

All the chips are on the table

And both parties are all in this mid-term



The
2022
Elections



Discussion Points

- **Revenue Potential**
- **What's in play**
- **Ideas to think about**
- **The roll of state party chairs**
- **The increasing influence of PAC's**
- **Finding candidates**
- **Finding issue groups and their buying agencies**
- **A thought on going "old school"**
- **Q & A**



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- ★ Federal, state & local candidates
- ★ State political party chairs
- ★ PACs & their media buying agencies
- ★ Best practices
- ★ Ad sales collateral
- ★ Regular updates & alerts



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Experts Once Again Predict Record Breaking Expenditures in 2022

Control of the House and Senate is at stake in 2022 so a lot of money surely will be spent on candidate and independent expenditure.

*Ron Faucheux,
— Publisher of LinchtimePolitics.com*

**Campaigns
& Elections**

The 2022 cycle is sure to set a midterm spending record as groups and candidates on both sides do everything they can to compete for votes.

*Sean J. Miller,
— Editor of Campaigns and Elections*

WSJ

Midterm–Election Ad Spending Poised to Soar.

— Wall Street Journal

Forbes

The 2022 Midterm Election Cycle Is Forecast To Set A Record For Political Ad Dollars.

— Forbes Magazine

 **AdImpact**

Political Ad Spend will Continue to Break Records in the 2022 Election Cycle.

*— Reaching the Same Heights
as the 2020 Presidential Campaign*

 **MOORE INFORMATION GROUP**
RESEARCH · ANALYSIS · RESULTS

To say that 2022 will be a huge election year just might be an understatement.

*Hans Kaiser,
— V.P., Moore Information Group*



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What Campaigns are in Play in 2022?

- **34** U.S. Senate Seats
- **435** U.S. House Seats
- **36** Governors
- Lt. Governors and Attorneys General, Sec. of State
- **90%** of the **7,000+** State Legislators
- **20,000** local elections



A Lot!



**So How Do You Get a
Bigger Share of this
Season's \$9 billion* in
Political Advertising?**

***One estimate says \$13 billion!**



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Treat political like the multi-billion dollar category it is!

Some things to think about

1. Early voting and mail-in voting means election start earlier and are more expensive than ever. Make sure you're in front of candidates and campaigns now!
2. Find a political champion to run the category.
3. Pay attention to what is happening in the market (local issues, TV ads, direct mail).
4. That is especially true for PAC and issue advertising. (We'll get to that later).
5. Visit their local election office in person.
6. Remind them that you deliver the voters who are critical for their success.



Treat political like the multi-billion dollar category it is! (continued)

7. If your editorial staff endorses a candidate or proposal, make the call and sell them ads to tell their story
8. If your paper didn't endorse them, see # 6. They have money to get THEIR message across.
9. When you do get in front of them, remind them again that it is your audience that comprise the winning margin.
10. If you can't get an appointment with the decision-maker, consider reaching out to other politicians or influencers in the market to see if they can help get your message to the right people.
11. Try Facebook messaging, texting and/or emails, maybe even the USPS!



Treat political like the multi-billion dollar category it is! (still continued)

12. If you have specialty printing capabilities, offer those to candidates for their other printing needs (direct mail, door hangers, yard signs, etc.)
13. Look for mapping and other sales tools to show your coverage and reach into candidate congressional districts.
14. If you can, offer target insert delivery – it's much cheaper than direct mail.
15. Find and meet with local and state party chairs, they have a lot to say about how money gets spent.
16. Packages – Packages – Packages. Make the buying process easy by packaging your portfolio of products into several levels of spending so the candidate and campaign people can easily see what what they can buy for \$XX.



