

Top Ten ‘Worst’ Media Markets For Residents: Republican and Democratic campaigns are flooding airwaves to sway undecided voters and get their supporters to the polls. Some media markets – formally called Designated Market Areas (DMAs) – will be blanketed with more ads than others, but not all voters in those DMAs can vote for the candidates they see on TV or hear on the radio. That is because DMAs cross political borders, so ads are seen and heard in states not involved in the race.

The GOP data firm, Targeted Victory, put together a [list](#) of the “Top Ten ‘Worst Places To Live,’” where people are forced to watch ads for out-of-state races. Eighty-two percent of each dollar spent in Manchester for the NH Senate race hits viewers in Massachusetts. For the KY Senate race, 79% of each dollar spent on ads in Cincinnati and northern Kentucky hits viewers in Ohio and Indiana. Similarly, 59% of TV buys on Washington, D.C. stations for the MD Governor’s race reaches viewers in D.C., Virginia, and West Virginia, while 54% of each dollar spent in the Quad Cities market in Iowa’s southeast corner pays for Illinois viewers. Thirty-nine percent of every dollar spent on ads for NY Governor pays for viewers in Fairfield County, CT and northern New Jersey; 36% of every dollar spent on Philadelphia ads for the PA Governor race covers the cost of viewers in southern New Jersey and Delaware; 32% of every dollar spent on RI Governor ads covers the cost of Massachusetts viewers; and 25% of every dollar spent on Louisville TV for KY Senate ads pays for southern Indiana viewers. There is similar wastage in Charlotte for NC Senate ads – 12% of each dollar goes to cover South Carolina viewers – while 9% of each dollar spent on Chicago TV for IL Governor ads covers the cost of Indiana viewers. These “wasted” costs are driving campaigns to explore online and other forms of targeted advertising.

	Campaign	\$ Spent By Campaign	% Each Dollar Wasted in DMA	# Commercials
Boston, Massachusetts	NH Senate	\$1,418,500	82%	7,882
Cincinnati, Ohio	KY Senate	\$2,065,247	79%	4,712
Washington, D.C. and Northern Virginia	MD Governor	\$4,584,733	59%	5,354
East Moline, Illinois	IA Senate	\$1,523,792	54%	9,750
Fairfield County, Connecticut and Northern New Jersey	NY Governor	\$6,271,661	39%	4,011
Southern New Jersey and Delaware	PA Governor	\$6,701,035	36%	10,840
Bristol County, Massachusetts	RI Governor	\$1,828,057	32%	15,101
Southern Indiana	KY Senate	\$1,613,980	25%	13,836
Rock Hill, South Carolina	NC Senate	\$1,373,338	12%	16,873
Gary, Indiana	IL Governor	\$2,369,470	9%	11,396