

Presidential Race Awash in Cash

While no one can say for sure what impact Donald Trump's recent felony conviction will have on the election in November, the verdict has certainly brought even more money into the contest. In the 24 hours following his conviction, the Trump campaign [raised](#) a staggering \$53 million, nearly equivalent to its total fundraising haul over the second half of 2023.

While Trump's newfound fundraising prowess will help narrow the cash gap, President Biden and his associated PACs remain on strong financial ground. In fact, the Biden campaign is using the opportunity to attack the former president, launching a \$50 million [ad campaign](#) highlighting the conviction. Similar to previous Biden campaign advertising, the blitz includes over \$1 million dedicated to media targeting Black, Hispanic, and Asian American voters.

With the presidential race slated to occupy a significant amount of airtime between now and November, down-ballot races have begun reserving ad space in a number of key states. The Democratic Congressional Campaign Committee (DCCC), for example, [announced](#) over \$16 million in initial broadcast TV ad reservations in swing states with competitive House races. Meanwhile, the Congressional Leadership Fund, a super PAC with ties to House GOP leadership, has already [pre-booked](#) \$109 million in ad reservations across 37 markets.



TVB in DC

On Wednesday, June 5, TVB celebrated the countdown to the November elections with its second annual political reception in Washington, DC. The event featured stunning views of the U.S. Capitol and brought political influencers and broadcast industry executives together for an unforgettable evening of drinks, discussions, and delicious hors d'oeuvres.

Despite some rain earlier in the day, the event saw a strong turnout and was a tremendous success. TVB is especially grateful to AdImpact and Nielsen, our two sponsors who made this event possible, and to everyone who attended.



We look forward to seeing everyone next year!



What We're Reading:

Trump Allies Give a Peek at State Strategy With Ad Spending Plans

— *Gregory Korte, Bloomberg*

Democrats Launch Summer Spending Blitz Highlighting State Legislative Races

— *Stef W. Kight, Axios*

\$16.8M Spent Across Nevada's Congressional Primaries

— *Ethan Mort, AdImpact*



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