Campaign Advertising
An Overview of 2016 in Context

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Overall Geographic Advantages

Caveats:
* National cable
* Local cable

Figures are from June 8, 2016 to November 8, 2016.
Numbers include broadcast television.
Map does not depict large Clinton advantage in National Cable.
CITE SOURCE OF DATA: Kantar Media/CMAG with analysis by the Wesleyan Media Project.
*Rough* Est. of Ad Spend Overall

**Digital Spend Triples(?) Over 2012, TV Spend Flat (Est. Cost In Millions)**

*Source: Kantar Media/CMAG Estimates.*
Presidential TV Ad Volumes

Traditional TV (Top 75 Markets) vs. Local Cable (NCC Candidate Totals)

Source: Wisconsin Advertising Project and WMP; Kantar Media/CMAG data (left). NCC Media candidate airings only (right).
Pres. Candidate Only Ad Volumes (June thru Election Day in thousands)

Local Broadcast/Nat. Cable (CMAG)

<table>
<thead>
<tr>
<th>Year</th>
<th>Dem</th>
<th>Rep</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>500</td>
<td>200</td>
</tr>
<tr>
<td>2016</td>
<td>400</td>
<td>100</td>
</tr>
</tbody>
</table>

Local Cable (NCC Totals)

<table>
<thead>
<tr>
<th>Year</th>
<th>Dem</th>
<th>Rep</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>700</td>
<td>300</td>
</tr>
<tr>
<td>2016</td>
<td>600</td>
<td>400</td>
</tr>
</tbody>
</table>

Source: Wisconsin Advertising Project and WMP; Kantar Media/CMAG data (left). NCC Media (right).
Presidential Ad Volumes
(June thru Election Day in thousands)

Candidate Airings (CMAG)

Group Airings (CMAG)

Source: Wisconsin Advertising Project and WMP; Kantar Media/CMAG data. Note: Local broadcast and national cable ads.
Congressional Ad Volumes

Top 75 Markets

All 210 Markets

Source: Wisconsin Advertising Project and WMP; Kantar Media/CMAG data. Note: Local broadcast and national cable ads.
US Senate Ad Volumes

Top 75 Markets

All 210 Markets

Source: Wisconsin Advertising Project and WMP; Kantar Media/CMAG data. Note: Local broadcast and national cable ads
US House Ad Volumes

Top 75 Markets

Source: Wisconsin Advertising Project and WMP; Kantar Media/CMAG data. Note: Local broadcast and national cable ads
Tone of Presidential Airings (June through Election Day)

- Negative
- Contrast
- Positive
Tone & Substance of Cd Airings (June through Election Day)

- **Trump**:
  - Negative: 20%
  - Contrast: 50%
  - Positive: 30%

- **Clinton**:
  - Negative: 30%
  - Contrast: 20%
  - Positive: 50%

- **Trump**:
  - Policy: 60%
  - Personal: 40%

- **Clinton**:
  - Policy: 30%
  - Personal: 70%
Tone in US Senate Races

![Diagram showing the distribution of negative, contrast, and positive tone over various years in US Senate races.](image)
Tone in US House Races

- Negative
- Contrast
- Positive
% of Federal Ads Aired by Groups

Interest Group Ads
all federal races

Source: Wisconsin Advertising Project and WMP; Kantar Media/CMAG data
Fall 2016 ads
Proportion of Group Ads Disclosing Donors

- **2012**
- **2014**
- **2016**

Weeks Until Election

Graphs by year

Disclosure for Groups
Targeting of Ads
2016 in Context

• Anomalous presidential race vs. inflection point
• Congressional advertising appears to be business as usual
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