

# Campaign Advertising

An Overview of 2016 in Context

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**WESLEYAN**

**MEDIA PROJECT**

# WESLEYAN

## MEDIA PROJECT

<http://mediaproject.wesleyan.edu>  
@wesmediaproject

Co-directors:

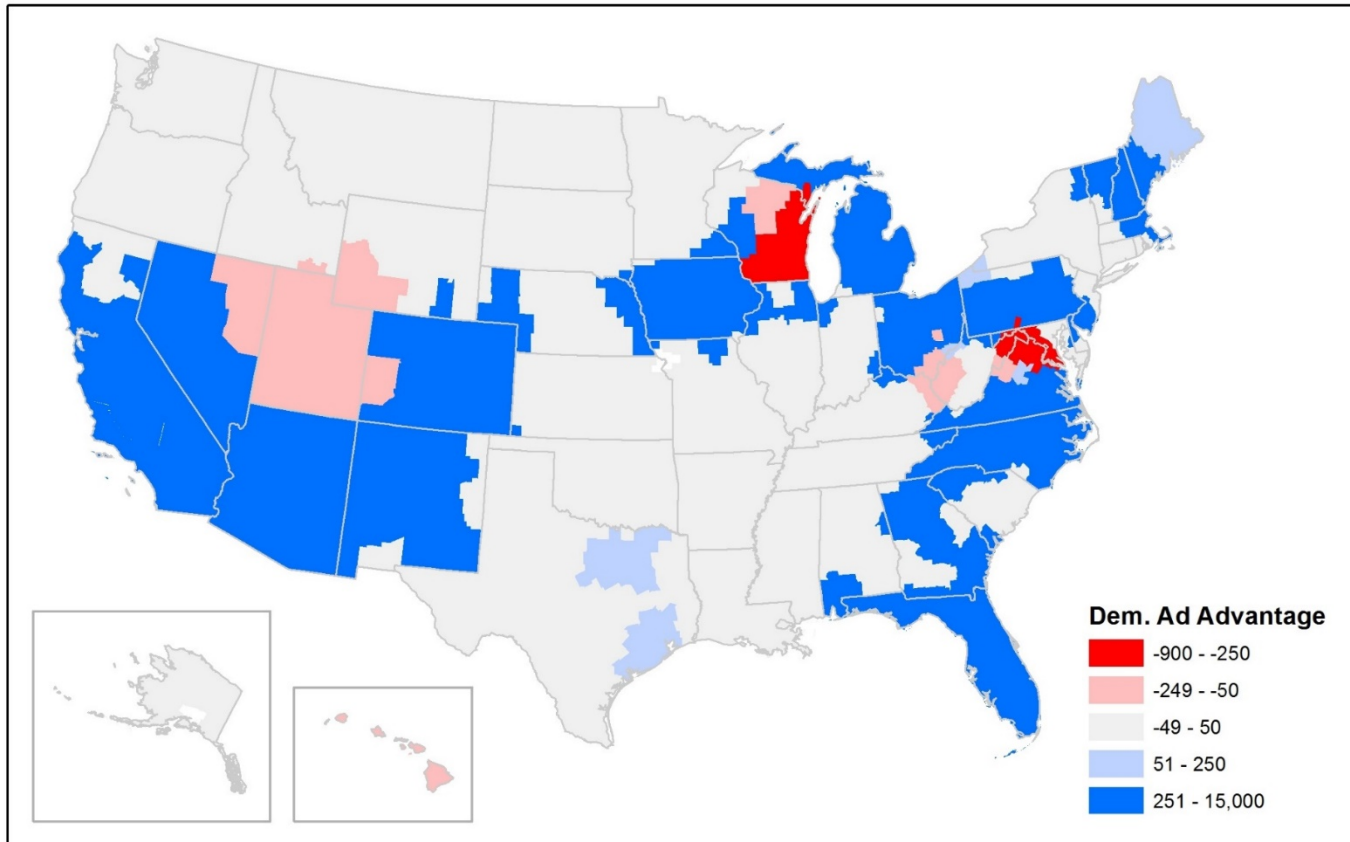
Erika Franklin Fowler, Wesleyan

Travis Ridout, Washington State University

Brought to you by:



# Overall Geographic Advantages



Caveats:

- \* National cable
- \* Local cable

Figures are from June 8, 2016 to November 8, 2016.

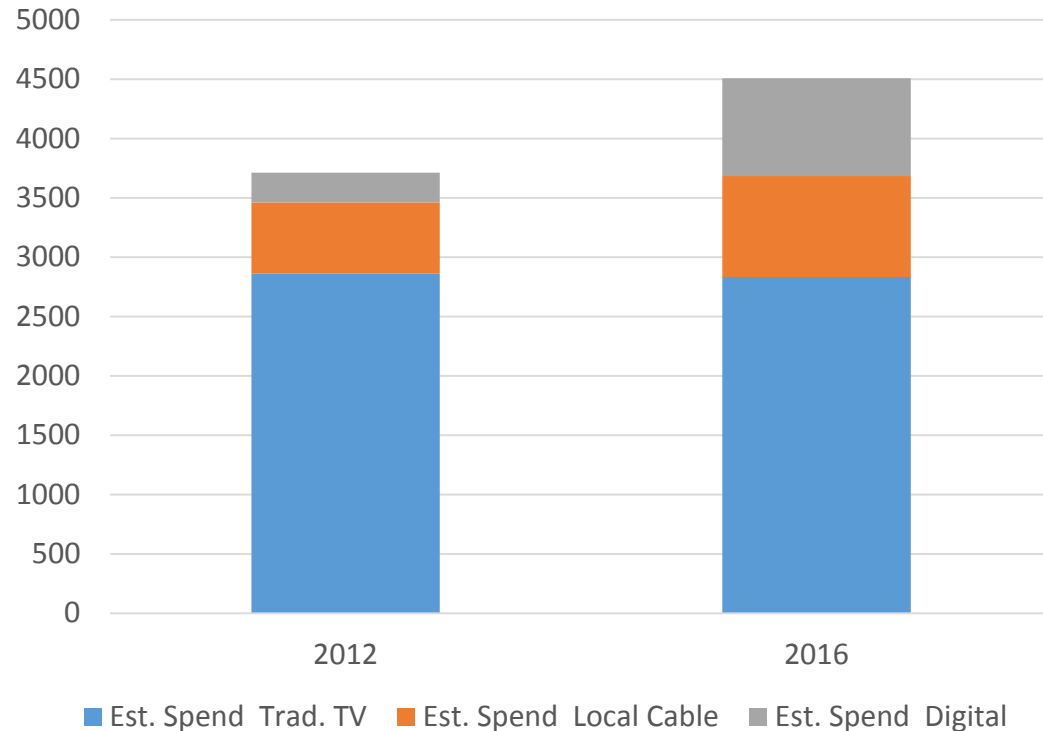
Numbers include broadcast television.

Map does not depict large Clinton advantage in National Cable.

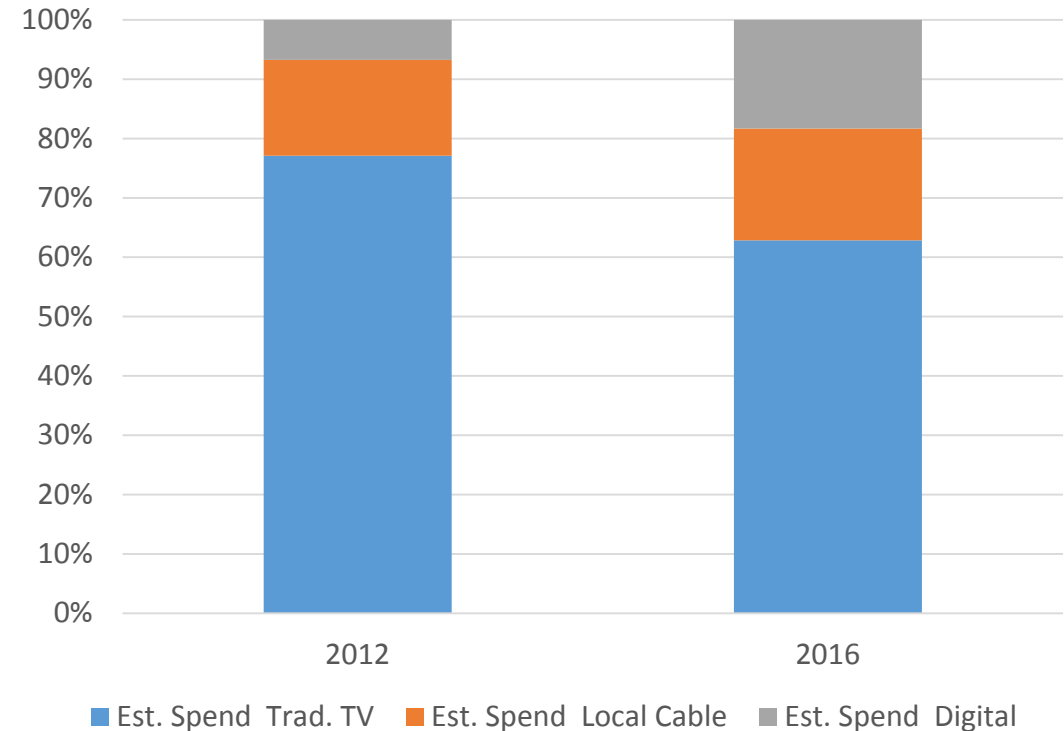
CITE SOURCE OF DATA AS: Kantar Media/CMAG with analysis by the Wesleyan Media Project.

