

Table 1: Advertising in U.S. Senate Races 1/1-9/15*

Year		Candidate	Party	Interest Group	Coordinated	Total
2008	Ads Aired	135,630	28,733	32,292	1,082	197,737
	Row %	68.59%	14.53%	16.33%	0.55%	100.00%
	Cost	\$48,410,567	\$11,320,214	\$16,191,639	\$234,367	\$76,156,787
2010	Ads Aired	288,466	11,172	53,424	1,267	354,329
	Row %	81.41%	3.15%	15.08%	0.36%	100.00%
	Cost	\$121,362,709	\$5,680,645	\$31,071,829	\$1,025,670	\$159,140,853
	% volume increase	112.7%	-61.1%	65.44%	17.10%	79.19%
	% spending increase	150.7%	-49.8%	91.9%	337.6%	109.0%

*Amounts include both general election and primary advertising.

Table 2: Advertising in U.S. House Races 1/1-9/15*

Year		Candidate	Party	Interest Group	Coordinated	Total
2008	Ads Aired	133,828	5,923	10,574	3,200	153,525
	Row %	87.17%	3.86%	6.89%	2.08%	100.00%
	Cost	\$50,476,467	\$1,932,845	\$4,697,338	\$2,030,892	\$59,137,542
2010	Ads Aired	165,749	4,958	13,520	515	184,742
	Row %	89.72%	2.68%	7.32%	0.28%	100.00%
	Cost	\$50,175,047	\$1,851,488	\$7,723,781	\$133,363	\$59,883,679
	% volume increase	23.9%	-16.3%	27.9%	-83.9%	20.3%
	% spending increase	-0.6%	-4.2%	64.4%	-93.4%	1.3%

*Amounts include both general election and primary advertising.

CITE SOURCE OF DATA IN ALL TABLES AS:

Kantar Media/CMAG with analysis by the Wesleyan Media Project

Table 3: Advertising in Gubernatorial Races 1/1-9/15*

Year		Candidate	Party	Interest Group	Coordinated	Total
2010	Ads Aired	616,074	23,817	85,854	0	725,745
	Row %	84.89%	3.28%	11.83%	0.00%	100.00%
	Cost	\$274,937,217	\$10,881,801	\$63,412,434	\$0	\$349,231,452

*Amounts include both general election and primary advertising.

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Table 4: Top 10 Interest Group Spenders by Volume and Ad Count (through 9/15)*

Name	Group Type**	Estimated Spending	Spot Count	Party Lean
Republican Governor's Association	527	\$12,366,821	19,196	Republican
Let's Get to Work	PAC	\$6,983,220	12,747	Republican
US Chamber of Commerce	501(c)(6)	\$6,747,946	8,462	Republican
California Working Families for Jerry Brown for Governor	527	\$6,614,872	2,327	Democrat
AFSCME	501(c)(5)	\$6,078,031	5,878	Democrat
Crossroads Grassroots Policy Strategies	501(c)(4)	\$5,908,584	6,868	Republican
Small Business Action Committee	501(c)(4)	\$3,740,858	2,542	Republican
Florida First Initiative	527	\$3,527,443	5,009	Republican
Back to Basics Political Action Committee	PAC	\$3,507,733	4,480	Democrat
Americans for Job Security	501(c)(6)	\$3,281,984	6,041	Republican

*Amounts include both general election and primary advertising.

**Groups often have more than one classification through which they conduct their political or election-related activities. The entry in this table reflects our best guess as to what organizational form funded the ads. The group type assignment may not be completely accurate because the ad disclaimers do not signify the tax entity through which the parent organization funded the ad buy.

***For a table of the Top 30 Spenders, see: <http://election-ad.research.wesleyan.edu/>

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Table 5: Top US Senate Races in 2010 by Spending (through 9/15)*

State	Total spending	Total**	Pro-Dem Ads	Pro-GOP Ads
FL	\$21,981,660.00	46,374	35,462	9,096
PA	\$17,540,647.00	39,445	21,179	18,266
NV	\$13,541,643.00	39,049	18,187	20,179
MA	\$11,491,161.00	10,136	5,035	5,101
CT	\$10,437,188.00	9,493	1,437	8,048
CO	\$10,270,176.00	19,880	11,129	8,373
AR	\$9,855,099.00	28,471	25,137	2,780
WI	\$8,629,002.00	25,597	7,664	17,933
CA	\$8,384,350.00	9,137	770	8,367

*Amounts include both general election and primary advertising.

**Party totals do not always add up to overall total due to presence of third party factor and/or an indeterminate party benefactor.

*** For a table of all Senate race spending and ad volume, see: <http://election-ad.research.wesleyan.edu/>

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Table 6: Top House Races in 2010 by Spending (through 9/15)*

State	District	Total spending	Total	Pro-Dem Ads	Pro-GOP Ads
TN	8	\$3,517,683.00	10,261	375	8,445
PA	12	\$3,340,976.00	8,503	4,271	4,232
KS	4	\$2,149,221.00	9,071	1,631	7,440
FL	2	\$1,835,923.00	7,608	7,397	211
MN	6	\$1,552,705.00	2,014	978	1,036
HI	1	\$1,457,698.00	6,734	4,213	2,264
OK	5	\$1,337,644.00	3,480	260	3,220
FL	8	\$1,240,423.00	1,535	854	665
TN	6	\$1,183,757.00	2,420	82	2,338
MI	7	\$1,138,072.00	2,672	1,665	1,007

*Amounts include both general election and primary advertising.

**Party totals do not always add up to overall total due to presence of third party factor and/or an indeterminate party benefactor.

*** For a table of all House race spending and ad volume, see: <http://election-ad.research.wesleyan.edu/>

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