

Table 1: Advertising in U.S. Senate Races 9/1-10/7*

Year		Candidate	Party	Interest Group	Coordinated	Total
2008	Ads Aired	88,038	42,360	27,649	3,222	161,269
	Row %	54.59%	26.27%	17.14%	2.00%	
	Cost	\$30,364,125	\$18,434,420	\$12,335,586	\$1,049,463	\$62,183,594
2010	Ads Aired	142,514	16,497	28,706	14,422	202,139
	Row %	70.50%	8.16%	14.20%	7.13%	
	Cost	\$74,664,670	\$7,214,370	\$23,676,940	\$9,084,860	\$114,640,840
	% volume increase	61.88%	-61.06%	3.82%	347.61%	25.34%
	% spending increase	145.90%	-60.86%	91.94%	765.67%	84.36%

*Amounts may include primary advertising.

Table 2: Advertising in U.S. House Races 9/1-10/7*

Year		Candidate	Party	Interest Group	Coordinated	Total
2008	Ads Aired	95,029	15,598	7,004	3,148	120,779
	Row %	78.68%	12.91%	5.80%	2.61%	
	Cost	\$37,285,123	\$7,887,159	\$4,581,242	\$1,013,550	\$50,767,074
2010	Ads Aired	144,476	22,860	20,647	10,882	198,865
	Row %	72.65%	11.50%	10.38%	5.47%	
	Cost	\$58,462,930	\$8,608,380	\$13,369,060	\$3,545,990	\$83,986,360
	% volume increase	52.03%	46.56%	194.79%	245.68%	64.65%
	% spending increase	56.80%	9.14%	191.82%	249.86%	65.43%

*Amounts may include primary advertising.

CITE SOURCE OF DATA IN ALL TABLES AS:

Kantar Media/CMAG with analysis by the Wesleyan Media Project

Table 3: Top 10 Interest Group Spenders by Volume and Ad Count (9/1-10/7)*

Name	Group Type**	Estimated Spending	Spot Count	Party Lean
Republican Governor's Association	527	\$11,776,920	16945	Republican
US Chamber of Commerce	501(c)(6)	\$9,051,370	8711	Republican
American Crossroads	Independent Expenditure Committee	\$5,493,670	7089	Republican
Crossroads Grassroots Policy Strategies	501(c)(4)	\$4,981,160	5723	Republican
60 Plus Association	501(c)(4)	\$3,792,200	4802	Republican
American Future Fund	Independent Expenditure Committee	\$2,544,210	4569	Republican
Bay State Future	527	\$2,167,850	1146	Democrat
Americans for Job Security	501(c)(6)	\$1,918,430	3327	Republican
Citizens for Strength and Security	527	\$1,874,750	1073	Democrat
Club for Growth	Independent Expenditure Committee	\$1,821,070	2276	Republican

*Amounts may include some primary race 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/press-releases/> (look for the link to download the XML file).

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Table 4: Top US Senate Races in 2010 by Spending (9/1-10/7)*

State	Total spending	Total Ads**	Pro-Dem Ads	Pro-GOP Ads
CA	\$12,913,820	10,719	6,044	4,675
FL***	\$10,946,810	16,409	3,813	6,736
IL	\$10,370,700	10,287	5,358	4,928
PA	\$9,248,720	13,253	5,837	7,416
NV	\$7,850,000	17,777	10,184	6,909
CO	\$7,607,590	14,207	6,810	7,397
WI	\$7,426,400	18,256	7,817	10,439
CT	\$7,390,870	5,548	1,728	3,770
MO	\$6,248,070	15,971	4,993	10,978
WA	\$5,523,810	11,750	6,833	4,917

*Amounts may include some primary advertising.

**Party totals do not always add up to overall total due to the presence of third-party candidates and/or an indeterminate party beneficiary.

***Total spending and total ad columns include numbers for independent Charlie Crist.

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Table 5: Top House Races in 2010 by Spending (9/1-10/7)*

State	District	Total spending	Total Ads**	Pro-Dem Ads	Pro-GOP Ads
MI	7	\$ 2,572,570	6,338	3,752	2,586
MN	6	\$ 2,203,120	3,035	1,487	1,548
NV	3	\$ 2,127,300	3,149	1,838	1,311
AZ	5	\$ 1,865,730	2,300	1,225	1,075
IL	11	\$ 1,814,980	832	828	4
MD	1	\$ 1,761,650	3,501	2,495	1,006
SC	5	\$ 1,691,410	4,408	2,235	2,173
OH	16	\$ 1,682,550	2,716	1,411	1,305
FL	22	\$ 1,677,560	2,742	1,360	1,382
VA	9	\$ 1,597,050	4,243	2,443	1,800

*Amounts include both general election and primary advertising.

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

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