

PROOFING CHECKLIST

COPY

- Is everything spelled correctly?
- Is all the content factually accurate?
- If required, are all sources cited in the footnotes? (especially important if you are making an attack ad against your opponent!)
- If the piece is in a foreign language, has it been correctly translated and proofed by a native speaker?
- Does the mail piece have the correct return address?
- Has this piece been proofread by AT LEAST three people?

PHOTOS

- Are the photos hi-res (at least 300 DPI) and free of watermarks?
- Are all the included photos in your district?
- Are the photos of the candidate and endorsers accurately captioned?
- Do you have the rights to use all images?

LEGAL

- Does this piece include all necessary disclaimers?
- Does the disclaimer meet all legal requirements in compliance with local, state, and federal guidelines as applicable?*

**If you are unsure, we recommend calling your local Department of Elections or Secretary of State's office, or consulting with a campaign finance attorney.*