### \*Rough\* Est. of Ad Spend Overall

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



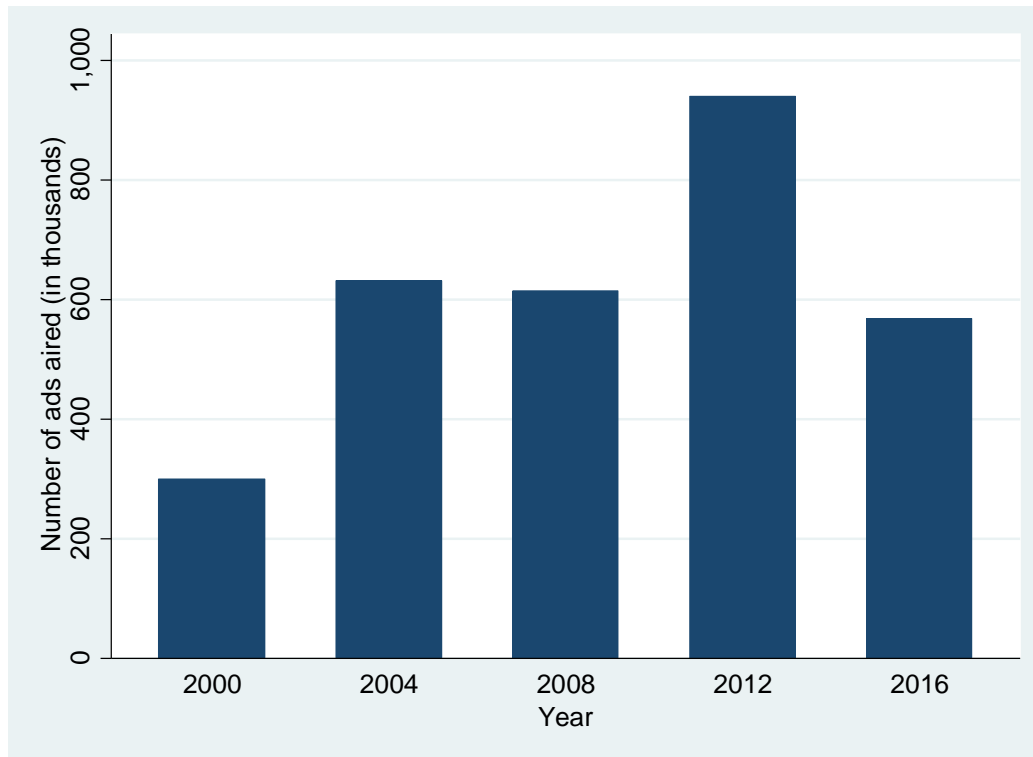
**2016 Digital 3-4x's '12 Proportion; TV Drops but Still Majority**



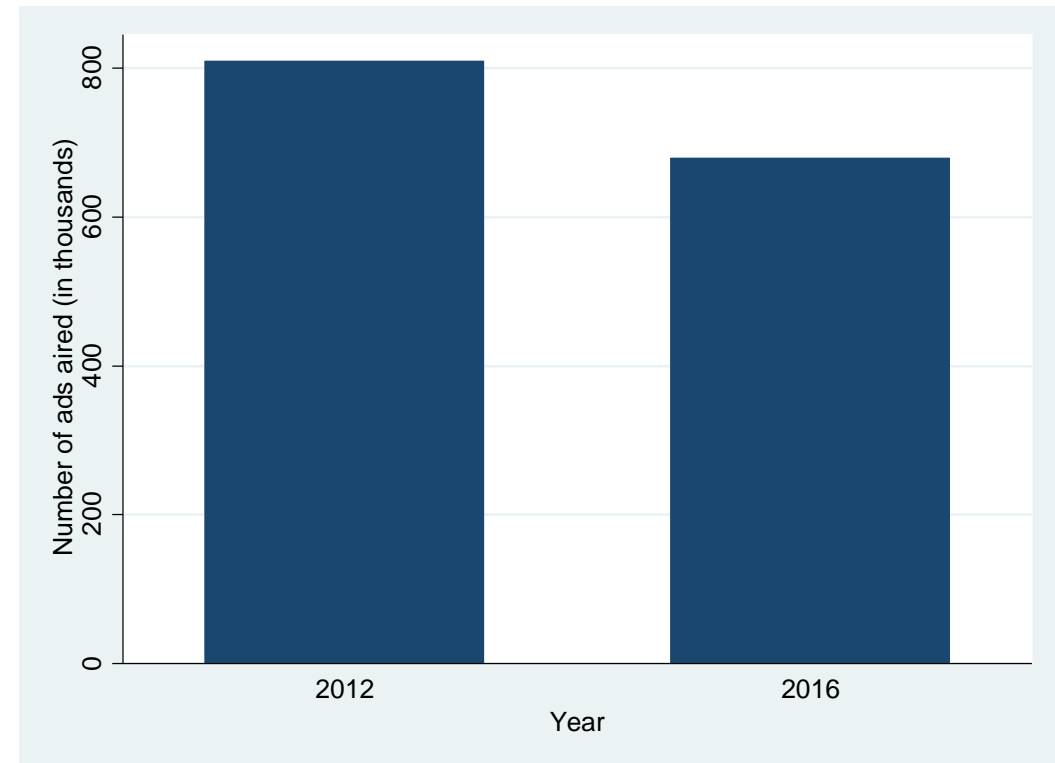
\*Source: Kantar Media/CMAG Estimates.

# Presidential TV Ad Volumes

## Traditional TV (Top 75 Markets)



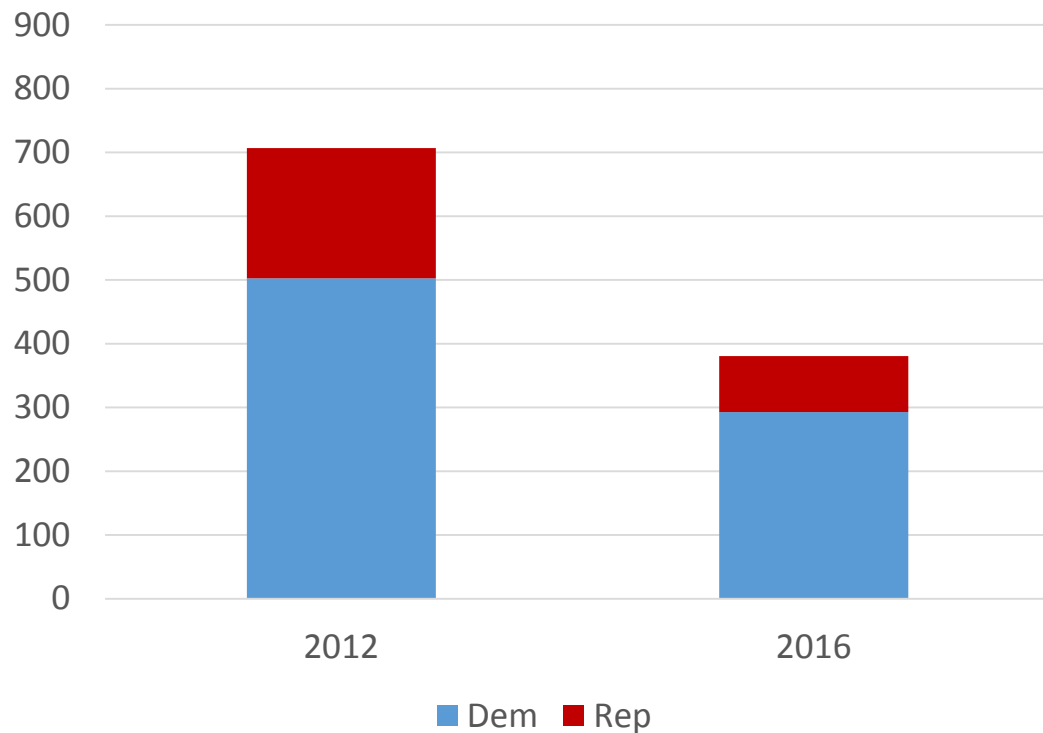
## Local Cable (NCC Candidate Totals)



