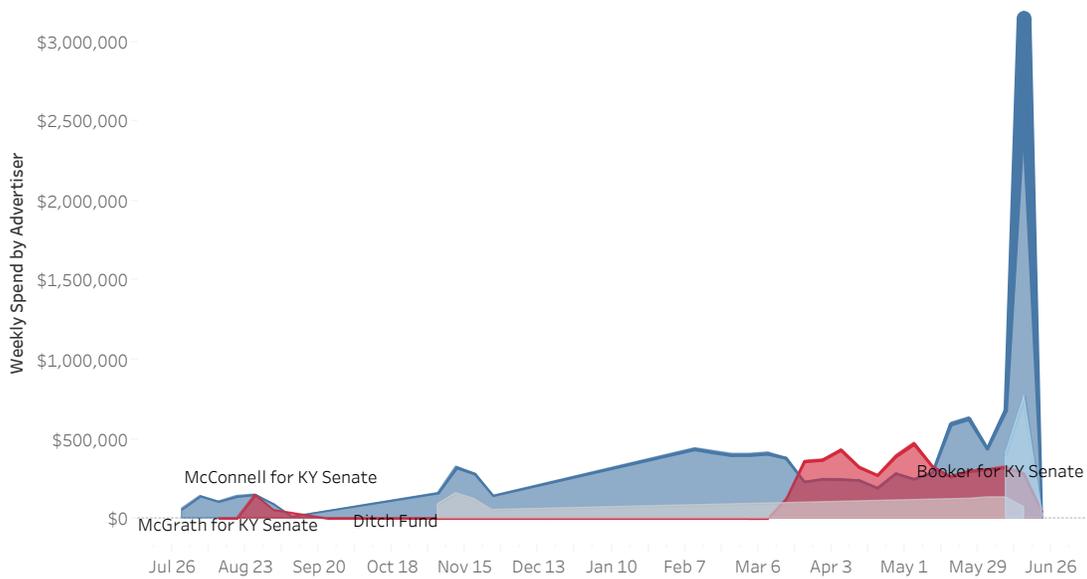


Amy McGrath, a fundraising behemoth endorsed by the DSCC, was widely considered the kind of Democrat needed to challenge Mitch McConnell in Kentucky (a state won by President Trump by just shy of 30 points in 2016).

McGrath has spent **\$16.4M** to date in the primary, twice as much as any other Senate primary candidate nationwide. However, in the closing weeks of the race, Charles Booker has surged into contention, despite only going up on TV on June 9th, and spending only **\$2M**, **\$14M** less than McGrath. **McGrath spent \$3M the final week of the campaign, 50% more than the entirety of Booker's spending.**

## Television Spending by Advertiser



## Ad Insights

A recent piece from FactCheck.org offers an in-depth look at the McGrath-McConnell face off - one which may have been for naught should Booker pull off a surprise primary victory. Read it [here](#).

### McGrath's Messaging:

Most of Amy McGrath's messaging has targeted Mitch McConnell on issues like coronavirus and special interests.

Recently, she has pivoted to an electability argument focused on Charles Booker - positioning herself as the only Democrat who can defeat McConnell.



Her most aired ad is her first from 2019 and is back on air now. It has aired 3,750 times.

[Click to view](#)

### Booker's Messaging:

Charles Booker didn't air a broadcast ad until June 9th. That ad solidified his position left of Amy McGrath.

A second ad highlighted footage from the McGrath-Booker debate in which he challenged McGrath over her response to the Black Lives Matter protests. [Click to view](#)

