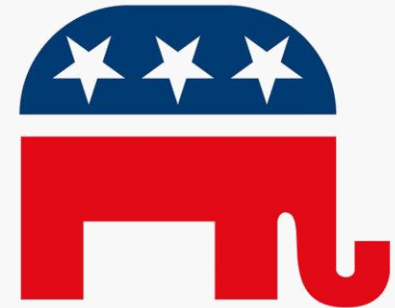


2018 Midterm Elections Snapshot



2018 Midterm Election Overview

It's estimated that the 2018 midterm election cycle could generate approximately \$8.8 billion in political ad-spending over the course of the year with over 50%, or \$4.5 billion, going to Television.

These dollars will come from a multitude of sources including political candidates, party committees, PACs and assorted special interest groups.

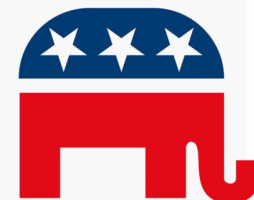
The following provides insight on the relative competitiveness (solid, likely, lean, toss up) of the 2018 Gubernatorial, Senate and House races by state.

These competitive levels should give media owners, agencies and advertisers (both category & non-category) a sense of expected political ad clutter by state / DMA as the general election draws closer.

Gubernatorial Races 2018

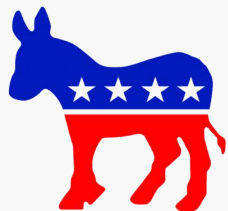


Incumbents:
Republicans - 26
Democrats - 9
Independents - 1

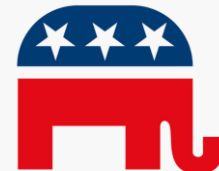


Solid Democrat	Likely Democrat	Lean Democrat	Toss Up	Lean Republican	Likely Republican	Solid Republican
California (Open)	Oregon (Brown-D)	Colorado (Open)	Minnesota (Open)	Georgia (Open)	Arizona (Ducey-R)	Alabama (Ivey-R)
Hawaii (Ige-D)	Pennsylvania (Wolf-D)	Illinois (Rauner-R)	Connecticut (Open)	Wisconsin (Walker-R)	Kansas (Colyer-R)	Arkansas (Hutchinson-R)
New York (Cuomo-D)	Rhode Island (Raimondo-D)	New Mexico (Open)	Alaska (Walker-I)		New Hampshire (Sununu-R)	Idaho (Open)
			Florida (Open)		South Carolina (McMaster-R)	Massachusetts (Baker-R)
			Iowa (Reynolds-R)		Tennessee (Open)	Nebraska (Ricketts-R)
			Maine (Open)		Maryland (Hogan-R)	Oklahoma (Open)
			Michigan (Open)			South Dakota (Open)
			Nevada (Open)			Texas (Abbott-R)
			Ohio (Open)			Wyoming (Open)
						Vermont (Scott-R)

Senate Races 2018



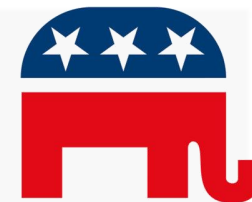
Incumbents:
Republicans - 9
Democrats - 26



Solid Democrat	Likely Democrat	Lean Democrat	Toss Up	Lean Republican	Likely Republican	Solid Republican
California (Feinstein-D)	Michigan (Stabenow-D)	Ohio (Brown-D)	Florida (Nelson-D)		Mississippi (Open)	Mississippi (Wicker-R)
Connecticut (Murphy-D)	Minnesota (Smith-D)		Indiana (Donnelly-D)		Nebraska (Fisher-R)	Utah (Open)
Delaware (Carper-D)	Montana (Tester-D)		Missouri (McCaskill-D)		Texas (Cruz-R)	Wyoming (Barrasso-R)
Hawaii (Hirono-D)	New Jersey (Menendez-D)		North Dakota (Heitkamp-D)			
Massachusetts (Warren-D)	Pennsylvania (Casey-D)		West Virginia (Manchin-D)			
Maryland (Cardin-D)	Wisconsin (Baldwin-D)		Arizona (Open)			
Maine (King-D)			Nevada (Heller-R)			
Minnesota (Klobuchar-D)			Tennessee (Open)			
New Mexico (Heinrich-D)						
New York (Gillibrand-D)						
Rhode Island (Whitehouse-D)						
Virginia (Kaine-D)						
Vermont (Sanders-D)						
Washington (Cantwell-D)						



Competitive House Races 2018



Incumbents:
Republicans - 87
Democrats - 14

Likely Democrat	Lean Democrat	Democrat Toss Up	Republican Toss Up	Lean Republican	Likely Republican
Arizona (01)	Arizona (02)	Minnesota (01 / 08)	California (10 / 25 / 39 / 48)	Arizona (02)	Arizona (06)
California (07)	California (49)		Colorado (06)	California (45)	California (04 / 21)
Florida (07)	Florida (27)		Florida (26)	Florida (15 / 16 / 18)	Colorado (03)
Minnesota (07)	New Hampshire (01)		Iowa (01 / 03)	Georgia (06)	Florida (06 / 25)
New Hampshire (02)	New Jersey (11)		Illinois (06 / 12)	Illinois (13 / 14)	Georgia (07)
New Jersey (02 / 05)	Nevada (03)		Kentucky (06)	Kansas (02 / 03)	Indiana (02)
Nevada (04)	Pennsylvania (07 / 11)		Maine (02)	Montana (AL)	Michigan (01 / 06 / 07)
New York (25)	Virginia (10)		Michigan (08 / 11)	North Carolina (09 / 13)	Missouri (02)
Pennsylvania (05 / 06 / 08)			Minnesota (02 / 03)	Nebraska (02)	North Carolina (02 / 08)
			New Jersey (07)	New Jersey (03)	New York (01 / 11 / 24)
			New York (19 / 22)	New Mexico (02)	Ohio (10 / 14 / 15)
			Ohio (12)	Ohio (01)	Pennsylvania (10 / 14)
			Texas (07 / 32)	Pennsylvania (01 / 16)	South Carolina (01)
			Virginia (07)	Texas (23)	Texas (02 / 21 / 31)
			Washington (08)	Utah (04)	Washington (03)
				Virginia (02 / 05)	Wisconsin (06)
				Washington (05)	
				Wisconsin (01)	
				West Virginia (03)	