

2025's Key Races

After one of the longest presidential election cycles in American history, most people are ready for a break. While 2025 certainly features less excitement than last year, there are several races to keep political junkies entertained.

One of the earliest races to keep an eye on this year will take place in Wisconsin, where a key seat on the state Supreme Court is up for grabs in the April 1 election. Liberals currently enjoy a 4-3 majority on the court, but incumbent Judge Ann Walsh Bradley, a member of the court's liberal block, chose not to seek reelection for another ten-year term. This presents a major opportunity for conservatives to retake control of the court, which they lost in April 2023 following the election of Democratic-aligned Judge Janet Protasiewicz. The 2023 race saw a [record](#) \$51 million in combined spending, a total that could be surpassed in 2025. Conservatives have recruited a strong [candidate](#) in former Wisconsin Attorney General Brad Schimel to run for the seat, setting up a high stakes showdown with Judge Susan Crawford.

Outside of Wisconsin, 2025 features gubernatorial contests in Virginia and New Jersey that could see material ad spending. Incumbent Governor Glenn Youngkin is limited by Virginia's one-term rule, leaving the governor's mansion open in what many observers believe to be the year's marquee race. Although they're not officially their respective parties' nominees, the race is likely to feature Republican Lieutenant Governor Winsome Earle-Sears and Democratic Congresswoman Abigail Spanberger. Current [polling](#) shows the race is competitive, and both women are prolific fundraisers, with each [raising](#) over \$2.5 million in the fourth quarter of last year.

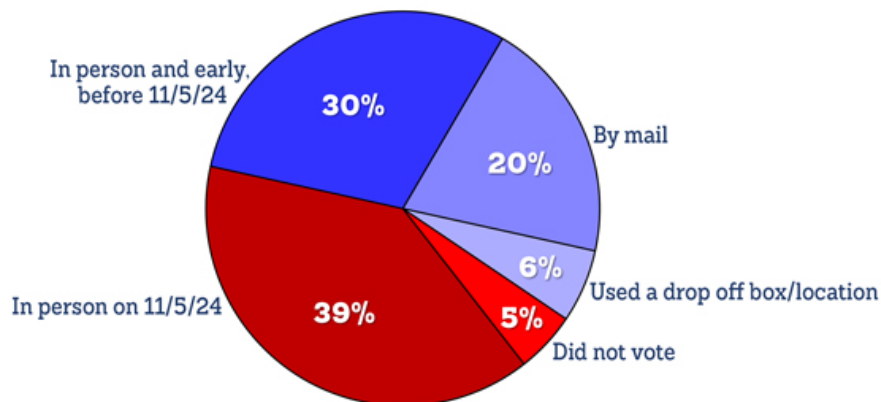
The situation is quite different in New Jersey, where [neither party](#) has coalesced around a clear choice to run in the November election. Both Republicans and Democrats will likely need to spend big in the New York and Philadelphia media markets ahead of the June 10 primary.



Early Voting Is the Norm

Advertise Early!

In 2024, **56% Voted Prior** to the **Day of Election***



*In the 9 competitive states of AZ, GA, MI, NV, OH, PA, TX & WI
Source: Dynata / TVB 2024 Voter Funnel: A18+ N-9.097

Although it is too early to tell which side voters will support in the off-year elections, the idea of a singular election day is a thing of the past. According to [TVB's 2024 Voter Funnel Study](#), 56% of all voters in competitive swing states cast their ballot before the day of the election. This underscores the need for campaigns to begin advertising earlier in the election cycle to reach voters when it will have the greatest impact.

With local broadcast TV being the most influential medium throughout the voters' decision-making process, it is clear that candidates who want to win in 2025 will need to take to the airwaves early.



What We're Reading:

[Cook Political Report Calls Virginia Governor's Race a Toss-up](#)

— *Charlotte Rene Wood, Virginia Mercury*

[Pro-Gottheimer Group Spending \\$1 Million on Ad Touting Tax Plan](#)

— *Joey Fox, New Jersey Globe*

[Casey DeSantis Considers Running for Florida Governor Amid Push from Top Donors](#)

— *Matt Dixon, NBC News*



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