

APPENDIX D: BUDGET

Voter Education and Outreach Funding

The following table details the resources necessary to inform voters about the Vote Center voting model in the County of Sacramento. The projected budget does not include staffing and other costs associated with outreach.

Activity	Budget
Advertising Total	\$129,298
Direct Postcards	\$135,000
Outreach Events and Voter Education Materials	\$13,741

2024 Advertising Breakdown

The following table shows the estimated advertising budget breakdown for the March and November 2024 elections.

Media Name	Type	Audience
Lotus (La Buena 92.1 & La Ranchera 104.7 & 890AM)	Radio	Spanish, Adults 18+
Entercom Sacramento (96.9 KSEG, 102.5 KSFM)	Radio	English KSEG: Adults 25-+54, skew men KSFM: Adults 18-54, Hispanic/African American
Valley Oak Press (Elk Grove Citizen, Galt Herald, River Valley Times, Laguna Citizen)	Print	English, Adults 34-64, higher income
Messenger Publishing Group (Carmichael Times, Ranch Cordova Grapevine Independent, American River Messenger, Gold River Messenger, Citrus Heights Messenger)	Print	English, Adults 34-64, high income, large footprint
Crossings TV	Television	Chinese (Mandarin, Cantonese) Vietnamese, Hmong, Korean, Hindi, Tagalog, Punjabi(Panjabi), and Japanese

iHeart Media	Radio/Digital	English, Digital, Adults 25-54
Asian Pacific American News & Review	Print	Chinese
Sade Lok	Print	Punjabi
D'Primeramano Magazine	Print/Digital	Spanish, Adults 18+
The Sacramento Observer	Print	English, Adults 18+, African American
CSUS Billboard	Billboard	English, wide demographic
World Journal	Print	Chinese
Entravision (On Air, Entravision Streaming Digital)	Radio/Digital	English, Spanish
Bonneville (Pragmatic Display, Sports 1140 KHTK, 105.1 KNC, 96.1 KYMX, 100.5 KXXO)	Radio/Digital	English
NTD Digital	Digital	Chinese (Mandarin and Cantonese) Vietnamese
Metro Cable14	Television	English
APA Living	Print	Chinese
Slavic American Chamber of Commerce	Online and Misc.	Russian (provided service)
Access News	Audio Files	English, Spanish, Chinese, and Vietnamese
Sac Cultural Hub	Digital (Web Banner, E-blast)	English
Clear Channel (KFBK-1530)	Digital Billboards	English

NCM	Movie Theaters	English
Lang Magazine	Print	Vietnamese
Thang Mo	Print	Vietnamese
Outreach Flyers - Distribution to Sacramento County grocery stores, outreach events, schools, churches, community organizations & partners	Print	English, Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Hmong Korean, Punjabi (Panjabi), Tagalog, Hindi, Japanese, Laotian, Mien, Telugu, and Urdu