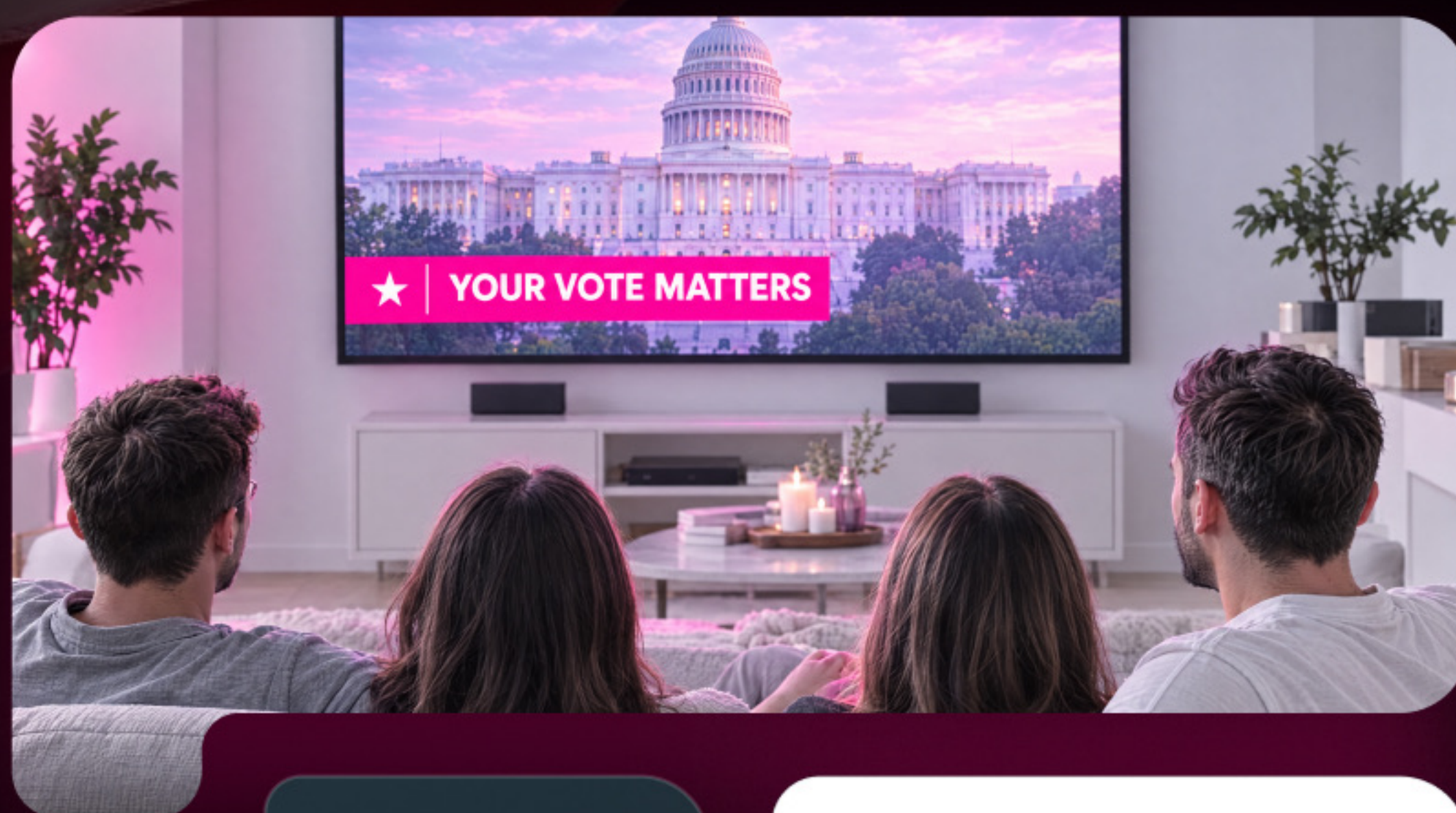


★★★ Q4 Election-year ★★★ Readiness Briefing.

The 2026 election cycle is projected to reach a record \$11.6B in political advertising spend, adding new competition for inventory during the peak holiday season. This briefing highlights when demand is expected to intensify, which channels may be affected, and how to assess your Q4 media plan.



