

Maximize the impact of media spend in an election year.



3 tips to amplify your 2024 advertising spend

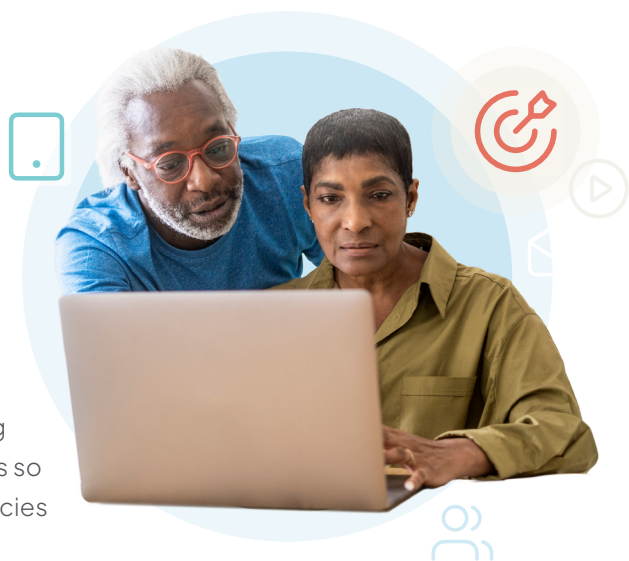
According to a GroupM forecast report, political ad spending is expected to reach over \$17B this year.¹ This may sound higher than other estimates you've seen, but it takes into account a number of channels other surveys don't, e.g., direct mail and digital-out-of-home (DOOH), and includes political action committee and advocacy group spending as well. This influx of cash is driving up the cost to reach consumers, making existing budgets significantly less cost effective. So how do you deal with this surge in rates while maintaining a strong voice in your market(s)?

TIP #1

Find your audience with more specific channels and tactics

According to Reuters, the lion's share (almost 72%) of political media dollars will be going to traditional media.² It's no surprise the media that typically enables broad reach at low costs will simply be much less affordable this year than usual.

So if you haven't already pulled your dollars away from traditional channels, do it now. If you're still considering advertising on broadcast or radio, you'll have to be highly selective. And be sure you are leveraging powerful healthcare data sets to target and segment your key audiences so that you are reaching the right user — while maintaining your cost efficiencies — as localized broadcast media prices balloon.



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TIP #2

Leverage media and digital sites that just say no

70% of U.S. adults feel that brands should limit or completely restrict their involvement with political issues.³ Digital platforms and cable networks don't have the same rules as broadcast stations, which are required by law to accept ads from any legally qualified candidate.⁴ Since they have a choice, that means you do, too. Start by searching for those media outlets that don't accept political advertising, and those that don't make changes to their rate card during an election year.

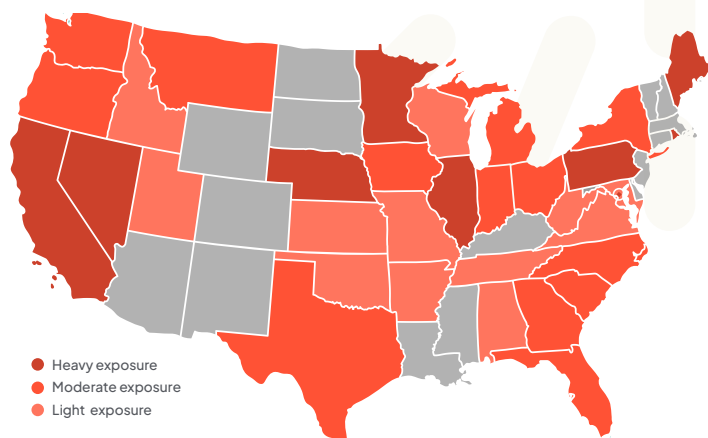
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TIP #3

Time the market and never go dark

With this expected to be a record year on political ad spend, projections show that the most active areas will be by down-ballot candidates, at \$3.3B. **Because hospitals and healthcare providers mostly advertise locally, they are in one of the categories that get crowded out of advertising space the most by political candidates.⁵ Use it as an advantage.**

Block out controversial programming and the debates, and consider channels and tactics where you can have a bigger impact, with a narrower — and much more positive — focus.



Remember, it's all about pacing, placement, and targeting. It's how you'll keep your lines of communication open in your market, get your messaging noticed by the people that need to see it, and reap the ROI your organization so richly deserves — especially in an election year unlike any other.

How WebMD Ignite can help

Whether you need to reach consumers or providers, WebMD Ignite's Activation team can target at both the household- or device-level, based on an individual user's propensity of needing care or taking an action. By shifting spend to programmatic or Ignite endemic properties such as WebMD and Medscape, your dollars work smarter, ensuring you reach the right audience, especially if broadcast becomes unaffordable.

Want to get your brand in front of your target audience in the most efficient and effective way possible? We'll be your guiding light, helping you navigate and make the most of your media investment.

[Click here](#) to schedule a time to meet with a WebMD Ignite strategist.

1 <https://www.theguardian.com/us-news/2023/dec/08/2024-election-ad-spending-record>
2 <https://www.reuters.com/world/us/us-political-ad-spending-soar-2024-with-tv-media-biggest-winner-report-2024-01-11/>
3 <https://www.insiderintelligence.com/content/spotlight-what-values-driven-consumers-really-want>

4 <https://www.kare11.com/article/news/politics/elections/tv-stations-cant-censor-refuse-political-ads/89-alfdabde-5593-4dd0-8135-289fa7ea8ebf>
5 <https://www.chicagobooth.edu/review/how-all-those-political-ads-affect-commercial-advertising>