



Digital Marketing Group

**PRE-LAUNCH CHECKLIST FOR POLITICAL
& SOCIAL ISSUE CAMPAIGNS**

PROGRAMMATIC

Digital Marketing Group

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PRE-LAUNCH NEEDS

Political and Social Issue campaigns require the following prior to activation.

Landing Page URL: _____

We need the following information about the candidate:

Candidate or Entity Name *

Is the candidate running for a federal or state/local election? *

- Federal Election
- State/Local Election

Who is paying for this ad? *

Address of the Paying Entity? *

Name of an Executive of the Paying Entity *

Title of Executive *

Email Address of the Paying Entity

Please provide one of the following forms of verification: *

- Federal Election Commission ID (recommended)

- EIN ID

- I don't have either, please contact your AM

Disclaimer Notice (if applicable)