Stand Out Solutions
Democracy 2024: Race To The White House

“Cross-Platform Coverage”

FOX News Media gives America the election News and analysis they need — everywhere they are

Democracy 2024
Network Segments
The #1 Network for election news delivers with round-the-clock coverage all year long

FOXNews.com
Elections Hub
A dedicated destination provides 24/7 access to reporting from our race watchers and interactive maps and polls

FOX Business Covers
Main St. To Wall St.
With the economy and supply chain at the forefront of this election, FOX Business covers the policy issues shaking up the vote

Social
Features
FOX News distributes the most important coverage, to the most engaged audience in social

Podcasts & Radio
Coverage
This August, Dana Perino adds an all-new podcast to our line up to deliver the scoop as the race heats up for the Presidential Election

*2024 coverage plans are developing. All FOX News Media Mock Ups & Programming Details For Directional Use Only and Subject to Change
Every election season is full of exciting moments — shocking candidate announcements, unexpected dropouts, newsworthy victories and hot races. And sometimes, it’s the moments we create that generate buzz — like sit-downs with public figures making headlines.

Consumers turn to FOX News Channel & FOXNews.com for these big moments.

Debates, Town Halls, & Special Coverage
FNC’s top political journalists & candidates from battleground states discuss big issues and hot races.

Primaries Pages & Live Blogs
Reporters provide up-to-the-minute coverage with real-time updates & live video during big events.
Democracy 2024: Race To The White House

“Special Features”

Franchise election series deliver the news America needs in a fun and engaging way that makes your brand stand out.

**Breakfast with Friends**
FOX & Friends travels to diners across the country to take the pulse of the American voter in this fan-favorite segment.

**Candidate Casino**
Bret Baier and his all-star panel place their wagers on which candidates will win the vote.

**Swing State Economy**
FOX Business visits battleground states to talk to business owners and voters about key issues.

**2024 in 60 Seconds**
A digital exclusive series that breaks down the big election news — in a minute or less.

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November 5th & 6th, 2024

Election Day
Drive Impact On The Biggest Night Of The Year

It all comes down to one night, and FOX News Channel provides minute-by-minute reporting across all platforms and screens. Capitalize on heightened awareness during what’s sure to be one of the most tuned-into moments of 2024.

Democracy 2024 Election Day on FNC
Special coverage and race watches all day, anchored by our top election talent

FOXNews.com Live Blog & Homepage Takeover
Digital reporters provide up-to-the-minute news as it happens

Election Night Special Programming
With Bret & Martha
As results funnel in, resident election night talent sit down with America to deliver industry leading coverage, fueled by state-of-the-art technology

Owned Hour, Day After Analysis
Post-Election Day Recap
Stand out in a clutter-free environment as Bret breaks down the results, with 100% share of voice of a limited commercial hour
In Good Company

2020 Election Sponsorships

Advertisers know FOX News Media’s the place to gain reach. High-profile partnerships in 2020 allowed leading brands to capitalize on an exciting political climate — and 2024 will be no different.

Big Moments
The Conventions
Capitalizing on “Big Moments” with election specials that drive massive brand impact

Special Features
“Democracy 2020 Live”
A first-of-its-kind second screen experience, driving fan interaction during the debates

Digital Originals
“2020 in 60”
Quick hitting race recaps delivered to our digital audience by FOX News A-List talent
The Race is On
Cross-Platform Coverage

Now Through November 2024
Race Coverage

FOX News Channel

Democracy 2024 Cross-Network Coverage

The upcoming election will be one of the biggest stories of the entire year—and nobody covers it like FOX News Channel.

Now through November 2024, across all dayparts, our top journalists will provide important updates and analysis on the biggest Democracy 2024 headlines.

With correspondents in Washington and bureaus across the country, a team of specialized embed reporters, and state-of-the-art data solutions, FOX News Channel has you covered like no one else.

Advertiser will receive:

★ “Democracy 2024” sponsored segments across key dayparts with lower third banner
★ Sponsorship billboard & commercial adjacency run surrounding segments

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FOXNews.com’s Elections Hub is the go-to source for all things Elections, delivering comprehensive coverage on the latest news, as soon as it breaks.

Featuring candidate news and profiles, interviews with big players, stories that break down the issues, and real-time data modules, we attract the largest audiences.

★ Latest News
★ Coverage On Key Primaries & General Election Races
★ Top Voter Issues
★ Sponsorable Features Like Interactive Maps & Polls
★ Homepage & Politics Promotion
FOX Business will be deploying resources across the country, focusing on economic issues and their impact on voters and small businesses.