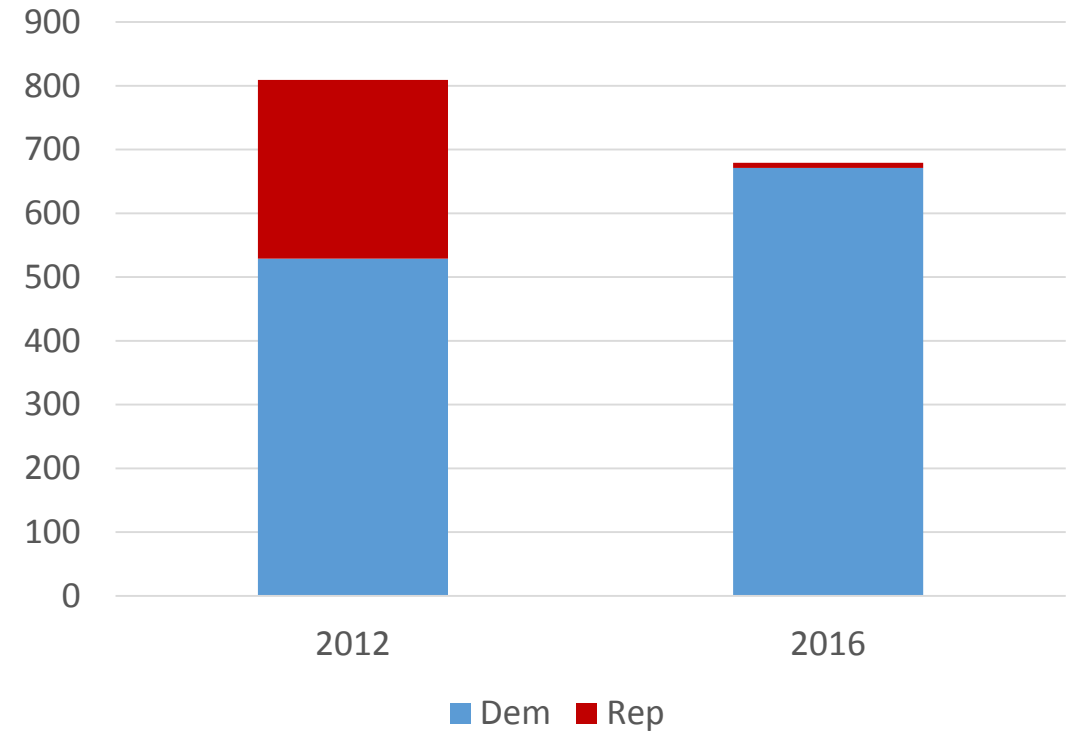
Source: Wisconsin Advertising Project and WMP; Kantar Media/CMAG data (left). NCC Media candidate airings only (right).

# Pres. Candidate Only Ad Volumes (June thru Election Day in thousands)

**Local Broadcast/Nat. Cable (CMAG)**



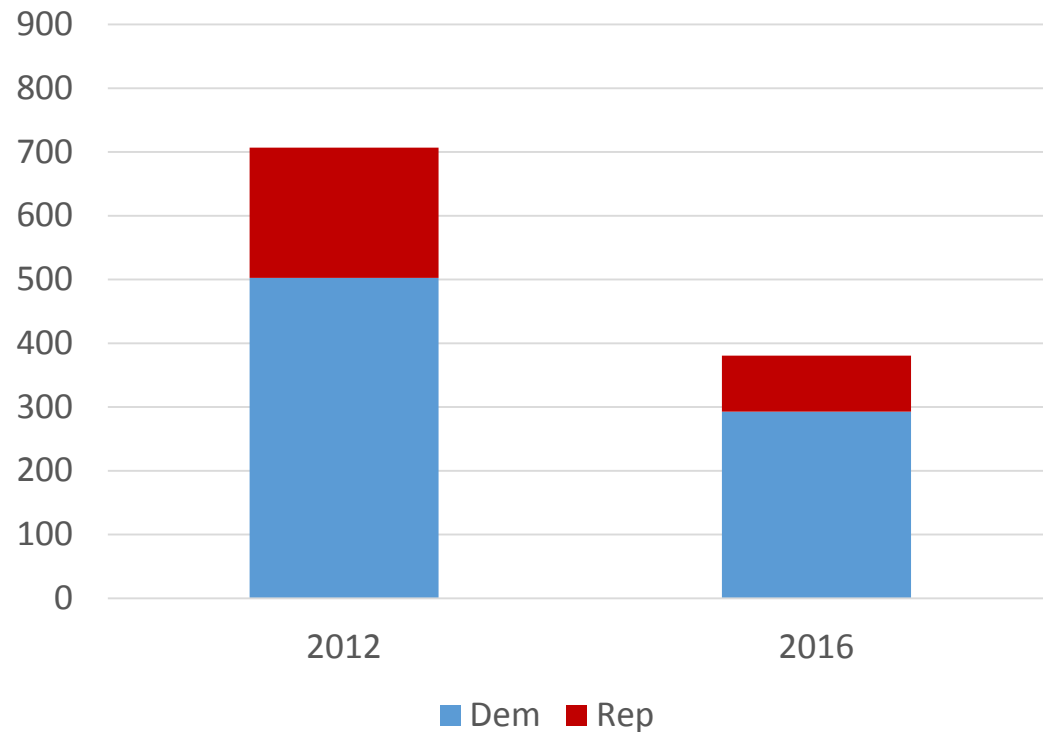
**Local Cable (NCC Totals)**



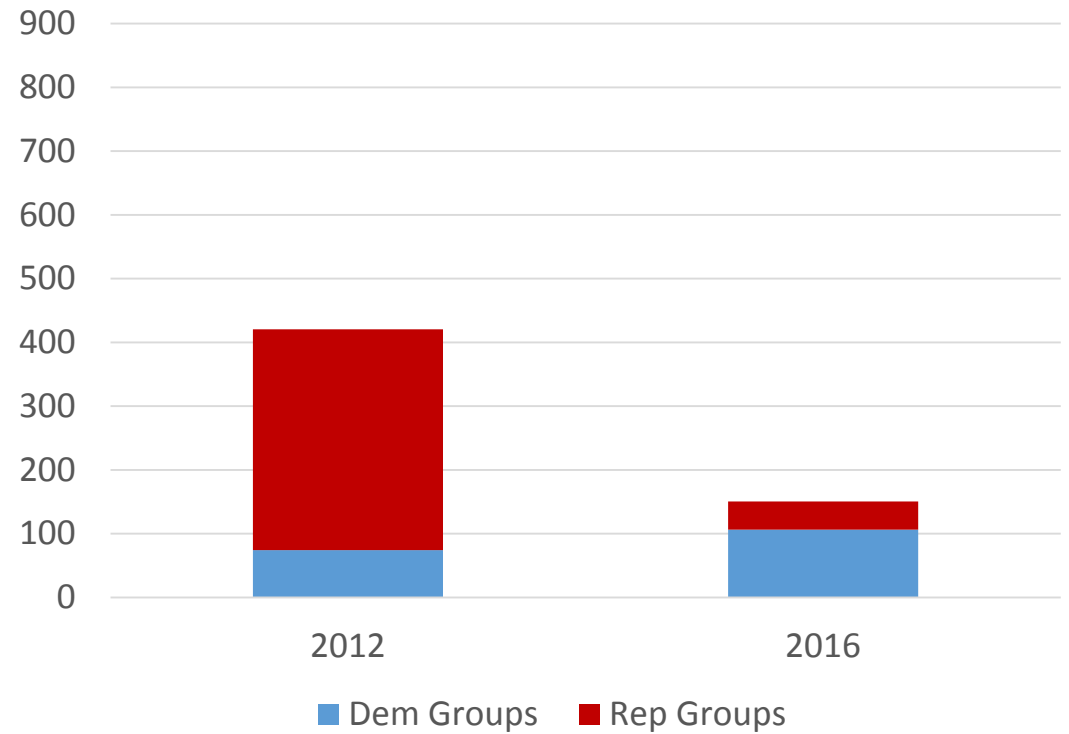
Source: Wisconsin Advertising Project and WMP; Kantar Media/CMAG data (left). NCC Media (right).

# Presidential Ad Volumes (June thru Election Day in thousands)

## Candidate Airings (CMAG)



## Group Airings (CMAG)

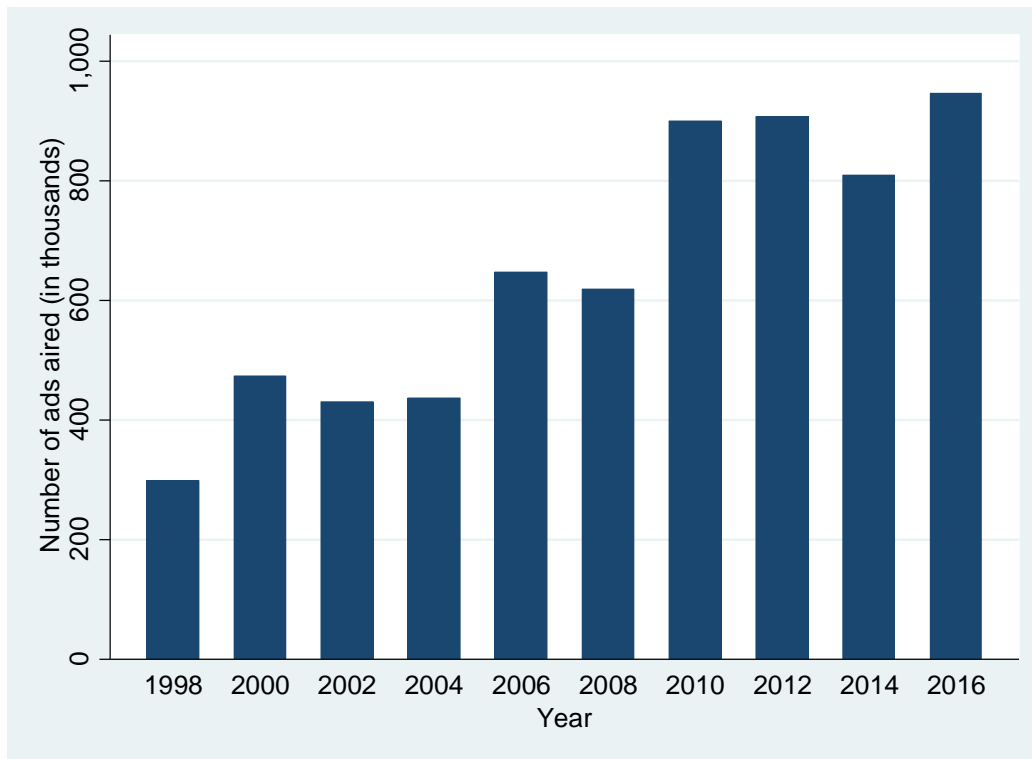


Source: Wisconsin Advertising Project and WMP; Kantar Media/CMAG data. Note: Local broadcast and national cable ads

