

Win in November.

Then govern.

A 2026 Georgia Candidate Webinar

Cumulus Georgia • Political & Advocacy

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

THE CURRICULUM

What this *90 minutes* gives you.

Not a sales pitch.

12:00 PM
20 MIN

The Georgia media landscape

Where voters actually spend their time — radio, streaming audio, connected TV, digital display, and out-of-home — mapped to each of the three Cumulus markets.

12:20 PM
20 MIN

Building a media plan from scratch

Audience targeting, budget allocation by race size, and how to sequence your buys from announcement through GOTV.

12:40 PM
10 MIN

Creative that clears compliance

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.

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

WHO SHOULD ATTEND

Built for the people *running the race.*

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 HERE](#)

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