FOX Business is kicking off its coverage by highlighting how inflation, the supply chain crisis, and a tight labor market are influencing races in key swing states.

We’ll seek answers from political insiders about how each candidate plans to tackle the nation’s economy, and speak with business owners and voters about what they’re looking for in the lead-up to November.

**Advertiser will receive:**
- ★ Democracy 2024 sponsored segments with lower third, sponsorship billboard & commercial adjacency
- ★ Sponsorship of FOXBusiness.com Elections coverage
Key Timing

Big Moments
Special Programming
FOX Business Hosts The 2nd GOP Presidential Primary Debate
In What’s Sure To Be A Must-See Event For America

September 27th, Ronald Reagan Presidential Library, 9p-11p ET | Airs On FOX Business, Simulcasts On FOX News Channel

Election excitement has permeated the nation, with 12.8 Million viewers turning to FNC & FBN for the 1st GOP debate. With so many issues still to address, qualifying candidates are preparing to take the stage for Round 2 as they vie for the title of Republican frontrunner.

On September 27th, live from the Ronald Reagan Presidential Library, FOX Business will host the next must-see event, as FNC’s Dana Perino and FBN’s Stuart Varney moderate an important discussion on the topics that matter most to Americans.

Don’t miss the chance to capitalize on massive reach and engagement as the country gears up for one of the most anticipated cycles to date.

Opportunities Available
★★ Prime Commercial Positioning In The Evening’s Broadcast (Potential Opportunity For Sponsorship Billboards With Larger Election Packages)
★★ Robust Media Schedule On The Day Of/Day After The Debate
★★ Democracy 2024 Coverage Segments Pre/Post Debate With Lower Third, Sponsorship Billboard & Commercial Adjacency

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Get Debate News & Analysis At Your Fingertips
With Democracy 24 on our Digital Platforms

FOXNews.com | FOXBusiness.com | FOX Audio Network

Before, during and after the debate, America logs on to FNM Digital for commentary and analysis on what it all means, and to catch up on moments they may have missed—and it’s all in our Democracy 24 section. Capitalize on heightened site traffic & engagement to reach the American people everywhere they are.

DEBATE PACKAGE DETAILS

- Video Rotations in FOXNews.com & FOXBusiness.com Election Sections
- FNC & FBN Go Live Streaming Placements on Debate Day/Day After
- FOXNews.com & FOXBusiness.com HPTO on Debate Day/Day After
- Premium Podcast Sponsorship of FNC Top Political Podcasts:
  Perino on Politics, The Rundown, FOX News Sunday, Untold Story with Martha MacCallum, Bret Baier’s All Star Panel

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FOX News

Town Halls

Every election season, as people across the country seek to understand which candidates best suit their interests, FOX News Channel hosts special Town Hall events to ask these important questions on behalf of the American people.

Attracting notable politicians from both sides of the aisle, FOX News Town Halls in 2024 are sure to garner major viewership.

Past Town Halls have include:
- Michael Bloomberg
- Bernie Sanders
- Amy Klobuchar
- Pete Buttigieg
- FOX Business Election Economy Town Hall
Special Features
Ownable Franchises to Make Your Brand Stand Out

Now Through November
Everyone knows, it’s the men and women in the heart of the country who decide elections. That’s why for years, FOX & Friends has traveled the U.S. to take the pulse of the people with their signature “Breakfast with Friends” series.

As the race to the White House is underway, America’s #1 Morning Show hosts will visit local diners in key communities for conversations with real voters to understand what issues are important to them and which candidates they will be voting for.

Join FOX & Friends “Breakfast With Friends” series each week for important conversations with the American people.

Advertiser will receive:

★ Sponsored segments with lower third, sponsorship billboard & commercial adjacency
★ Opportunity to surround clips & digital exclusives on FOXNews.com
Special Features

**Special Report ‘Candidate Casino’**

**Special Report | Weekdays, 6P-7P on FNC**

As presidential hopefuls announce their bid, FOX News talent, along with the viewers at home, are forming speculations about each candidate and who they feel will win in November 2024.

In a fun spin on an election prediction segment, “Candidate Casino”, Bret Baier will ask notable guests to place wagers on who they think has the greatest chance of collecting the largest amount of voters and delegates.

By sponsoring these segments, your brand will have the unique opportunity to be immersed in this exciting election cycle while gaining attention of at-home viewers as they, too, anticipate the winner.

