

Yacoub ad promises she will be 'balanced leader'

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Sarah Yacoub, a Democrat challenging Rep. Shannon Zimmerman, R-River Falls, in her first ad in the race, opens with jabs at Zimmerman's record and declares that uncertain times call for reliable leadership.

"Rep. Shannon Zimmerman ignored science, failed to protect our community, and isn't serious about helping small businesses," the ad says.

The ad then pivots to Yacoub's focus on health care and identity as a religious working parent.

"A working mom and a woman of faith, Sarah will be the balanced leader our families need," the ad says over accompanying visuals that show Yacoub with her children and Yacoub wearing a series of masks.

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The 30th AD candidate dropped \$95,000 on cable TV ads this week.

According to Advertising Analytics, GOP groups have combined to spend \$108,000 on cable TV in the race.