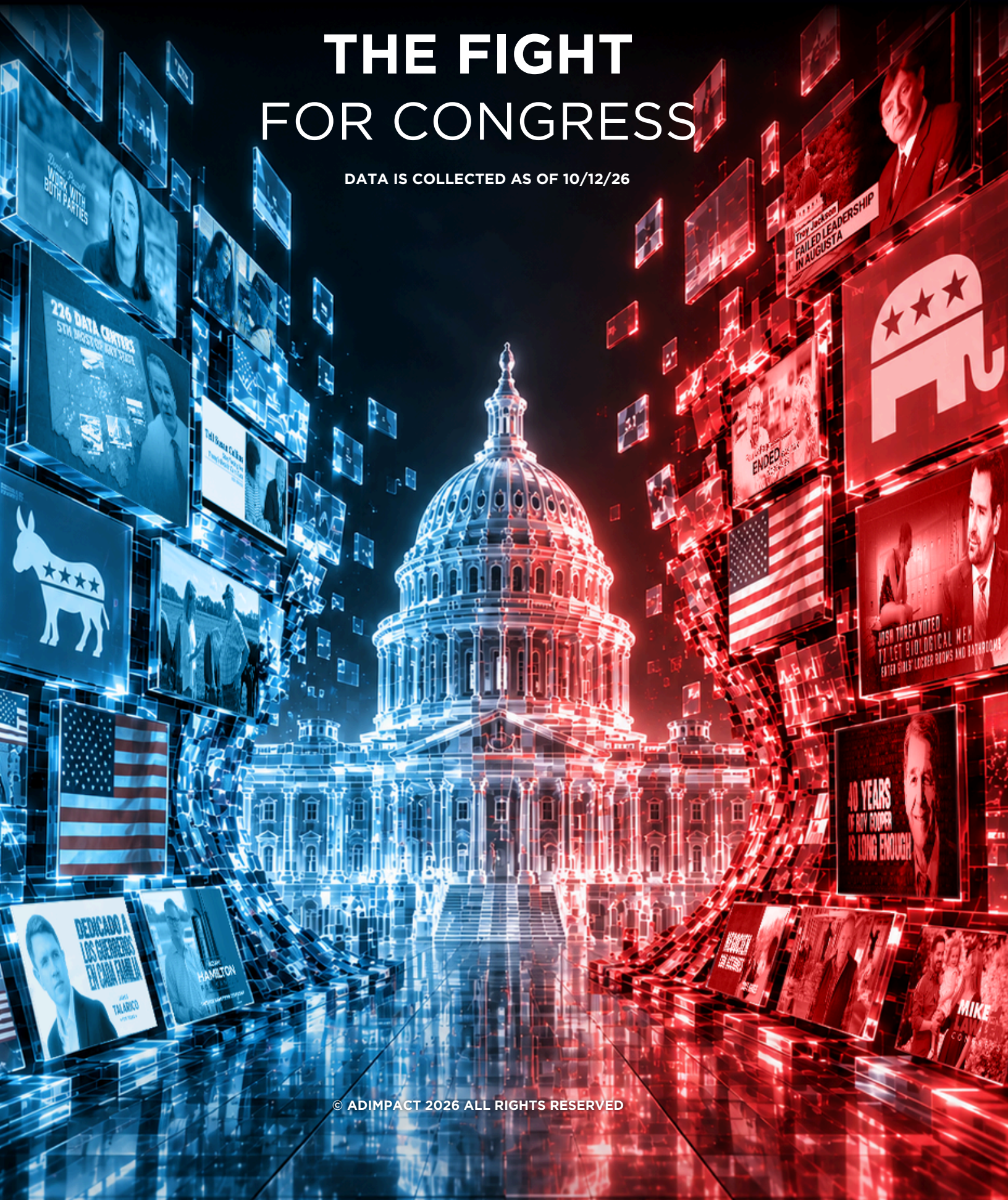
AdImpact

THE FIGHT FOR CONGRESS

DATA IS COLLECTED AS OF 10/12/26



© ADIMPACT 2026 ALL RIGHTS RESERVED

TABLE OF CONTENTS

- EXECUTIVE SUMMARY AND METHODOLOGY ____ 01
- AIRED SPENDING BY CYCLE ____ 02
- CONGRESSIONAL SPENDING ACROSS THE YEAR ____ 03
- PARTY ADVANTAGE BY ADVERTISER TYPE ____ 04
- COORDINATED SPENDING POST *NRSC v. FEC* ____ 05
- COMPETITIVE SENATE SPENDING ____ 06
- SENATE BROADCAST AD MESSAGING ____ 07
- SENATE MATCHUPS ____ 08
- HOUSE SPEND BY CPR HOUSE RATINGS ____ 18
- TOSS UP HOUSE SPENDING ____ 19
- CPR BATTLEGROUND ISSUE TRACKER (HOUSE) ____ 21
- CPR BATTLEGROUND ISSUE TRACKER (SENATE) ____ 22

© AdImpact 2026

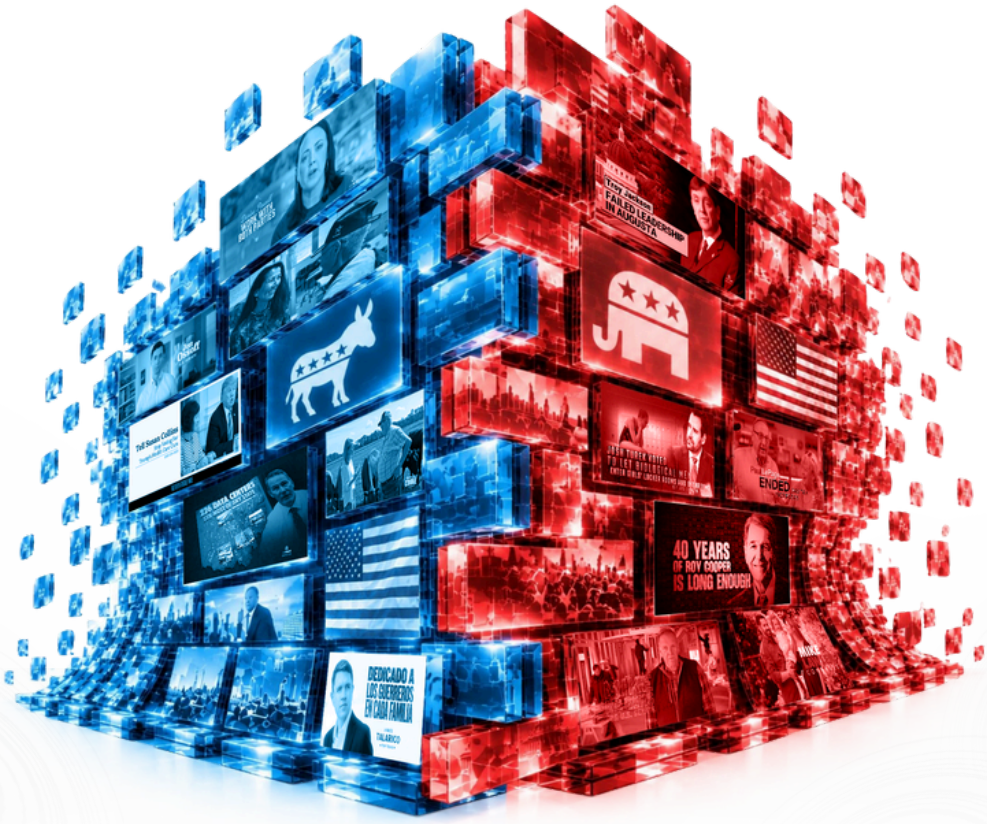
EXECUTIVE SUMMARY **AND METHODOLOGY**

The fight for Congress has never been more expensive. Advertisers have aired more than $3.8B targeting Congressional races this cycle, $872.2M more than at the same point in 2024. General elections account for $2.3B of that spending, with another $837.7M reserved through Election Day. Record spending isn't the only story. With three weeks until Election Day, Republicans hold the aired spending advantage in seven of eight competitive Senate races, and 25 of the 42 House races rated "Toss Up" or "Lean" by The Cook Political Report (CPR). This marks a sharp reversal from 2024. At the same point last cycle, Democrats held the aired spending advantage in seven of eight competitive Senate races and 34 of 42 competitive House races, based on CPR's ratings as of October 8, 2024.

Republican advertisers have already aired a record $1.3B on Senate races, more than the final total they spent in either 2022 or 2024. As the midterms enter the final stretch, this report highlights where campaigns, party committees, and outside groups are investing their advertising resources, and which messages are dominating the airwaves.

SOURCING AND METHODOLOGY

AdImpact has tracked more than 4.3K unique broadcast political advertisements and 2.8M broadcast airings targeting Congressional elections this cycle. AdImpact classifies up to three issues as the primary focus of each ad based on the narration and video. Candidates' Victory Funds and Joint Fundraising Committees are included in the candidate spending totals. Competitive elections are defined as elections that CPR rate as "Toss Up" or "Lean". Ad spending and messaging data as of 10/12 12:30PM ET. **CPR ratings as of 10/12.**



© AdImpact 2026

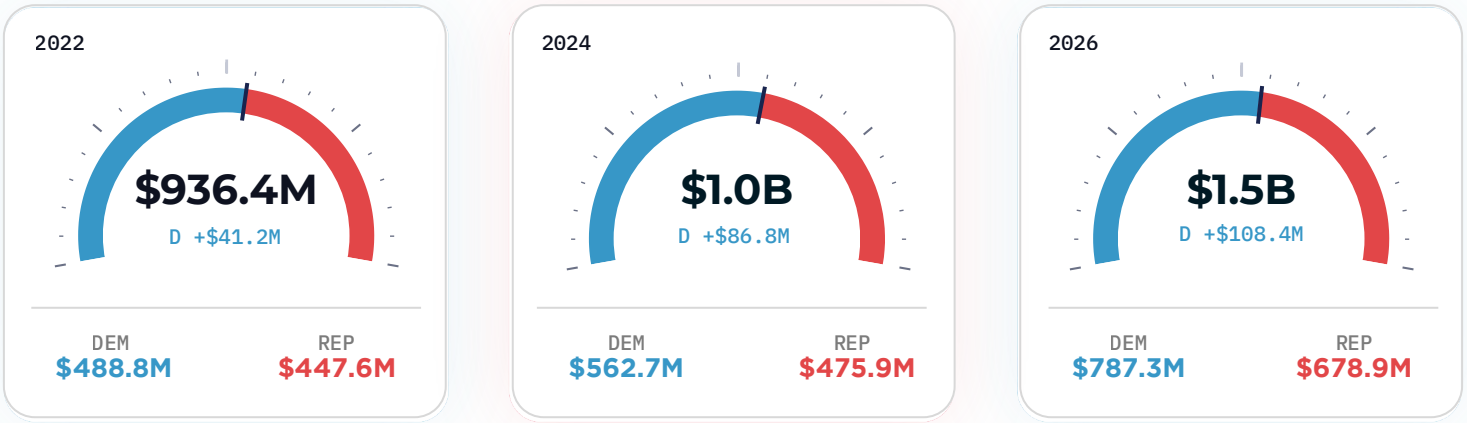
AIRED SPENDING BY CYCLE

This cycle has seen $872.2M more in Congressional aired spending than at this point in the 2024 cycle. Senate races account for 61% of the $3.8B in Congressional ad spending that has aired so far. Including primary, primary runoff, and general election spending, the top Congressional races by aired spending have been Texas Senate ($490.4M), Ohio Senate ($431.7M), and Michigan Senate ($295.3M). Texas Senate is the second most expensive non-Presidential race on record, only behind the 2024 Ohio Senate race ($543.0M).

