



*Celebrating 81 years as the Voice and Advocate for Broadcast Radio and its Digital Platforms in Southern California*

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## **Southern California Broadcasters Association Reports Record Breaking Political Ad Revenue for 2018**

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Los Angeles, CA, December 31, 2018 – The Southern California Broadcasters Association (SCBA) is reporting record breaking 2018 political ad revenue from its Radio members in Los Angeles and San Diego.

Total political ad revenue for 2018 for the Los Angeles market was \$14,669,603 and is a 572.5% increase over 2017 which was \$2,181,443. Total political revenue for 2018 for the San Diego market was \$2,371,419 and is 1,849.7% increase over 2017 which was \$121,629. Total political ad revenue for both markets in 2018 was an impressive \$17,041,022, making Southern California the nation's leading political ad revenue powerhouse for the Radio industry in 2018.

The Los Angeles political ad revenue performance is even more impressive when comparing 2018 to the 2016 Presidential election cycle. 2016 political revenue for Los Angeles was \$13,159,224 while the midterm election cycle year in 2018 exceeded 2016 by \$1,510,379 or a 10.1% growth rate.

“PAC's, propositions, and candidates all invested heavily in Southern California Radio to achieve their goals of reach, frequency, and ROI, as well as motivating and influencing large numbers of tax paying, employed voters”, said Thom Callahan, President of the SCBA. “With so many media choices, Broadcast Radio continues to stand out as a powerful and effective platform to reach and influence registered voters”, said Callahan.

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### **About Southern California Broadcasters Association**

The Southern California Broadcasters Association is a trade organization, celebrating its 81st year of continuous operations and founded in 1937, that serves the radio and advertising industries. Its goal is to make advertisers aware of the power, reach, and value of broadcast radio as an important part of all media strategies targeting Southern Californians. In addition to

marketing presentations, the SCBA provides market and data research, member station sales training, community outreach, scholarship funds, speaking engagements, political lobbying, client and agency consultation, and interaction with state representatives and industry press.

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