

New ad campaign from Senate candidate Bernie Moreno turns the page on Ohio's election calendar

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COLUMBUS, Ohio — Had your fill of Issue 1 campaign ads? Well, get ready for U.S. Senate campaign ads ahead of the March primary election.

Bernie Moreno, the former Cleveland car dealer and Republican Senate candidate, is launching a \$2 million advertising campaign, including broadcast and TV ads that will air across the state, starting Thursday, his campaign said.

The ads turn the page on Ohio's political calendar following Tuesday's election, when voters added legal guarantees for abortion to the state constitution and legalized recreational marijuana. The controversial campaign, particularly surrounding abortion, [largely has overshadowed the Republican primary election](#), which also features Secretary of State Frank LaRose and state Sen. Matt Dolan.

But the Senate primary election is just four months away. Whoever wins will go on to face longtime Democratic Sen. Sherrod Brown in the November 2024 general election in a race that could determine control of the U.S. Senate, where Democrats currently hold a razor-thin majority.

The new ad from Moreno is titled "Just Like Trump," and yes, it compares Moreno to former President Donald Trump. It emphasizes Moreno's support for Trump, and twice shows a two-second clip of Trump briefly praising Moreno at a conservative event.

The ad also mentions Moreno's endorsement from Sen. JD Vance.

Trump has not endorsed anyone in the race. Polling has shown LaRose with a lead, with Dolan and Moreno trailing, although the campaign has yet to pick up.