

Determining the Cost of a Presidential Spot on Local TV

Locating The Cost of A Presidential Ad on Local TV

1. Go to [https://publicfiles.fcc.gov/tv-profile/\(enter call letters of your station here\)/political-files](https://publicfiles.fcc.gov/tv-profile/(enter call letters of your station here)/political-files)
2. Click the FOLDER labeled 2020, or 2019
3. Click the FOLDER labeled FEDERAL
4. Click the FOLDER labeled PRESIDENT
5. Find FOLDERS for individual candidates
6. Example: I found that Tom Steyer paid \$150 for ad during GMA in July; \$400 for an ad during Wheel of Fortune; \$35 for ad during 11pm news