ARKANSAS PRIMARY ELECTION ADVERTISING MEDIA KIT
Early Voting & Election Day Voter Outreach
February 14 – March 3

Overview
With early voting beginning **February 17** and the **Arkansas Primary Election on March 3**, Arkansas Black Vitality (ABV) delivers fast-moving, high-impact advertising packages designed to activate voters when timing matters most.
These short-term campaigns combine political email blasts, paid social media advertising, text message voter alerts, and prominent website banner placement to keep candidates visible, relevant, and top-of-mind throughout early voting and into Election Day. ABV's approach emphasizes urgency, repetition, and clear calls to action—helping campaigns cut through the noise during the most competitive phase of the election cycle.

Arkansas Primary Election Advertising Packages
(All packages include website banner placement on Arkansas Black Vitality)

Package 1: Full Early Vote + Election Day Push
February 14 – March 3
Best for candidates seeking maximum visibility throughout early voting and Election Day.

- 10 statewide political email blasts
- 10–14 day paid Facebook advertising campaign
- 4 text message voter alerts
- Continuous website banner placement
- Banner artwork provided by ABV

Total Campaign Investment: $1,400

Package 2: Early Voting Focus
February 14 – February 28
Best for candidates prioritizing early-vote turnout and momentum.

- 6 statewide political email blasts
- 7–10 day paid Facebook advertising campaign
- 3 text message voter alerts
- Website banner placement during early voting
- Banner artwork provided by ABV

Total Campaign Investment: $800

Package 3: Final Week Countdown
February 21 – March 3
Best for candidates needing a strong final push before Election Day.

- 4 statewide political email blasts
- 5–7 day paid Facebook advertising campaign
- 2 text message voter alerts (Election Eve & Election Day)
- Short-term website banner placement
- Banner artwork provided by ABV

Total Campaign Investment: $500

Campaign Materials Required
To launch your campaign, please provide:

- Campaign logo(s)
- Final messaging or talking points
- Approval contact for content sign-off
- Destination link for ads and banners *(campaign website, voter information page, or donation page)*

Optional Add-Ons

- Creative formatting or graphic design (if needed)
- Photography services (upon request)
- Video integration in text message alerts: **$45 per blast**

Payment & Contact
Payment
All forms of payment accepted.
Financing available through **Affirm, Afterpay, and PayPal**.
Contact

501-612-9698

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Limited adjustments may be made within each package based on campaign timing and messaging needs.