Look for Files of Campaign Contact Information

State	Location	Office Name	Party	Primary	Election	Run-off Date	FirstName	Middle N	LastName	Suffix	Address	Address2	City	State	Zip	Phone	Email
MD	MD	Circuit Judge 05		4/28/2020	11/3/2020		Wes		Adams		307 Emilie		Severna P MD	MD	21146	(301) 672-2007	wesadams2014@gmail.com
MD	Allegany County	Board of Education		4/28/2020	11/3/2020		Deb		Litman		516 Washi		Cumberla MD	MD	21502	(301) 268-7407	dilitman814@atlanticbb.net
MD	Allegany County	Board of Education		4/28/2020	11/3/2020		Tony		Ottaviani		15705 Dov		Cumberla MD	MD	21502	(301) 697-6301	
MD	Anne Arundel County	Board of Education D2		4/28/2020	11/3/2020		Bradley	K.	O'Neal		114 Oak D		Annapolis MD	MD	214012901	(443) 995-6466	BradleyKONeal2020@gmail.com
MD	Anne Arundel County	Board of Education D2		4/28/2020	11/3/2020		Scott		Shaffer		PO BOX 56		Annapolis MD	MD	21403	(410) 571-4660	info@scott.vote
MD	Baltimore City	Mayor	R	4/28/2020	11/3/2020		Ivan		Gonzalez		P.O.Box 4		Baltimore MD	MD	21224	(443) 764-7607	i164gonzalez@gmail.com
MD	Baltimore City	Mayor	D	4/28/2020	11/3/2020		Terry	Jay	McCready		940 S Lake		Baltimore MD	MD	212244765	(410) 236-8223	terryvelvis43@gmail.com
MD	Baltimore City	Council D1	D	4/28/2020	11/3/2020		Paris		Bienert		P.O. Box 7		Baltimore MD	MD	21203	(410) 340-0870	paris@parisbienert.com
MD	Baltimore City	Council D1	D	4/28/2020	11/3/2020		Zeke		Cohen		913 S Eato		Baltimore MD	MD	21224436C	(410) 396-4821	zeke@zekecohen.com
MD	Baltimore City	Council D2	D	4/28/2020	11/3/2020		Melissa		Bagley		2111 N. Cf		Baltimore MD	MD	21218	(443) 993-1046	melbforbaltimore@gmail.com
MD	Baltimore City	Council D4	D	4/28/2020	11/3/2020		V. Lee		Brady		811 E. Bel		Baltimore MD	MD	21212	(410) 433-6076	vlb.ans@verizon.net
MD	Baltimore City	Council D5	R	4/28/2020	11/3/2020		Maria	Mandela	Vismale		5627 Grov		Baltimore MD	MD	21215420C	(443) 570-4460	mariaivismale37@gmail.com
MD	Baltimore City	Council D6	R	4/28/2020	11/3/2020		Michelle	Y.	Andrews		3721 Colu		Baltimore MD	MD	21215	(410) 669-4487	IWILLWINN4U@gmail.com
MD	Baltimore City	Council D6	D	4/28/2020	11/3/2020		Timothy		Mercer		3647 Park		Baltimore MD	MD	21215	(410) 669-4487	tim_mercer@live.com
MD	Baltimore City	Council D9	D	4/28/2020	11/3/2020		Tyrone	L	Barnwell		852 N Frar		Baltimore MD	MD	21216	(443) 904-6547	electbarnwellbcc9@gmail.com
MD	Baltimore City	Council D10	R	4/28/2020	11/3/2020		Mekkah	X	Mohamm		2635 S Pac		Baltimore MD	MD	21230	(410) 301-1830	
MD	Baltimore City	Council D10	D	4/28/2020	11/3/2020		Richard		Parker		901 W Bar		Baltimore MD	MD	21230	(443) 200-5123	therichardparker@gmail.com
MD	Baltimore City	Council D12	D	4/28/2020	11/3/2020		Haroon		Ajaz		1621 St Pa		Baltimore MD	MD	212022816	(202) 704-0212	haroonajaz@gmail.com
MD	Baltimore City	Council D12	D	4/28/2020	11/3/2020		Dave		Heilker		2704 Hunt		Baltimore MD	MD	21211	(443) 328-3124	dave@daveforbaltimore.com
MD	Baltimore City	Council D14	D	4/28/2020	11/3/2020		Stephanie		Murdock		905 W 37T		Baltimore MD	MD	21211	(410) 916-5570	stephmurdock@gmail.com
MD	Calvert County	Board of Education D1		4/28/2020	11/3/2020		Chad		Leo		836 Runat		Solomons MD	MD	20688	(443) 342-5927	chdle0@gmail.com
MD	Calvert County	Board of Education D2		4/28/2020	11/3/2020		Jerrell	M.	Carr		4235 Hidd		Port Repu MD	MD	206763125	(301) 848-9346	carrforcalvertboe@gmail.com
MD	Calvert County	Board of Education D2		4/28/2020	11/3/2020		Donald		Clime		1530 Live		Huntingto MD	MD	206399561	(410) 570-7297	dclimeccboe2020@gmail.com
MD	Carroll County	Board of Education		4/28/2020	11/3/2020		Mary		Kowalski		1635 India		Westmins MD	MD	211582965	(410) 848-3408	avk91@juno.com
MD	Frederick County	Board of Education		4/28/2020	11/3/2020		Lois		Jarman		1606 New		Knoxville MD	MD	21758	(301) 834-5096	loisjarman@aol.com
MD	Frederick County	Board of Education		4/28/2020	11/3/2020		Jason		Johnson		6837 Woo		New Mark MD	MD	217742946		mrsjschoolstuff@gmail.com
MD	Frederick County	Board of Education		4/28/2020	11/3/2020		Sue		Johnson		P.O. Box 2		Jefferson MD	MD	21755	(240) 815-1939	sue4boe@gmail.com
MD	Howard County	Board of Education D1		4/28/2020	11/3/2020		Christina		Delmont		10206 Max		Ellicott Ci MD	MD	210426315	(703) 434-2185	delmont_small@verizon.net
MD	Howard County	Board of Education D1		4/28/2020	11/3/2020		Sean		Ford		3453 Plum		Ellicott Ci MD	MD	21042		SeanFord.d1.boardofed@gmail.com
MD	Howard County	Board of Education D1		4/28/2020	11/3/2020		Matthew	D.	Molyett		P O Box 25		Ellicott Ci MD	MD	21041	(443) 598-2441	matthew@elect.molyett.com
MD	Howard County	Board of Education D4		4/28/2020	11/3/2020		Jen		Mallo		12026 Whi		Columbia MD	MD	21044	(410) 493-4554	jenmallo4boe@gmail.com
MD	Howard County	Board of Education D4		4/28/2020	11/3/2020		Daniel	J.	Margolis		8653 Towe		Laurel MD	MD	20723	(610) 656-7588	danieljargolis@gmail.com
MD	Montgomery County	Board of Education At Large		4/28/2020	11/3/2020		Anil		Chaudhry		12008 Titia		Potomac MD	MD	20854000C	(301) 251-2159	anil.chaudhry@hotmail.com
MD	Montgomery County	Board of Education At Large		4/28/2020	11/3/2020		Paul		Geller		P.O. Box 5		Olney MD	MD	20830	(301) 969-8600	PG4BE@hotmail.com
MD	Montgomery County	Board of Education At Large		4/28/2020	11/3/2020		Darwin		Romero		P.O. Box 11		Silver Spr MD	MD	209140485	(202) 642-9779	romero4BOE@gmail.com

