



**Win in November.
Then Govern.**



Win in November. Then Govern.

A 2026 digital + radio playbook for South Carolina candidates

Reach

Surround SC voters across every screen and speaker

Speed

Local team, local approvals, launch in days — not weeks

Results

Real-time reporting, attribution, and votes you can measure

A campaign-ready playbook for South Carolina in 2026

2026 is on track to be the most expensive midterm in U.S. history. South Carolina is a top-target Senate state with an open-seat governor's race — and that means more noise for every candidate to break through.

01

The 2026 Landscape

Where the votes — and the spend — are moving in South Carolina.

02

Tactics That Win Votes

Display, video/OTT, DOOH, audio, Meta, Google — what each does and when to use it.

03

Compliance, Demystified

Disclaimers, Meta and Google verifications, and South Carolina-specific rules.

04

The Cumulus Advantage

Radio + digital, local production, fast launch — the partner that already owns the market.

The most expensive midterm in U.S. history

**\$10.8B–
\$11.2B**

Projected national political ad spend
in 2026

+20%

Increase vs. the 2022 midterm

~\$5B

Driven by competitive House &
Senate races

509

Federal & gubernatorial races (before
locals)

And the local layer is where the room is wide open

Statewide

AG, Secretary of State, Treasurer, PSC, judicial seats

Regional

State Senate & House, county commissions, sheriffs

Hyperlocal

City councils, school boards, ballot measures

Why every dollar in this state works harder

ON THE 2026 SOUTH CAROLINA BALLOT

Open Governor's race

U.S. Senate (Graham seat)

All 7 U.S. House seats

Lt. Governor, AG, Sec. of State

All 124 SC House seats

Supt. of Ed, judicial, county, municipal & school board

One state. Hundreds of contested races.

Why South Carolina draws national money

- **Open governor's race**
Gov. McMaster is term-limited, opening the governor's mansion for the first time since 2017. A crowded primary means heavy spend through June.
- **Senate flashpoint**
A replacement for recently deceased US Senator Graham will be appointed by SC Gov McMaster
- **Down-ballot drag**
Heavy top-of-ticket spend pulls turnout — and pulls voter attention away from local races. Local candidates must fight to be heard.

PART ONE

Tactics That Win Votes

The effectiveness of political candidates' investments depends on reaching the right audience with digital ads.

The Key: Data Rich Voter Profiles

We use opt-in data collected from internal and external sources. We’ve gathered insights from over 10 billion actions and behaviors from 250 million potential voters. **Our political ads reach the right audience with a more personalized message.**

Registration Data

Gender – Age – Location

Subscriptions

Magazines – Websites

Purchase History

Local – Buying Power – Interests

User Intent

Search Activity – Purchase Behavior

DATA COMPANIES WE UTILIZE

neustar



STATSOCIAL

Nielsen
Catalina
SOLUTIONS



Experian

RENTRAK



Holistic Campaign

A comprehensive cross-platform ad approach engages voters, precisely targeting your audience while maintaining consistency and creativity.

OUR GOAL

Reach voters throughout the entire journey – from initial awareness and information gathering to staying informed ahead of election day.

"Digital Audio Drives the Highest R.O.I."

Campaign Optimization

- We use both **people + process** to make the most of your advertising budget.
- A team that monitors your **campaign's performance**, identifying what works, what doesn't, and why.
- **Automated systems** ensure budgets are adhered to, and users receive a consistent flow of ads across different platforms to enhance the campaigns effectiveness
- Rotate multiple ad creatives to **align with key political campaign talking points**.

