



REGISTER



A FREE EDUCATIONAL WEBINAR · 2026 ELECTION CYCLE

Win in November. *Then govern.*

A 90-minute strategy session for candidates on the November 2026 Georgia ballot. The Cumulus team walks through the **digital + radio playbook** for the open Governor's race, the Ossoff U.S. Senate seat, all fourteen U.S. House districts, and every General Assembly and local race in between.

DATE

Wednesday, July 15
2026

TIME

12:00 PM ET
90 minutes · Q&A included

FORMAT

Virtual
Zoom link sent on registration

COST

Complimentary
Candidates & committees only

RESERVE YOUR SEAT

Save your spot — seats are limited.

Open to candidates, campaign managers, treasurers and consultants working races on the 2026 GA ballot.

FIRST NAME

LAST NAME

CAMPAIGN EMAIL

MOBILE PHONE

CAMPAIGN OR COMMITTEE NAME

OFFICE SOUGHT

YOUR ROLE

I AGREE TO RECEIVE THE ZOOM LINK FROM CUMULUS MEDIA. I UNDERSTAND THE PLAYBOOK DECK IS SHARED ONLY WITH ATTENDEES AFTER THE LIVE SESSION. UNSUBSCRIBE ANYTIME.

RESERVE MY SEAT

Paid for by Cumulus Media, Inc.

Not authorized by any candidate or candidate committee.

Cumulus reaches Georgia voters every day, all day — from our Atlanta HQ across three of the state's largest markets.

Atlanta

METRO & NORTH GEORGIA

Macon

MIDDLE GEORGIA

Savannah

COASTAL GEORGIA & HILTON HEAD

What this *90 minutes* gives you.

THE CURRICULUM

01

The 2026 GA Landscape

Where the votes — and the national money — are moving. Open Governor's race, Ossoff U.S. Senate, all 14 House districts, all 236 General Assembly seats, plus PSC and down-ballot.

02

Tactics That Sell Votes

Display, video/OTT, DOOH on I-75, I-85, I-16 and I-95, streaming audio, Meta, Google — what each channel does, what it costs, and when to use it.

03

Compliance, Demystified

Paid-for-by rules, Meta and Google political verification, and the Georgia Government Transparency & Campaign Finance Commission filings you cannot afford to miss.

04

The Cumulus Advantage

How a typical GA media plan allocates across channels, what production looks like in-house, and why Atlanta-based approvals beat an out-of-market agency by 4 to 6 weeks.

A working session, *not a sales pitch.*

THE AGENDA

12:00 PM

The 2026 landscape

15 MIN

Where the spend is moving in Georgia. Why an open-seat Governor's race plus the Ossoff Senate flashpoint pulls record national money down to every ballot below them.

12:15 PM

Six channels that win votes

35 MIN

Standard display, geo-fencing, OTT/CTV, DOOH on the major corridors, digital audio, search, and Meta/Google. What each does — and where it fits in a GA media plan.

12:50 PM

20 MIN

Compliance without the panic

Federal disclaimer rules, Meta and Google political-ad verification timelines, and how the GA Government Transparency & Campaign Finance Commission layers state-specific requirements on top.

1:10 PM

10 MIN

The Cumulus advantage in Georgia

Atlanta-headquartered. Local team, local approvals, launch in days — not weeks. How we deploy across Atlanta, Macon and Savannah with one point of contact.

1:20 PM

10 MIN

Live Q&A

Bring your race, your district, and your questions. We'll answer on the spot. Attendees receive the full playbook deck within 48 hours of the session.



GA
2026

Cumulus Georgia

POLITICAL & ADVOCACY

HOSTED BY

The team that *already owns* these markets.

Cumulus Media is headquartered in Atlanta — Georgia is home. Our local sales, traffic and production teams have shipped political creative for federal, statewide and municipal candidates across every cycle.

This session is led by the directors and account leads who work with GA campaigns every cycle. It is purely educational — no rate cards, no sales pitch. You leave with frameworks, contacts and the playbook.

15

GA SIGNALS
ACROSS 3 MARKETS

3-5

BUSINESS DAYS
FROM APPROVAL TO AIR

1

SINGLE POINT
OF CONTACT

Built for the people *running the race.*

WHO SHOULD ATTEND

Candidates

From U.S. Senate to school board. If your name is on the November 2026 GA ballot, this is calibrated to your race size and budget.

Campaign Managers & Comms Directors

Walk away with a media-plan framework, a compliance checklist, and the contacts who can quote and ship in days.

Treasurers & Finance Teams

Understand how digital and broadcast invoicing works, what triggers in-kind issues, and how to keep filings clean with the GA Government Transparency & Campaign Finance Commission.

Political Consultants

Reach GA voters faster than an out-of-market agency. Learn how local production and approvals collapse your launch window.

Party & Committee Staff

For county parties, caucus committees, and statewide coordinated efforts working multiple races at once across all three markets.

Independent Expenditure Teams

Get current on issue vs. express-advocacy creative rules, FCC requirements, and turnaround windows for IE work in GA.

RESERVE YOUR SEAT

Save 90 minutes now. *Save weeks later.*

The candidates who launch in days — not weeks — start by knowing the playbook. Register once and we'll send the Zoom link and calendar invite. Attend the live session, and the playbook deck arrives in your inbox within 48 hours after.

REGISTER FOR THE WEBINAR

July 15, 2026 · 12:00 PM ET · 90 minutes · Educational session ·
Free for GA candidates & committees



Cumulus Media · Georgia · Atlanta · Macon · Savannah

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