



Out of Home Advertising Association of America

The \$10B 2026 Election: Capturing Political Ad Dollars with OOH

Tuesday, December 9 | 2:00 - 3:00 PM



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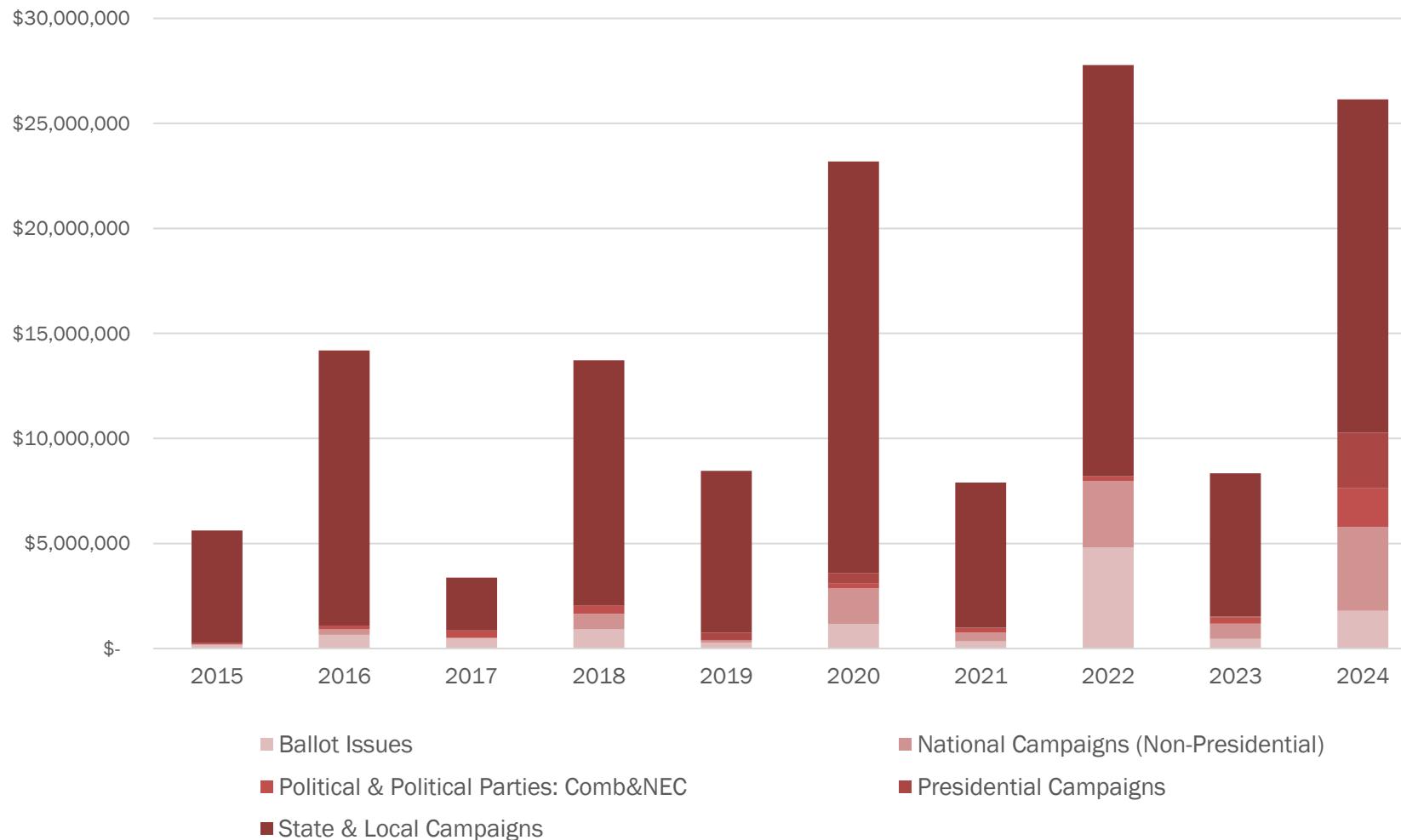
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OOH Political Ad Spend: A Growth Category