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Plus Political Agencies; PAC's; and Issues Groups Nationwide

A3017

2022 Issue Groups List*

C = Conservative P = Presidential
L = Liberal H = U.S. House of Representatives
G = Green S = U.S. Senate
N = Nonpartisan (Non)

Name	Political Leaning	Agency	Description	Oppose/Support	Candidate Name	Office	State/District
314 Action https://314action.org/	L	Wavelength Strategy Inc.	Digital Advertising	S	Pritesh Gandhi	H	TX-10
		Deliver Strategies LLC	Direct Mail	S	Pritesh Gandhi	H	TX-10
		Deliver Strategies LLC	Direct Mail	O	Shannon Hutcheson	H	TX-10
		Sage Media & Planning	Media Buy	S	Pritesh Gandhi	H	TX-10
		Rising Tide Interactive	Digital Advertising	S	Nancy Goroff	H	NY-1
		Sage Media & Planning	Media Buy	S	Nancy Goroff	H	NY-1
		LC Media	Media Buy	S	Bryant Cameron Webb	H	VA-5
		The Dover Group	Direct Mail	S	Nancy Goroff	H	NY-1
		Deliver Strategies LLC	Direct Mail	S	Bryant Cameron Webb	H	VA-5
		The Dover Group	Direct Mail	O	Perry Gershon	H	NY-1
		SP Digital	Digital Advertising	S	Bryant Cameron Webb	H	VA-5
		GPS Impact	Media Buy	O	Nancy Mace	H	SC-1
		Sage Media & Planning	Digital Advertising	S	Pritesh Gandhi	H	TX-10
		Sage Media & Planning	Digital Advertising	O	Michael Siegel	H	TX-10
		Deliver Strategies LLC	Direct Mail	S	Hiral Vyas Tipirneni	H	AZ-6
		Deliver Strategies LLC	Direct Mail	O	Michael Siegel	H	TX-10
		Sage Media & Planning	Media Buy	O	Michael McCaul	H	TX-10
		LC Media	Media Buy	O	Robert Good	H	VA-5
		Deliver Strategies LLC	Direct Mail	O	David S. Schweikert	H	AZ-6
A Better Tomorrow for Tennessee	C	Del Cielo Media	Media Buy	O	Manny Sethi	S	TN

Issue Groups Political Agencies

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You now have the cards for a winning hand...

The next move is up to you!



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