

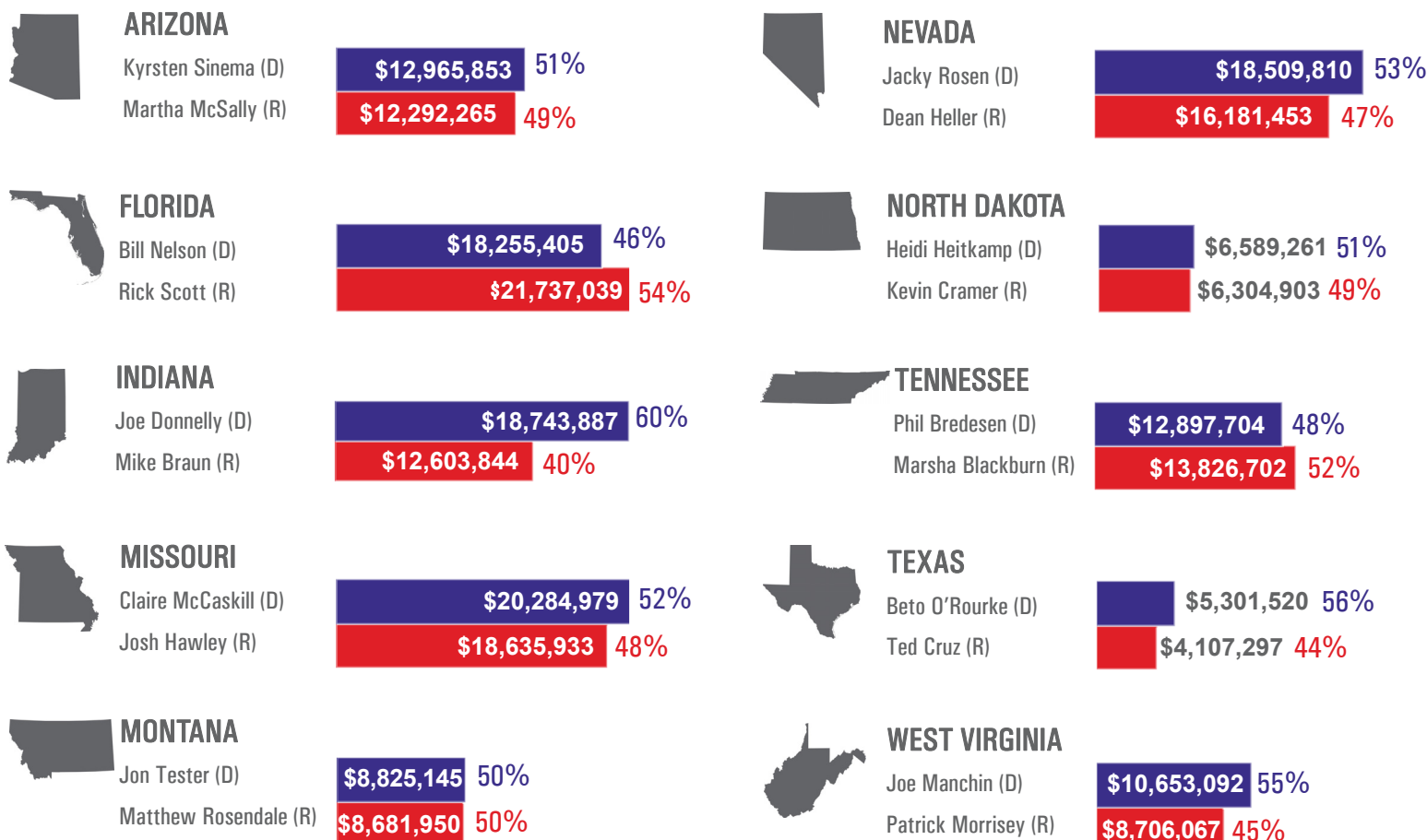
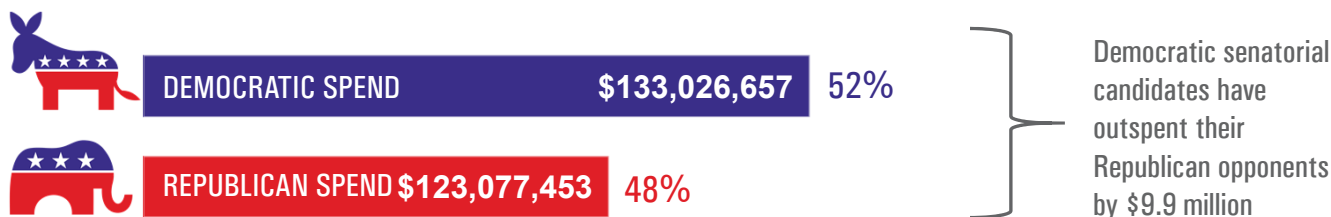
POLITICAL AD SPEND CAMPAIGN MINI-REPORT



2018 MIDTERMS POLITICAL AD SPEND MAP

Ten Senate races remain a toss up between the Democratic and Republican candidates, where results will determine which of the two takes control of the Senate. Through its window into local broadcast ad sales activity, Matrix Solutions mapped out the total value of ad buys for candidates in these markets during the general election season:

TOTAL LOCAL BROADCAST POLITICAL AD SPEND IN TOP 10 2018 SENATE "RACES TO WATCH"



METHODOLOGY

Matrix Solutions looked at more than \$256 million worth of relevant political ad sales to determine individual and total local broadcast spend of Democratic and Republican senatorial candidates in the toss up states of Arizona, Florida, Indiana, Missouri, Montana, Nevada, North Dakota, Tennessee, Texas and West Virginia – normalizing spend figures from the activity of 166 active accounts. Political ad spend in local TV was retrieved for the duration of each state's 2018 general election campaign, starting from the most comprehensive full month in which the race began and tracking scheduled advertising through November 2018. Each candidate's spend is inclusive of purchases made by Thursday, October 25th in their favor by PACs, political committees and organizations, and themselves, among others.