



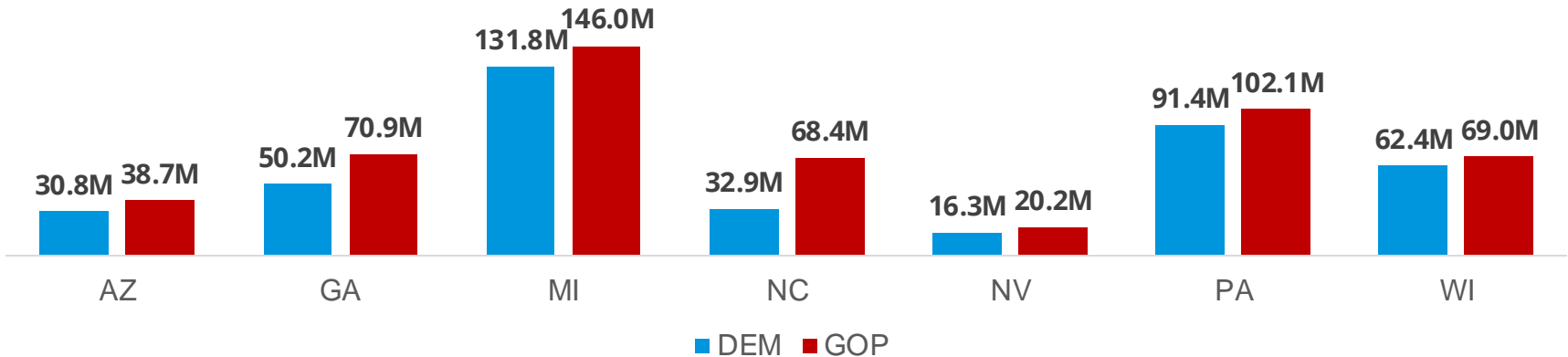
Which Presidential Candidate Reached More Swing Voters in August?

Presidential Total TV Impressions

2024 Swing Voters
8/1/24 - 8/31/24



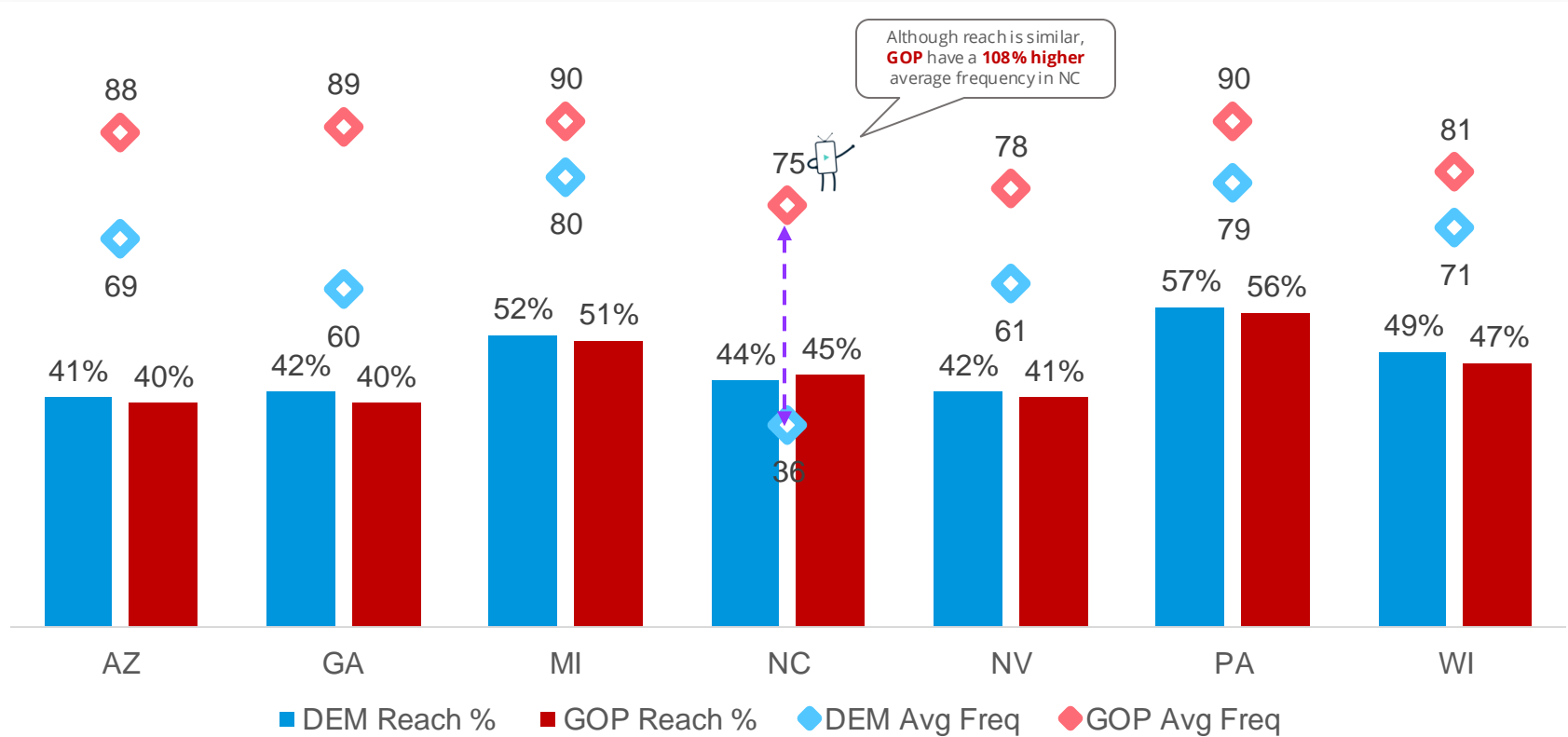
GOP have delivered **24%** more TV impressions to swing voters across the 7 swing states



