All the chips are on the table

And both parties are all in this mid-term

The 2022 Elections
Experts Once Again Predict Record Breaking Expenditures in 2022

Control of the House and Senate is at stake in 2022 so a lot of money surely will be spent on candidate and independent expenditure.

Ron Faucheux,
— Publisher of LunchtimePolitics.com

The 2022 cycle is sure to set a midterm spending record as groups and candidates on both sides do everything they can to compete for votes.

Sean J. Miller,
— Editor of Campaigns and Elections

The 2022 Midterm Election Cycle Is Forecast To Set A Record For Political Ad Dollars.

— Forbes Magazine

Midterm–Election Ad Spending Poised to Soar.
— Wall Street Journal

Political Ad Spend will Continue to Break Records in the 2022 Election Cycle.

— Reaching the Same Heights as the 2020 Presidential Campaign

To say that 2022 will be a huge election year just might be an understatement.

Hans Kaiser,
— V.P., Moore Information Group
What Campaigns are in Play in 2022?

➢ 34 U.S. Senate Seats
➢ 435 U.S. House Seats
➢ 36 Governors
➢ Lt. Governors and Attorneys General
➢ 90% of the 7,000+ State Legislators
➢ 20,000 local elections

A Lot!
So How Do You Get a Bigger Share of this Season’s $8.9 Billion* in Political Advertising?

*One estimate says $13 billion!
Treat political like the multi-billion dollar category it is!

Some things to think about

1. Start now! Early voting and mail-in voting means election start earlier and are more expensive than ever.

2. Find a political champion to run the category.

3. Pay attention to what is happening in the market (local issues, TV ads, direct mail, primary announcements).

4. Check your paper to see if candidates have announced even before they may formally file.

5. Visit their local election office in person.

6. Remind them that the people they need are your readers in print and online.
Treat political like the multi-billion dollar category it is! (continued)

7. If your editorial staff endorses a candidate or proposal, make the call and sell them ads to tell their story.

8. If your paper didn’t endorse them, see # 7. They have money to get THEIR message across.

9. When you do get in front of them, remind them that you share a common goal of serving the communities in the market.

10. If you can’t get an appointment with the decision-maker, consider reaching out to other politicians or influencers in the market to see if they can help get your message to the right people.

11. Try Facebook messaging, texting and/or emails.
12. If you have specialty printing capabilities, offer those to candidates for their other printing needs (direct mail, door hangers, yard signs, etc.)

13. Look for mapping and other sales tools to show your coverage and reach into candidate congressional districts.

14. If you can, offer target insert delivery – it’s much cheaper than direct mail.

15. Find and meet with local and state party chairs, they have a lot to say about how money gets spent.

16. Packages – Packages – Packages. Make the buying process easy by packaging your portfolio of products into several levels of spending so the candidate and campaign people can easily see what they can buy for $XX.
Look for Files of Campaign Contact Information

Updated Regularly now through Fall 2022. Access via Box.com
<table>
<thead>
<tr>
<th>Name</th>
<th>Political Leaning</th>
<th>Agency</th>
<th>Description</th>
<th>Oppose/Support</th>
<th>Candidate Name</th>
<th>Office</th>
<th>State/District</th>
</tr>
</thead>
<tbody>
<tr>
<td>314 Action</td>
<td>L</td>
<td>Wavelength Strategy Inc.</td>
<td>Digital Advertising</td>
<td>S</td>
<td>Pritesh Gandhi</td>
<td>H</td>
<td>TX-10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Deliver Strategies LLC</td>
<td>Direct Mail</td>
<td>S</td>
<td>Pritesh Gandhi</td>
<td>H</td>
<td>TX-10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Deliver Strategies LLC</td>
<td>Direct Mail</td>
<td>O</td>
<td>Shannon Hutcheson</td>
<td>H</td>
<td>TX-10</td>
</tr>
<tr>
<td>Rising Tide Interactive</td>
<td></td>
<td>Digital Advertising</td>
<td>S</td>
<td>Nancy Goroff</td>
<td>NY-1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sage Media &amp; Planning</td>
<td></td>
<td>Media Buy</td>
<td>S</td>
<td>Nancy Goroff</td>
<td>NY-1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LC Media</td>
<td></td>
<td>Media Buy</td>
<td>S</td>
<td>Bryant Cameron Webb</td>
<td>VA-5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Dover Group</td>
<td></td>
<td>Direct Mail</td>
<td>S</td>
<td>Nancy Goroff</td>
<td>NY-1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deliver Strategies LLC</td>
<td></td>
<td>Direct Mail</td>
<td>S</td>
<td>Bryant Cameron Webb</td>
<td>VA-5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Dover Group</td>
<td></td>
<td>Direct Mail</td>
<td>O</td>
<td>Perry Gershon</td>
<td>NY-1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SP Digital</td>
<td></td>
<td>Digital Advertising</td>
<td>S</td>
<td>Bryant Cameron Webb</td>
<td>VA-5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GPS Impact</td>
<td></td>
<td>Media Buy</td>
<td>O</td>
<td>Nancy Mace</td>
<td>SC-1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sage Media &amp; Planning</td>
<td></td>
<td>Digital Advertising</td>
<td>S</td>
<td>Pritesh Gandhi</td>
<td>TX-10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sage Media &amp; Planning</td>
<td></td>
<td>Digital Advertising</td>
<td>O</td>
<td>Michael Siegel</td>
<td>TX-10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deliver Strategies LLC</td>
<td></td>
<td>Direct Mail</td>
<td>S</td>
<td>Hiral Vyas Tipirneni</td>
<td>AZ-6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deliver Strategies LLC</td>
<td></td>
<td>Direct Mail</td>
<td>O</td>
<td>Michael Siegel</td>
<td>TX-10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sage Media &amp; Planning</td>
<td></td>
<td>Media Buy</td>
<td>O</td>
<td>Michael McCaul</td>
<td>TX-10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LC Media</td>
<td></td>
<td>Media Buy</td>
<td>O</td>
<td>Robert Good</td>
<td>VA-5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deliver Strategies LLC</td>
<td></td>
<td>Direct Mail</td>
<td>O</td>
<td>David S. Schweiker</td>
<td>AZ-6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A Better Tomorrow for Tennessee</td>
<td>C</td>
<td>Del Cielo Media</td>
<td>Media Buy</td>
<td>O</td>
<td>Manny Sethi</td>
<td>S</td>
<td>TN</td>
</tr>
</tbody>
</table>
You now have the cards for a winning hand…

The next move is up to you!

John Kimball
The John Kimball Group
83 Harpers Mill Way
Lovettsville, VA 20180
703-282-1311 (mobile)
john@johnkimballgroup.com
www.johnkimballgroup.com