

Direct Mail That Cuts through the Clutter

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www.CheckmateWins.com

The Ingredients of Effective Direct Mail

Pass the Mailbox to Garbage Can Test

Who doesn't look at babies?

Thanks to big-spending, liberal career politicians like John Adler...

This little girl owed \$43,000 to the federal government the minute she was born.

FACT CHECK: www.USDebtClock.org



**ENOUGH
IS ENOUGH.**

**FIX CONGRESS.
STOP PELOSI.
REJECT ADLER.**

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Bellaire, NJ

Or puppies?

**They can smell tax-raising, job-killing,
unethical politicians from a mile away.**



www.njgop.org
New Jersey Republican State Committee
1000 Morris Avenue, Suite 200
Morris, NJ 07960

New Jersey
U.S. Postage
New Jersey
Permit #20
Committee

Put your best foot forward. Voters gravitate towards people that appear likeable.



A campaign poster for Tony Ghee. It features two side-by-side portraits of Tony Ghee: a young child on the left and an adult man in a suit on the right. The background is dark blue with red stars. Text on the poster includes: "IN 1970, TONY GHEE was born to a single mother in Trenton and raised in a Democrat family.", "IN 2018, TONY GHEE is a proud Republican and our best candidate for Congress.", "The time is right. The future is now.", "VOTE TONY GHEE FOR CONGRESS", and "IN THE GOP PRIMARY ON JUNE 5TH".

IN 1970, TONY GHEE was born to a single mother in Trenton and raised in a Democrat family.

IN 2018, TONY GHEE is a proud Republican and our best candidate for Congress.

The time is right. The future is now.

VOTE

TONY GHEE
FOR CONGRESS

IN THE GOP PRIMARY ON JUNE 5TH



A campaign poster for Kelly Langschultz. It features a portrait of Kelly Langschultz, a woman with brown hair wearing a blue dress, standing with her hands on her hips. The background is a blurred outdoor scene. Text on the poster includes: "Mother. Coach. Entrepreneur.", "Not your typical candidate for political office.", "CONTACT KELLY: 201-954-8545, kelly4njsenate@gmail.com, Kelly4NJSenate, KellyLangschultz.com", and "KELLY Langschultz for SENATE".

Mother. Coach. Entrepreneur.

Not your typical candidate for political office.

CONTACT KELLY:
201-954-8545
kelly4njsenate@gmail.com
Kelly4NJSenate
KellyLangschultz.com

KELLY Langschultz
for SENATE

Not so much for people that don't.

THIS GUY
is just another
special interest
lawyer turned
politician who
got rich off the
taxpayers



AND SO IS THIS GUY.
SANDER FRIEDMAN. Candidate for Surrogate.
THE **WRONG** CHOICE FOR BURLINGTON COUNTY.



Is this how you want
your State Representative
to behave?



Say "NO" to
partisan extremist
KIM HANCHETTE
on Tuesday.

We can't afford
another **RADICAL**
in RALEIGH.

(FACT CHECK: 2013 CR 213681: North Carolina vs. Hanchette, Arrested June 10, 2013)

Good Images Make Good Mail

You must get people to look.

Use arresting images...

