**Political Advertising Spend Hits Record $6.7 Billion**

A vast percentage of that spending has gone to local TV stations and local cable -- $4.1 billion for local broadcast stations and $1 billion to local cable TV platforms. Nineteen markets have received over $75 million, while 11 markets have received over $100 million. Two of the biggest markets -- Los Angeles and Phoenix -- have received over $200 million so far.

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<https://www.mediapost.com/publications/article/356910/political-advertising-spend-hits-record-67-billi.html?utm_source=Listrak&utm_medium=Email&utm_term=Political+Advertising+Spend+Hits+Record+%246.7B&utm_campaign=Political+Advertising+Spend+Hits+Record+%246.7B>