**Political Ad Spend to Reach $8.8B in 2018**

Investment in political advertising this year will rise 3.8% more than previously projected to hit $8.8 billion, per Borrell Associates. Broadcast television will take this year's biggest share of political ad spend, at almost 40% with digital taking just over 20%.

***MediaPost Communications 4/24/18***

[***https://www.mediapost.com/publications/article/318122/2018-political-ad-spend-grows-but-digital-media-d.html***](https://www.mediapost.com/publications/article/318122/2018-political-ad-spend-grows-but-digital-media-d.html)

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<http://www.pbs.org/election2016/issues/campaign-finance/>