

**WE DELIVER
WHAT MATTERS MOST**

nexstar
DIGITAL

Deliver Election Day Results with Nexstar Digital

INSIGHTS REPORT

Now is the time to leverage the full power and reach of Nexstar Digital's data-driven national and local advertising solutions, designed to deliver.

NationalSales@NexstarDigital.com

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For decades, local broadcast advertising has been the most powerful way to reach the right voters in crucial elections, especially issue campaigns and major local races for seats in Congress, the state house, and large cities. That hasn't changed.

What has changed is that local broadcast can now be part of an integrated package of solutions for campaigns seeking advertising solutions that are ever more effective, cost-efficient, and targeted to the voters that matter most.

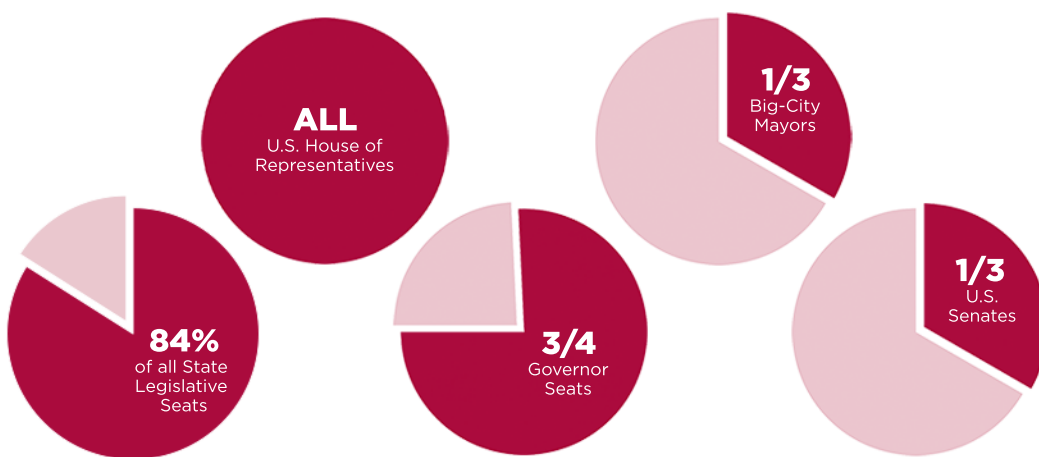
That's important, especially in off-year elections transformed by pandemic population shifts, redistricting, a fragmented media ecosystem, and inadequate voter education and awareness. When the reach and power of broadcast combines with digital and OTT platforms, it can be especially powerful even for down-ballot races, where cost-effectively reaching just the right audience is even more difficult.

A Monumental Midterm Election

Regardless of the complications, vast sums will be spent on advertising in the 2022 midterm elections, with nearly a third of big-city mayors, three-fourths of governor seats, a third of the U.S. Senate, and all the U.S. House of Representatives up for re-election.

These campaigns will attract \$7.8 billion in ad spending across local broadcast, cable/satellite MVPDs, radio, digital video and OTT channels, Kantar estimates.* AdImpact/Cross Screen Media** suggests it'll be even more: **\$8.8 billion across local broadcast, cable, and digital video.** Regardless of the final total, it will almost certainly be a massive investment of capital to be spent in just about every corner of the United States in the coming months.

2022 MIDTERM RE-ELECTION



*<https://www.kantar.com/north-america/inspiration/advertising-media/political-ad-spending-for-2022-midterm-elections-to-top-7-billion-dollars>
**<https://crossscreen.media/white-paper-and-reports/2022-political-video-advertising-projections/>