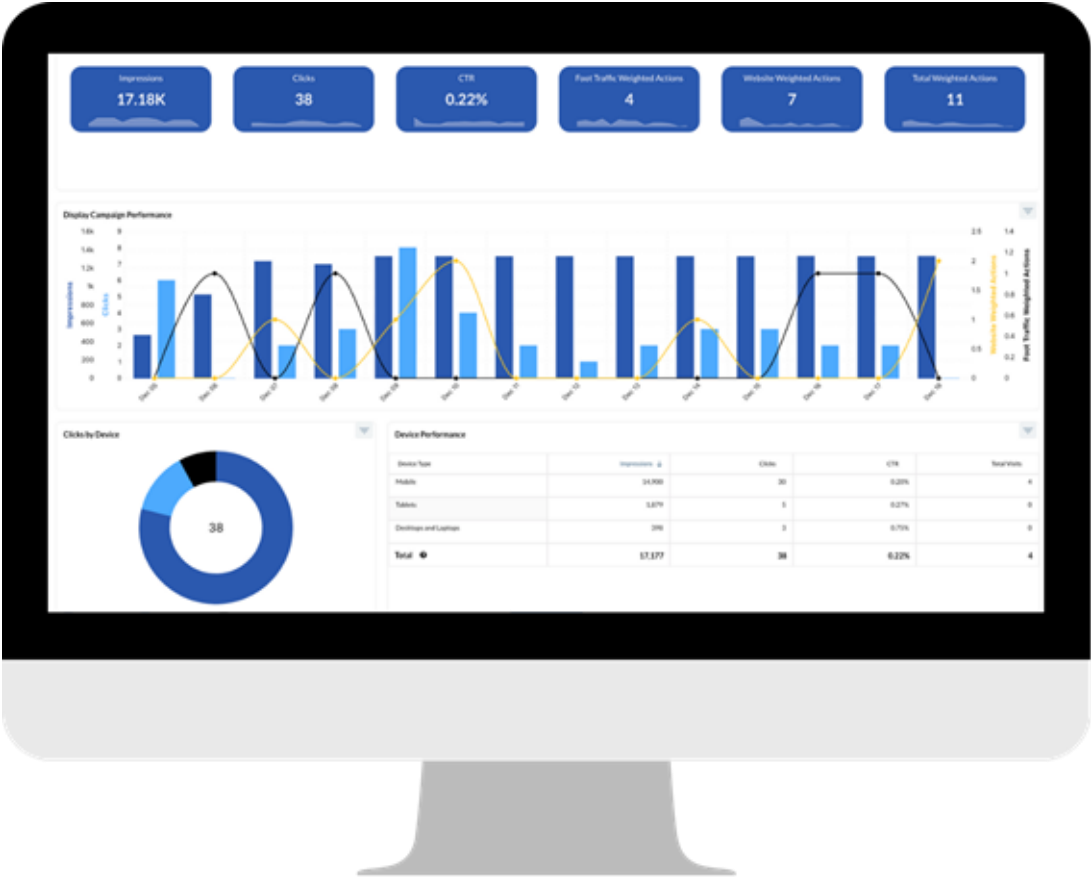
FROM TODAY TO ELECTION DAY

Political Reporting Dashboard

*Breakdown metrics for **every** aspect of your digital campaign.*

Schedule a review call with your Marketing Expert to walk you through the metrics of your campaign OR view it on your own.

Updated at 6AM EST every day with previous days info it gives an up-to-date view of how your campaign is running.



The South Carolina voter lives across screens

There is no single way to reach the modern South Carolina voter. Your message has to follow them — at home, in the truck, on the phone, on the stream.

Audio

Broadcast radio + streaming. Most trusted local channels in the South.

Video / OTT

Cord-cutters watching Hulu, YouTube, Roku, Pluto and Smart TV apps in district.

Social

Facebook for 45+, Instagram for under-40, both heavily used across South Carolina.

Search

Google searches spike for candidates and issues 4–6 weeks out from election day.

Digital Out Of Home (DOOH)

Digital billboards & screens on I-26, I-95, and other major highways throughout South Carolina.

Display

Banner ads across the open web — local news sites, weather, sports, lifestyle.

Pick one and you reach a slice of the electorate. Combine them and you surround it.

PART THREE

The Cumulus Media South Carolina advantage

What we bring that an out-of-market agency or pure-digital vendor can't.

Winning campaigns don't pick a channel — they surround voters

Combine household-level video, high-impact DOOH, and streaming audio — and your message follows voters wherever they live, drive, stream and scroll.

HEAR IT

Radio + streaming audio

SEE IT AT HOME

OTT/CTV + video

Why repetition beats precision

Recall drives votes

Voters need to encounter your name 5–7 times before they remember it on a ballot.

Visibility = viability

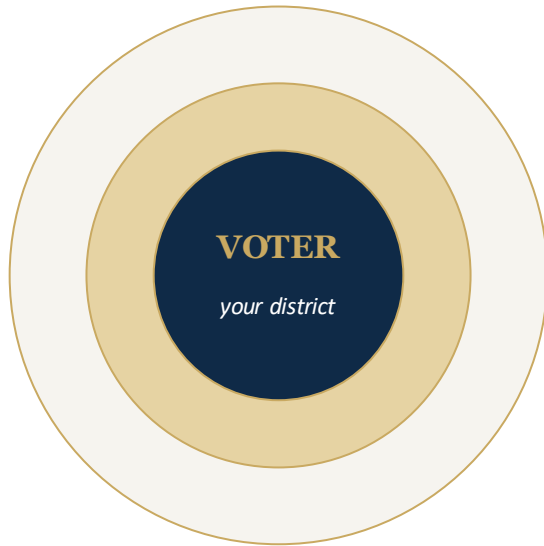
In tight races, voters break for the candidate who looks like a winner.

Cross-channel multiplier

Audio + video + outdoor lifts recall ~2x vs. any single channel alone.

Insulation from attacks

When your message is everywhere, opposition spots have less room to define you.



SEE IT ON THE ROAD

DOOH + outdoor

SEE IT IN HAND

Meta + display

The combo that built every winning Political campaign

Pure-digital vendors can't put you on the most trusted local voices in the market. Cumulus South Carolina does both — and ties them together.

RADIO

Reach + trust

- Cumulus stations across SC
- Get Out To Vote message in the final 72 hours

DIGITAL

Targeting + measurement

- OTT / CTV in district
- Streaming audio
- DOOH on the corridors that matter
- Meta + Google managed accounts
- Real-time dashboards

TOGETHER

Surround sound

- Radio builds trust; digital builds reach
- Same creative concept, every channel
- Voters hear it, see it, scroll past it
- One sales contact
- Frequency that opponents can't match

Hear it. See it at home. See it on the road. That's how voters remember a name on a ballot.

South Carolina voters listen to us — every day, all day

Our portfolio reaches the full South Carolina electorate — across formats, demographics and dayparts. Match your message to the moment.

South Carolina

Charleston, Columbia, Florence,
Myrtle Beach

Multi-format

Hit Music, Urban, Classic Hits,
Urban/Adult Contemporary

Cross-screen

Broadcast + streaming + social

Digital Display

Activity-based audience match across
devices

WHO YOU REACH WITH CUMULUS SOUTH CAROLINA



Local team. Local approvals. Launch in days, not weeks.

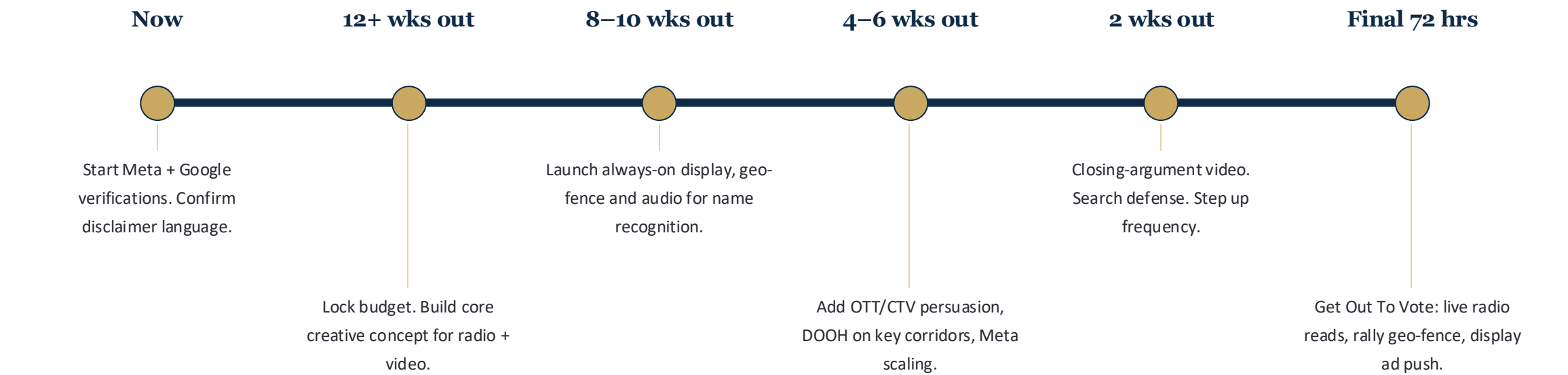
Political buyers move fast and decide emotionally. The candidate who can respond first usually wins the buy — and the campaign.

	Cumulus Media	Out-of-market agency
First call to first plan	24–48 hours	1–2 weeks
Local market expertise	Live in South Carolina	Reading a research deck
Creative production	In-house studio	Subcontracted, billed back
Disclaimer & compliance	Handled in-market	Re-routed through HQ
Launch from approval	3–5 business days*	2–3 weeks
Single point of contact	Your local AE	Layered account team

*After Meta and Google verification (as needed)

When to start each piece — November 3, 2026

If you remember nothing else: start your platform verifications now. They are the gating item for everything else.



Political 360

Winning campaigns don't rely on one channel. They surround voters.

*Combining **household-level video**, **high-impact DOOH**, and **streaming audio** your message reaches voters where they live, drive, stream, and scroll.*

Digital Out Of Home

Digital Out Of Home delivers your candidate message to key communities in high-traffic locations, influencing voters, increasing awareness, and inspiring participation.

WHAT YOU CAN DO

Plays we run

- ✓ Run on major corridors: I-26, I-95, I-77, US-17 and more
- ✓ Geo-target by market, ZIP or district
- ✓ Use bold, simple creative for quick-glance environments
- ✓ Transit hubs, shopping centers, event venues, movie theaters, urban corridors + more
- ✓ Submit creative 3–5 business days before launch

WHAT YOU CANNOT DO

Hard rules

- ✗ Launch without a clearly visible 'Paid for By' disclaimer
- ✗ Assume any board is available — inventory varies by owner
- ✗ Run unapproved or non-compliant messaging
- ✗ Expect same-day launches — approval is required
- ✗ Use misleading or non-factual creative

BEST FOR

Use this when...

- High-visibility presence in key districts
- Reinforces name recognition at scale
- Reaches voters outside of home
- Strong support for TV and digital campaigns
- Creates perception of campaign momentum

POLITICAL LOCAL VIDEO: Picking The Right Option

Premium TV-style video on Roku, Fire TV, Hulu, YouTube TV and Smart TVs — delivered to verified households with completion rates near 95%.

Video Display

Video ads that appear across websites and mobile apps (outside of YouTube).

- Target voters based on behavior and audience data
- Reach users across mobile, desktop, and tablet
- Ideal for reinforcing your message through repeated exposure

OTT (Over-The-Top)

Ads that run within streaming platforms viewed on Connected TVs.

- Appear during streaming content (like traditional TV commercials)
- Delivered to specific voter households
- Strong for awareness and credibility

YouTube

Video ads delivered across YouTube content.

- Skippable and non-skippable formats
- Pre-roll, mid-roll, and short-form applications
- Strong for scale and measurable engagement

Blended OTT

Mix of Video Display + OTT: Primarily recommended to hit all devices in a household and gives options to click through to your website.

Streaming & Precision Audio

Deliver streaming audio ads to your political audience

Demographic targeting like age, gender, political affiliation, and DMA

Refine your audience by adding interest-based targeting to reach the people most likely to engage.

Streaming/Precision Audio usus the best of both radio and digital targeting. You can utilize the same ad creative you use on Radio for online audio, and target people that fit within your ideal voter profile as they stream audio content.

● Interests

Search History – Election 2023
Account Followed – POTUS
Social Media Behavior
Political Contribution Habits

● Demographic

Age
Gender
Registered Voter
Household Info

● Location

DMA
Zip Code

The highest-ROI channel in your media mix

Cumulus South Carolina's strongest play. Streaming and broadcast audio — non-skippable, high-frequency, sound-on.

INDEPENDENT STUDY • WPP MEDIA + RADIOCENTRE 2025

+44%

Digital audio out-performed every other channel measured across three months of campaign activity.

"Digital Audio Drives the Highest R.O.I."

Why audio wins political

- **Non-skippable**

Sound-on, full-attention environment — the message gets heard.

- **Frequency at low CPM**

Built for the kind of 5–7x repetition political needs to move numbers.

- **Identity-based targeting**

Cumulus Precision/Streaming Audio matches real people across devices in coastal SC.

- **Full-funnel attribution**

Real-time dashboards, name recognition, and site visits.

Display Advertising

Banner ads served to verified voter households across the open web — targeted by district, ZIP, radius, and modeled political signal to effectively hit your campaign's objective and goals.

WHAT YOU CAN DO

Plays we run

- ✓ Target by district, ZIP code, or radius around polling places
- ✓ Layer modeled political-interest, content-consumption signals, donor activity, and household lifestyle activity.
- ✓ Keyword Search Targeting & Website Retargeting
- ✓ Mobile Geo Fencing based on mapped locations
- ✓ Keep a 'Paid for By' line on every creative — fact-based copy

WHAT YOU CANNOT DO

Hard rules

- ✗ Say you target voters by party affiliation
- ✗ Claim individual voter-level or voting-history targeting
- ✗ Use scraped or purchased lists without consent
- ✗ Run misleading or unverified messaging

BEST FOR

Use this when...

- Name ID and persistent district-wide visibility
- Reaching voters where TV and radio don't follow them
- Low CPM, high frequency
- Pairing with retargeting after a website visit

PART TWO

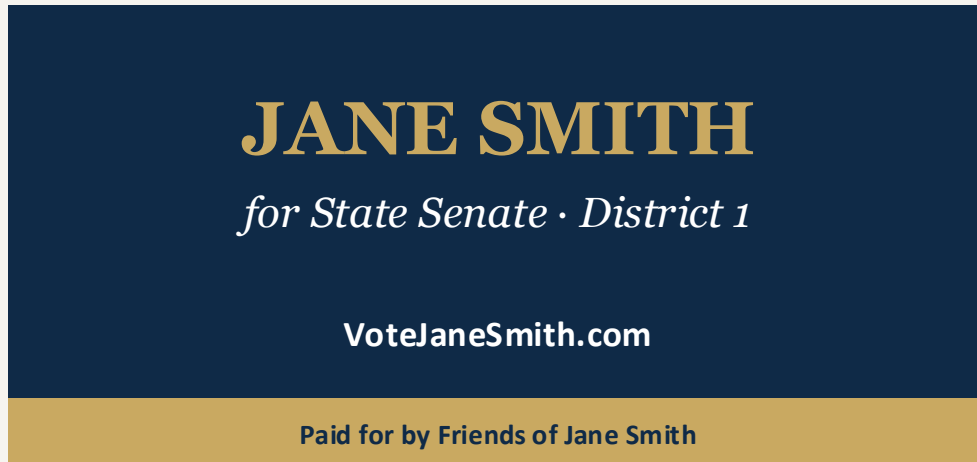
Compliance, demystified

Disclaimers, Meta and Google verifications, and South Carolina-specific rules.

Every political ad needs a 'Paid for By' disclaimer

Federal law (and platform policy) requires any communication from a political committee or candidate to display a clear, conspicuous 'Paid for By' line.

EXAMPLE — what compliant looks like



Legible · on-screen long enough to read · not obscured by graphics

Five rules that apply everywhere

- **Disclaimer must be clear and conspicuous**
Readable size, sufficient contrast, on screen long enough to be read.
- **All copy must come from the candidate**
The candidate or committee — never the rep, never the platform.
- **Creative must be fact-based**
Verifiable claims only. No misleading or unverified statements.
- **Some platforms require additional verification**
Facebook/Instagram & Google Verifications required – START NOW
- **AI-generated media must be disclosed**
Synthetic or digitally altered audio, video and images now require labels.

META Political Ads Authorization 2026

01 Verify Identity

Login into personal account
Upload government ID
Enable 2FA + confirm U.S. location

Must be approved
before continuing

02 Request Ad Authorization

Go to **Business Settings > Security Center > Ad Authorization**
Select U.S.
Submit request to run political ads

Must be approved
before continuing

03 Create Disclaimer

All Tools > Disclaimers
Choose entity type (candidate, organization, or individual)
Provide: Legal Name, Address, Email, and Phone Verification

04 Disclaimer Approval

YES = Attach disclaimer to ads
NO = Make corrections & re-submit

If you do these four things — and your opponent doesn't — the race breaks your way.

Get verified now. Ads do not launch until this is done.

Meta requires every political advertiser to complete its identity and disclaimer verification before any election-related ad goes live.

What Meta requires

- ✓ Be a Page admin on the Page running the ads
- ✓ Enable two-factor authentication on the FB account
- ✓ Verify identity with a U.S. driver's license, state ID, or passport
- ✓ Confirm a U.S.-based residential mailing address
- ✓ Create and approve a 'Paid for By' disclaimer
- ✓ Select the 'Social Issues, Elections or Politics' Special Ad Category
- ✓ Comply with AI disclosure if synthetic media is used

Quick-start setup

1. Log in to your campaign's Facebook Page
2. Settings in the upper right corner
3. Click **Issue, Electoral or Political Ads**
4. Ensure Facebook has **Confirmed Your Identity**. Confirm identity at Facebook.com/ID if not already done
5. Scroll down and **click Create Disclaimers** and select '**Other**'
(works for most committees) This is applicable for all types of organizations including those listed prior to it. If, however, you are a registered entity and wish to submit that paperwork, you may select those options instead.
6. Review instructions and click **NEXT**, confirm all the details are correct and click **NEXT**
7. **Confirm your phone number & email in the next two prompts.**
Facebook will call your number and give you a code over the phone to enter in. After confirmation, the next screen will prompt for a code sent to your email. Check your SPAM!
8. Review finished disclaimer and click **SAVE**.

The platform your supporters & persuadables already live on

Sponsored content + paid ads on Facebook and Instagram — the strongest channel for organizing supporters and converting fence-sitters.

WHAT YOU CAN DO

Plays we run

- ✓ Build Custom Audiences from your donor, volunteer & supporter lists
- ✓ Build Lookalikes off those audiences to expand reach
- ✓ Target by location (district, city, radius), age and gender
- ✓ Run lead-gen, event response, awareness and traffic objectives
- ✓ Use broad targeting + strong creative — let Meta optimize delivery

WHAT YOU CANNOT DO

Hard rules

- ✗ Target by political belief, ideology or party affiliation
- ✗ Target by voting history or behavior
- ✗ Use purchased or scraped lists without proper consent
- ✗ Run misleading or non-compliant messaging
- ✗ Launch ads without Meta's political authorization (allow 2–3 weeks)

BEST FOR

Use this when...

- Recruiting volunteers and growing your email list
- Driving event attendance and donation conversions
- Reaching women voters under 50, who skew Instagram
- Persuasion video with comments turned on (where appropriate)

Political Google Authorization

Political advertising has **evolved** from a primarily print-based medium to a multi-platform approach that encompasses radio, TV, and now digital advertising.

As more political advertising and campaign spending moves to online platforms, **it is imperative that you understand the restrictions and responsibilities as an advertiser.**

Transparency

In accordance with Google's transparency policies, running election ads mandates verification and adherence to their policies and relevant laws is necessary.

Verification

Verification is available for both individuals and organizations. For U.S. Election Ads, your billing address must be in one of the 50 states or D.C. **An organization includes political committees, non-profits, businesses, or other entities.**

After application submission, Google will review your application and send you an email notification about your verification status within 5 business days.

Google Political Ads Authorization 2026

01

Eligibility Check

U.S. Billing Address

Legal entity or Individual Candidate

Documentation Required

Failure to meet requirements results in ineligible political content.

02

Submit Verification

Submit ID (individual) or business documents

Provide proof of address

Submit authorization declaration

Email notification from Google within 5 business days

*3-10 Business Days

03

Ad Disclosure

Include: "Paid For by [Verified Name]"

Google adds: Political ad label + transparency library listing

Mismatch in disclosure will result in ad disapproval

04

Common Delays

Billing mismatch

Wrong legal entity name

Missing authorization declaration

Late verification start

Resubmissions

If you do these four things — and your opponent doesn't — the race breaks your way.

Required before any Search, Display or YouTube election ad runs

Google verifies the identity of every political advertiser and the legal status of the campaign committee. This takes time — start it the day you decide to run.

What Google asks for

- ✓ Verified Google Ads account
- ✓ Legal name of the candidate, committee, or org
- ✓ Mailing address that matches campaign filings
- ✓ Government-issued ID for the verified individual
- ✓ FEC, state, or local committee registration documents
- ✓ Confirmation of who pays for the ads ('Paid for By')
- ✓ Compliance with Google's full election ads policy

Realistic timeline

Day 0	Submit verification form & supporting documents.
Day 3–7	Initial review. Google may request clarifications.
Day 7–14	Identity verification + 'Paid for By' approval.
Day 14–21	Account flagged as eligible for election ads.
Launch	Campaigns can run; creative still subject to ad review.

Capture voters in the moment they're searching

Search ads, YouTube video and Google display — the only channel where you reach voters who are actively looking up your race.

WHAT YOU CAN DO

Plays we run

- ✓ Capture intent on Search — candidate names, issues, 'near me' queries
- ✓ Geo-target by district, city, ZIP (no radius for election ads)
- ✓ Use YouTube for awareness, recall and persuasion video
- ✓ Run Display Static Guaranteed for reach + frequency
- ✓ Use limited predefined Google audiences (in-market, affinity, demo)

WHAT YOU CANNOT DO

Hard rules

- ✗ Use Customer Match — no first-party email lists for targeting
- ✗ Use uploaded segments or lookalike audiences
- ✗ Target by political affiliation, ideology or voting history
- ✗ Use scraped data or unverified claims
- ✗ Launch without Google's political verification (allow 2–3+ weeks)

BEST FOR

Use this when...

- Defending your name in search when opponents go negative
- Capturing late-deciding voters in the final two weeks
- Driving traffic to your donate / volunteer / contact pages
- Pairing Search with YouTube to compound message recall

Where state and local rules add to the federal baseline

South Carolina layers its own ethics, disclosure and filing requirements on top of federal rules. Cumulus South Carolina's compliance team helps you navigate them.

Disclosure & filings

State and local candidates register with the South Carolina State Ethics Commission. Quarterly disclosures and a pre-election report 15 days out are filed electronically — confirm filing dates with your treasurer.

Local jurisdiction rules

Cities and counties may have additional sign, billboard or right-of-way rules. Local candidates often have access to specific guidance — ask your elections office before creative is finalized.

In-kind & coordination

Cumulus media buys must be invoiced and reported correctly to avoid in-kind issues. We work with your treasurer to make sure each placement lands on the right schedule.

Issue vs. express advocacy

Some restrictions only apply to express-advocacy creative ('Vote for...'). Issue-advocacy creative can carry different timing, but disclaimer rules still apply. Our team will flag the right path before launch.

Always confirm current rules with the SC State Ethics Commission and your county elections office.

NEXT STEPS

Let's build your plan.

Three things we can do in the next two weeks together:

01

30-minute discovery call

Walk through your district, your opponent, your fundraising trajectory and the two or three message points that have to land.

02

Custom Cumulus South Carolina plan

We deliver a recommended channel mix, week-by-week flighting, and budget options at the levels you're considering — usually within 48 hours.

03

Launch in days, not weeks

Start verifications now. Once disclaimers clear and creative is approved, we go live in 3–5 business days.



Contact:
Bob Klomp
bob.klomp@cumulus.com