**Advertiser will receive:**

★ Sponsored segments with lower third, sponsorship billboard & commercial adjacency

★ Social amplification of on-air clips with advertiser “handshake”

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FOX Business Series ‘Swing State Economy’

FOX Business Programming | Weekdays, 6A-4P

In today’s race, the economy is likely to be a deciding factor for many voters as they head to the polls. For large and small businesses alike, key election issues like inflation and supply chain will have a major impact.

FOX Business travels the country to take the election pulse of Main Street and beyond. In our signature series “Swing State Economy”, we’ll cover the economic climate, voter opinions and forecasts on which way states will sway.

Advertiser will receive:
- Sponsored segments across FBN programming with lower third, sponsorship billboard & commercial adjacency
- Social amplification of on-air clips with advertiser “handshake”
Special Features

FOX News Digital Exclusive ‘2024 In :60’ Video Series

FOXNews.com | Key Timing

With a political environment that changes by the minute and enormous amounts of election news flooding in each day it can be difficult for readers to stay up to date.

2024 in :60 is a snackable, digital-first video series that makes understanding the election easy by providing our audience a run down of the latest campaign updates, relevant news on the candidates, and poll numbers — in just sixty seconds.

Advertiser will receive:

★ FOXNews.com digital video with intro-graphic during key timing
★ Pre-roll surrounding clips
★ Promotion in Democracy 2024 hub
★ Social amplification
Launching in August, Dana Perino – Co-anchor of America’s Newsroom and Co-host of The Five on FOX News Channel – will be joined by experts to discuss the race to 2024. This all-new podcast will be the place for listeners to get the inside scoop on the 2024 Presidential Election.

Frequency: Weekly, Launches 8/21
Ad Opportunities: pre, mid and post roll

Available across:

- Apple Podcasts
- Spotify
- TuneIn
- Google Podcasts
- Amazon Music
- Other platforms
November 8th

Election Day
Generate Impact on the Biggest News Day of the Year
November 5th will be a big day in America as voters head out to cast their ballots for their choice candidate.

FOX News Channel follows the story all day with updates from polling centers across the nation, providing insight on voter turn out, the pulse in local communities, and early analysis and predictions.

Be there as anticipation builds for the big night ahead!

**Advertiser will receive:**

- ★ Democracy 2024 watch segments with sponsor banners
- ★ Sponsorship billboard & premium commercial placement
Election Day 2024

Election Night on FOX News Channel
Bret & Martha Anchor Special Programming

FOX News Channel | Evening

It all leads up to this moment.

As results begin to funnel in, FOX News Channel will provide LIVE updates and analysis tracking results coming out of each state.

Back again to lead our election night coverage, Democracy 2024 all-star co-anchors Bret Baier & Martha MacCallum will provide America with non-stop coverage.

Advertiser opportunities may include:

★ Sponsored by lower thirds
★ Premium commercial positioning
★ Sponsorship billboards
★ Owned commercial pods
Election Day 2024

FOXNews.com Homepage Takeover & Live Reporting
FOXNews.com | All Day Long

Elections are our super bowl, meaning the one day of the year we can count on site traffic to be through the roof.

From morning to night, at home or on the go, FOXNews.com keeps America connected to the story serving as a reliable source for real-time results.

As millions of users log on for the latest news, live blogging and advanced data features, your brand can capitalize on this high visibility environment with effective tactics.

Advertiser opportunities may include:

★ 100% SOV of FOX News Homepage on the day of or day after the event
★ Sponsorship of “Live Blog” feature for up to the minute reporting
★ Presence within our Democracy 2024 Elections Hub during the big night
Election Day 2024

Special Report Owned Hour: Post-Election Recap
FOX News Channel | Special Report 6P-7P

In many ways, the day after the election is just as exciting as the main event. Once results are in, viewers across America want to know what it all means, and how it will impact key states and the nation.

As Bret Baier and his team of political experts break down the results, one special partner will have the exclusive opportunity to capitalize on this moment as the SOLE SPONSOR of this programming hour — delivered with limited commercial breaks.

With high impact branding elements and 100% SOV of ad time, your brand’s messaging will resonate in a high-profile, zero ad-clutter environment when viewership is at an all-time high.

Advertiser opportunities may include:

- Sponsored by lower thirds in-show
- Live mentions thanking our sponsor
- Tagged tune in promos
- 100% of national break time (~6 minutes)
- Sponsorship billboards

*Please note: a mix of long form, multiple creatives are required for execution.

FOX News Channel | Special Report 6P-7P

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