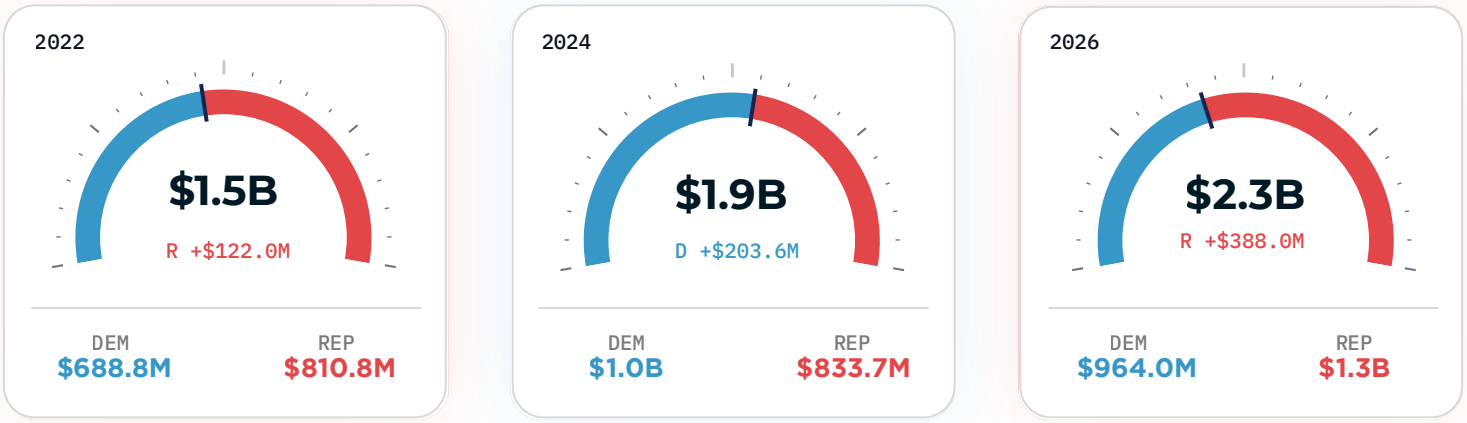
Republican advertisers hold the advantage in aired Congressional ad spending, accounting for 54% of the total. At this point last cycle, Democratic advertisers made up 55% of aired Congressional spending.

DEMOCRATS REPUBLICANS

HOUSE



SENATE



© AdImpact 2026

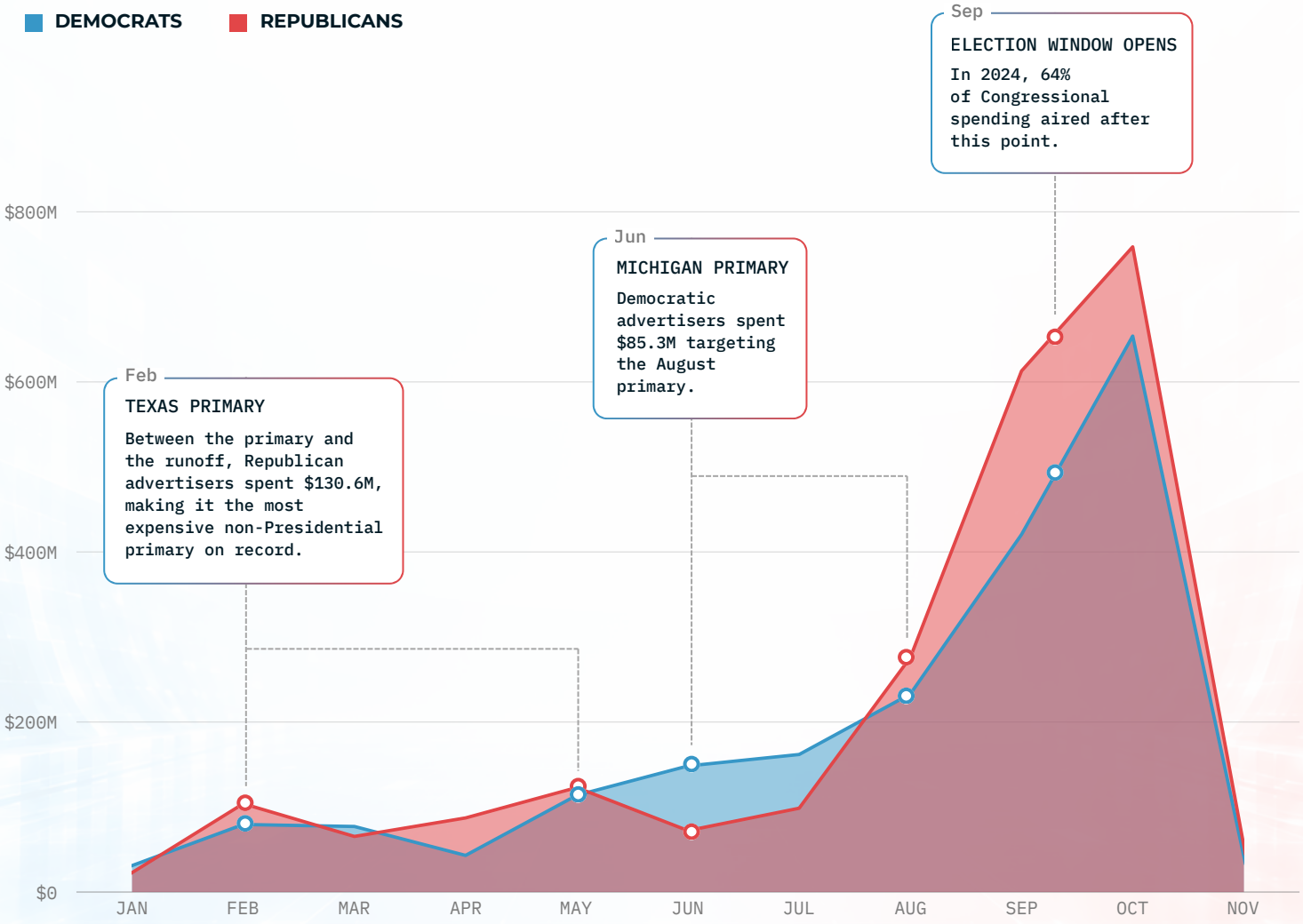
CONGRESSIONAL SPENDING **ACROSS THE YEAR**

Republicans have held the weekly aired ad spending advantage in 23 of the 41 weeks so far this year. They also hold the future reservation advantage in each of the final three weeks leading up to Election Day.

In the first half of the year, Senate primaries led to significant spending from both parties. Republican advertisers invested $130.6M in the Texas Senate primary, making it the most expensive non-Presidential primary on record. The primary and subsequent runoff were big drivers of Republicans' ad spending in the early months of the year. Meanwhile, Democratic advertisers spent $85.3M in the Michigan Senate primary, a large part of Democrats' weekly spending advantage in the summer.

Republicans built their spend advantage over Democrats in September. That month, Republicans aired $612.2M in Congressional election ad spending compared to Democrats' $420.1M.

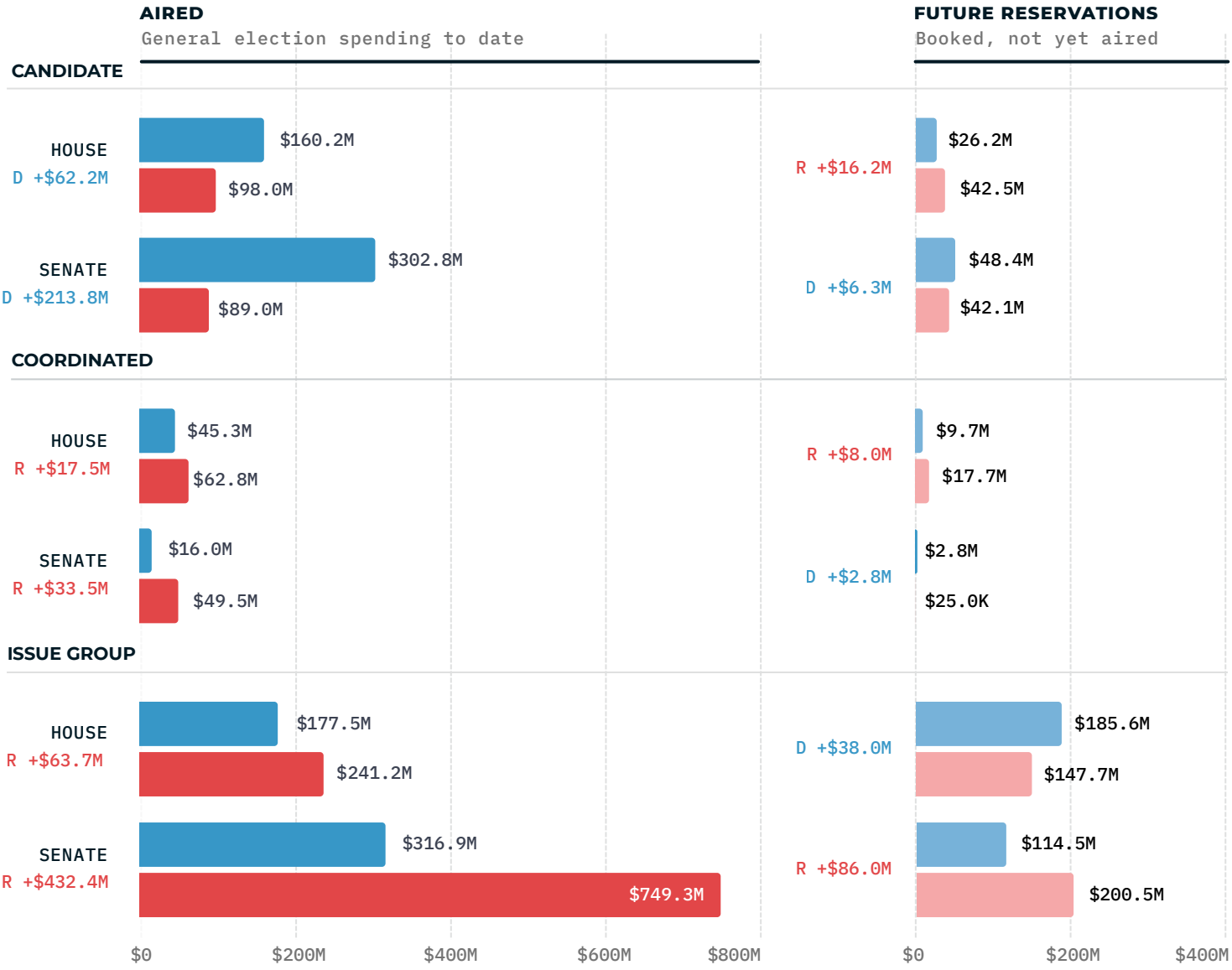
Of the $837.7M in future reservations, Republicans have $450.5M reserved versus Democrats' $387.2M.