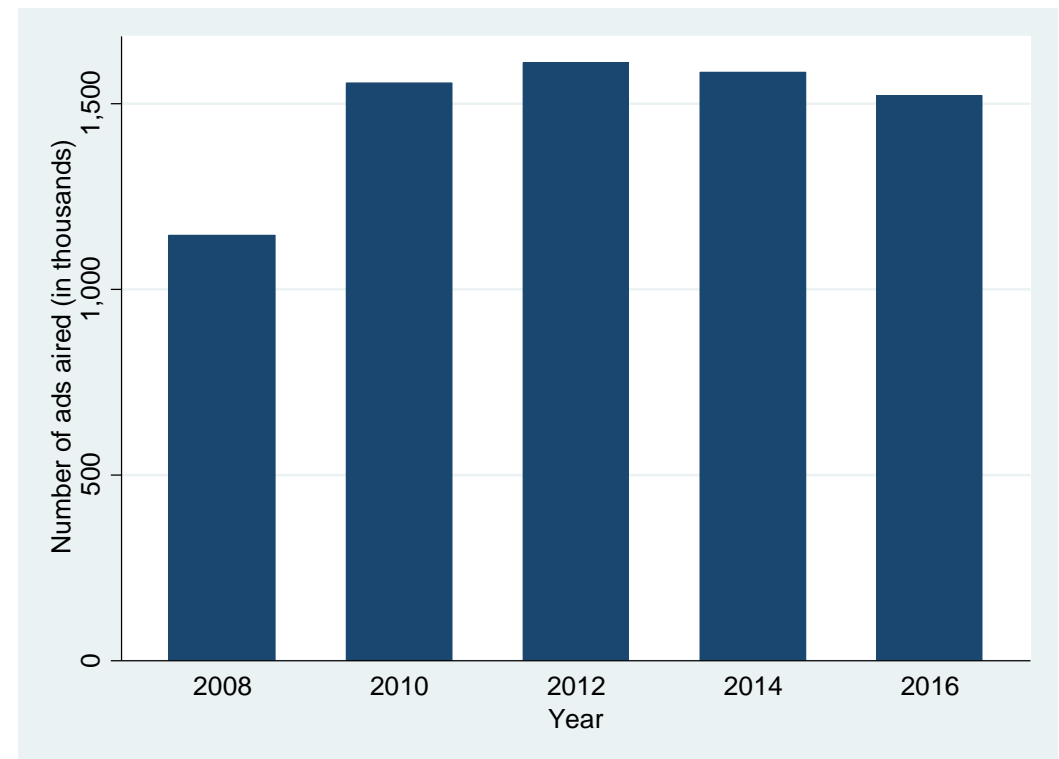


# Congressional Ad Volumes

## Top 75 Markets



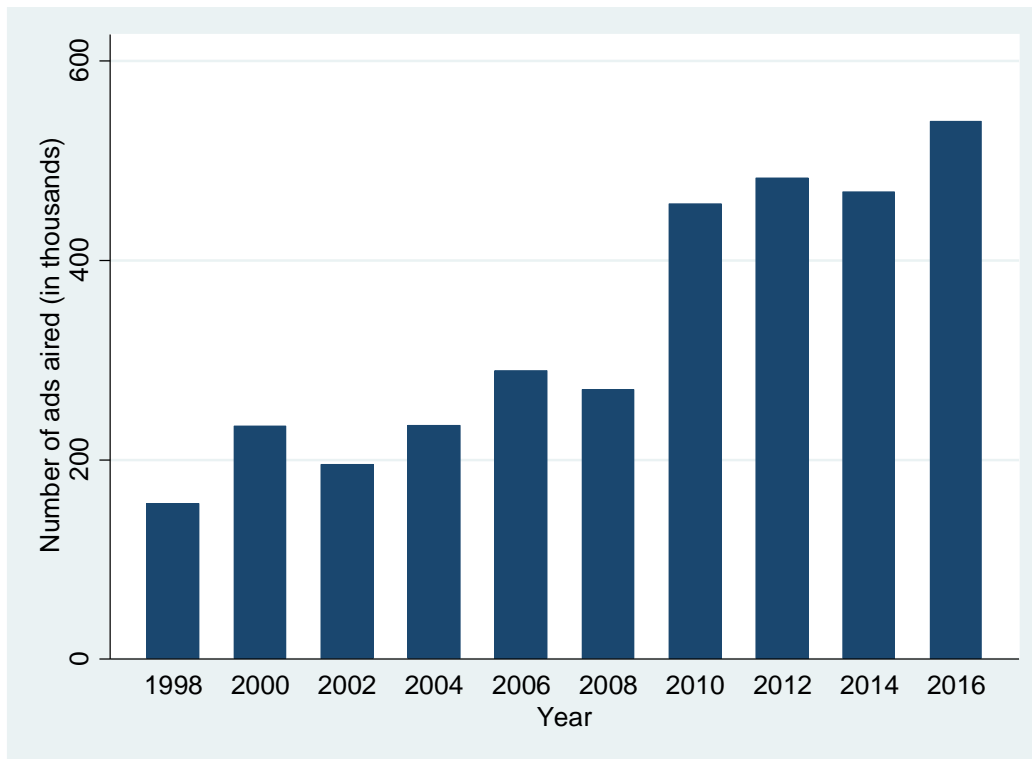
## All 210 Markets



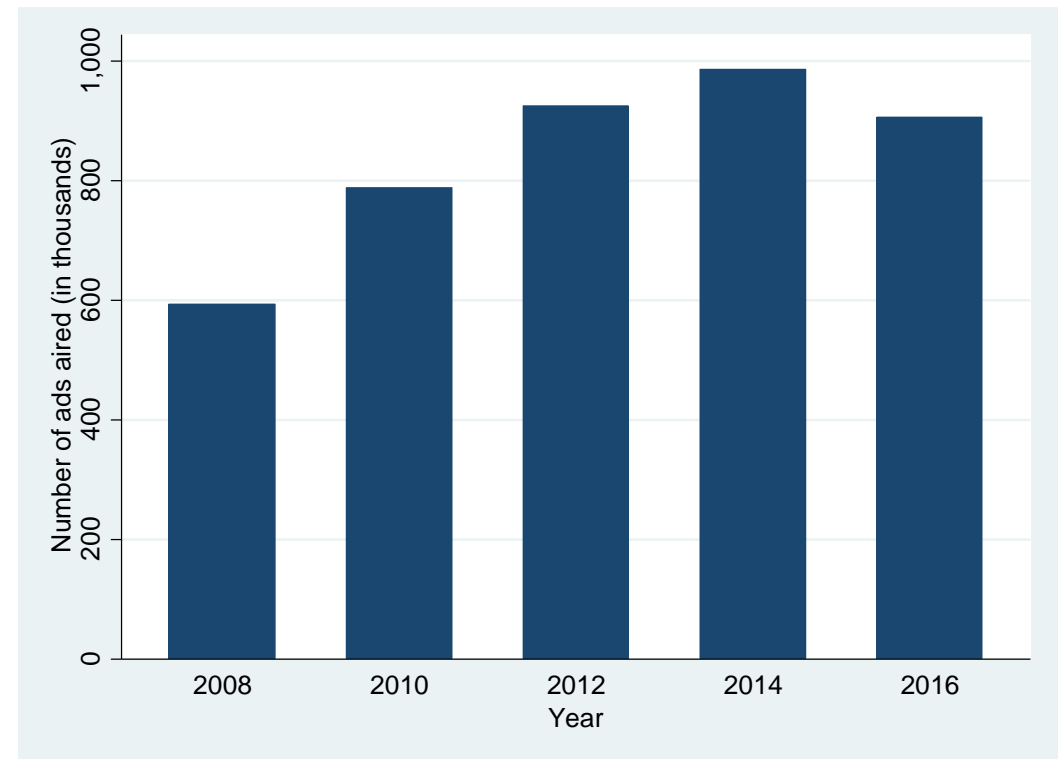
Source: Wisconsin Advertising Project and WMP; Kantar Media/CMAG data. Note: Local broadcast and national cable ads