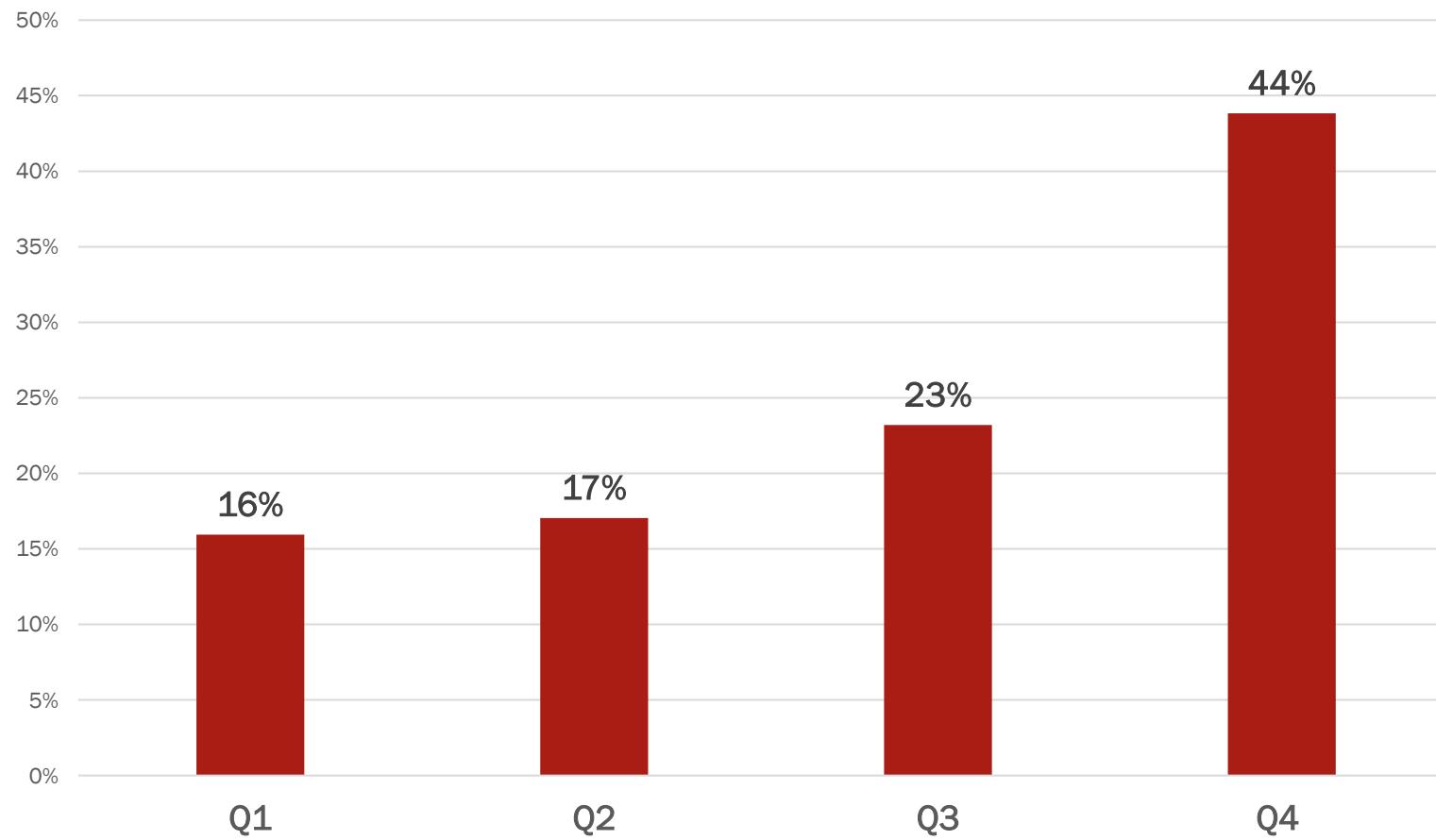
OOH Political Ad Spend 2015 -2024



Source: MediaRadar

OOH Political Ad Spend: 67% Occurs in Second Half

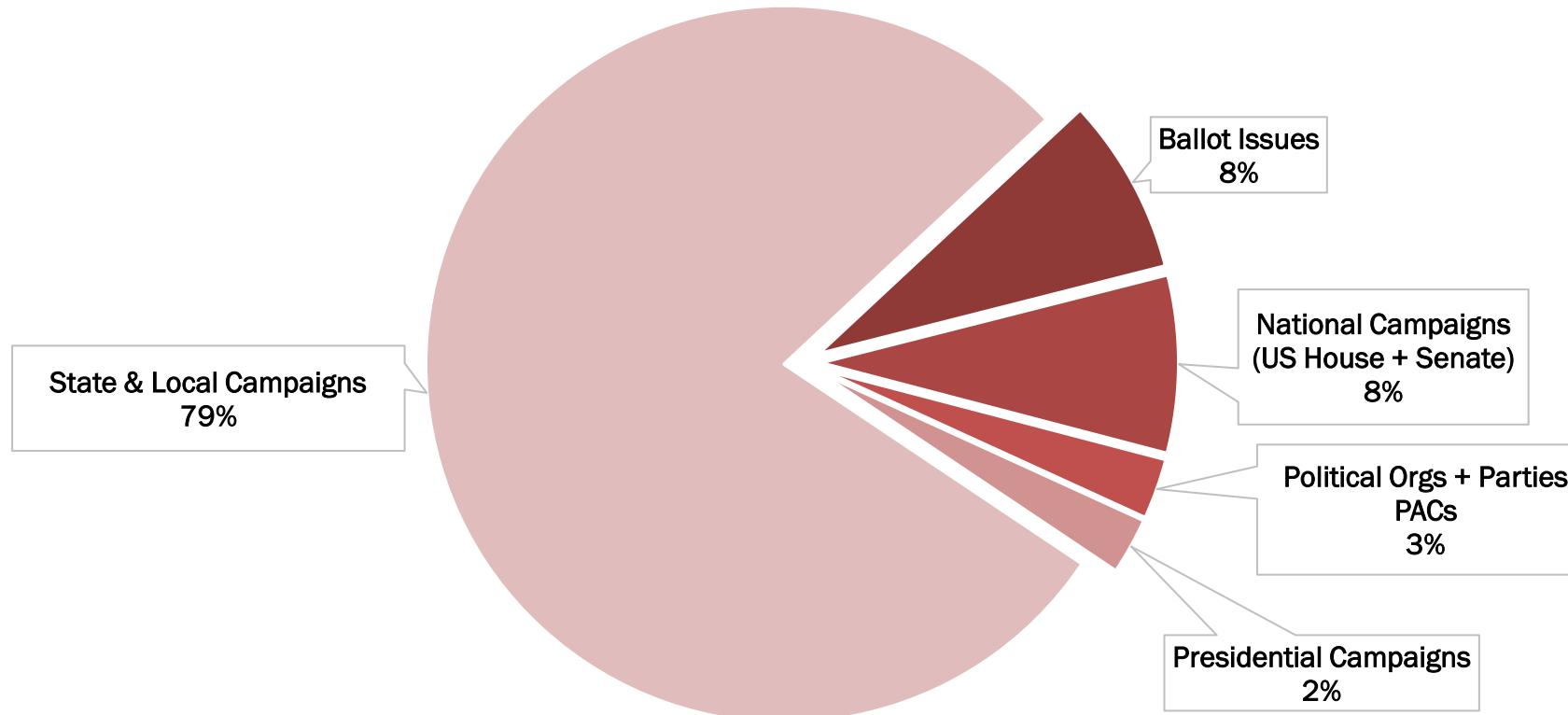
OOH Political Spend by Quarter - Even Year Elections
2018 - 2020 - 2022 - 2024



Source: MediaRadar

Almost 80% of OOH Political Ad Spend is Locally Driven

OOH Political Spend by Category 2015 - 2024



Source: MediaRadar

+ASSEMBLY

POLITICAL: THE FUTURE OF ADVERTISING IN 2026 AND BEYOND

Fall 2025

01.

THE MEDIA ECOSYSTEM IS
BEING SHAPED BY
POLITICAL

THE TWIN EFFECTS OF POLITICAL ON BRAND ADVERTISING AND SAFETY

Twin Effect 1: In certain geos, advertising costs more and there is less available inventory