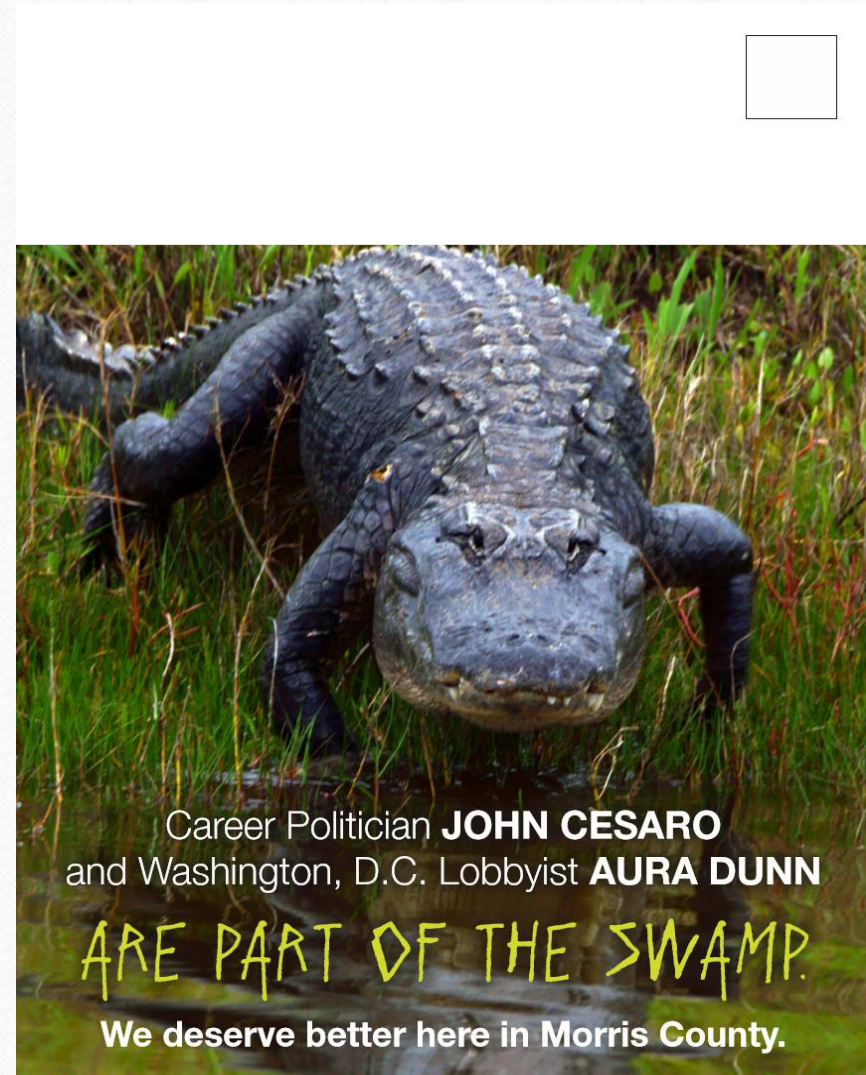


...or inviting images.



Keep it simple

Avoid
overcomplicating
a simple
message.



Be informative, but concise.

Make YOUR mail...



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New Brunswick, NJ
Permit #1179

A write-in vote for **JACK CIATTARELLI** will only count if you spell his name right.

So, unless you are a former **SPELLING BEE CHAMPION**, take this card with you to the polls and make sure your vote counts.

...fit YOUR needs.

STEP 1 In the Republican column or row, locate "NJ GENERAL ASSEMBLY."

STEP 2 Find the words "NO PETITION FILED" in the box immediately to the right of, or immediately below, "PETER J. BIONDI."

Follow that column to the bottom, or that row to the right, until it intersects with the "WRITE-IN" box - press the button in that box.

Green arrow will begin to flash.

STEP 3 Find the keypad, which should be approximately waist-high

Type in **J A C K**

Press the right arrow key one time to create a space

Type in **CIATTARELLI**

Press the **ENTER** key.

STEP 4 Cast your vote the traditional way for Jack Ciattarelli's running mates - **Christopher "Kip" Bateman** for Senate and **Pete Biondi** for Assembly - as well as all the other Republican candidates for county and municipal office.

STEP 5 Press the **CAST VOTE** button in the lower right-hand corner, and then exit the voting booth.