Presidential Reach & Frequency

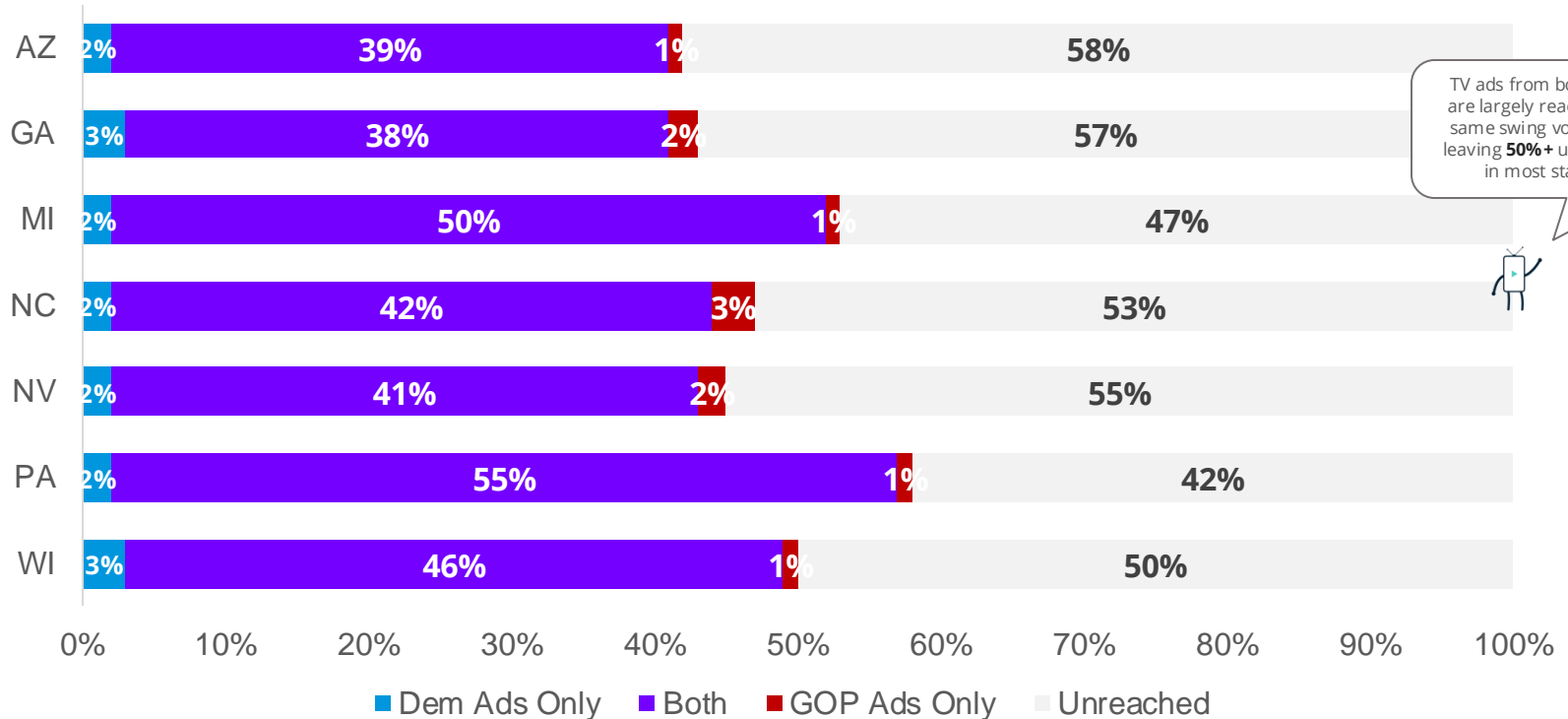
2024 Swing Voters

8/1/24 - 8/31/24



Whose Ads Did Swing Voters See?

2024 Swing Voters
8/1/24 – 8/31/24



TV ads from both sides are largely reaching the same swing voters and leaving **50%+** unreached in most states!





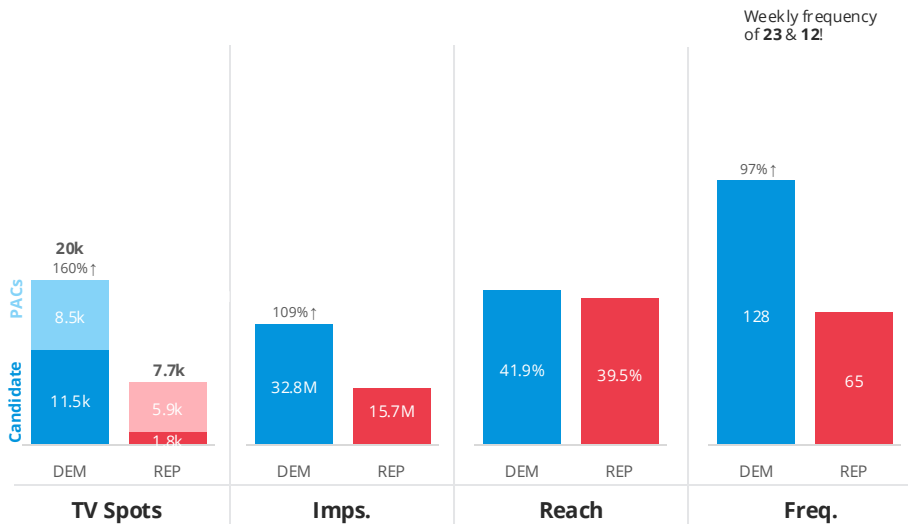
How To Reach 2024 Swing Voters in Battleground States



A18+ Population:
5.49M

2024 Swing Voters:
1.36M (25%)

2022 Senate TV Buys

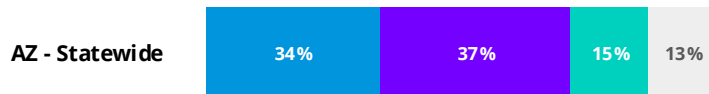


*Reflects all Broadcast bought by candidates and PACs between 10/1/22 - 11/8/22 measured against swing voters

Video Consumption

AZ 2024 Swing Voters

CTV Exclusive Both TV & CTV TV Exclusive Unreachable



Market	CTV eCPM	Reach a majority of swing voters on CTV at a fraction of the cost!	TV eCPM
Phoenix	\$60	35% CTV Exclusive, 37% Both TV & CTV, 15% TV Exclusive, 13% Unreachable	\$116
Tucson	\$60	33% CTV Exclusive, 37% Both TV & CTV, 16% TV Exclusive, 14% Unreachable	\$177
Yuma	\$60	27% CTV Exclusive, 43% Both TV & CTV, 18% TV Exclusive, 11% Unreachable	\$437
Albuq.	\$60	49% CTV Exclusive, 26% Both TV & CTV, 9% TV Exclusive, 15% Unreachable	\$16k+

