Elected Officials and all Candidates

First, each candidate interested in being listed in our slate will need to apply and commit to completing our Statewide Latino Slate campaign's "[Pledge and Candidate Vetting Questionnaire](#)" (download the Application form by clicking here). (Exceptions: Candidates with an Dash in front of their name, as they are being placed in gratuity.)

BASE TIME LINE:

- September 1st, we open applications to our slate. We plan on within 5 days, to announce to the applicant whether they are accepted or denied and if we have further questions.
 - Upon acceptance, candidate or initiative will receive an invoice, totaling their options, we will then submit the cost times the number of selected Latinos with Emails. Payment received via Electronic process only.
 - Large Races or State Campaigns will have the option to focus on specific geographical area.
 - Early Bird and Late Entry is based upon payment received by the following dates:
 - *Early Bird Pricing is From September 1st to September 25th (10% discount)*
 - *Standard Pricing From September 26th to October 10th*
 - *Late Entry Pricing is From October 11th to November 3rd (10% Surcharge)*
- October 11th to October 17th. 7 day advertisement phase 1
- November 3rd to November 7th. 5 day advertisement phase 2
- November 8th - ELECTION DAY

SLATE PRICING:

Upon approval, the candidate will be given a donation invoice with a 6 cents donation per targeted voters within their district. A minimum donation of \$600.00 will be required.

ADDITIONAL FEES IF ORDERED

- Candidate Photo - 1 cent each
- Hyperlinks - .5 cents each per (Emails, Campaign Website , Donations Links, or Flip book Links)
- 75 word candidate Statements - 1 cent each added statement

Our minimum outreach will be to start with:

Facebook and Instagram, but can be expand to include : Snapchat, DTV, Web Based, LinkedIn, Web Display Ads, and Email Blast all depending on our participation.