Q4
2026



\$11.6B

Projected political
ad spend, 2025–26

Nov 3
Election Day

\$5.6B

Projected
broadcast

\$2.7B 
Projected CTV

48%

of 2024 political spend
ran in the final 8 weeks



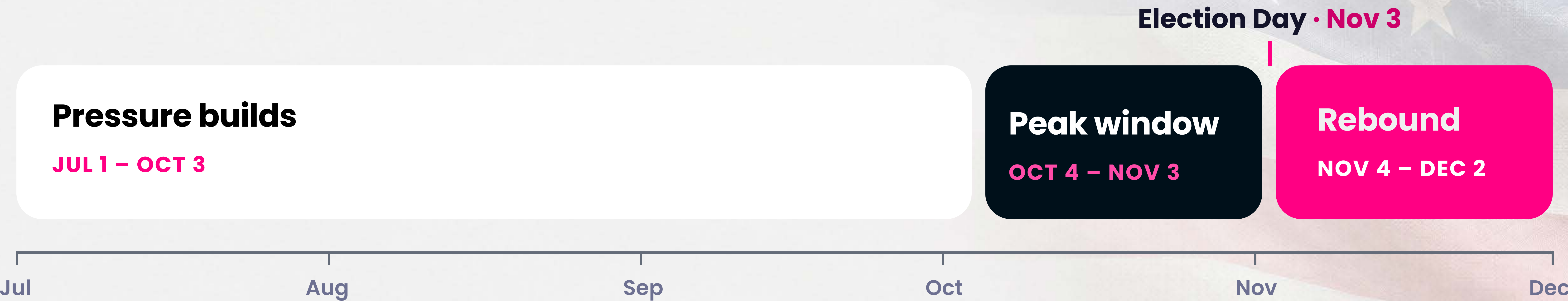
Nov 27
Black Friday




Social

Ad
High Impact

The Q4 election-year pressure calendar



Where political spending is shaping media planning

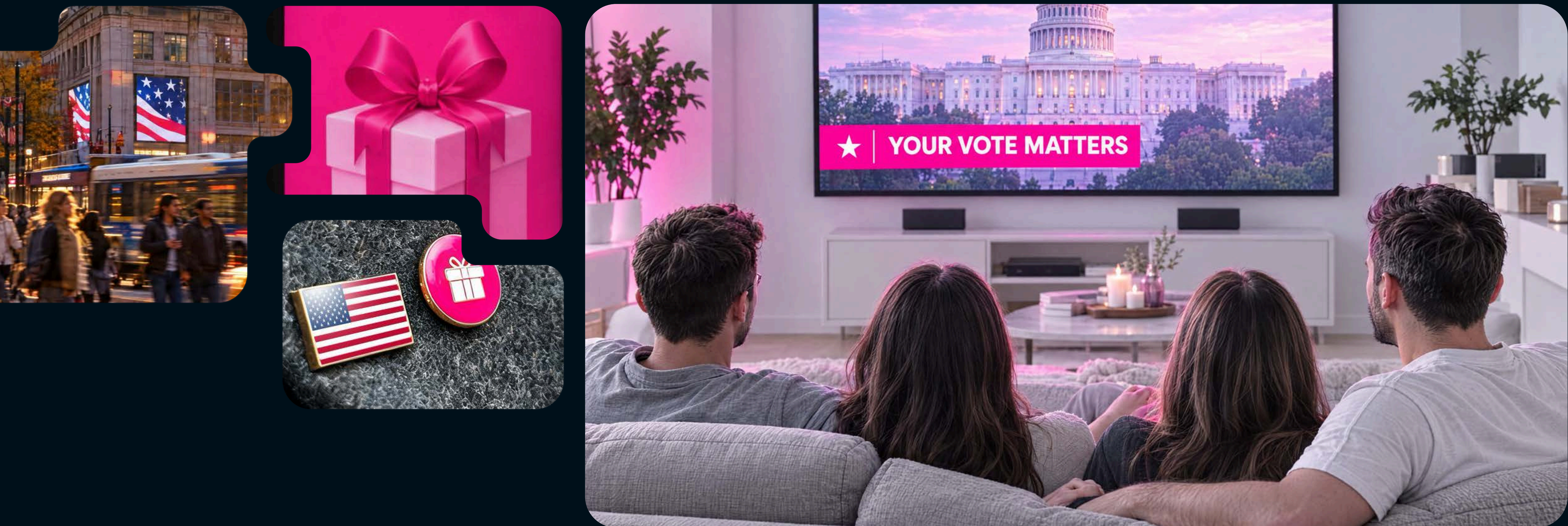
CHANNEL

POLITICAL SPENDING TREND

Q4 PLANNING CONSIDERATION

 Broadcast TV	\$5.6B projected for 2026	High political demand may affect availability in competitive markets
 CTV	\$2.7B projected for 2026	Growing political investment reinforces the importance of advance planning and campaign pacing
 Digital advertising	\$1.6B projected across major digital platforms*	Demand can vary by platform, geography and audience
 DOOH	+31.6% historical political OOH growth, Q3 2024 versus Q3 2020	Location-based activation and adaptable creative offer additional planning opportunities

* \$1.6B estimate covers Facebook, Google, Snapchat and X.



Where do you stand?

Spend exposure

Does your Q4 plan target highly competitive geographic markets, audiences, or media environments where political advertising demand is increasing?

WHY IT MATTERS

Political spend isn't even. High-exposure plans feel the squeeze earliest.

Inventory timing

Have you secured priority inventory while maintaining flexibility to adjust campaign pacing and creative as conditions change?

WHY IT MATTERS

48% of digital political budgets land in the final 30 days before Election Day.

Channel flexibility

Does your media mix provide enough visibility and flexibility to respond to changing demand across channels?

WHY IT MATTERS

Political demand affects channels and markets differently. Cross-channel visibility helps advertisers make informed planning and activation decisions.

In-flight management

Can you monitor performance and adjust campaign pacing, creative, and optimization within your activated channels as conditions change?

WHY IT MATTERS

Ongoing optimization helps advertisers respond to changing performance signals and stay focused on business outcomes.

Make your Q4 media strategy more adaptive.

Talk to Perion about connecting omnichannel planning, activation, and AI-driven optimization to your business objectives.

Talk to Perion →

Want to keep this on hand through Q4?

Read the full election-year series, or subscribe for updates as the market shifts.

perion.com/blog →

