

Election Marketing Toolkit

Whether you are a seasoned political candidate or new to the scene; we are your one stop shop for Election Marketing tools. We have over 25 years experience working with candidates at every level of government and most every major party.

Marketing 101: **Brand Promotion!** Campaign business cards, brochure, post card, door hanger and lawn signs are essential cost-effective ways to market your Campaign strategy. Complementary for town hall, and large party events include wall and pull-up banners, posters, pop-up tents, political stickers, T-shirts, etc.

Below find Sampling WHOLESAL CONFIDENTIAL RATE CARD



Lawn Sign: 4MM Coroplast

Size/Qty	50	100	200	300	400	500	750	1000+
24"x18"	\$6.25	\$4.25	\$4.00	\$3.80	\$3.50	\$3.35	\$3.30	\$3.10
24"x32"	\$7.50	\$5.80	\$5.60	\$5.45	\$5.35	\$5.25	\$5.15	\$3.90
24"x48"	\$16.75	\$13.25	\$12.80	\$12.25	\$12.00	\$11.95	\$11.75	\$11.25
32"x48"	\$19.00	\$14.50	\$14.00	\$13.40	\$13.20	\$13.00	\$12.75	\$12.30

Prices above are for ONE color printing for both sides with weather proof ink

Additional colors: add \$1 if UNDER 24" IF over ADD \$2.00
 H-Step "stakes" metal \$1.40 50/box. Taxes & Delivery Extra



Door Hanger

Size/Qty	1000	2500	5000	7500	10000	15000	20000	25000
3.5"x8.5"	\$135.00	\$215.00	\$355.00	\$525.00	\$700.00	\$1,000.00	\$1,350.00	\$1,650.00
4.25"x11"	\$155.00	\$247.00	\$375.00	\$545.00	\$715.00	\$1,040.00	\$1,375.00	\$1,710.00

Finishing: Die cut with house die - one hole and one slit

Color: 4C + 4C +
 Paper: 14pt C2S



Post Card

Size/Qty	1000	2500	5000	7500	10000	15000	20000	25000
5"x7"	\$85.00	\$138.00	\$212.00	\$310.00	\$410.00	\$605.00	\$795.00	\$995.00
6"x11"	\$150.00	\$247.00	\$390.00	\$580.00	\$765.00	\$1,138.00	\$1,500.00	\$1,875.00

Finishing: Cut to Size

Color: 4C + 4C +
 Paper: 14pt C2S



INTRODUCTION: What is Neighbourhood Admail former Unaddressed Admail™?

Neighbourhood Admail is one of Canada Post's targeted direct mail services. is a distribution service offered by Canada Post for delivery of your flyers, post cards and brochures alongside regular First Class Mail.

No one knows your business and customers better than YOU, No one knows postal codes better than Canada Post. As a specially trained professional over 25 years, We can help you expedite your mailing; So that you can get on with your business as Your Personal Admail Agent™

Delivered by



3050 Yonge Street, Suite 209, Toronto, Ontario, Canada M4N 2K4





News Release

FOR IMMEDIATE RELEASE

Register to vote for Ontario 's June 2, 2022 election

My name is Henry TSE, It is my pleasure to introduce myself you!

...Since 1996, I was the former "Official" Admail Sales Representative of Canada Post in York Region for distribution of Neighbourhood Mail program former Unaddressed Admail (flyers distribution) until CPC discontinued our program...

I continue today as "Unofficial" Admail agent specialist and offer my value added services on a private commercial basis for some of the most prominent [industry leaders and businesses in your community](#) whom have come to rely on my 25 Years + expertise related to Neighbourhood mail to ensure compliance and timely distribution of their Admail items.



With less than 50 days to go; Time is of the essence! Outside of door knocking and personally dropping off your campaign literature door-to-door Yourself; whether you are constrained by time in a day and or volunteers; to reach all households in your riding on time; Canada Post Neighbourhood AdMail may be your solution?

Rain or shine Canada Post letter carriers are out on their delivery mail routes every day the same households in your particular riding. Canada Post are also the only "corporation" with unfettered access to every apartment and private condo building mailboxes.

I can assist you to target ALL or only specific areas within your riding that want your personal name ("Brand") and party message platform to be seen and read.

IN addition to our Neighbourhood Mail™ value added services; we also offer professional graphic design, posters, banners, lawn signs, premium promotional items and both digital and offset press printing as your One- Stop- Source for Total Distribution.

Why use Bench Strength Mail Associates for your [printing & graphic design](#) needs? For over 20 years we have specialized in distribution of flyers for our clients handling over 30,000,000 pieces to date!!

Over the years we have been able to negotiate large volume discounts available only to trade, government or large commercial businesses which we pass on the savings to our customers.

Summary: With COVID-19 still top of mind, many home owners are reluctant to "answer" let alone open their door to strangers; unlike local community newspapers, private distribution companies with Canada Post Neighbourhood mail program, your Election items are delivered along-side "regular" First -Class mail which ensures your message is delivered with priority and seen in the process.

Final notes: You must decide with supply-chain issues allow minimum 10 and IF outside GTA 12-15 business days... Mark Your Calendar MONDAY May 16- is cut-off If you want to take advantage of this program as you MUST allow minimum 5-7 business days for Canada Post letter carriers to complete IN-the-MAIL BOX delivery no later than Wednesday June 1, 2022.

If you are interested to learn more, please feel free to call or simply reply to this email and I would be please to answer all your questions.

Yours In The Mail,

Henry Tse

[Henry Tse, Admail Agent Specialist](#)

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