**Political Ad Spend To Reach $6 Billion For 2020 Election**

Growth in political ad spending is expected to slow dramatically during the 2019-2020 election cycle, according to Kantar Media, which predicts political campaigns for US federal office will spend $6 billion on paid media placements this year. But a greater share than ever will be directed toward digital channels.

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<https://www.emarketer.com/content/political-ad-spend-to-reach-6-billion-for-2020-election?ecid=NL1001>

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