© AdImpact 2026

PARTY ADVANTAGE **BY ADVERTISER TYPE**

As in previous cycles, Democratic candidates hold the advantage in aired ad spending targeting Congressional general elections. In aired spending, Democratic candidates have outspent their Republican counterparts $463.0M to $187.0M, while Republican outside groups have outspent Democratic groups by $496.1M. Overall, outside groups account for 49% of Democratic general election aired spending, compared to 77% for Republicans. Because campaigns have access to the lowest unit rate (LUR), Democratic broadcast advertising dollars have generally gone further than Republicans', offsetting some of the Republican spending advantage in most races.



Outside groups have aired $749.3M supporting Republicans in Senate general elections, compared to $316.9M for Democrats. They account for 84% of total Republican aired spending versus 50% for Democrats.

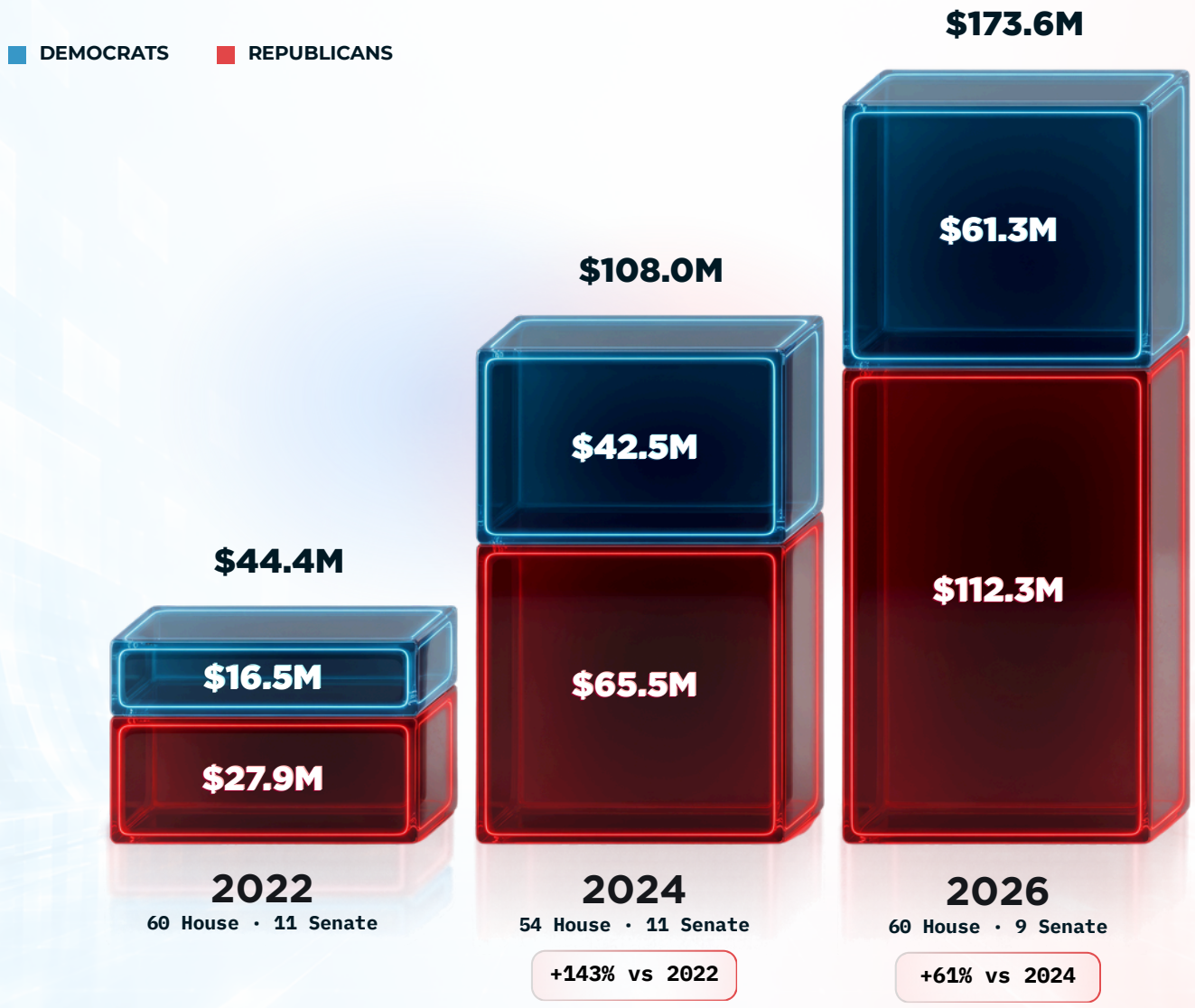
© AdImpact 2026

COORDINATED SPENDING POST *NRSC v. FEC*

In June 2026, the Supreme Court overturned caps on coordinated spending, letting party committees spend unlimited amounts in direct coordination with candidates, including on advertising. Since the decision, we've tracked a 61% increase in aired party committee coordinated spending this general election window compared with the same point in 2024.

Similar to previous cycles, the NRSC and NRCC have outspent the DSCC and DCCC in aired coordinated ad spending. The Republican party committees have been active in 60 elections (52 House, 8 Senate) compared to the Democratic party committees' 56 elections (49 House, 7 Senate).

The DCCC has $9.7M in future coordinated ad reservations across 34 elections, while the DSCC has $2.8M reserved across four elections. On the Republican side, the NRCC has $17.7M booked across 31 elections, while the NRSC has just $25.0K reserved in Iowa's Senate race.



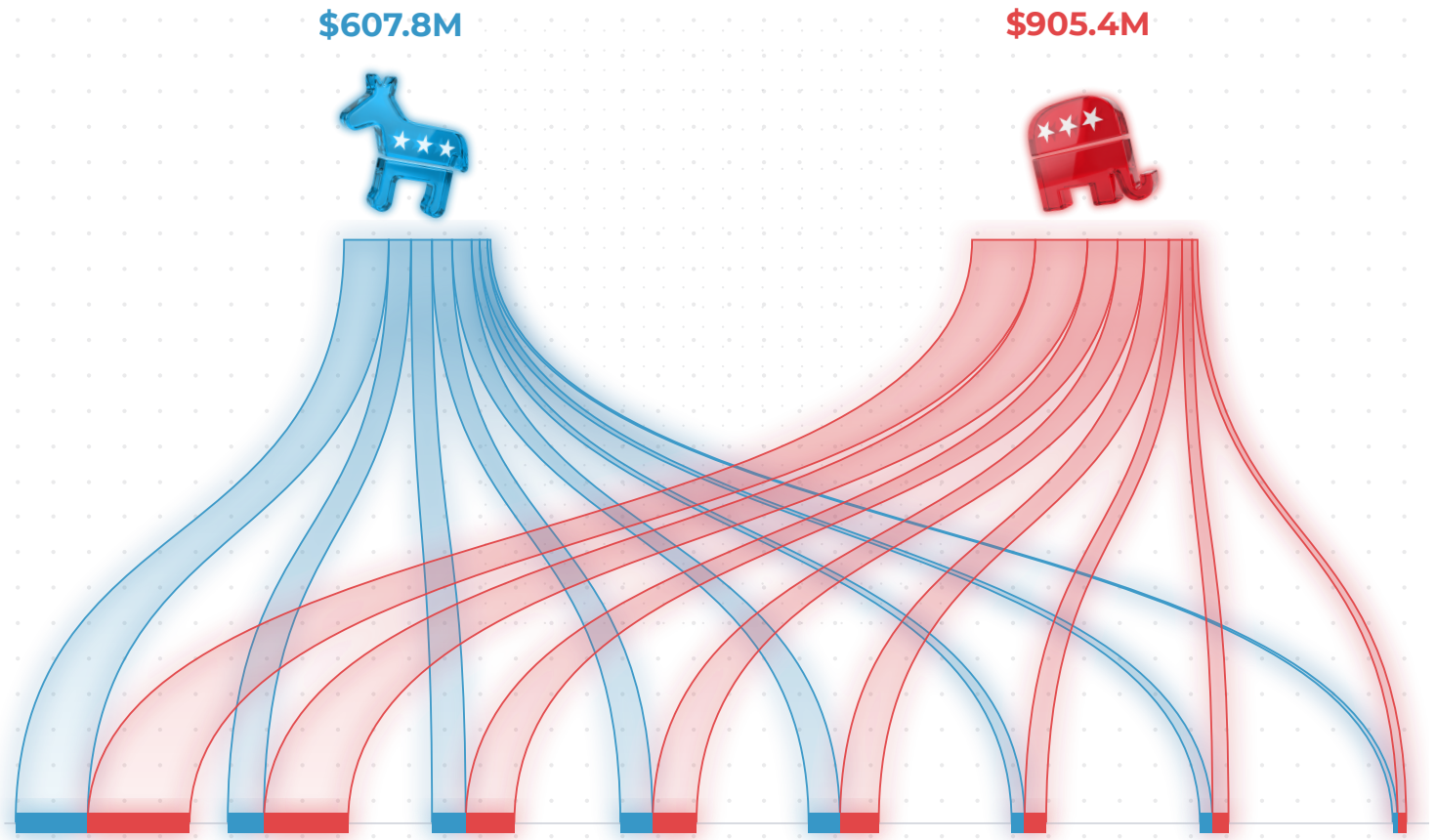
© AdImpact 2026

COMPETITIVE **SENATE SPENDING**

Republicans hold the total ad advantage in all eight Senate elections CPR currently rate as "Toss Up" or "Lean", marking a stark reversal from recent cycles. At this point in 2022, Democrats held the aired spending advantage in six of the ten Senate races CPR rated as "Toss Up" or "Lean" that October. In 2024, Democrats led in seven of eight.

This cycle, Republicans have outspent Democrats by $297.6M across the eight competitive Senate elections.

