

Even In an Off-Year, Ad Spending Soars

The 2024 presidential election is poised to become the most expensive race in history. Candidates are already raising huge sums of money, and some have even begun [airing](#) ads on TV stations in early states like Iowa.

While the presidential race is still heating up, some local elections in 2023 have already shattered records. The Wisconsin State Supreme Court election on April 4 was the most expensive state court battle in history, [costing](#) over \$42 million, with over \$27.5 million spent during the general election, [according](#) to AdImpact. Local broadcast TV received the lion’s share of campaign dollars, with over \$22.7 million dedicated to broadcast ads. This was more than spending on local cable, radio, satellite TV, and digital ads combined, according to data from the Campaign Media Analysis Group (CMAG).

Local Mayoral & Gubernatorial Races

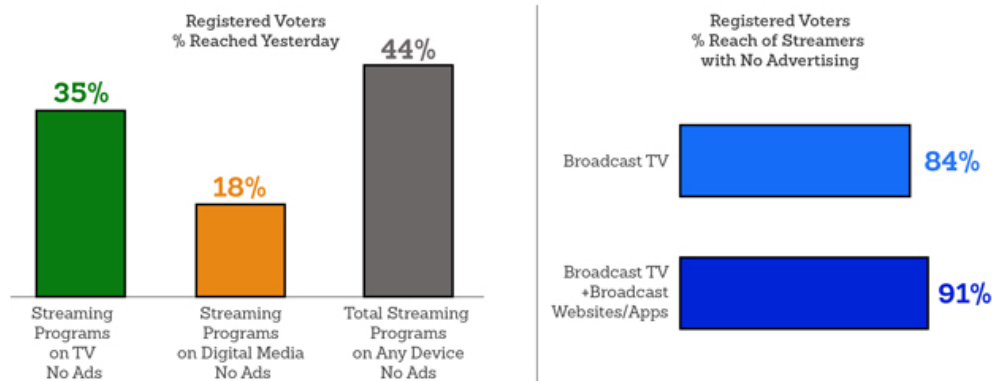
With over \$34 million [spent](#) among campaigns, the Chicago mayoral runoff election was the most expensive mayoral race in Chicago’s history. Local broadcast TV was also the dominant advertising method in the Windy City, with over \$18 million spent, according to CMAG.

This year's next major election will be the May 18 Kentucky gubernatorial primary, where a crowded Republican field is competing to challenge the state’s popular incumbent Democratic governor, Andy Beshear. Attorney General Daniel Cameron is the front-runner, but former UN Ambassador Kelly Craft has been spending big to boost her profile. A pro-Craft super PAC has already [spent](#) over \$4 million advertising ahead of the primary. Meanwhile, a pro-Cameron group is running a half-a-million dollars ad campaign highlighting Cameron’s record as AG and endorsement from President Donald Trump.



Advertisers Can’t Reach Streamers, But Broadcast Can

44% stream with **NO** advertising.
Advertisers **cannot** reach these viewers –
but **broadcast assets CAN reach 91%** of them.



Source: GfK TVB Media Comparisons Study 2023. Persons 18+ Registered Voters

When elections are competitive, ensuring every advertising dollar is used to its maximum effectiveness is critical. While 44% of registered voters stream ad-free content, the 2023 TVB Media Comparisons Study shows that broadcast TV reaches 91% of these voters.



What We're Reading:

[Medicare Advantage group's advertising blitz](#)

— Maya Goldman, *Axios*

[Twitter fails to report some political ads after promising transparency](#)

— Jessica Piper, *Politico*

[Trump-aligned super PAC bankrolls ads attacking Florida Gov. Ron DeSantis](#)

— Taylor Giorno, *Open Secrets*



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