# US Senate Ad Volumes

## Top 75 Markets



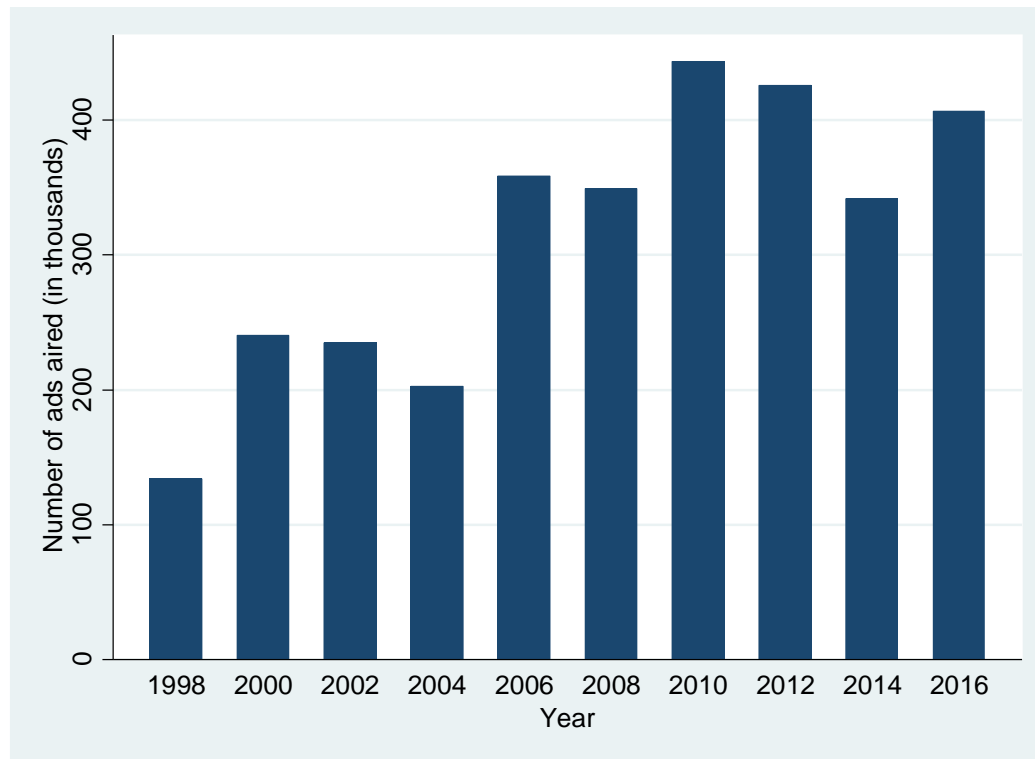
## All 210 Markets



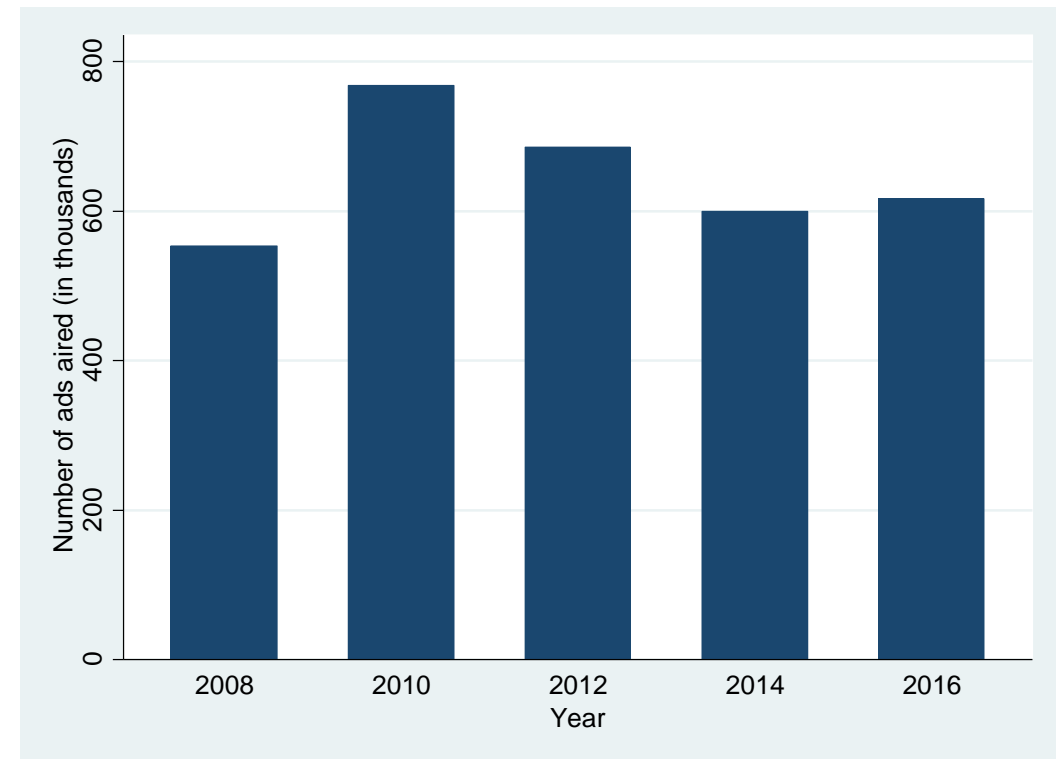
Source: Wisconsin Advertising Project and WMP; Kantar Media/CMAG data. Note: Local broadcast and national cable ads

