

## Priorities USA Places \$65 Million in TV Reservations Through November

Written by Priorities USA Press  
Tuesday, 21 April 2020 09:53 -

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### ***TV Ads Will Run in Arizona, Florida, Michigan, North Carolina, Pennsylvania and Wisconsin***

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Washington, DC — Priorities USA Action is beginning to place \$64.7 million in TV reservations today across six key battleground states through Election Day. Initially, Priorities had made reservations through July, when the Democratic National Convention was originally scheduled to be held. Now that the primary has ended early and Vice President Joe Biden is the presumptive Democratic nominee, Priorities is moving on from its primary plans and into full general election mode. These reservations come as Priorities has expanded its 2020 cycle budget to \$200 million.

Priorities has single-handedly outspent Trump across key battleground states online and on television since July 2019 and is now expanding into more states and markets to ensure we're giving Biden multiple paths to 270 electoral votes. The Trump campaign is currently suing a small TV station in Wisconsin for airing one of Priorities' ads that holds Trump accountable for his failed coronavirus pandemic response.

Priorities has already reserved an initial [\\$17 million](#) in fall digital ads on YouTube, Hulu, VEVO, Univision, digital TV vendors like Roku, and digital radio vendors like Pandora and iHeart Radio, and will be adding more in the weeks to come. A large portion of Priorities' future digital spending, including on Facebook, will be purchased with more flexibility via auction, not reservations, and is not included in these totals.

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"The Trump campaign is sitting on hundreds of millions of dollars and his super PAC is already on air against Joe Biden. We won't let our nominee face that alone. Priorities has been outspending Trump in key battleground states for nine months, and by placing \$65 million in TV reservations, we are committing to take the fight to Trump through Election Day," said **Guy Cecil, Chairman of Priorities USA.**

"Trump is doing everything he can to spread misinformation and block voters from hearing the truth, and we are committed to using every resource available to us to hold him accountable and elect Joe Biden the 46th President of the United States."

Once these have been placed, Priorities' total future reservations through November 3rd are as follows:

Arizona: ~\$6.5 million

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Markets:

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Phoenix

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Tucson

Florida: ~\$13 million

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Markets:

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Tampa

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Orlando

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West Palm Beach

Michigan: ~\$17 million

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Markets:

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Detroit

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Grand Rapids

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Flint

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Traverse City

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North Carolina: ~\$4.8 million

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Markets:

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Raleigh - Durham

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Greensboro - Winston-Salem

Pennsylvania: ~\$13 million

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Markets:

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Pittsburgh

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Harrisburg - Lancaster - Lebanon - York

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Wilkes-Barre - Scranton

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Johnstown - Altoona

Wisconsin: ~\$10.4 million

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Markets:

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Milwaukee

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Green Bay

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La Crosse - Eau Claire

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Wausau - Rhinelander

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