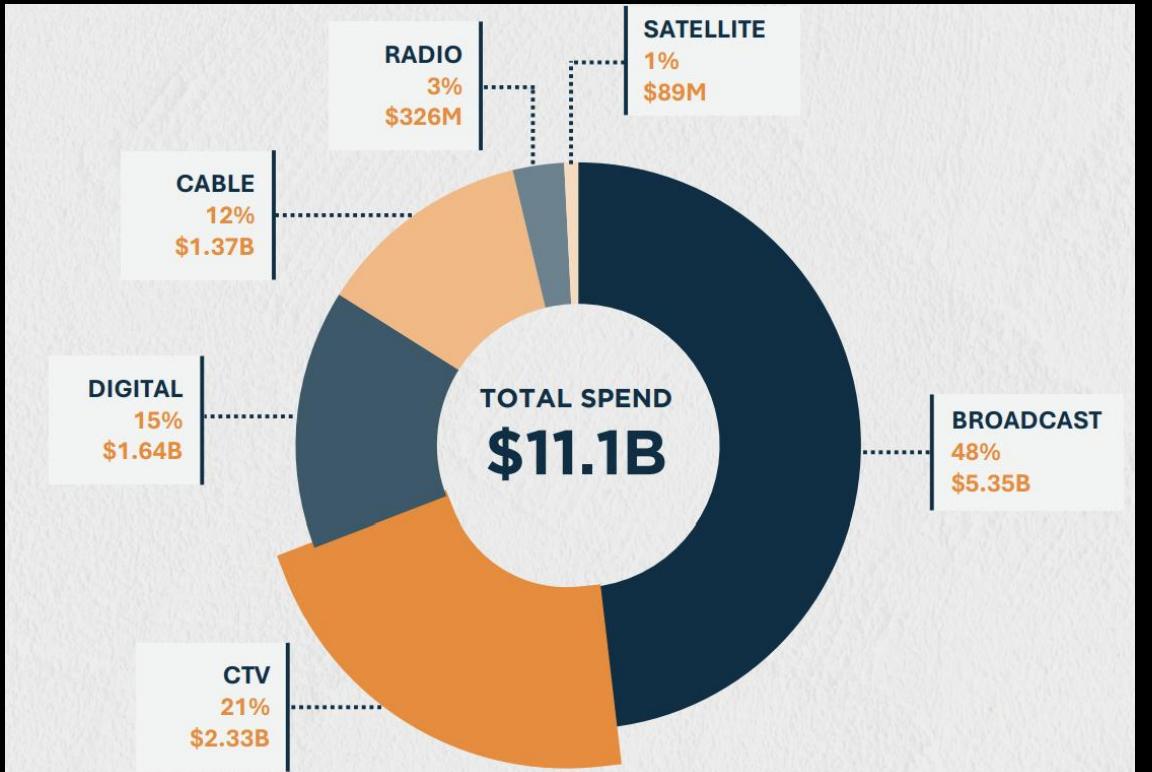
SOURCE: SAMBA TV, LOOPME & ASSEMBLY

- ✓ **62% of adults saw political ads in 2024, in some markets that was over 80%**
- ✓ **Political ad saturation has been known to affect general receptiveness to all advertising in intense markets**

Twin Effect 1: The Practical

Advertising = Supply & Demand

- + Unpredictable and virtually unlimited spending can upend a market
- + Advertising is more expensive with less available inventory
- + Political has an expiration date in a way that commercial doesn't
- + Races can grow competitive overnight, leading to unexpected large sums of money



SOURCE: ADIMPACT & MEDIARADAR

Political is Still Bucking the Streaming Obsession

2024 Showed Broadcast's Endurance and Risks

- + Broadcast still holds a significant plurality of all political spending
- + CTV and digital display are growing, but at a slower pace than other fields
- + While less overall spending goes to CTV, the lack of cost controls allow for larger markups
 - Could be an 80% CPM increase
- + OOH was \$26.1M (0.2%)
 - High water mark: \$27.8M (0.3%) in 2022
- + Why has the transition away from linear been so slow in political?
 - What does that mean for brands?

Twin Effect 2: Voters are consumers, and consumers are voters

Twin Effect 2: The Sentiment

The Secondary Effects of Political Ads

- + Elections are not happening in a vacuum or on a defined schedule
 - Recent elections set records for off-year spend
- + Political advertising has had proven effects on consumer sentiment – particularly when economic issues are driving a campaign
 - Midterm ads tend to focus more on the state of the economy and less on social issues

- ✓ In 2022, Republicans were significantly more likely to cut back on discretionary spending due to economic concerns. That trend is expected to invert in 2026
- ✓ Research over the past two election cycles has shown that political affiliation is now a stronger indicator of one's views on the economy than their personal income

Source: NRG 2022 & 2024

02.