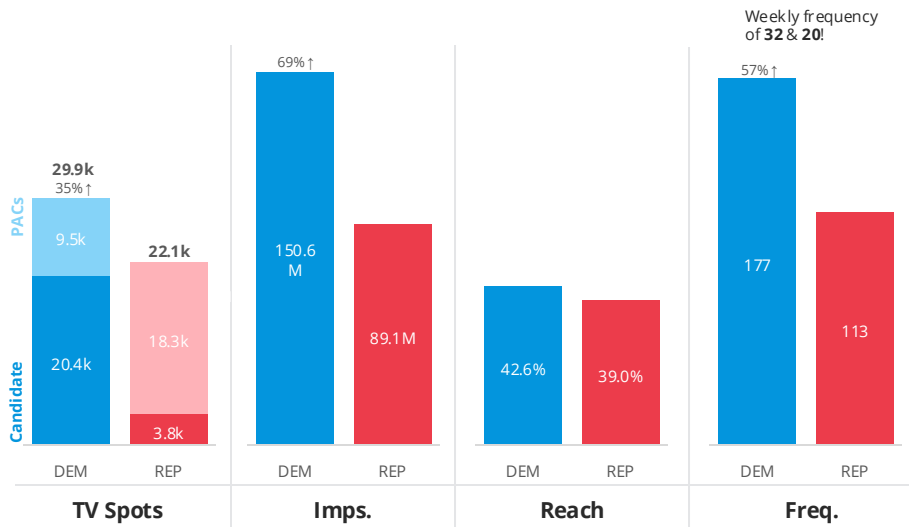
*eCPM is the cost to deliver 1,000 viewable and on-target video views. TV pricing is based on the market average of candidate-CPP provided by AdImpact for Q3/Q4 of



A18+ Population:
8.54M

2024 Swing Voters:
2.50M (29%)

2022 Senate TV Buys



*Reflects all Broadcast bought by candidates and PACs between 10/1/22 - 11/8/22 measured against swing voters

Video Consumption

GA 2024 Swing Voters

CTV Exclusive Both TV & CTV TV Exclusive Unreachable



Market	CTV eCPM	Reach a majority of swing voters on CTV at a fraction of the cost!				TV eCPM
Atlanta	\$60	33%	41%	15%	11%	\$63
Albany, GA	\$60	34%	39%	15%	12%	\$97
Macon	\$60	33%	39%	15%	12%	\$102
Savannah	\$60	29%	45%	16%	10%	\$149
Columbus, GA	\$60	32%	43%	15%	10%	\$160
Tallahassee	\$60	33%	40%	16%	12%	\$172
Augusta	\$60	32%	42%	15%	11%	\$173
Chattanooga	\$60	26%	44%	19%	11%	\$219
Jacksonville	\$60	30%	40%	17%	13%	\$563
Greenville-Spar	\$60	27%	41%	20%	12%	\$1,994
Dothan	\$60	32%	41%	15%	12%	\$4,552

