Ad Buys in Top 5 Senate Races, By Disclosure and Type

2014

Most 'issue ad' spending not disclosed to the FEC

Figures through October 20, 2014. Numbers include broadcast television. OTE SOURCE OF DATA AS: Kantar Media/SMG with analysis by the Wesleyan Media Project. Disclosure information from the Center for Responsive Politics.
Number of Ads Over Time in North Carolina Senate Race, By Disclosure and Type

- Republican Candidate
- Republican PACs & Party
- Rep-Aligned Full Disclosure
- Rep-Aligned Outside Partial Disclosure
- Rep-Aligned Nondisclosing
- Dem-Aligned Nondisclosing
- Dem-Aligned Partial Disclosure
- Dem-Aligned Full Disclosure
- Democratic PACs & Party
- Democratic Candidate

Figures through October 20, 2014. Numbers include broadcast television. Note: SOURCE OF DATA AS: Kantar Media/CMAG with analysis by the Wesleyan Media Project. Disclosure information from the Center for Responsive Politics.
Number of Ads Over Time in Kentucky Senate Race, By Disclosure and Type

- Republican Candidate
- Republican PACs & Party
- Rep-Aligned Full Disclosure
- Rep-Aligned Outside Partial Disclosure
- Rep-Aligned Nondisclosing
- Dem-Aligned Nondisclosing
- Dem-Aligned Partial Disclosure
- Dem-Aligned Full Disclosure
- Democratic PACs & Party
- Democratic Candidate

Figures through October 20, 2014. Numbers include broadcast television. CITE SOURCE OF DATA AS: Matter Media/OPAQ with analysis by the Wesleyan Media Project. Disclosure information from the Center for Responsive Politics.
Number of Ads Over Time in Iowa Senate Race, By Disclosure and Type

Date: 10/29/2014

APPENDIX 5
Number of Ads Over Time in Arkansas Senate Race, By Disclosure and Type