

**TO: Interested Parties**  
**FROM: Tom Erickson, NRCC Independent Expenditure Director**  
**DATE: June 27, 2024**  
**SUBJECT: NRCC's Initial 2024 Advertising Reservation**



## **TOPLINE**

In 2023, the NRCC set a goal to expand the House Republican Majority by recruiting top tier candidates in Democrat-held seats, while at the same time shoring up our most vulnerable members. Those off-year efforts have paid off as the NRCC's Independent Expenditure (IE) team prepares to reserve **\$45.7 million in television and digital advertising** across 22 battleground districts. This reservation includes a significant investment in both digital and Spanish-language advertising.

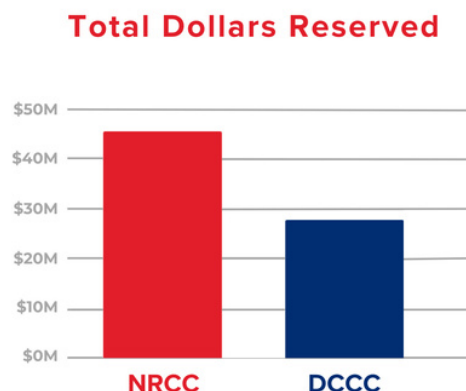
True to our goal of expanding the majority, 13 of 22 districts in this reservation are currently held by Democrats. By contrast, a vast majority of the DCCC's initial reservation is dedicated to defending their embattled members.

Over one-quarter of the NRCC's initial reservation is dedicated to the five Trump districts currently held by Democrats: AK-AL, ME-02, OH-09, PA-08, and WA-03. These are must-win seats for Republicans, and we're going all in because of the strength of our Republican challengers in each of these seats.

The takeaway: as Joe Biden's numbers plummet - fueled by chaos at the border, on college campuses, on community streets, and in family wallets - the map is moving toward Republicans, providing opportunities to flip seats from Alaska to Maine.

## **2024 NRCC IE INITIAL RESERVATION (BY DMA)**

- Albuquerque: \$2,043,200
- Anchorage: \$1,186,000
- Bakersfield: \$1,300,000
- Bangor: \$788,350
- Binghamton: \$858,500
- Cleveland: \$1,400,000
- Denver: \$2,327,000
- Detroit: \$1,622,000 for MI-07 (OPEN-D)
- El Paso: \$688,800
- Fairbanks: \$880,000
- Flint: \$1,111,000
- Fresno: \$1,160,000



- Greenville: \$1,054,000
- Hartford: \$1,310,000
- Juneau: \$84,000
- Los Angeles: \$2,500,000
  - Includes a cable track for CA-27
- New York City: \$2,202,000
  - Includes a cable track for NY-04
- Omaha: \$1,242,000
- Philadelphia: \$1,400,000
- Phoenix: \$1,163,000
- Portland, ME: \$1,373,150
- Portland, OR: \$6,060,000
- Presque Isle: \$298,500
- Raleigh: \$1,350,000
- Sacramento: \$1,475,000
- Syracuse: \$2,100,000
- Toledo: \$1,300,000
- Utica: \$342,000
- Wilkes-Barre-Scranton: \$1,600,000

###