Ohio leads the way as the most expensive Senate general election, making up 22% of all Senate general election spending this cycle.



OH	TX	ME	MI	IA	AK	NH	KS
$422.6M	$324.7M	$199.0M	$191.9M	$181.1M	$79.1M	$70.6M	$44.3M
$176.5M	$94.3M	$83.8M	$82.1M	$86.8M	$32.6M	$30.7M	$21.0M
$246.1M	$230.4M	$115.2M	$109.8M	$94.3M	$46.5M	$39.9M	$23.3M
R HELD	OPEN	R HELD	OPEN	OPEN	R HELD	OPEN	R HELD

© AdImpact 2026

SENATE
BROADCAST AD MESSAGING

We've tracked over 657.0K broadcast airings targeting the eight Senate elections CPR rates as "Toss Up" or "Lean". Different messaging strategies are being deployed across the contests. For example, Democratic advertisers have featured President Trump in 47% of their broadcast airings targeting the Maine Senate race, but the President has yet to be featured in any of the Democrats' Texas Senate broadcast airings.

Republicans have aired more broadcast TV ads than Democrats in every battleground Senate general election except Ohio. Despite Republicans airing $47.5M more on broadcast ads than Democrats in Ohio, Democratic advertisers have 200 more broadcast airings than Republicans.

Tone has been largely negative. Only 36% of broadcast airings targeting Senate general elections have been positive.



Alaska
- 16.9K Energy · Special Interests · Healthcare
- 21.3K Energy · Special Interests · Lobbying

Maine
- 30.2K Trump · Healthcare · Abortion
- 46.5K Healthcare · Special Interests · Taxation

Michigan
- 30.5K Healthcare · Special Interests · Jobs
- 34.0K Crime · Law Enforcement · Defund the Police

New Hampshire
- 8.3K Healthcare · Trump · Special Interests
- 15.2K Taxation · Healthcare · Lobbying

Iowa
- 44.9K Taxation · Special Interests · Healthcare
- 46.5K Taxation · Healthcare · Bipartisanship

Ohio
- 90.1K Energy · Special Interests · Taxation
- 89.9K Immigration · Taxation · Healthcare

Texas
- 67.6K Healthcare · Corruption · Inflation
- 90.4K Crime · Transgender Minors · China

Kansas
- 11.6K Healthcare · Inflation · Crime
- 13.1K Agriculture · Healthcare · Insurance

© AdImpact 2026

SENATE MATCHUP
OHIO

Former Senator Sherrod Brown takes on incumbent Jon Husted in the Buckeye State. The contest has seen $422.6M in total spending, making it the most expensive Senate general election this cycle, and third overall. The 2024 Ohio Senate general election is currently the most expensive non-Presidential election on record at $485.7M. Republicans lead in both aired and future reservations.

* = *Incumbent*

SHERROD BROWN



JON HUSTED*



$422.6M
General Election Total

Aired Spending Breakdown
$141.0M | $201.2M

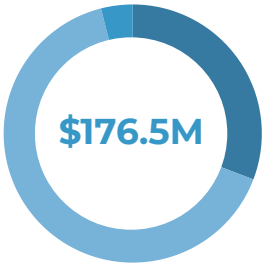
Future Reservations Breakdown
$35.6M | $44.9M

Candidate vs Group vs Coordinated Buy

Candidate
$54.3M

Issue Group
$115.2M

Coordinated Buy
$7.0M



Candidate vs Group vs Coordinated Buy

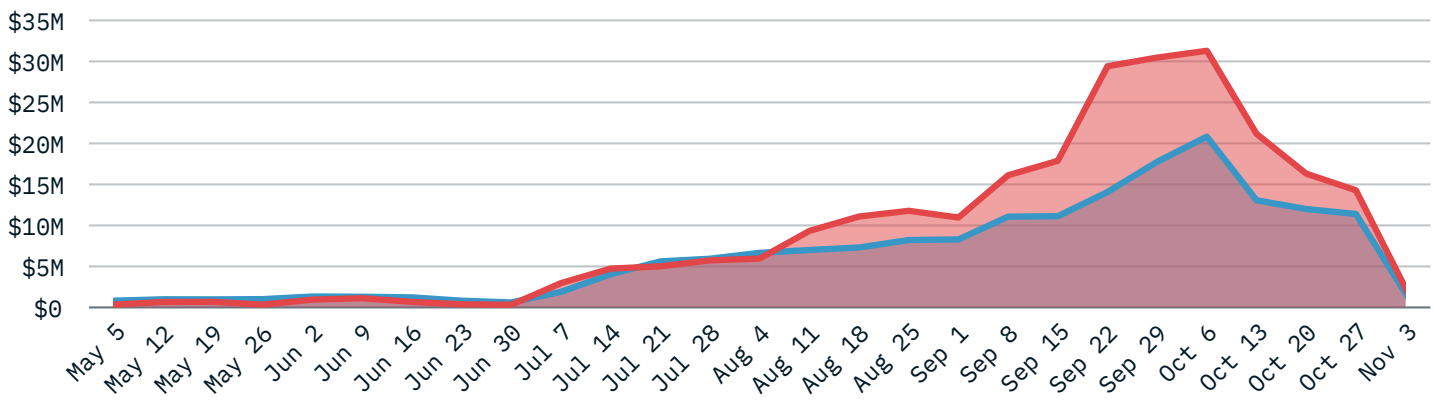
Candidate
$18.7M

Issue Group
$210.1M

Coordinated Buy
$17.4M



Weekly Spend



© AdImpact 2026

SENATE MATCHUP
TEXAS

State Representative James Talarico takes on Attorney General Ken Paxton in the Lone Star State. The incumbent, John Cornyn, lost to Ken Paxton in the Republican primary, a contest that became the most expensive non-Presidential primary on record. The general election has seen $324.7M in total ad spending, a 57% increase from the 2024 general election. Republicans have the advantage in aired ad spending and future reservations.

JAMES TALARICO



$324.7M
General Election Total

KEN PAXTON



Aired Spending Breakdown
$90.0M $186.7M

Future Reservations Breakdown
$4.3M $43.7M

Candidate vs Group vs Coordinated Buy

Candidate
$78.0M

Issue Group
$15.9M

Coordinated Buy
$399.0K



Candidate vs Group vs Coordinated Buy

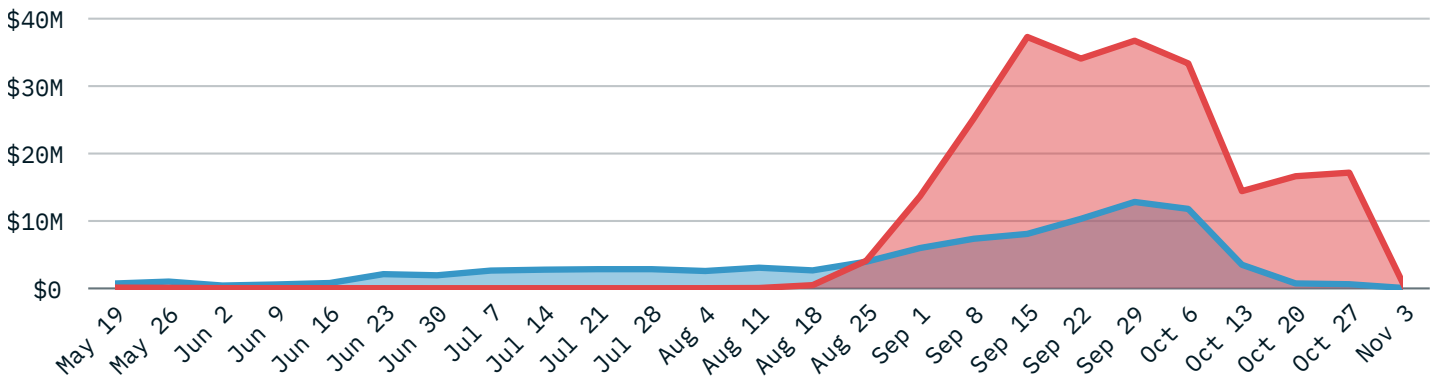
Candidate
$21.2M

Issue Group
$209.2M

Coordinated Buy
$0



Weekly Spend



© AdImpact 2026

SENATE MATCHUP
MAINE

Former President of the Maine Senate Troy Jackson takes on incumbent Susan Collins in the Pine Tree State. Troy Jackson became the Democratic nominee following Graham Platner's withdrawal. Before dropping out of the race, the Platner campaign spent $2.3M. The general election has seen $199.0M, 60% more than the 2020 contest in which Susan Collins defeated Sara Gideon. Republicans have an advantage in aired and future reservations.

TROY JACKSON



$199.0M
General Election Total

SUSAN COLLINS*



Aired Spending Breakdown
$64.5M $93.5M

Future Reservations Breakdown
$19.3M $21.7M

Candidate vs Group vs Coordinated Buy

Candidate
$22.1M

Issue Group
$59.4M

Coordinated Buy
$2.3M



Candidate vs Group vs Coordinated Buy

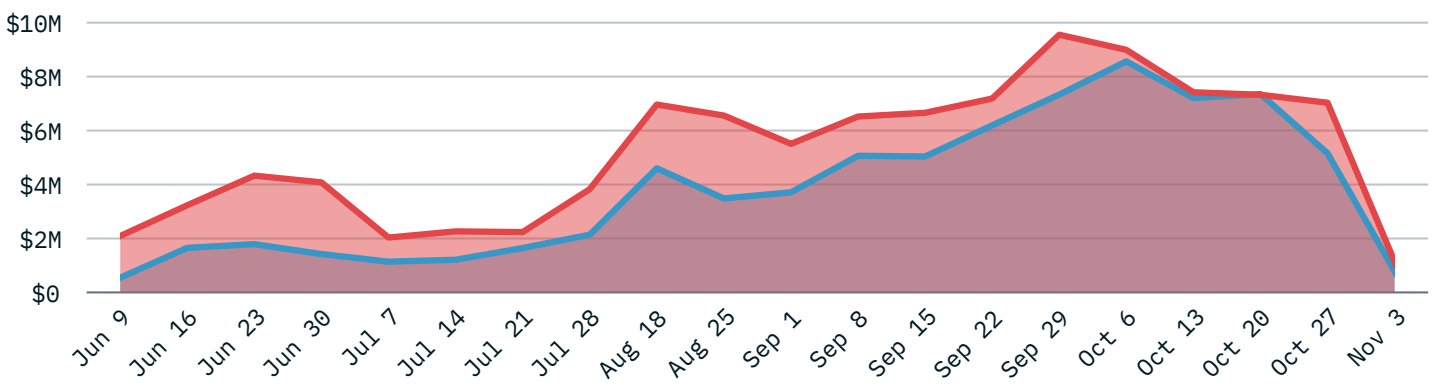
Candidate
$12.4M

Issue Group
$99.9M

Coordinated Buy
$2.9M



Weekly Spend



© AdImpact 2026

SENATE MATCHUP
MICHIGAN

Abdul El-Sayed takes on Mike Rogers in the Wolverine State. The seat is currently open after incumbent Senator Gary Peters chose not to run for re-election. After an expensive primary that saw $85M spent by Democratic advertisers, Abdul El-Sayed defeated Congresswoman Haley Stevens. The general election has seen $191.9M, a 7% decrease from the 2024 contest. Republicans lead in aired spending and future reservations.