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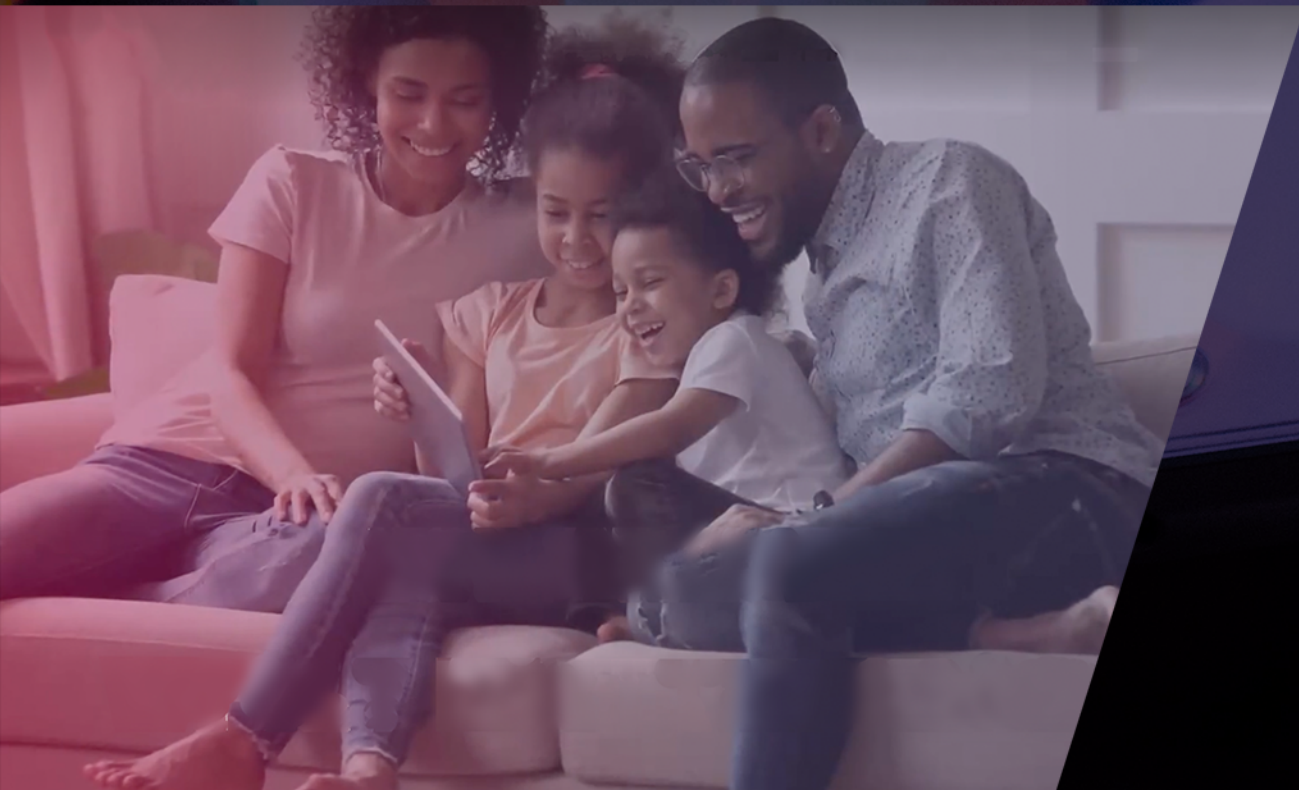
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Reaching the Right Audience at the Right Time

But buying media has become more complicated than ever, especially as campaigns try to **find, educate, and engage just the right potential voters** for their candidate or message. Some popular options are no longer as useful.

Cable providers are struggling with diminishing reach as cord-cutting steadily erodes their customer base. Social-media platforms beckon but face burgeoning consumer trust issues thanks to previous high-profile missteps. **Voters, meanwhile, desperately need trustworthy news and opinion sources** to help guide their decisions.



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That's where Nexstar comes in. **Nexstar is the nation's largest local broadcaster with 200 owned or partner stations in 116 U.S. markets** consistently reaching some of the highest-propensity and most politically engaged voters in the country. Those markets stretch from New York City to Los Angeles, Chicago to Houston, and just about everywhere in between.

Nexstar stations' news teams deliver the kind of informed, granular, and local information that voters are seeking. **Their expertise and deep relationships with their local communities make them an ideal platform for political advertisers.** And the stations' ad sales teams bring their own deep knowledge of local conditions and audiences to ensure that campaign buyers actually reach the valuable audiences they're paying for.

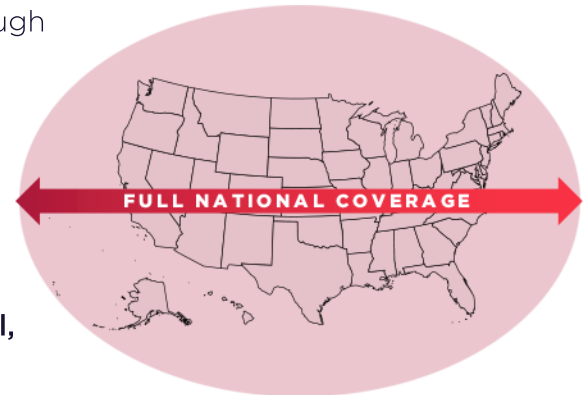
X: 200 owned or partner stations in 116 U.S. markets



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Nexstar Digital: A Powerful Platform to Persuade Voters

But Nexstar also offers so much beyond broadcast through Nexstar Digital, its digital business featuring advertising solutions and technologies that strongly complement its broadcast offerings. Together, they give advertisers a comprehensive, multi-screen suite of ad solutions to reach the 2022 electorate wherever they are, from ZIP code to statewide. **Nexstar, and Nexstar Digital, deliver a thoughtful and strategic blend of broadcast, OTT, and digital ads,** giving political campaigns a powerful combination to raise funds and persuade voters.