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MI



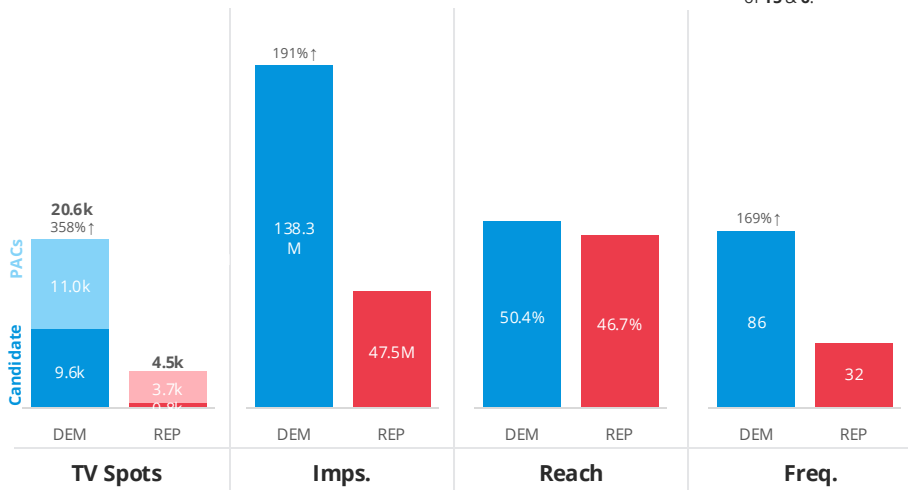
A18+ Population:
8.89M

2024 Swing Voters:
4.32M (49%)

2022 Governor TV Buys

Whitmer vs Dixon

Weekly frequency of 15 & 6!



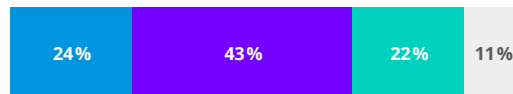
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Video Consumption

MI 2024 Swing Voters

CTV Exclusive Both TV & CTV TV Exclusive Unreachable

MI - Statewide



Market	CTV eCPM	Reach a majority of swing voters on CTV at a fraction of the cost!				TV eCPM
Detroit	\$60	26%	41%	21%	12%	\$47
Grand Rapids	\$60	26%	41%	20%	12%	\$48
Traverse City	\$60	8%	56%	32%	4%	\$64
Flint-Sag	\$60	20%	45%	24%	10%	\$78
Marquette	\$60	16%	50%	27%	7%	\$94
South Bend	\$60	28%	37%	21%	15%	\$144
Lansing	\$60	28%	40%	19%	13%	\$188
Alpena	\$60	6%	56%	36%	3%	\$385
Toledo	\$60	26%	43%	19%	11%	\$421
Duluth-Sup	\$60	21%	42%	26%	12%	\$4,076
Green Bay	\$60	23%	42%	23%	12%	\$8,468

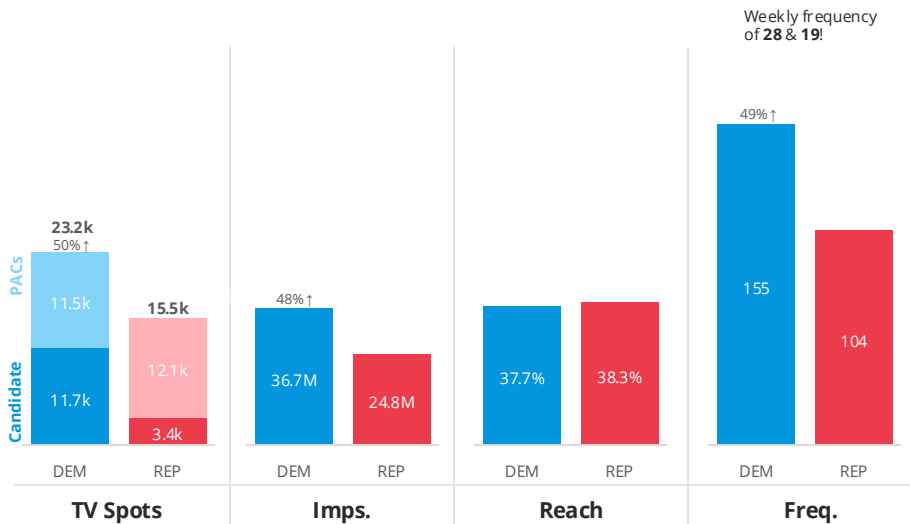
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A18+ Population:
2.58M

2024 Swing Voters:
777k (30%)

2022 Senate TV Buys



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Cortez-Masto vs Laxalt

Video Consumption

NV 2024 Swing Voters

CTV Exclusive Both TV & CTV TV Exclusive Unreachable



Market	CTV eCPM	Reach a majority of swing voters on CTV at a fraction of the cost!	TV eCPM
Reno	\$60	27% (CTV Exclusive), 43% (Both TV & CTV), 18% (TV Exclusive), 12% (Unreachable)	\$142
Las Vegas	\$60	35% (CTV Exclusive), 39% (Both TV & CTV), 14% (TV Exclusive), 12% (Unreachable)	\$161
Salt Lake City	\$60	35% (CTV Exclusive), 39% (Both TV & CTV), 14% (TV Exclusive), 12% (Unreachable)	\$1,648