# US House Ad Volumes

## Top 75 Markets

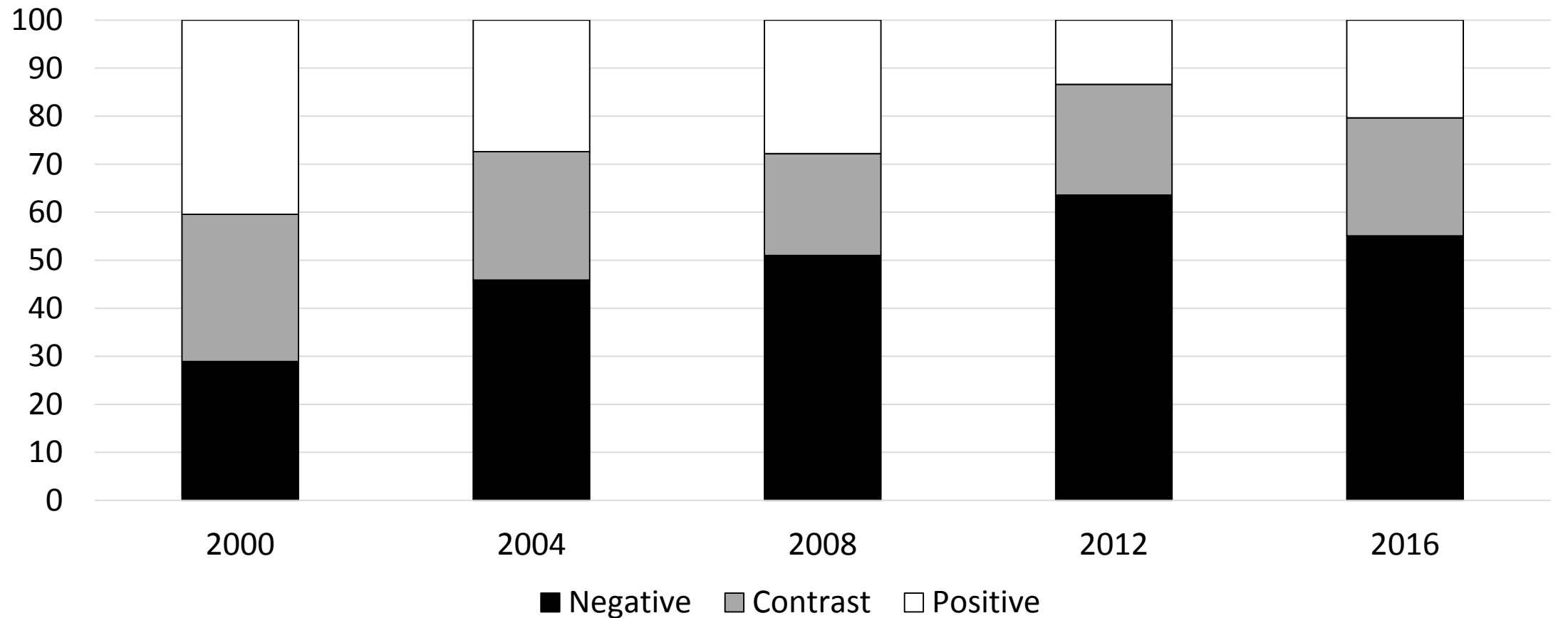


## All 210 Markets

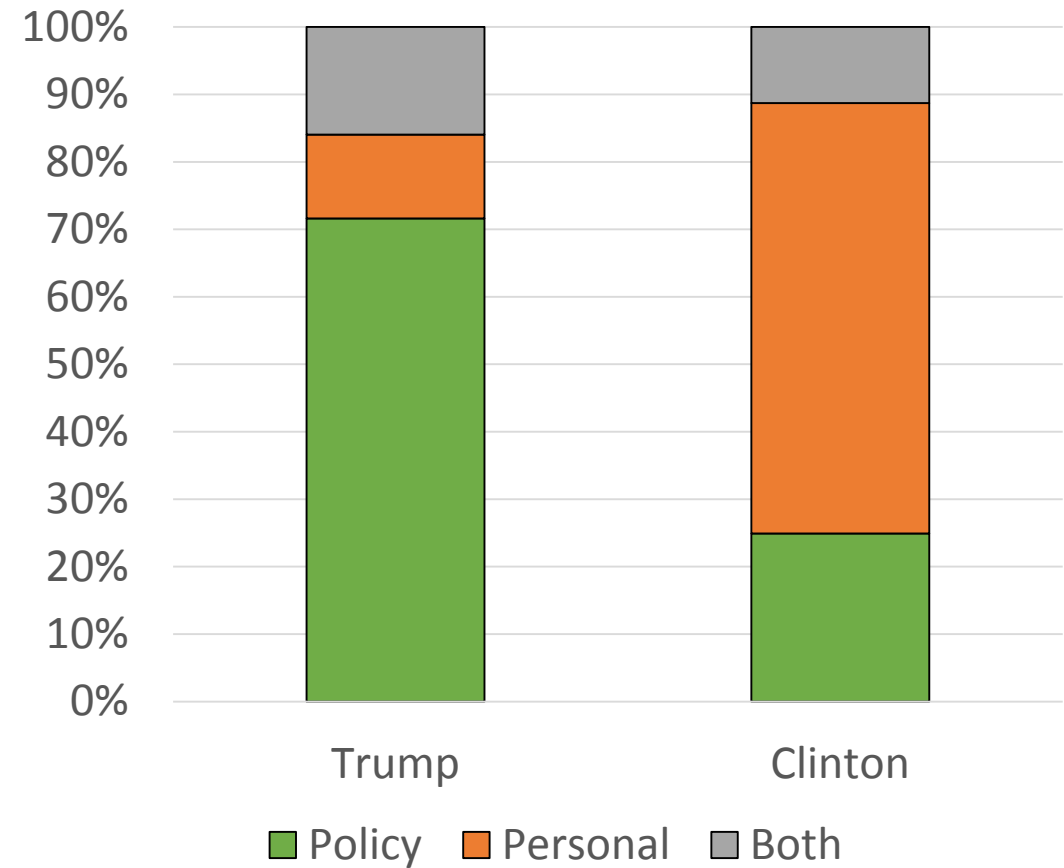
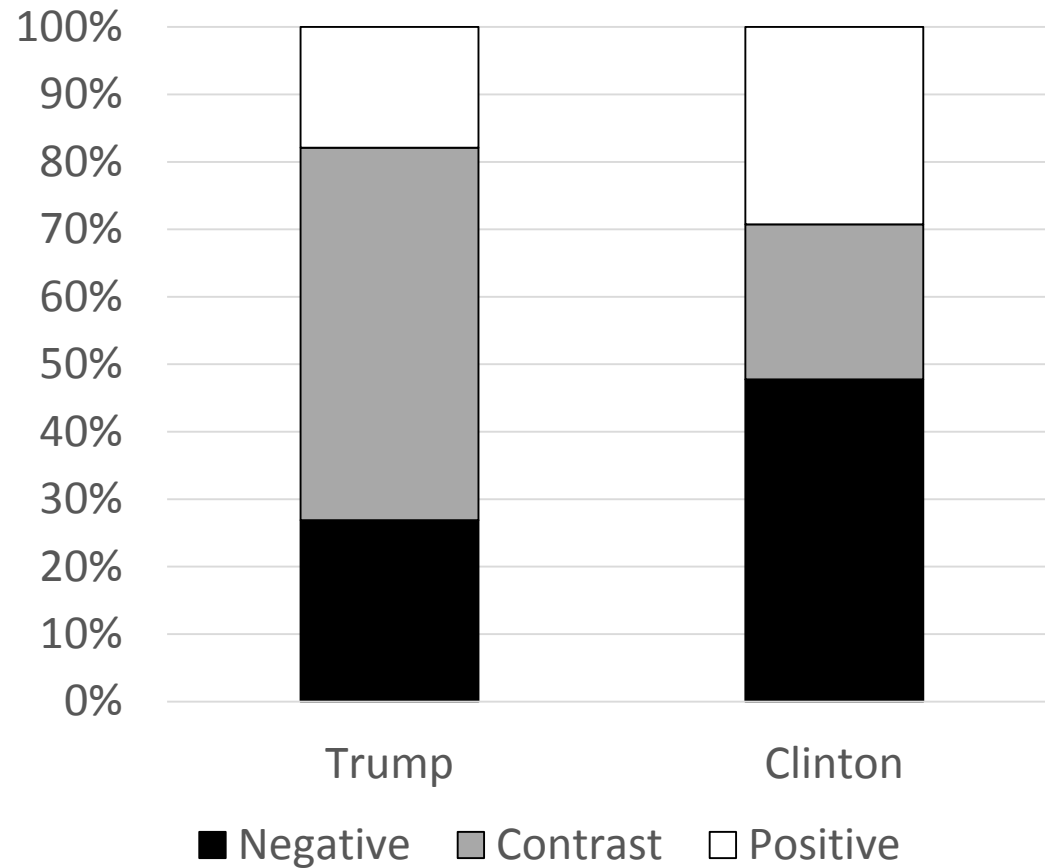


Source: Wisconsin Advertising Project and WMP; Kantar Media/CMAG data. Note: Local broadcast and national cable ads

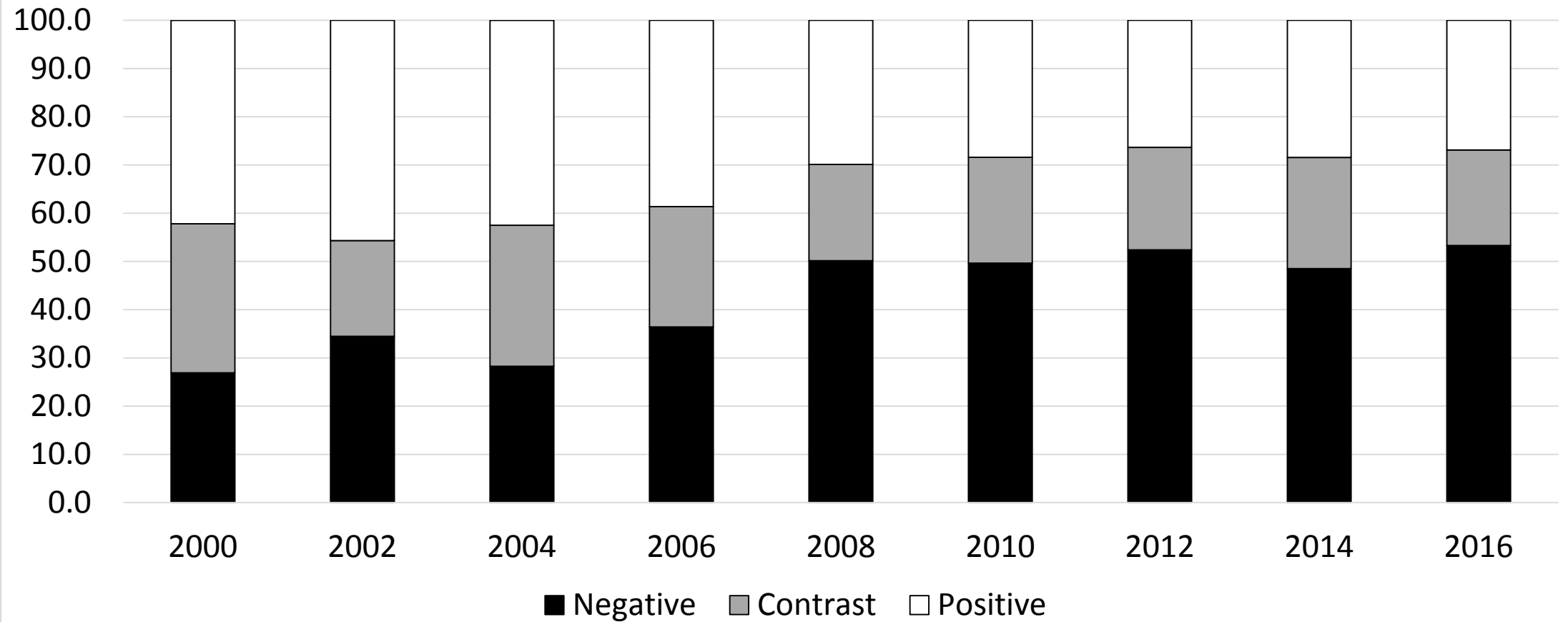
# Tone of Presidential Airings (June through Election Day)



