

NC Families First plans to communicate with over 415,000 North Carolinians (excluding the Raleigh and Greensboro media markets) about the stakes of the 2024 Supreme Court election.

- 5 flights of mail between October 7 and October 24
- \$1.3M - 4 weeks of digital communications via voter targeted programmatic and voter targeted Meta in addition to broad based YouTube and ConnectedTV (ESPN, Hulu, Roku, etc) in suburban zip codes.