

Bluegrass and Buckeye States See Big Spending

The Kentucky gubernatorial race was expected to be competitive—but the sheer scale of political advertising has caught even the most attentive observers by surprise. Although election day is still nearly three months away, total spending on TV and radio ads has [already surpassed](#) the amount spent during the entire 2019 general election. Democratic Governor Andy Beshear and allied groups have spent over \$13 million on ads, while Attorney General Daniel Cameron’s campaign and aligned groups have already spent over \$8 million.

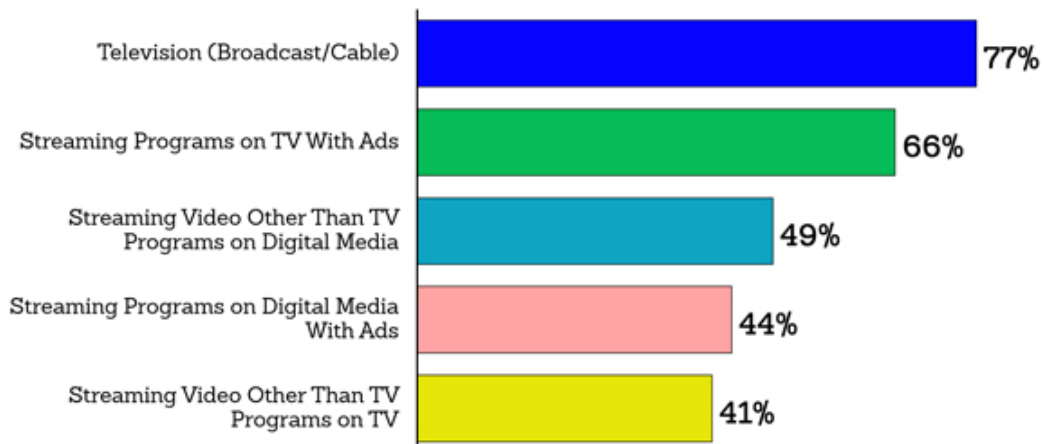
Kentucky is not the only state to experience record-breaking ad buying this year. A fierce battle over a proposed constitutional amendment recently overtook the Bluegrass State’s northern neighbor. On August 8, Ohio voters took to the polls to decide the fate of Issue 1, a controversial ballot initiative that would have made it more difficult for voters to amend the state constitution, raising concerns about the future of Ohio’s abortion laws. Although the election [ended up not](#) being particularly close, it was expensive. According to [AdImpact](#), there was over \$26 million in total ad spending in the fight over Issue 1. Ohio voters will head back to the polls this November to decide the fate of a separate ballot initiative on abortion. Pro-life groups have already spent over \$5 million on the fight, with over 2 more months to go.



Streaming Can’t Compete

Do Ad-Supported Streamers Watch Linear TV? Yes, in Fact **Linear TV** Has the **Highest One Day Reach** of These **Streamers**

% Reached Yesterday — Adults 18+ Ad-Supported Streamers



Source: GfK TVB Media Comparisons Study 2023. M-S 4A-2A. Persons 18+ ad-supported streamers on TV or mobile device. Online/internet platforms are totaled for any online device-PC, Smartphone and Tablets.

With election spending on an upward trajectory, it is important that campaigns know how to spend their resources most effectively. When it comes to advertising, the answer couldn't be clearer: TV is the place to be. Though there has been a recent uptake in advertising on streaming platforms, the [2023 Media Comparisons Study](#) found that local broadcast TV ads reach more adults who watch ad-supported streaming platforms than streaming ads do. This demonstrates that consumers who are experimenting with newer forms of media still rely on TV for essential programming, such as local news and live sports.



What We're Reading:

[Which Presidential Candidates Are Leading the 2024 Money Race?](#)

— Mollie Cook Escobar, et al., *New York Times*

[Alarm bells for DeSantis, Pence falls behind and Biden stays frugal: Takeaways from new campaign finance reports](#)

— Fredreka Schouten, David Wright, and Alex Mathews, *CNN*

[Agencies weigh the pros and cons of generative AI as political advertising grows](#)

— Antoinette Siu, *POLITICO*



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