All the chips are on the table
And both parties are all in this mid-term

The 2022 Elections
Discussion Points

• Revenue Potential
• What’s in play
• Ideas to think about
• The roll of state party chairs
• The increasing influence of PAC’s
• Finding candidates
• Finding issue groups and their buying agencies
• A thought on going “old school”
• Q & A
Are You Looking For Some RECESSION-PROOF REVENUE?

**Political advertising** is immune to inflation, gas prices, the stock market or other economic news... it just keeps growing!

Contact us to see how hundreds of newspapers are successfully putting our proprietary database of almost 40,000 campaigns and issue groups to work in this unique ad category.

- Federal, state & local candidates
- State political party chairs
- PACs & their media buying agencies
- Best practices
- Ad sales collateral
- Regular updates & alerts

[Contact Information]

[jkgroup.png]
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 LinchtimePolitics.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

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

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

— Forbes Magazine

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, Sec. of State
- 90% of the 7,000+ State Legislators
- 20,000 local elections

A Lot!

---

jkgroup
So How Do You Get a Bigger Share of this Season’s $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. Early voting and mail-in voting means election start earlier and are more expensive than ever. Make sure you’re in front of candidates and campaigns now!

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).

4. That is especially true for PAC and issue advertising. (We’ll get to that later).

5. Visit their local election office in person.

6. Remind them that you deliver the voters who are critical for their success.
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 # 6. They have money to get THEIR message across.

9. When you do get in front of them, remind them again that it is your audience that comprise the winning margin.

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, maybe even the USPS!
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
## 2022 Issue Groups List*

<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>deliverstrategiesllc.com</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>deliverstrategiesllc.com</td>
<td></td>
<td>Deliver Strategies LLC</td>
<td>Direct Mail</td>
<td>O</td>
<td>Shannon Hutcherson</td>
<td>H</td>
<td>TX-10</td>
</tr>
<tr>
<td>sago media &amp; planning</td>
<td></td>
<td>Sago Media &amp; Planning</td>
<td>Media Buy</td>
<td>S</td>
<td>Pritesh Gandhi</td>
<td>H</td>
<td>TX-10</td>
</tr>
<tr>
<td>risingtideinteractive.com</td>
<td></td>
<td>Rising Tide Interactive</td>
<td>Media Buy</td>
<td>S</td>
<td>Nancy Goroff</td>
<td>H</td>
<td>NY-1</td>
</tr>
<tr>
<td>sage media &amp; planning</td>
<td></td>
<td>Sage Media &amp; Planning</td>
<td>Media Buy</td>
<td>S</td>
<td>Nancy Goroff</td>
<td>H</td>
<td>NY-1</td>
</tr>
<tr>
<td>lc media</td>
<td></td>
<td>LC Media</td>
<td>Media Buy</td>
<td>S</td>
<td>Bryant Cameron Webb</td>
<td>H</td>
<td>VA-5</td>
</tr>
<tr>
<td>the dover group</td>
<td></td>
<td>The Dover Group</td>
<td>Direct Mail</td>
<td>S</td>
<td>Nancy Goroff</td>
<td>H</td>
<td>NY-1</td>
</tr>
<tr>
<td>deliverstrategiesllc.com</td>
<td></td>
<td>Deliver Strategies LLC</td>
<td>Direct Mail</td>
<td>S</td>
<td>Bryant Cameron Webb</td>
<td>H</td>
<td>VA-5</td>
</tr>
<tr>
<td>the dover group</td>
<td></td>
<td>The Dover Group</td>
<td>Direct Mail</td>
<td>O</td>
<td>Perry Gershon</td>
<td>H</td>
<td>NY-1</td>
</tr>
<tr>
<td>sp digital</td>
<td></td>
<td>SP Digital</td>
<td>Digital Advertising</td>
<td>S</td>
<td>Bryant Cameron Webb</td>
<td>H</td>
<td>VA-5</td>
</tr>
<tr>
<td>gps impact</td>
<td></td>
<td>GPS Impact</td>
<td>Media Buy</td>
<td>O</td>
<td>Nancy Mace</td>
<td>H</td>
<td>SC-1</td>
</tr>
<tr>
<td>sage media &amp; planning</td>
<td></td>
<td>Sage Media &amp; Planning</td>
<td>Digital Advertising</td>
<td>O</td>
<td>Nancy Mace</td>
<td>H</td>
<td>SC-1</td>
</tr>
<tr>
<td>sage media &amp; planning</td>
<td></td>
<td>Sage Media &amp; Planning</td>
<td>Digital Advertising</td>
<td>O</td>
<td>Pritesh Gandhi</td>
<td>H</td>
<td>TX-10</td>
</tr>
<tr>
<td>deliverstrategiesllc.com</td>
<td></td>
<td>Deliver Strategies LLC</td>
<td>Direct Mail</td>
<td>O</td>
<td>Michael Siegel</td>
<td>H</td>
<td>TX-10</td>
</tr>
<tr>
<td>deliverstrategiesllc.com</td>
<td></td>
<td>Deliver Strategies LLC</td>
<td>Direct Mail</td>
<td>O</td>
<td>Michael McCaul</td>
<td>H</td>
<td>TX-10</td>
</tr>
<tr>
<td>sage media &amp; planning</td>
<td></td>
<td>Sage Media &amp; Planning</td>
<td>Media Buy</td>
<td>O</td>
<td>Robert Good</td>
<td>H</td>
<td>VA-5</td>
</tr>
<tr>
<td>lc media</td>
<td></td>
<td>LC Media</td>
<td>Media Buy</td>
<td>O</td>
<td>David S. Schweikert</td>
<td>H</td>
<td>AZ-6</td>
</tr>
<tr>
<td>deliverstrategiesllc.com</td>
<td></td>
<td>Deliver Strategies LLC</td>
<td>Direct Mail</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>deliverstrategiesllc.com</td>
<td></td>
<td>Deliver Strategies LLC</td>
<td>Direct Mail</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Updated Regularly now through Fall 2022. Access via Box.com*
You now have the cards for a winning hand…

The next move is up to you!