ABDUL EL-SAYED



$191.9M
General Election Total

Aired Spending Breakdown
$67.3M $83.6M

Future Reservations Breakdown
$14.8M $26.2M

MIKE ROGERS



Candidate vs Group vs Coordinated Buy

Candidate
$24.7M

Issue Group
$53.3M

Coordinated Buy
$4.1M



Candidate vs Group vs Coordinated Buy

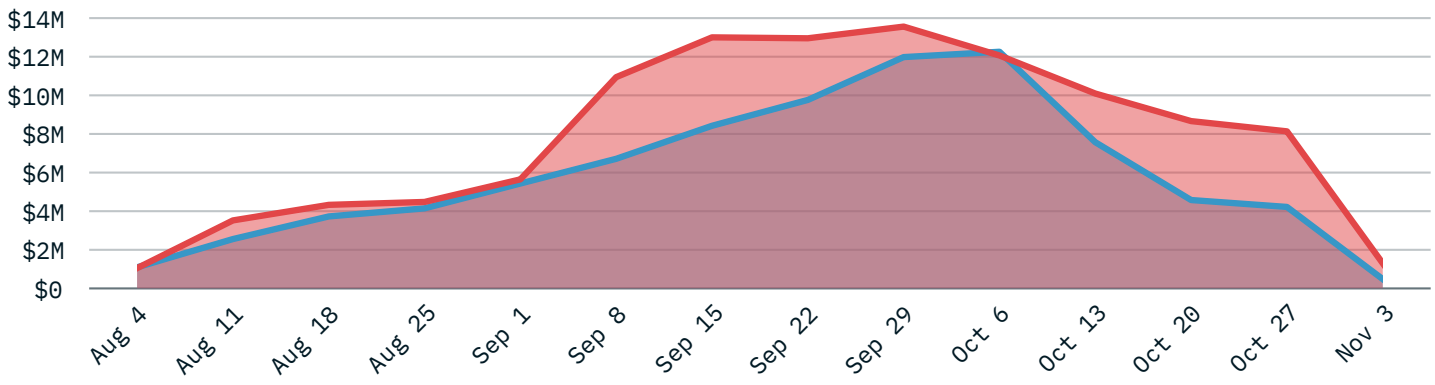
Candidate
$10.5M

Issue Group
$83.9M

Coordinated Buy
$15.4M



Weekly Spend



© AdImpact 2026

SENATE MATCHUP
IOWA

State Representative Josh Turek takes on Congresswoman Ashley Hinson in the Hawkeye State. This is an open-seat contest after Senator Joni Ernst announced she would not be seeking re-election. The general election has seen $181.1M, a 1,529% increase over the previous Iowa Senate election in 2022. Republicans have the advantage in aired spending but Democrats have a slight future reservation edge.

JOSH TUREK



ASHLEY HINSON



$181.1M
General Election Total

Aired Spending Breakdown
$60.9M | $72.1M

Future Reservations Breakdown
$25.8M | $22.2M

Candidate vs Group vs Coordinated Buy

Candidate
$18.8M

Issue Group
$64.2M

Coordinated Buy
$3.7M



Candidate vs Group vs Coordinated Buy

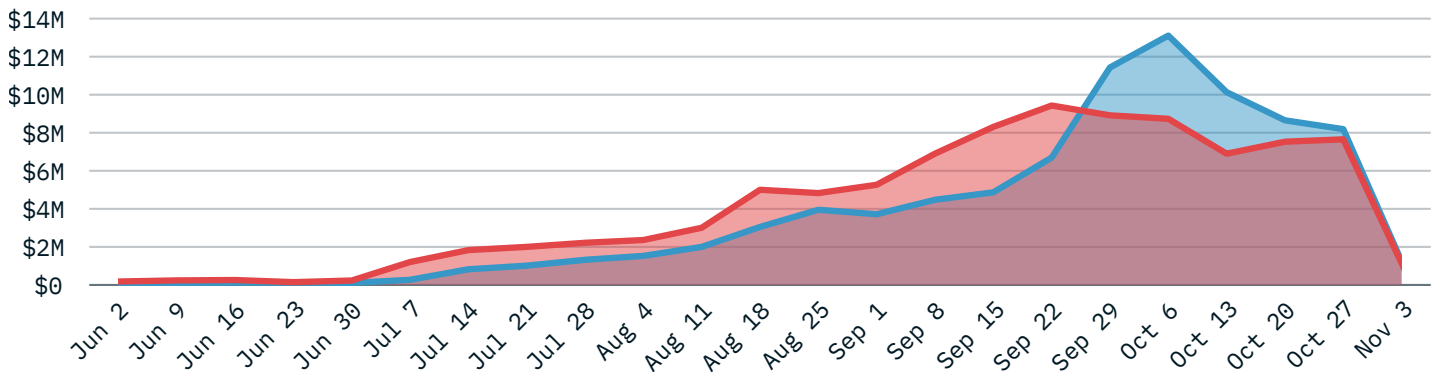
Candidate
$7.7M

Issue Group
$79.3M

Coordinated Buy
$7.3M



Weekly Spend



© AdImpact 2026

SENATE MATCHUP
ALASKA

Former Congresswoman Mary Peltola takes on incumbent Dan Sullivan in the Last Frontier. The general election has seen $79.1M, a 498% increase from the 2022 general election. Republicans have the advantage in aired spending, but future reservations are evenly split between Republicans and Democrats. The general election has become Alaska's most expensive election on record, beating the AK-AL 2024 general election ($34M).

MARY PELTOLA



$79.1M
General Election Total

DAN SULLIVAN*



Aired Spending Breakdown

$24.6M $38.3M

Future Reservations Breakdown

$8.0M $8.2M

Candidate vs Group vs Coordinated Buy

Candidate
$9.4M

Issue Group
$22.2M

Coordinated Buy
$951.0K



Candidate vs Group vs Coordinated Buy

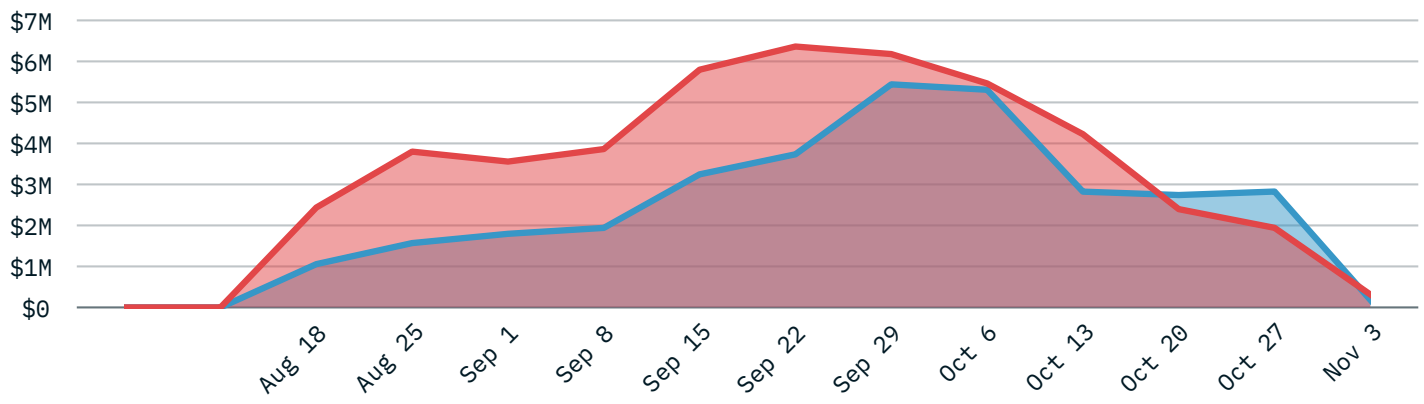
Candidate
$3.5M

Issue Group
$40.9M

Coordinated Buy
$2.1M



Weekly Spend



© AdImpact 2026

SENATE MATCHUP
NEW HAMPSHIRE

Congressman Chris Pappas takes on former Senator John Sununu in the Granite State. This is an open-seat contest after Senator Jeanne Shaheen opted not to seek re-election. The general election has seen $70.6M, a 15% decrease from the total the 2022 contest saw. Republicans have the advantage in aired spending, but future reservations are evenly split between the two parties.

CHRIS PAPPAS



$70.6M
General Election Total

JOHN SUNUNU



Aired Spending Breakdown

$20.8M | $30.0M

Future Reservations Breakdown

$9.9M | $9.9M

Candidate vs Group vs Coordinated Buy

Candidate
$9.4M

Issue Group
$21.3M

Coordinated Buy
$0



Candidate vs Group vs Coordinated Buy

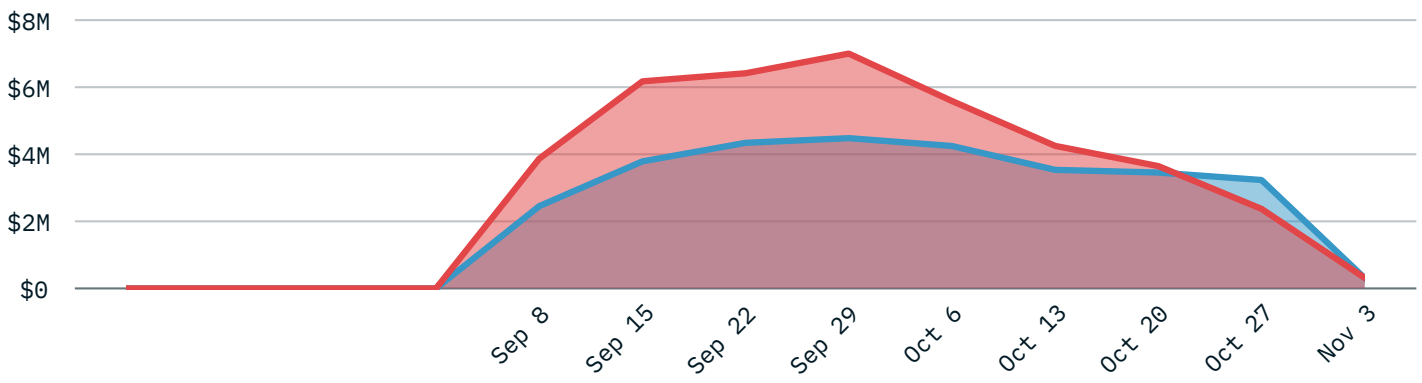
Candidate
$3.8M

Issue Group
$31.8M

Coordinated Buy
$4.3M



Weekly Spend



© AdImpact 2026

SENATE MATCHUP
KANSAS

Incumbent Roger Marshall takes on Adam Hamilton in the Sunflower State. While initially rated “Solid R” by CPR, they shifted this contest to a "Toss Up" two weeks ago. The general election has seen $44.3M in total ad spending, a 1,664% increase from the 2022 contest. Democrats have the advantage in aired spending while Republicans do for future reservations.