DIGITAL REACH:
125 Websites
239 Mobile Apps
100M Monthly Unique Users



“With massive scale in the markets that matter most, and the ability to move with speed and accuracy, advertisers now have a powerful new tool in Nexstar Digital – built to meet their campaign objectives.”

Lori Tavoularis
Chief Revenue Office of Nexstar Digital

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Nexstar Digital: A Powerful Platform to Persuade Voters

This year, Nexstar Digital is doubling down on reaching that politically-minded audience, announcing in June that it will launch a FAST channel for its political insider site, The Hill. **The newly launched The Hill TV** will provide viewers from Capitol Hill to Main Street with trusted, credible, and non-partisan coverage of politics and policy. The launch builds upon The Hill's success as the largest premium digital video outlet in the Beltway, with **1.4 billion annual views** across its owned and operated platforms and social media.

Add to that Nexstar's cable news network NewsNation, its **NewsNationNow.com** website, and its **NewsNation app**, and together Nexstar is arming viewers with an unbiased national view of today's news.

Combine those media assets with the rest of **Nexstar Digital's 125 websites and 239 mobile apps** and ad buyers are availed with even more options for nuanced, cost-effective campaigns to inform voters and change minds. Together, this one-of-a-kind inventory mix layers in with Nexstar broadcast outlets to provide both broad reach and granular data-driven targeting for any type of political campaign.

125
Websites

239
Mobile Apps

**NEXSTAR
NETWORK**

[NEWSNATION]

THE HILL tv

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Data-Driven Political Targeting at Scale

Ensuring an advertising message is delivered to the right audience at the right time, and in the right place is paramount for any campaign. Enter Stellar, Nexstar Digital's ad platform which leverages machine learning and AI to deliver a campaign's message. **Stellar orchestrates ad spend for an optimized campaign, and delivers an advertiser's message in premium, brand-safe environments.** And with Stellar, ad impressions can be targeted by states, counties, congressional districts, all the way down to specific ZIP codes. It's a powerful combination.



“Nexstar Digital is the No. 1 local broadcaster in the United States with unprecedented reach. We are in 116 markets across the country and have the local expertise needed to understand voters at a local level; we know what resonates for a voter in Los Angeles may be different than for a voter in Harrisburg, PA. And with 100 million unique users per month across our websites and apps, we have the scale to influence voter opinion and help win elections.”

Wil Danielson
Nexstar Digital's SVP of National Sales



Ensure Your Campaign Message Resonates

The portion of the U.S. adult population with the highest political knowledge – i.e., those most likely to show up even for lower-profile primary and off-year elections – burrow deeply into the subject, getting more of their political/election news from websites or apps, according to the [Pew Research Center](https://www.pewresearch.org/journalism/2020/07/30/americans-who-mainly-get-their-news-on-social-media-are-less-engaged-less-knowledgeable/).* **Nearly half of Nexstar Digital consumers engage with politics in a variety of ways**, including reading news, participating in rallies, and engaging with public officials.



“Nexstar Digital’s solutions connect candidates and advocacy groups with highly desirable audiences. So, whether their goal is to drive fundraising, support get-out-the-vote initiatives, or build candidate and issue awareness, we have the experience and expertise to deliver what matters most – results.”

Dennis Cook
Nexstar Digital’s SVP of Sales Marketing

That means **sophisticated campaign media buyers can leverage Nexstar’s digital assets to reach the potential voters** who will resonate with their message and show up to the polls on election day. In a complicated political climate, with more options and more consequences than ever, Nexstar – and Nexstar Digital – can ensure your 2022 political ads effectively reach the engaged audiences that can make your campaign a winner.

*<https://www.pewresearch.org/journalism/2020/07/30/americans-who-mainly-get-their-news-on-social-media-are-less-engaged-less-knowledgeable/>

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A large red circle containing the text "I Voted" in a white, serif font. The "I" is positioned above the word "Voted".

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Learn More:
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