PAID FOR BY SENATE & COUNTY REPUBLICAN ORGANIZATION, 500 N. 1ST ST., NEW BRUNSWICK, NJ 08901

The Republican Primary Election is Tuesday, June 7th. Polls are open from 6:00am until 8:00pm. **DON'T FORGET TO VOTE.**

Your ballot will either look like this:

| OFFICE TITLE | STATE SENATE Nov 12, 2014 Write for Nov 12 | GENERAL ASSEMBLY Nov 12, 2014 Write for Nov 12 |
|--------------|--|--|
| REPUBLICAN | CHRISTOPHER "KIP" BATEMAN | PETER J. BIONDI |
| REPUBLICAN | | |
| WRITE-IN | | Write In (This box must be filled) |

OR this:

| Primary Election | REPUBLICAN Column A | REPUBLICAN Column B | PERSONAL CHOICE |
|---|---------------------------|------------------------|---------------------------------------|
| State Senate Nov 12, 2014 Write for Nov 12 | Christopher "Kip" BATEMAN | | Write In (This box must be filled) |
| New Jersey Assembly Nov 12, 2014 Write for Nov 12 | Peter J. BIONDI | | Write In (This box must be filled) |
| | No Petition Filed | | Write In (This box must be filled) |

Keypad:

| | | | | | | | | | | | | | | | | |
|-------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ← | → | A | B | C | D | E | F | G | H | I | J | K | L | M | ○ | ○ |
| ENTER | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | ○ | ○ | ○ |

Cast
Vote:

TO RECORD YOUR VOTE
PRESS
CAST VOTE
BUTTON

Contact Jack @
p: 908-371-1358
e: jciattarelli@asimcme.com

Make your campaign about something.

Take a stand on an issue of substance.

“Collecting two taxpayer-funded paychecks for just one job is wrong. I’m running for Sheriff to protect Morris County from terrorism and keep us safe, not line my own pockets.”

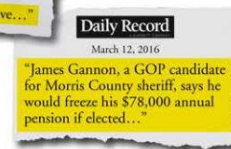
— JIM GANNON

Former Police Officer & Member
of FBI’s Joint Terrorism Task Force



Jim Gannon’s Three-Point Plan for the Sheriff’s Office

- ★ **STRENGTHEN** the county’s preparedness in light of the increased threat of terrorism.
- ★ **PROTECT** seniors from consumer fraud and combat the use and sale of illegal drugs.
- ★ **ELIMINATE** waste and make the office more accountable to property taxpayers.



 **James
Gannon**
FOR MORRIS COUNTY SHERIFF

VOTE FOR **REPUBLICAN JIM GANNON**
IN THE PRIMARY ELECTION ON TUESDAY, JUNE 7TH.

The clear, conservative choice for Morris County Sheriff.

Even better if that
“something”
contrasts with your
opponent.

A sharp, clean
contrast on issues
that matter to voters
are the holy grail of
messaging for
campaigns.



John Sierchio

Admitted that he plans to **double-dip** on taxpayers to the tune of nearly **\$200,000** per year if elected Sheriff – **collecting two taxpayer-funded paychecks for just one job!** (FACT CHECK: Daily Record, 3/12/16)

An independent taxpayer advocate says political insiders, like Sierchio, who exploit loopholes in the law are costing New Jersey taxpayers \$10 million a year. (FACT CHECK: New Jersey Watchdog, 8/30/15)

The Star-Ledger
September 9, 2015
Double-dipping pension trick makes suckers out of taxpayers | Editorial
“Hundreds of state employees simultaneously collect high salaries and retirement pay, gaming the pension system with impunity by exploiting a loophole in the law.”

Say NO to Sierchio!
Morris County Republicans deserve better.

Disguise Your Negative With Humor

You can land a very tough shot against an opponent, and still make most voters smile when they see it.



Third-Party Verification Adds Credibility

Newspaper clips, social media posts and effective sourcing can make your message more credible and believable.

PO Box 448
Kinderhook, NY 12106

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ALBANY, NY
PERMIT # 164

Congressman John Faso believes that able-bodied adults should be required to work or receive career training to qualify for government assistance like food stamps.



timesunion

April 18, 2018

Faso pushes GOP requirement for work plan for SNAP benefits

"The best path to economic independence is a job," said Faso.

Under the Faso-backed measure, individuals 18 to 59 without children under 6 must work or be in job training (or a combination) for 20 hours a week.

www.johnfaso.com

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518-719-9102

Direct Mail That Cuts through the Clutter