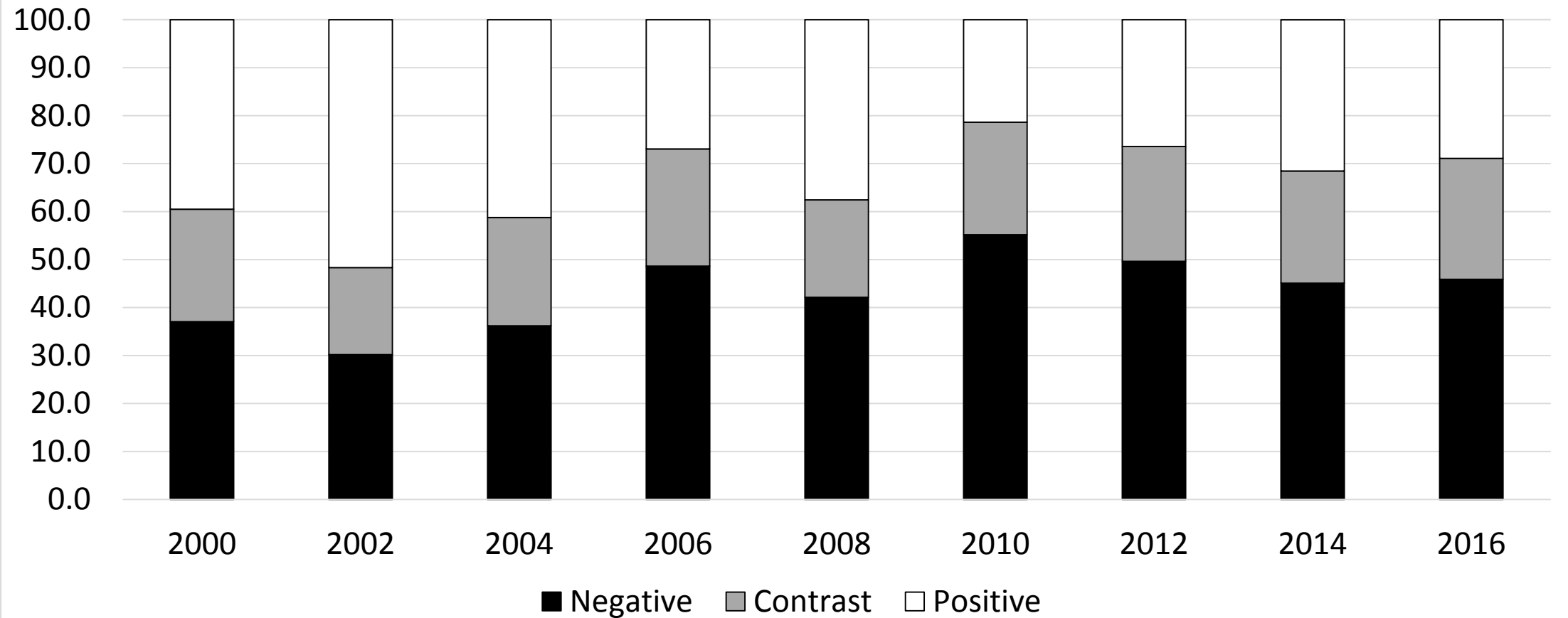
# Tone & Substance of Cd Airings (June through Election Day)