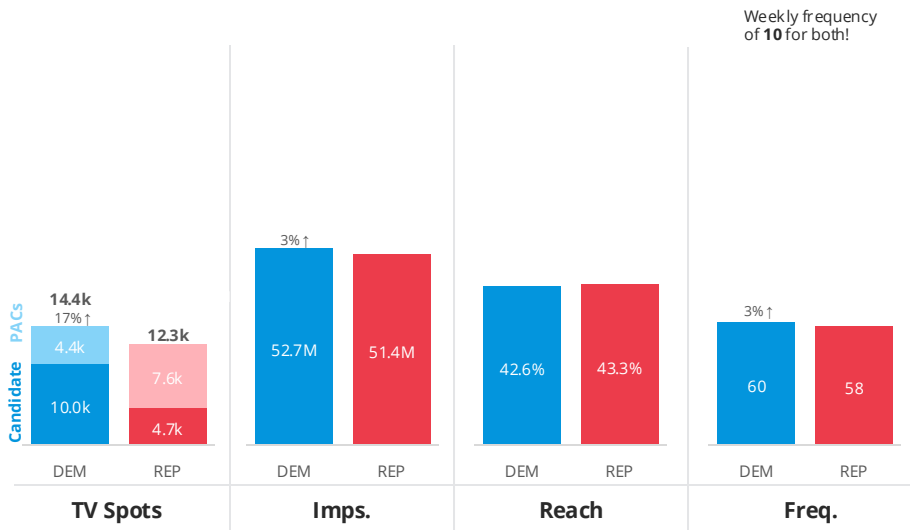
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A18+ Population:
8.56M

2024 Swing Voters:
2.51M (29%)

2022 Senate TV Buys



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Video Consumption

NC 2024 Swing Voters

CTV Exclusive Both TV & CTV TV Exclusive Unreachable



Market	CTV eCPM	Reach a majority of swing voters on CTV at a fraction of the cost!				TV eCPM
Raleigh	\$60	30%	42%	17%	11%	\$55
Greensboro	\$60	27%	43%	19%	11%	\$74
Charlotte	\$60	29%	42%	18%	11%	\$92
Greenville-NBern	\$60	24%	47%	20%	9%	\$103
Wilmington	\$60	15%	52%	27%	6%	\$108
Greenville-Spar	\$60	27%	41%	20%	12%	\$240
Norfolk	\$60	25%	44%	20%	11%	\$383
Myrtle Beach	\$60	14%	58%	23%	4%	\$386
Chatanooga	\$60	26%	44%	19%	11%	\$1,856
Atlanta	\$60	33%	41%	15%	11%	\$36k+

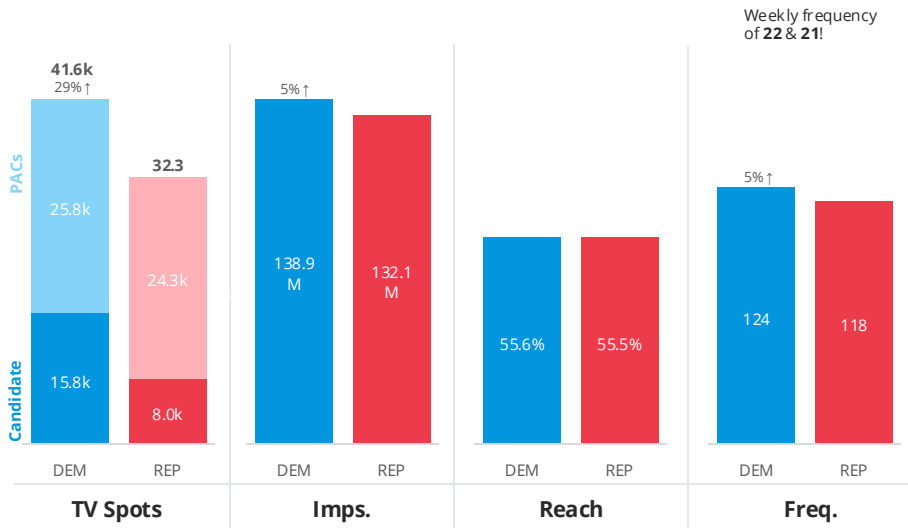
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A18+ Population:
9.93M