ADAM HAMILTON



ROGER MARSHALL*



$44.3M
General Election Total

Aired Spending Breakdown
$13.3M $11.4M

Future Reservations Breakdown
$7.7M $11.9M

Candidate vs Group vs Coordinated Buy

Candidate
$11.1M

Issue Group
$9.9M

Coordinated Buy
$0



Candidate vs Group vs Coordinated Buy

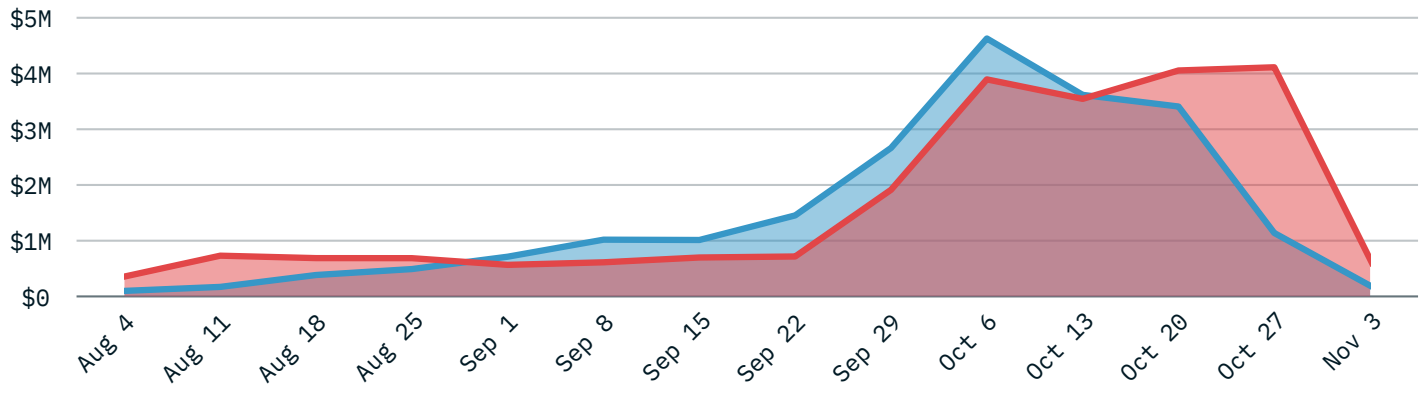
Candidate
$5.2M

Issue Group
$18.1M

Coordinated Buy
$0



Weekly Spend



© AdImpact 2026

SENATE MATCHUP
GEORGIA

Congressman Mike Collins takes on incumbent Jon Ossoff in the Peach State. The general election has seen $137.2M in total spending. For comparison, the 2020 Senate election in which Ossoff won saw $407M in total spending between the general and runoff. In recent weeks, both parties have seen advertisers pull back some of their future reservations. CPR recently shifted this race from "Lean D" to "Likely D". Despite the race's rating, it still has seen over $135M in total ad spending.

JON OSSOFF*



MIKE COLLINS



$137.2M
General Election Total

Aired Spending Breakdown
$74.9M | $39.9M

Future Reservations Breakdown
$14.2M | $8.2M

Candidate vs Group vs Coordinated Buy

Candidate
$66.4M

Issue Group
$22.7M

Coordinated Buy
$0



Candidate vs Group vs Coordinated Buy

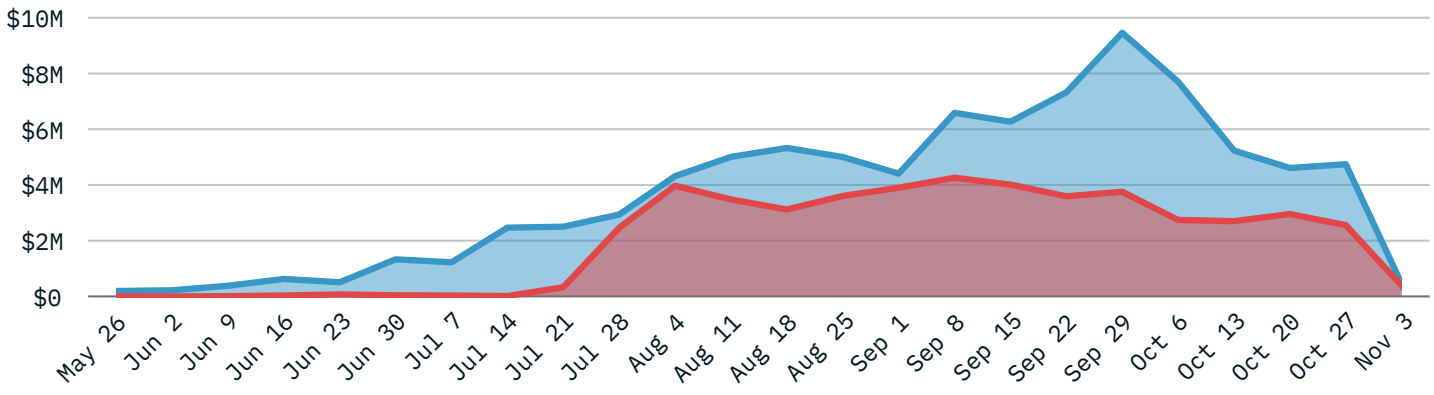
Candidate
$1.8M

Issue Group
$46.3M

Coordinated Buy
$0



Weekly Spend



© AdImpact 2026

SENATE MATCHUP
NORTH CAROLINA

Former Governor Roy Cooper takes on former Republican National Committee Chairman Michael Whatley in the Tar Heel State. The general election has seen $135.7M in total ad spending, a 37% increase from the 2022 contest. Two weeks ago, CPR shifted this election from "Lean D" to "Likely D". Recently, major Republican and Democratic groups have shifted money away from this race.

