

Senate Majority PAC & Majority Forward: Launch \$38 million summer TV ad blitz across six key states

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Washington, D.C. — Today, Senate Majority PAC (SMP) and allied nonprofit organization Majority Forward [announced](#) a second major round of television reservations with the launch of a new \$38 million summer ad blitz across six key battleground states: Arizona, Georgia, Nevada, New Hampshire, Pennsylvania, and Wisconsin.

SMP's latest placements will include strategic media campaigns to target Republican Senate candidates, and highlight Democratic efforts to deliver for the American people. Majority Forward's efforts will aim to support progressive values and hold Senators accountable to their constituents.

SMP's new investments build off of its initial fall television reservation of more than \$106 million across five states: \$26 million in Pennsylvania, \$25 million in Georgia, \$22 million in Arizona, \$21 million in Nevada, and \$12 million in Wisconsin, with most of these ads beginning in August. Majority Forward has already gone up on air this cycle in [New Hampshire](#) and [Wisconsin](#).

Additional television bookings will continue to be added and altered throughout the cycle. In addition, both SMP and Majority Forward will continue to book online and digital media reservations for the summer and fall.

“Senate Majority PAC's latest investments in these key battleground states will ensure Democrats define the opposition early and often while forcing Republicans

to defend bad candidates with badly damaged brands,” **said JB Poersch, President of Senate Majority PAC and Majority Forward.** “We look forward to building on our momentum this summer with a wave of smart, strategic media that will lay the groundwork to defend our Democratic Senate Majority in November.”

Senate Majority PAC is expanding its television reservations by \$26.9 million in the following states:

- **Arizona:** \$3.09 million
- **Georgia:** \$8.75 million
- **Nevada:** \$5.82 million
- **Pennsylvania:** \$5.89 million
- **Wisconsin:** \$3.4 million

Majority Forward is expanding its television reservations by \$11.1 million in the following states:

- **Arizona:** \$1.74 million
- **New Hampshire:** \$3 million (on top of \$760,000 previously placed)
- **Wisconsin:** \$3.44 million (on top of \$2.2 million previously placed)