

DIGITAL AD **EXAMPLES**

A digital advertisement for Tim Sheehy, a candidate for the US Senate. The ad features a man in a tan flight suit with his arms crossed, standing in front of an airplane. The background is a dark red gradient. The text "TIM SHEEHY" is in large white letters at the top left, with "★ FOR US SENATE ★" below it. To the left of the man, the text "VOTE NOV. 5" is followed by two large white arrows pointing right. At the bottom left, a small white box contains the text: "PAID FOR BY NATIONAL ASSOCIATION OF HOME BUILDERS, 1201 15TH ST NW, WASHINGTON DC 20005. NOT AUTHORIZED BY ANY CANDIDATE OR CANDIDATE COMMITTEE".

TIM SHEEHY
★ FOR US SENATE ★

VOTE
NOV. 5 ➡ ➡

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**RUN: A GUIDE TO SEEKING
ELECTED OFFICE**