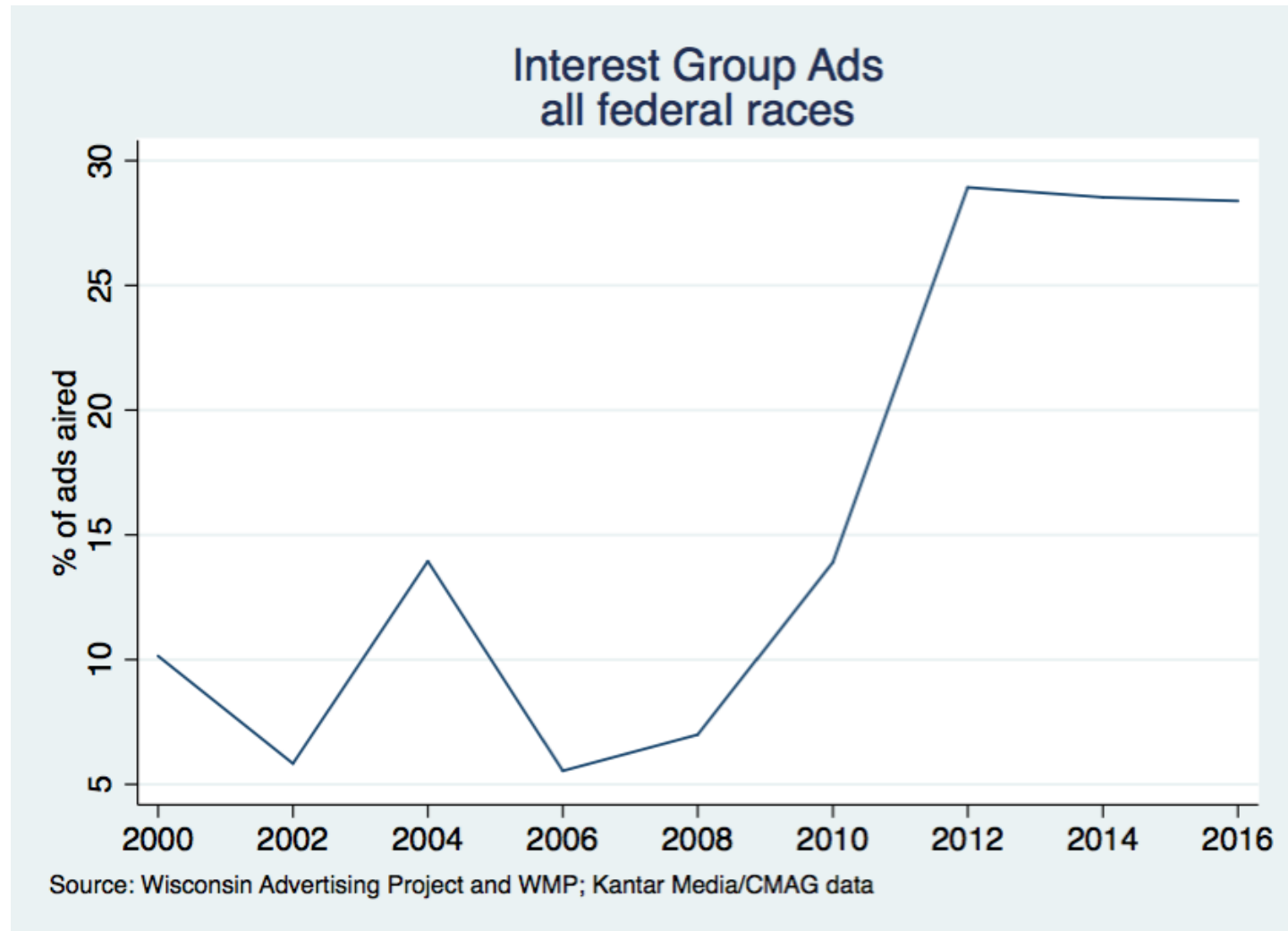
# Tone in US Senate Races



# Tone in US House Races

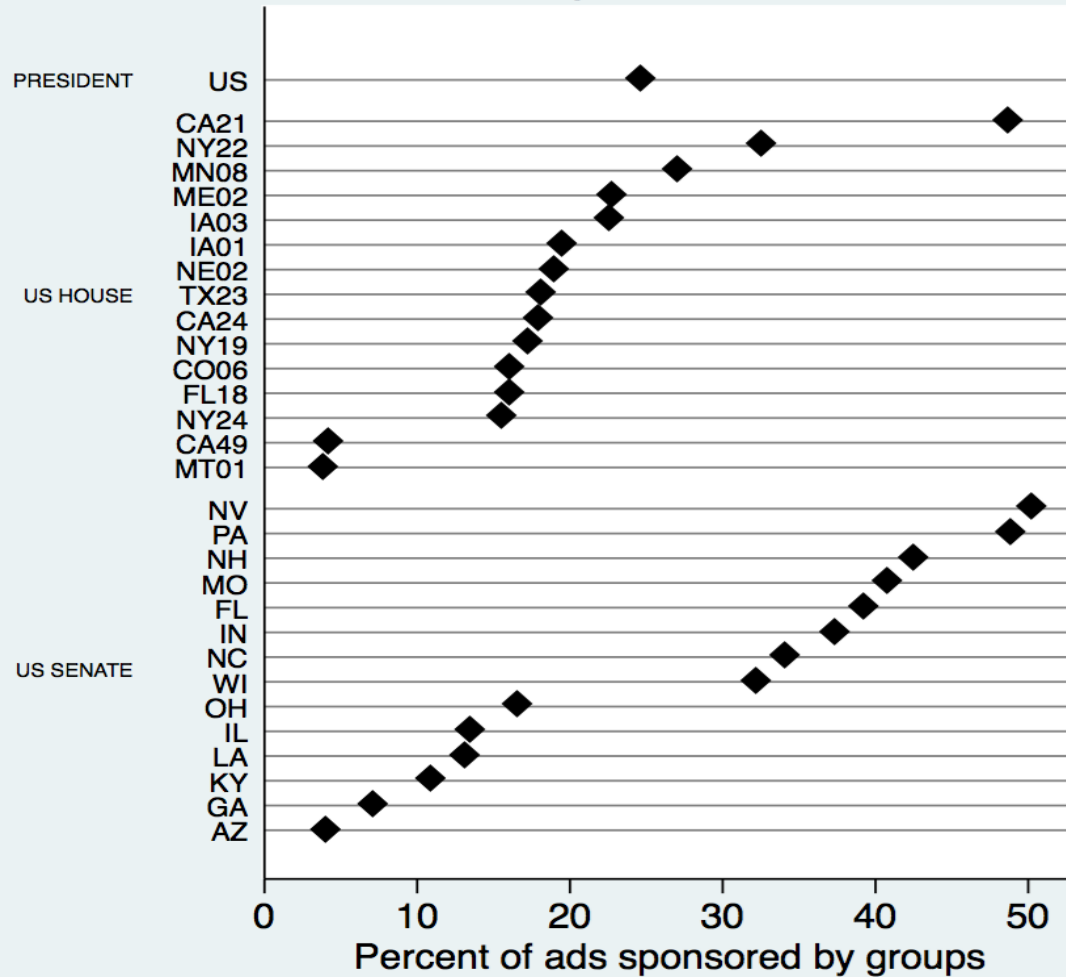


# % of Federal Ads Aired by Groups





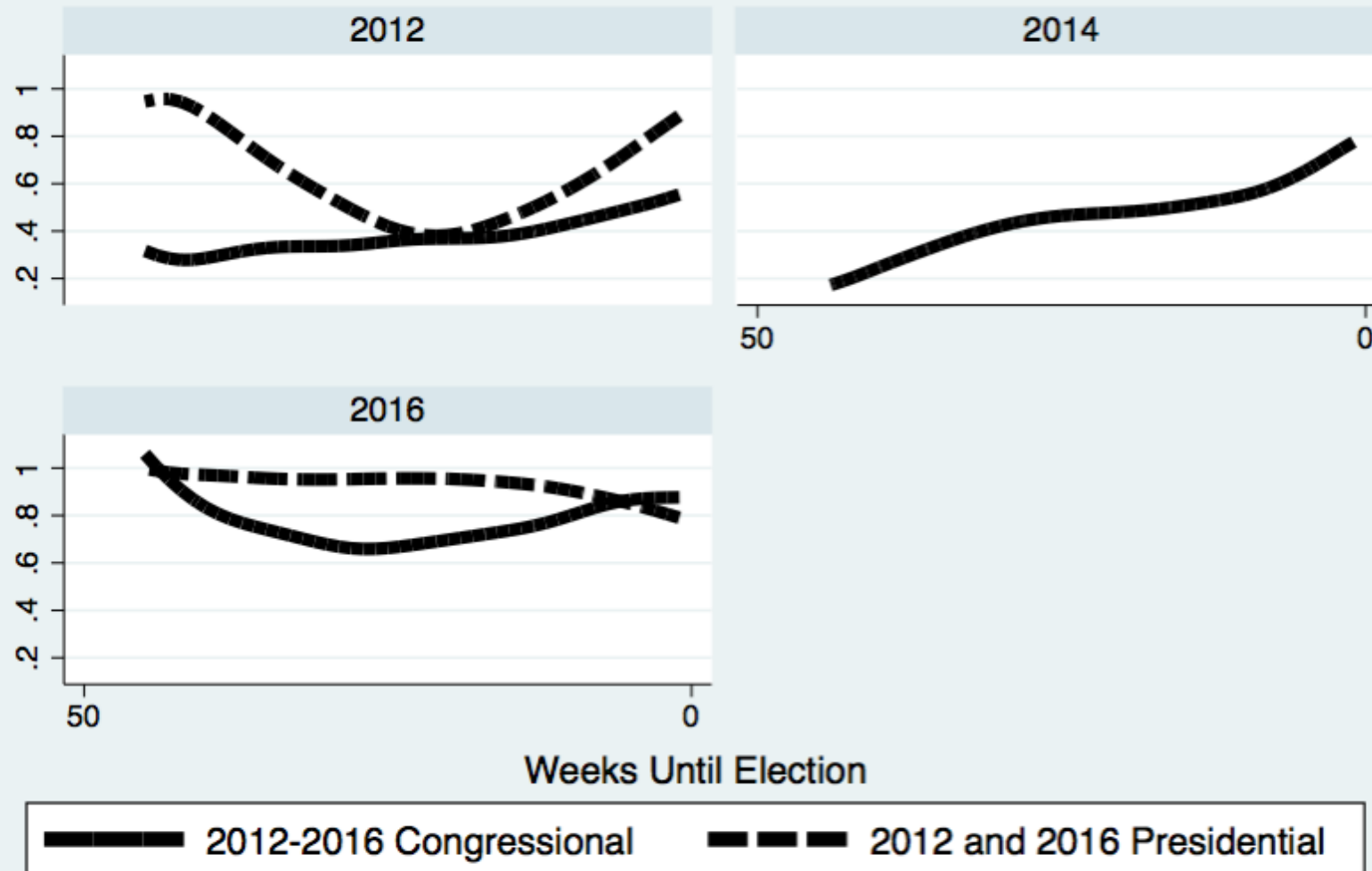
### Int Grp Ads in 2016



Source: Wesleyan Media Project  
 For all ads aired after 9/4  
 Only races with at least 10,000 ads are shown

# Fall 2016 ads

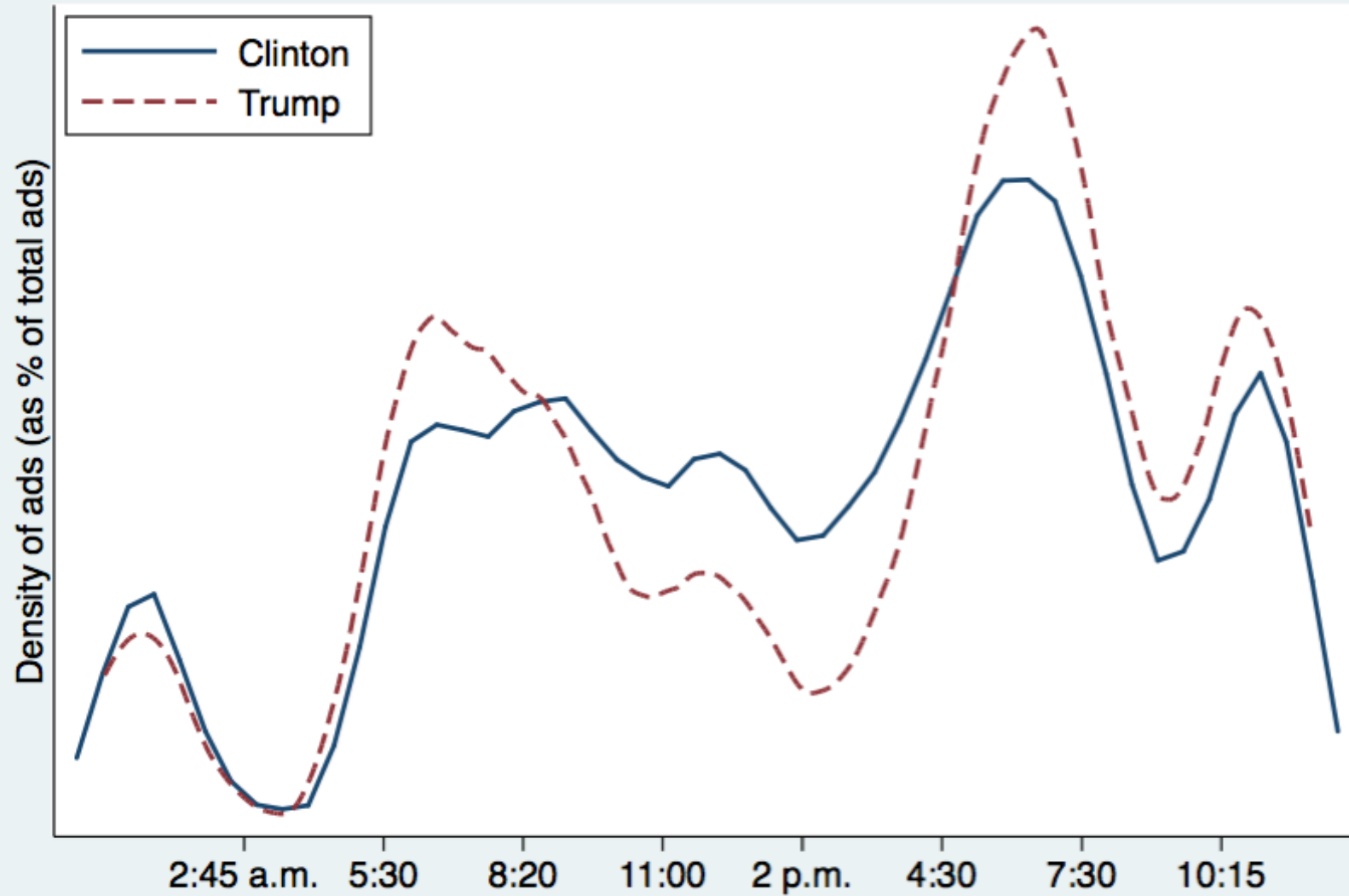
### Proportion of Group Ads Disclosing Donors



Graphs by year

## Disclosure for Groups

### 2016 Presidential Ads



## Targeting of Ads

# 2016 in Context

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

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