**2024 Political Ad Spend Surpasses $1B Mark**

Spending on political advertising ahead of the 2024 election reached $1.06 billion on Oct. 27 -- a significant increase over the $640 million spent at this point in the last presidential election cycle, AdImpact reports. Florida Governor Ron DeSantis leads Republican candidates with spending and reservations at $41.8 million, while spending and reservations for President Joe Biden have topped $40 million as the first Democratic challenger emerges.

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[*https://www.insideradio.com/free/spending-tops-1-billion-in-2024-election-cycle/article\_9a420a6a-77ba-11ee-8076-2bf1e7d19751.html*](https://www.insideradio.com/free/spending-tops-1-billion-in-2024-election-cycle/article_9a420a6a-77ba-11ee-8076-2bf1e7d19751.html)

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