ROY COOPER



MICHAEL WHATLEY



$135.7M
General Election Total

Aired Spending Breakdown
$53.4M | $56.2M

Future Reservations Breakdown
$19.4M | $6.7M

Candidate vs Group vs Coordinated Buy

Candidate	$33.3M
Issue Group	$39.1M
Coordinated Buy	$380.0K

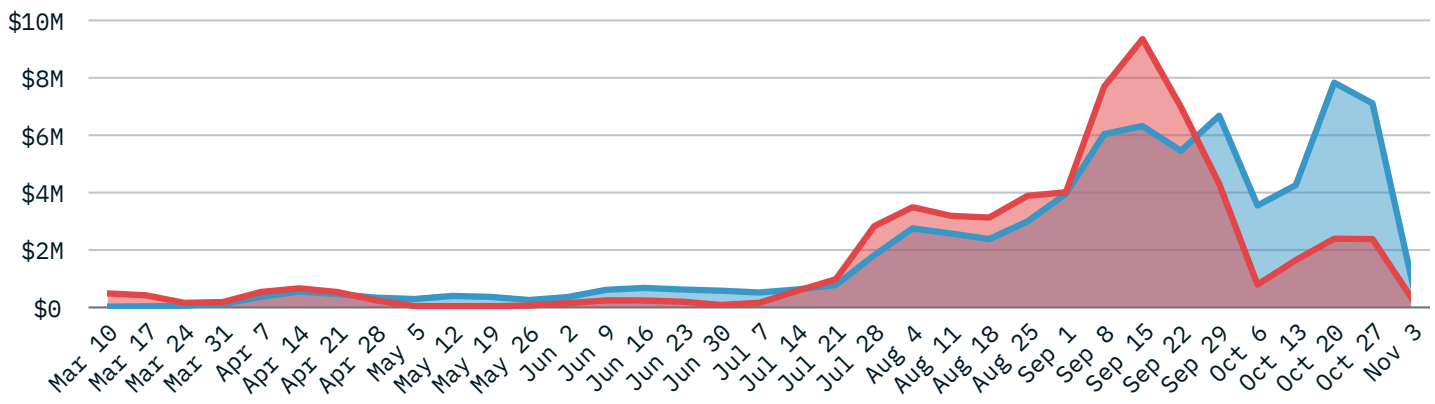


Candidate vs Group vs Coordinated Buy

Candidate	$8.1M
Issue Group	$54.8M
Coordinated Buy	$0



Weekly Spend

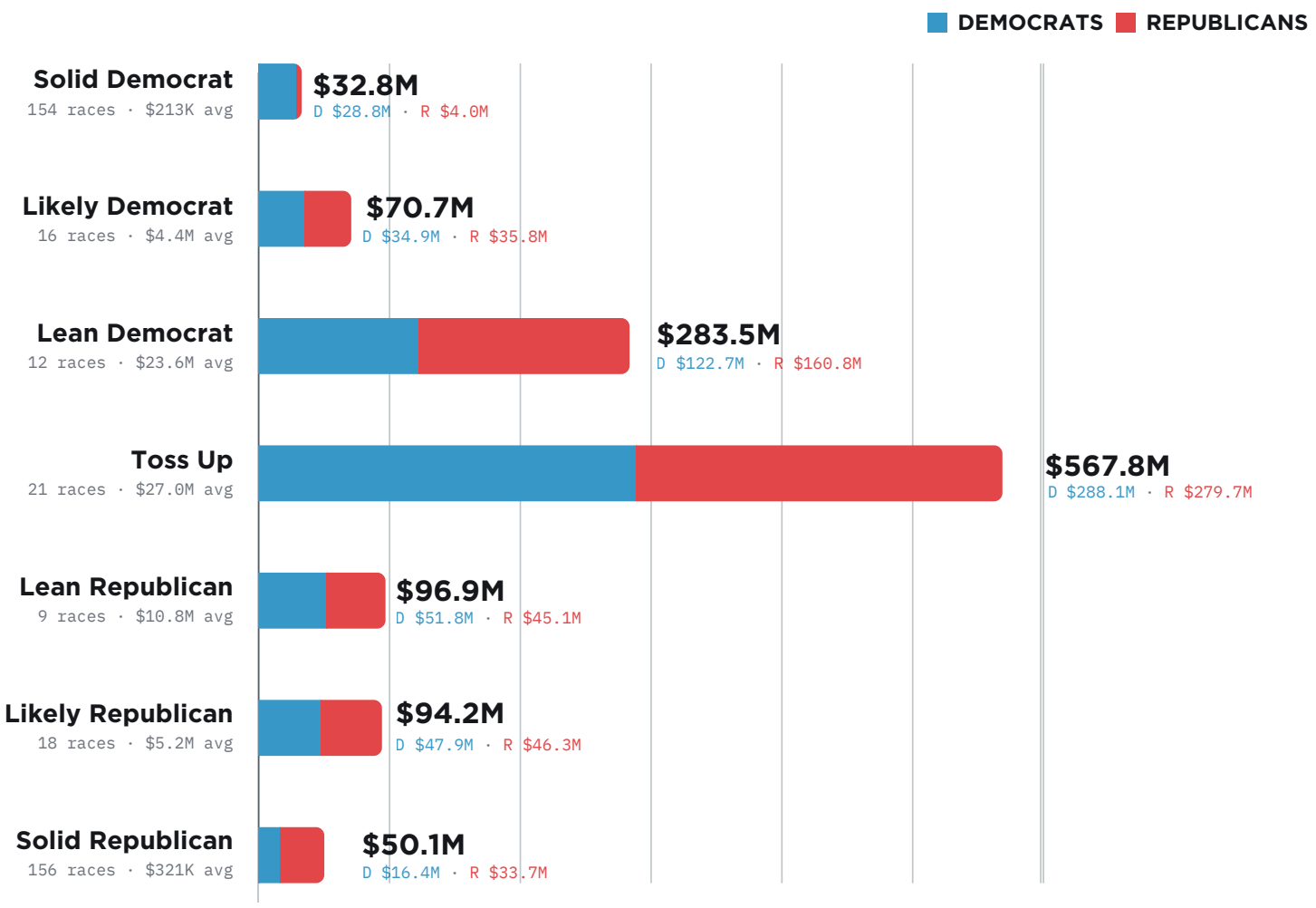


© AdImpact 2026

SPEND BY CPR HOUSE RATINGS

"Toss Up" House elections have seen $567.8M in aired ad spending and future reservations, making up almost half of the roughly $1.2B total, despite being only 21 of the 386 House elections where we've seen general election spending. Democrats have a slight advantage in ad spending targeting "Toss Ups", $288.1M to Republicans' $279.7M.

The battleground has expanded beyond just "Toss Up" elections. Republicans outspend Democrats $160.8M to $122.7M in "Lean Democrat" races, while Democrats hold the edge in "Lean Republican" ($51.8M to $45.1M) and "Likely Republican" ($47.9M to $46.3M) contests. That marks a shift from 2024, when Republicans largely stayed on defense. Democrats outspent them in both "Lean Democrat" ($126.9M to $84.0M) and "Lean Republican" ($99.6M to $82.9M) races, and Republicans led only in "Likely Republican" contests, $23.7M to $18.5M.



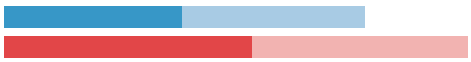
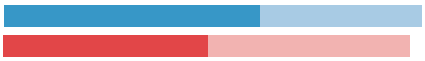
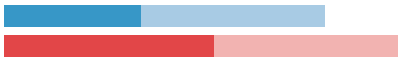
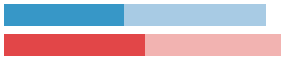
© AdImpact 2026

TOSS UP HOUSE SPENDING

Of the $1.2B in aired spending and future reservations targeting House general elections, 47.5% targets “Toss Ups”. Democratic advertisers have aired more spending than Republicans in 12 out of the 21 "Toss Up" elections.

TOTAL — 21 RACES	AIRED	FUTURE RESERVATIONS	DEMOCRATS	REPUBLICANS	DEMOCRATIC ADVANTAGE
$567.8M	$362.5M	$205.3M	$288.1M	$279.7M	12 of 21

AIRED FUTURE RESERVATIONS

RACE	TOTAL	AIRED / RESERVED BY PARTY	AIRED	FUTURE	TOP ISSUES ON BROADCAST
FL-25	$41.3M		$9.1M $12.2M	$9.5M $10.5M	Healthcare · Inflation · Guns Stock Trading · Taxation · Special Interests
NC-01	$41.3M		$12.8M $10.2M	$8.4M $9.9M	Healthcare · Bipartisanship · Taxation Transgender Sports · Veterans · Taxation
NY-17	$37.3M		$10.3M $14.2M	$3.5M $9.3M	Energy · Taxation · Special Interests Taxation · Healthcare · Data Centers
MI-07	$36.3M		$7.0M $10.5M	$9.7M $9.1M	Data Centers · Iran · Lobbying Taxation · Immigration · Illegal Drugs
CA-22	$33.3M		$12.7M $10.2M	$4.3M $6.1M	Healthcare · Corruption · Special Interests Taxation · Bipartisanship · Healthcare
TX-34	$33.3M		$11.6M $11.2M	$5.3M $5.2M	Healthcare · Crime · Trade Special Interests · Career Politicians · Taxation
WI-03	$32.3M		$12.1M $10.9M	$5.0M $4.3M	Special Interests · Data Centers · Energy Defund the Police · Stock Trading · Guns
CO-08	$31.1M		$10.3M $12.8M	$3.9M $4.1M	Healthcare · Trump · Corruption Taxation · Healthcare · Immigration
PA-08	$28.0M		$10.3M $9.3M	$5.0M $3.4M	Stock Trading · Healthcare · Corruption Taxation · Healthcare · Stock Trading
MI-10	$26.8M		$6.1M $7.1M	$7.0M $6.6M	Crime · Law Enforcement · Data Centers Crime · Criminal Justice Reform · Immigration
FL-14	$25.5M		$6.6M $9.3M	$5.5M $4.1M	Stock Trading · Energy · Housing Stock Trading · Corruption · Insurance

© AdImpact 2026

TOSS UP HOUSE SPENDING

CONTINUED



RACE	TOTAL	AIRED / RESERVED BY PARTY	AIRED	FUTURE	TOP ISSUES ON BROADCAST
MI-04	$24.2M		$7.3M $8.1M	$4.3M $4.5M	Special Interests · Stock Trading · Taxation Energy · Taxation · Budget
AZ-06	$24.0M		$8.4M $8.9M	$3.9M $2.8M	Healthcare · Trump · Medicare Taxation · Bipartisanship · Law Enforcement
OH-07	$22.7M		$10.0M $4.7M	$4.4M $3.6M	Taxation · Energy · Inflation Crime · Illegal Drugs · Taxation
NC-11	$21.8M		$7.4M $6.6M	$3.6M $4.2M	Energy · Data Centers · Taxation Immigration · Healthcare · China
TX-15	$21.2M		$8.0M $7.0M	$4.1M $2.1M	Inflation · Taxation · Epstein Taxation · Social Security · Inflation
OH-09	$20.5M		$6.4M $8.9M	$2.1M $3.1M	Energy · Data Centers · Special Interests Career Politicians · Taxation · Healthcare
VA-02	$20.5M		$7.9M $7.8M	$2.1M $2.7M	Trump · Iran · Inflation Stock Trading · Taxation · Healthcare
VA-01	$18.0M		$7.6M $3.8M	$4.0M $2.6M	Stock Trading · Law Enforcement · Inflation Crime · Defund the Police · Law Enforcement
FL-22	$14.5M		$4.3M $1.4M	$7.5M $1.3M	Taxation · Healthcare · Stock Trading Crime · Defund the Police · Law Enforcement
IA-02	$13.9M		$6.9M $4.3M	$1.9M $756K	Special Interests · Taxation · Lobbying Special Interests · Stock Trading · Term Limits

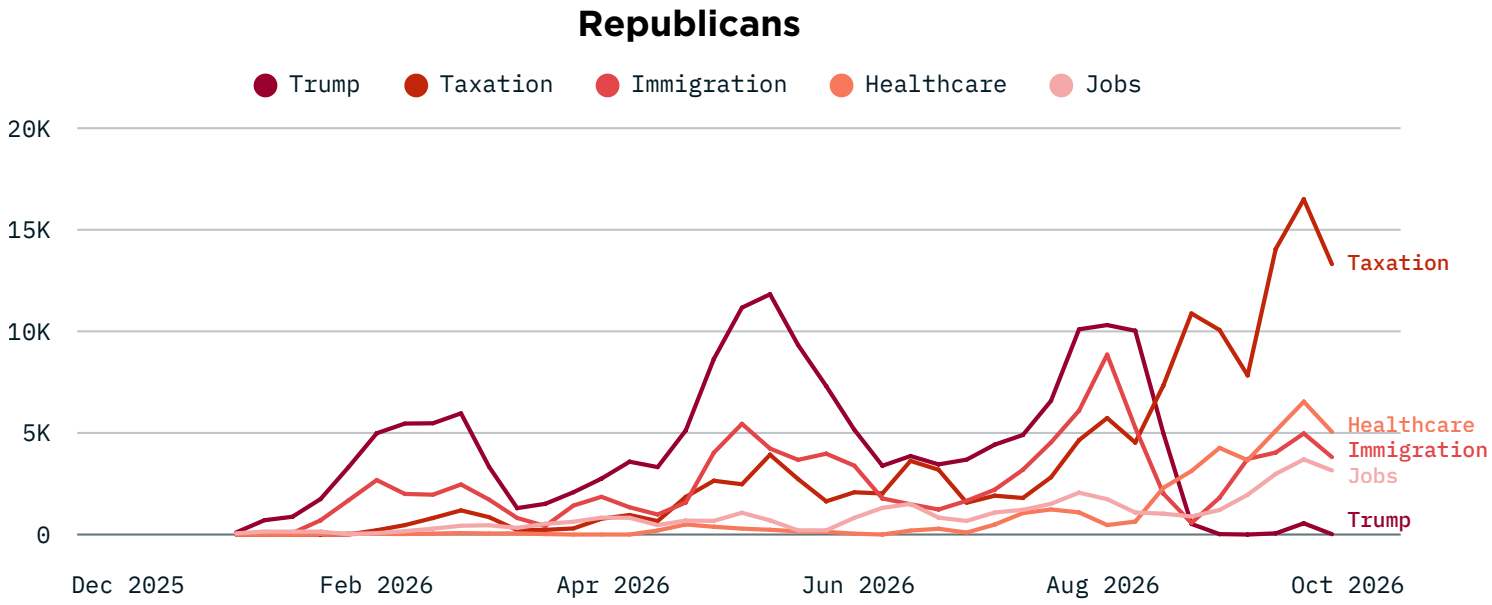
© AdImpact 2026

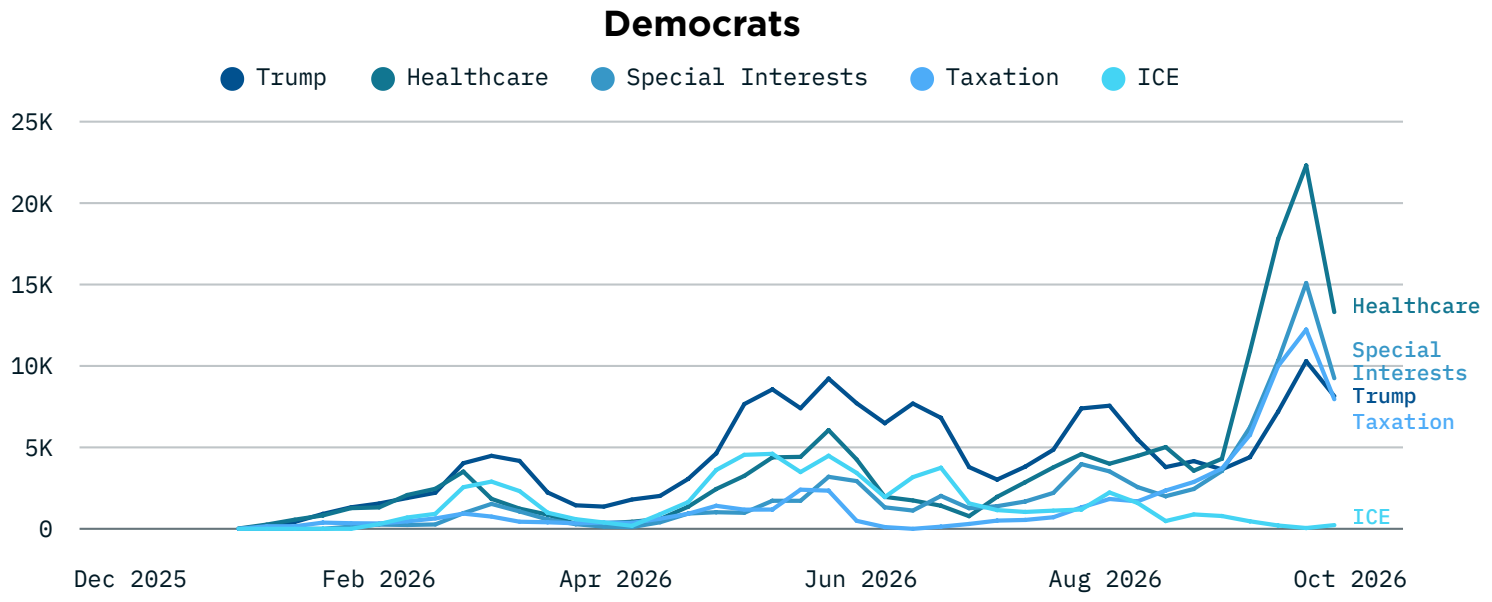
CPR BATTLEGROUND ISSUE TRACKER (HOUSE)

This year, AdImpact was proud to partner with The Cook Political Report to launch the Battleground Issue Tracker, which tracks the top issues in political advertising by weekly airings and ad spending, making it easy to see how broadcast ad messaging shifted throughout the cycle. This view of the tracker highlights the top issues used by Republican and Democratic advertisers across House races and how messaging evolved over the course of the year.

One of the most notable shifts involved President Donald Trump. In February, ads featuring Trump accounted for 43% of all broadcast airings in House races. By September, that share had fallen to just 4%.

Click here to see the full version of the CPR Battleground Issue Tracker (House)



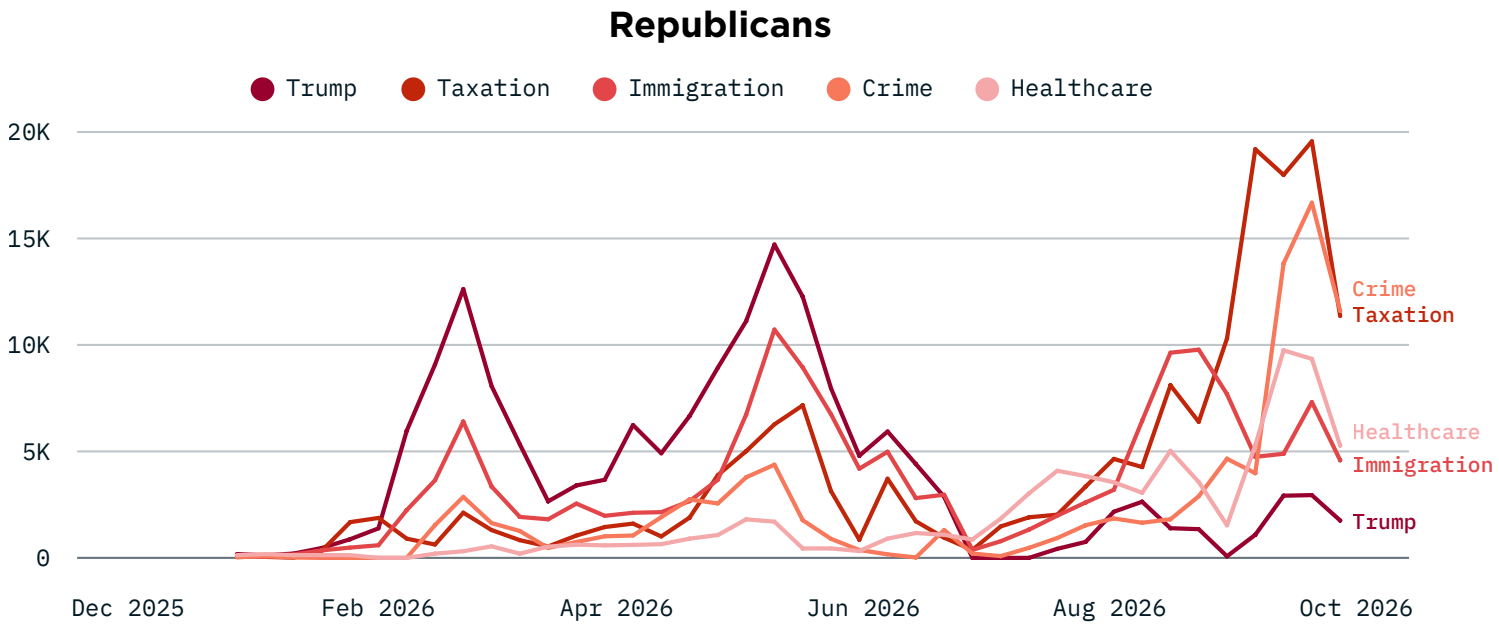


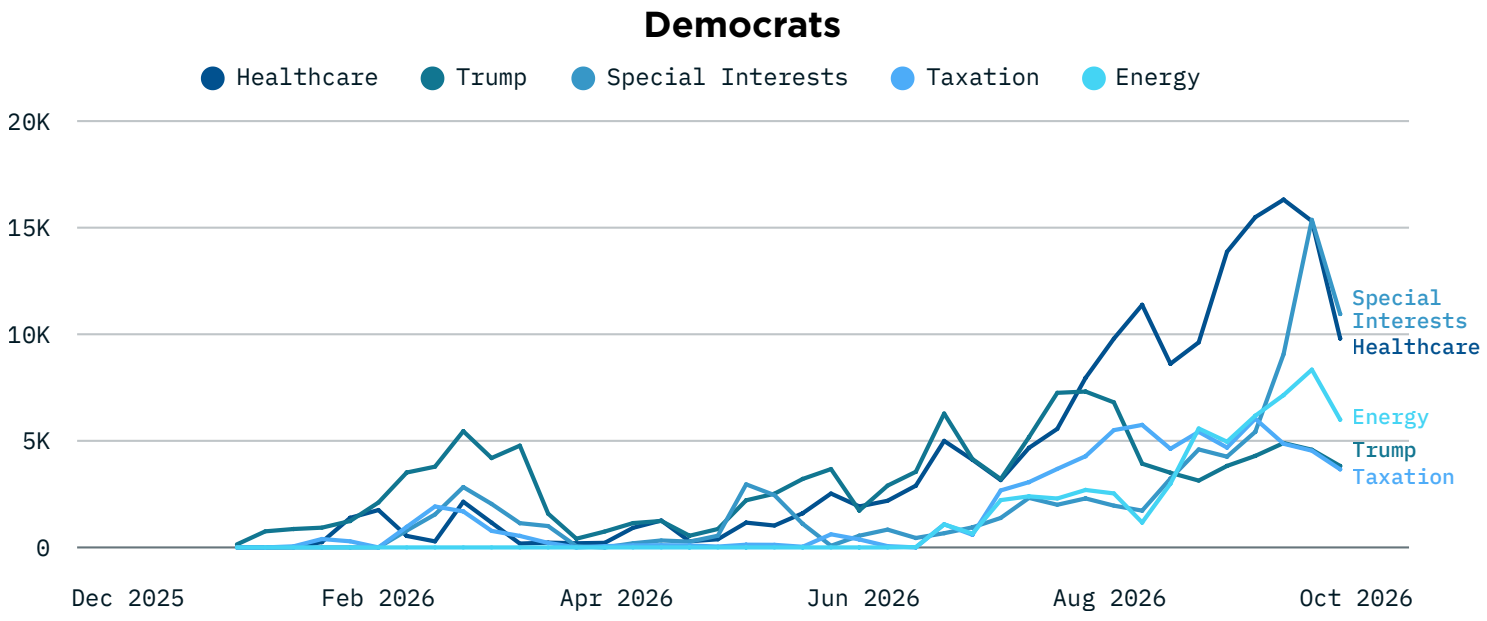
© AdImpact 2026

CPR BATTLEGROUND ISSUE **TRACKER (SENATE)**

Senate advertisers followed a similar pattern to House advertisers in terms of messaging around President Trump. In February, Republicans featured President Donald Trump in 36% of their Senate issue airings. By September, with general election matchups set, that share had fallen to just 2%. Democrats also cut back, from 25% of their airings in February to 6% in September, but they now mention Trump three times as often as Republicans. In his place, Republicans have turned to taxation, now their top named issue, while Democrats have built their general election message around healthcare.

Click here to see the full version of the CPR Battleground Issue Tracker (Senate)





© AdImpact 2026

AdImpact

THE FIGHT FOR CONGRESS

ABOUT US

AdImpact is a leading advertising and market intelligence company. We specialize in tracking and analyzing advertising data across various media channels, including traditional, digital, and emerging platforms.

Our real-time monitoring captures over one billion TV ad occurrences daily. We maintain the industry's largest ad catalog of over 1.6M unique creatives. Our coverage extends across all 210 designated market areas (DMAs), and over 41,000 zip codes.

Currently, we capture data and analytics for over 88,000 brands and advertisers. Our reliable real-time data and analytics empower users to monitor competitor ad occurrences, spending, messaging, and creatives, facilitating quick and informed decision-making.

QUESTIONS? LET'S TALK

AdImpact.com
info@adimpact.com
x.com/AdImpact_Pol
linkedin.com/company/adimpact-20/