UNPRECEDENTED SPENDING

Another Record-Breaking Cycle

Projected total of \$10.1B+ to be spent on elections up and down the ballot

>\$10.1B

Total spend

+15%

Increase in spending from 2022 midterms

7,000

Elections nationwide

35

Different election days

139

Markets expected to see moderate-heavy spend

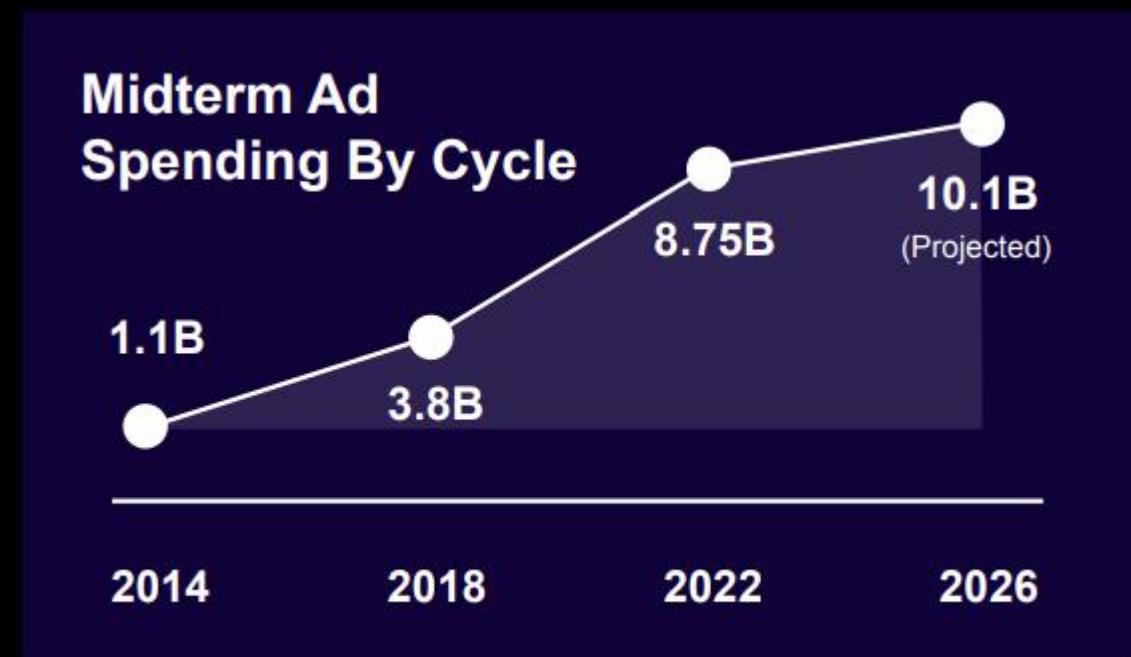
250,000+

Individual political buys

How We Got Here

Political: The Only Guaranteed Growth Field

- + Citizens United opened the floodgates for unprecedented political spending
- + Nationalization of politics and individual races
- + Tight national elections rendering midterms more important
- + No end in sight, all future election cycles expected more than \$10B
 - 2028 could see \$15B



Source: AdImpact & Wesleyan University

**2022 Midterms saw an average of \$500 spent per
persuadable vote cast nationwide**

Source: Pew Research & AdImpact

03. UNEVEN DISTRIBUTION

Where to Expect the **Most** Spending – Powered by **AMII**

Nationalized Senate Races Will See the Most Spending

- + Potential for multiple \$200M+ Senate races
 - Georgia, North Carolina, Michigan, New Hampshire and Maine
- + Wild cards could also see late massive spending
 - Ohio, Iowa, Texas
- + Competitive primaries with intense early spending
 - Illinois, Alabama, Iowa

Most competitive races for Governor since 2018

- + Open seats in swing states
 - Michigan, Georgia, Wisconsin
- + Competitive races in expensive states
 - New York, Pennsylvania, California

Race for the House Still Unknown

- + Most competitive House districts are in big/expensive markets
 - NYC, Los Angeles, Philadelphia, Detroit
- + Redistricting outcomes still unknown
 - Ohio, Indiana, Illinois

04. LIMITING EXPOSURE

QUESTIONS TO ANSWER BEFORE 2026

Where is my campaign running?

- + How much political spending will be in the market?
- + What issues will be covered by those ads?
- + How saturated will our consumers feel?

When will spending be most intense in my markets?

- + Will there be competitive primary elections?
- + Will there be runoffs?
- + When does the LUR window open?

What platforms are my ads running on?

- + Will there be local news disruption
- + Is sports a significant part of the plan?
- + Which platforms on the plan accept political?

05.
SOME GOOD NEWS

**There are steps you can take right now to minimize
the impact of political on your media plan**

What ALL marketers should be doing **right now** to prepare for the election cycle

Ask

How exposed is our media plan to political disruptions?

Find

Where can we maximize efficiency to ensure we achieve goals without political risk

Prepare

What issues will our consumers be hearing about and how will consumers respond?

Insulate

How can we adjust our plans to limit exposure to another record-breaking cycle



THANK YOU

