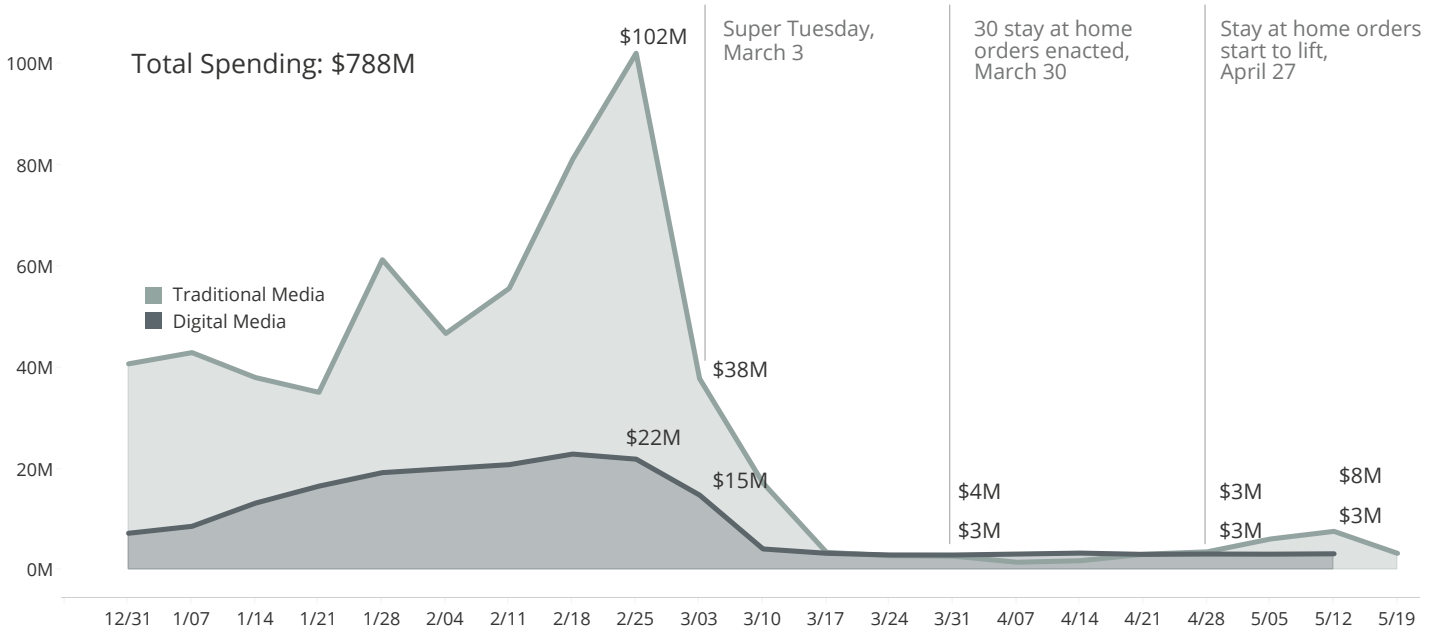
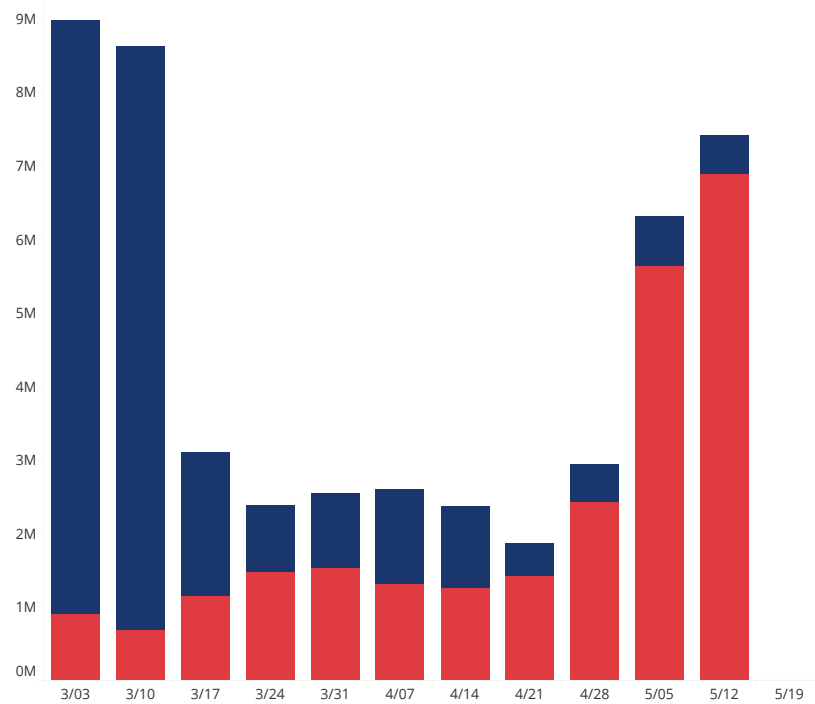


2020 Presidential Spending January 1, 2020 - May 21, 2020




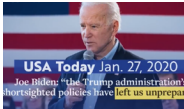


Total Media Expenditures - Biden & Trump March 3 - May 21



*Biden went off air on 3/17, all spending after 3/17 occurs on digital
 **Trump's totals include Trump for President and Trump - Make America Great Again Committee

Head-to-Head Comparison March 3 - May 21

Trump	Biden
Traditional \$9.6M	Traditional \$12.3M
Airings 13.2K	Airings 28.8K
Top Ad 	Top Ad 
Click to view	Click to view
Digital \$15.0M	Digital \$12.0M
Sample Ad 	Sample Ad 
Click to view	Click to view