STATE AFFAIRS
WISPOLITICS
Wisconsin's Premier Political News Service

DNC: Reminds voters to make a plan to vote with homepage takeovers across the battlegrounds

Posted on Wednesday, Oct 21, 2020

>> WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. Get the app or access via desktop.

Today the Democratic National Committee is announcing digital home-page takeover advertising of key new sites in AZ, FL, GA, NC and WI that will direct voters to the Democrats' new voting website, MakeAPlan.com.

MakeAPlan.com is a new companion tool to Democrats' voter information site IWillVote.com that guides voters through building their customizable plan to vote — including selecting the day and time they'll vote by mail, early in person or on Election Day. Through the site, voters can also add their custom voting plan to their calendar or share it on social media. MakeAPlan.com is also available in Spanish.

"Whether you're voting by mail, early in person or on Election Day, we're making sure voters have all the information they need to make a plan to vote that works for them," said DNC Chair Tom Perez. "We're reaching voters wherever they are, and making sure it's easy for every voter to build and follow through on their own customized voting plan — that's how we're going to elect Joe Biden, Kamala Harris and Democrats at every level of the ballot."

An example of a calendar reminder a voter can create for their voting plan is below:

In conjunction with the release of the site, the Biden for President campaign is also running a paid campaign with Buzzfeed to release state quizzes for states like FL, MI, PA and others that test a voter's state pride and knowledge, while reminding them to make a plan to vote.

The homepage takeover ads utilize all available advertising space on a news sites' homepages, and will run on the sites for the following outlets on days throughout this week and next week as part of a seven-figure advertising buy:

- AZ: AZCentral.com
- FL: El Nuevo Herald; The Miami Herald; The Bradenton Herald; The Orlando Sentinel; The Sun Sentinel; The Tampa Bay Times; The Florida Times Union; The Herald Tribune; TCPalm.com; The Tallahassee Democrat;
- GA: The Atlanta Journal-Constitution; The Ledger Enquirer; The Macon Telegraph.
- NC: The Charlotte Observer; The News Observer; The Herald Sun; The Asheville Citizen-Times; The Fayetteville Observer; The Dispatch.
- WI: The Post-Crescent; The Green Bay Press-Gazette; The Milwaukee Journal Sentinel; The Sheboygan press; the Wausau Daily Herald.

An example of the ad is below: