MADISON - The Democratic Party of Wisconsin is launching a new, sharply targeted digital ad campaign to communicate directly to Wisconsin voters about Leah Vukmir's real record of Tea Party extremism. Thousands of dollars of ads will be run statewide, beginning Friday, September 8, targeting women, parents and middle class voters, highlighting her record of weakening protections for people with pre-existing conditions, tax giveaways for millionaires and billionaires, and her extreme views on women's access to healthcare.

Using demographic, psychographic, behavioral, and geographic information, Wisconsin voters will be shown information about Leah's long history of being out of the mainstream. This ad buy is a sophisticated approach to get the most relevant information to persuadable voting populations earlier than ever before in the cycle.

Democratic Party WI
@WisDems
Leah Vukmir has delivered tax breaks for millionaires while you work harder to get ahead. She's too extreme for WI. bit.ly/ShesTooExtreme
LEAH VUKMIR: TOO EXTREME FOR WISCONSIN