



Scott Political

Media Production and
Placement

866-505-0806

ScottPolitical.com is Dedicated, Trusted and Effective

Trusted by Federal, State and Local Candidates

- 2011 Multiple State and Local Candidate winners. Large margin victories for first time candidates. Overwhelming success in defeating a “No New Taxes” ballot measure.
- 2010 Multiple State and Local candidate clients. Duties performed included script writing, television and radio production (English and Spanish), micro targeted media buying, Internet commercial production and looping DVD’s for county fairs and fundraisers.
- 2008 Ralph Nader for President national media buy and commercial script writing. (Independent)
- 2006 Texas U.S. Senate nominee media buy, polling, commercial script writing and voice. (Democrat).

Trusted by PACs, 527s, Corporations and Ballot Initiatives

- 2008 PAC to promote John McCain national media buy and scripts writing. (Republican)
- 2008 527 to promote agenda media buy Wisconsin. (Independent)
- 2008 Speaker at California League of Cities ballot initiative conference in Sonoma, California.

2011 Official Judge of the Pollie Awards

- Recognized for excellence in political commercials, Scott Perreault was selected to judge the 2011 American Association of Political Consultant’s radio and television awards, the Oscars of our Industry.

Consistently Out Perform Competition

- Double the impact of our clients’ media budget with “true” micro targeting, no hidden add-on fees and refusing to take short cuts by using re-sellers.
- Implementing a total media approach to increase fundraising, earned media and message delivery.

Media Services

- Television Commercial Production
- Online Video and Looping DVD Video Commercial Production
- Radio Commercial Production
- Micro Targeted Media Buying - Lowest Rates anywhere in the USA



Consulting Services

- Political Campaign Media Consulting
- Political Telephone and Internet Polling

Television Commercial Production

We have changed the face of political media with affordable high quality custom television commercials.

We make the process easy. Our production department takes pride in creating television commercials that communicate your dreams and visions, exactly.

We also offer closed captioning and high definition (HD) production. No media buy required to purchase our production. We work fast. All of our production is “full buyout”. There are never additional fees or royalties.

Classic Design



- Combines your website information, photographs/video clips with stock photographs/video clips, music, motion and graphics to create a custom commercial. \$999

Actor Design



- Utilizes male and female actors of all ages and races to communicate your message.
- We create the script that reaches your specific voters. \$2,499

Candidate Design



- We film the candidate delivering the campaign message from our studio or on location at a campaign stop or office/home. \$4,999

Online Video and Looping DVD Video Commercial Production

- Today when a voter arrives at your website an online video displays the image and energy you need.
- Increase fundraising with ease. Many candidates use our commercials to display at fairs and fundraising events. An instant and effective talking point. Results speak for themselves.
- Adds credibility to your campaign.
- You own your online video for posting to the campaign website and to sites like YouTube.
- If you opt to air on television we will process and deliver your commercial to the station(s) you select.

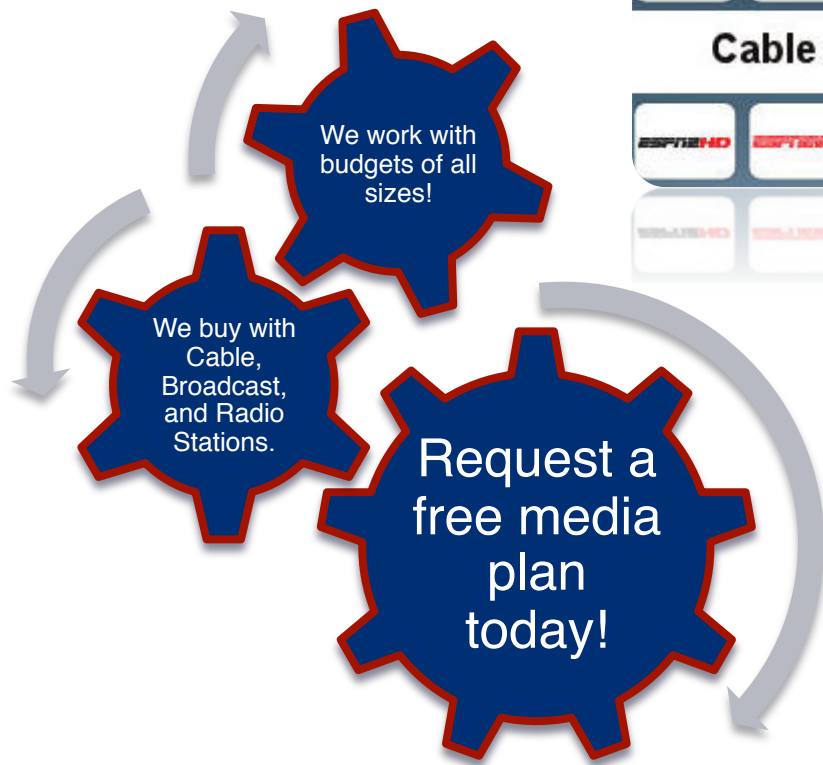


**English Male or
Female \$399**

**Spanish Male or
Female \$499**

Radio Commercial Production

- ScottPolitical.com is an award winner for excellence in Political radio scripts and voice work.
- We offer male, female and Spanish voices.
- We deliver your commercial via email in .mp3 format.
- Our commercials include professional copywriting, music and sound effects.



Micro Targeted Media Buying

We place media buys with Broadcast (ABC, NBC, CBS...), Cable (CNN, FOX, MSNBC, TNT...) and Radio stations (Local and National).

We employ the most recent research to pinpoint the programs that reach your specific targets.

Request a free media plan today with current rates and target information.

We work with campaign budgets of all sizes. We maximize the impact of your hard earned campaign media dollars.



Political Campaign Media Consulting

- As media advisor in a major US Senate race, we developed the message, the targets and the comprehensive approach for all media facets.
- Each area of Texas was unique. Texas has four major media markets. Few States have such a challenge with English and Spanish languages, Core Democratic and Republican areas and very diverse regional personalities.
- Some cities or counties required traditional methods of newspaper and billboards.
- Some areas required Internet positioning. Some areas required robo-calls. Some areas required radio. Some areas required television. Many areas required a combination.



Plan. Implement the Plan. Win.

Political Telephone and Internet Polling

A poll takes the guesswork out of the planning process and maximizes the use of campaign resources.

Because either a telephone or Internet poll requires a minimum number of responses to achieve an error factor (+/-4%) there are few differences in how the data is obtained.

In the next four years, we will be at a point where both methods are acceptable. Our goal at Scott Political is to employ the method that obtains the **fastest** and **most accurate** responses for your specific location.

Contact Scott Political today at 866-505-0806 or email scott@scottpolitical.com

All polls include a confidential comprehensive breakdown of issues, media targets and name recognition factors with consultation on how to address each line item.

Fast. Affordable. Accurate.

As one client said:

“Scott Political has political sense beyond the polling.”

Internet Polls
start at \$4200

Telephone Polls
start at \$5000