2024 Swing Voters:
2.47M (25%)

2022 Senate TV Buys



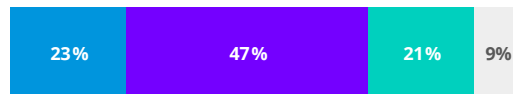
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Video Consumption

PA 2024 Swing Voters

■ CTV Exclusive ■ Both TV & CTV ■ TV Exclusive ■ Unreachable

PA - Statewide



Market	CTV eCPM	Reach a majority of swing voters on CTV at a fraction of the cost!				TV eCPM
Harrisburg	\$60	25%	45%	20%	10%	\$70
Philadelphia	\$60	21%	49%	21%	8%	\$72
Pittsburgh	\$60	22%	48%	22%	9%	\$110
Wilkes Bar-Scm	\$60	25%	44%	21%	10%	\$135
Johnstown-Altoo	\$60	25%	44%	21%	10%	\$298
Erie	\$60	25%	45%	20%	10%	\$464
Elmira	\$60	20%	47%	23%	10%	\$1,864
Youngstown	\$60	23%	44%	22%	11%	\$2,974
Buffalo	\$60	20%	47%	23%	10%	\$3,015
New York	\$60	20%	46%	25%	9%	\$3,867
Washington DC	\$60	23%	44%	22%	11%	\$15k+

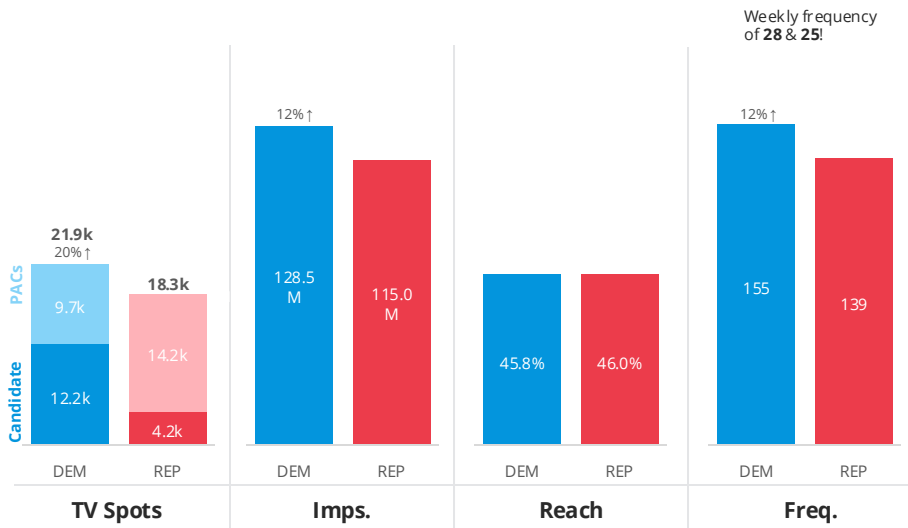
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A18+ Population:
5.03M

2024 Swing Voters:
2.36M (47%)

2022 Senate TV Buys



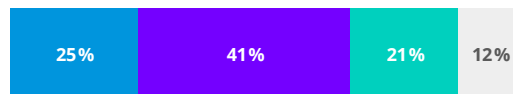
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Video Consumption

WI 2024 Swing Voters

■ CTV Exclusive ■ Both TV & CTV ■ TV Exclusive ■ Unreachable

WI - Statewide



Market	CTV eCPM	Reach a majority of swing voters on CTV at a fraction of the cost!				TV eCPM
Milwaukee	\$60	25%	42%	21%	13%	\$78
Madison	\$60	28%	41%	18%	12%	\$82
Green Bay	\$60	23%	42%	23%	12%	\$194
La Crosse-Eau Claire	\$60	27%	39%	21%	13%	\$243
Wausau	\$60	18%	46%	26%	9%	\$276
Minn-St Paul	\$60	27%	37%	21%	15%	\$367
Duluth-Sup	\$60	21%	42%	26%	12%	\$619
Marquette	\$60	16%	50%	27%	7%	\$3,788

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