

# Questions and Answers

## Ad Preparation and Submission

### **What personal information is required from a candidate?**

Other than the information required in the profile which is public anyway, no other personal information is required from a candidate.

### **How do I design an ad?**

You may use any software you are familiar with to design your ads. The samples shown are designed in Microsoft Word and its features of inserting shapes, text boxes, pictures, clip art, smart art, etc. Using Microsoft Snipping tool, an area of the screen containing the desired image and measuring 500 pixels X 500 pixels is captured. The size of the captured image is approximately 5" X 5", the maximum size that <http://www.AlertPolls.com> will take. Note: Texts in the box area captured as image.

Main DESCRIPTION is in narrative (text) format.

### **How do I prepare a submission?**

You prepare the narratives and images and send them to me. AlertPools.com will not make any change to a submission without your approval.

## Payment for an ad

### **What is the price for an ad?**

The suggested price is \$20 per image per month. But recognizing that a subscriber has other expensive campaigns at a time when competition for attention is keen, I am reducing the price to \$4.00 per image per city per month, with a minimum order of five (5) ads and a minimum period of five (5) months. That is only \$100.00 that the candidate's profile image and four (4) stands on issues are displayed for five (5) months.

For an ad that requires targeting modifiers like age group, income levels, racial relations, educational levels, etc. the ad cost is higher subject to negotiation.

**What kind of payment is acceptable?**

At this time, cashier's check is the acceptable payment medium. Other payment methods such as Paypal are being considered. Please make check payment to: Roy Lique.

**How is payment done?**

Together with the ad submission, a non-refundable payment for 1/4 of the total cost must be made. The payment is not refundable as it authorizes the initial incurrence of expenses in creating the ad. The rest of the cost shall be paid on the day of the publication of the ad.

**Ad Approval and Publication****Do I see the ad before publication?**

Yes, the ad will be temporarily published for your approval. If you approve the ad's appearance, it will be finalized for publication, in which case, the total cost of the contract shall then be paid in full.

**How soon can an ad appear?**

Depending on the number of images, length of narratives, and the number of cities targeted, you can expect an ad to appear within 72 hours.

**How do I preclude rival political parties from placing competing ads?**

In a fully executed exclusive contract, it must be stipulated that competing ads are no longer accepted. The contract covers several regions of exclusivity therefore expect to spend more on such contracts.

**How do I display an ad?**

Just add <http://www.AlertPolls.com> as a clickable link in your website or social media account. The website is secured.

**Targeting an ad****How many cities can I point my ad to?**

You can direct your ad to one city or to the entire 29,443 cities of the United States.

**Can I target my ad to non-adjacent cities in my state?**

Yes, you can. You can direct your ad to cities regardless of boundaries.

**Can I direct my ad to cities in a certain representative district, senatorial district, or any similar geographical location?**

Yes, you can. You can direct your ad to only few or all the cities in a geographical location. You can even direct your ad to only certain cities in one geographical location and only certain cities in another.

**Can I direct my ad to certain cities in one state and certain cities in another state?**

Yes, you can. You can direct your ad to any named city by the Bureau of Census.

**Can I direct my ad to certain cities only affected by natural disasters?**

Yes, you can. For example, you can direct your ad to cities affected by fires in California and to cities affected by hurricanes in Puerto Rico.

**Can I direct my ad to certain cities only affected by government policies?**

Yes, you can. For example, you can direct your ad to cities only affected by policies pertaining to offshore oil drilling, such as in Alaska and California.

**Can I collaborate with another candidate to place an ad for a similar stand on certain issue?**

Yes, you can. In order to save in advertising cost, you can make an arrangement with another candidate or candidates who have similar stand as you do on certain issues, to create just one ad instead of two or more.

**I like an ad of a candidate from a far away city. How do I post it in my city?**

Due to possible copyright implication, you must ask permission of the ad owner if you can post his ad in your city.

**English is not the predominant language spoken in my city. Can my ad be in the language that the city's majority residents speak?**

Yes. Since an ad is an image of a printed form, it can be in any language that it is originally designed.

An ad originally designed in English can be translated to any of the 100+ languages in the system.

**Can an ad be printed to be handed out during a gathering or rally?**

Yes, an ad can be printed for quick distribution during a rally.

**I want to target my ad to a community of voting United States citizens in a foreign country. Can I do it?**

Yes, you can. Just indicate to which country you want to direct your ad. If the country is in our system which is likely, your ad is directed accordingly.

## **Tracking an ad**

**Will I know if my ad is being viewed?**

Yes, at the top right corner of the candidate's enlarged image you will see the number of times an ad is viewed. The candidate's page is displayed if you click on the full or partial description.