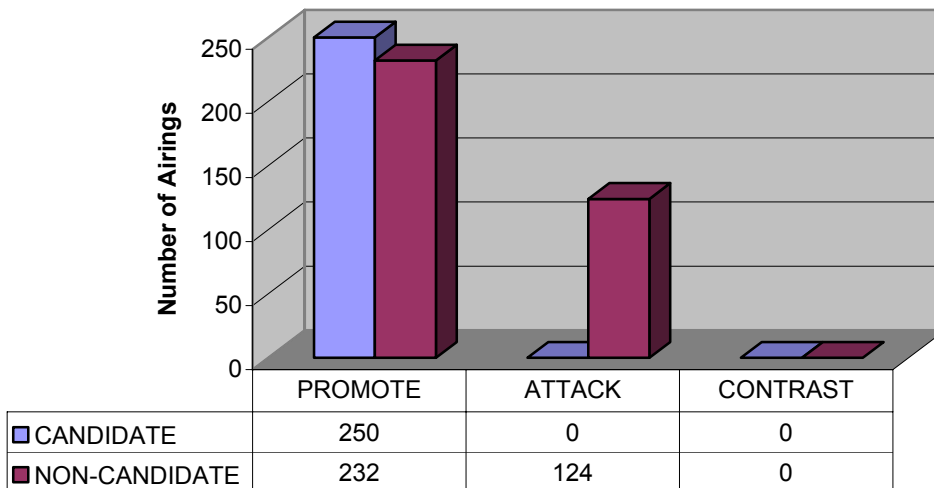


Mississippi
January 1 – October 19, 2002

Figure 1. Spending on Ads Naming Candidates, by Sponsor

	Number of Ads	Number of Airings	Cost of Airtime
Dickinson	4	124	\$35,690
McRae	2	126	\$34,284
Law Enforcement Alliance of America	2	356	\$113,288
TOTAL	8	606	\$183,262

Figure 2. Tone of Ads, by Sponsor



Mississippi (continued)

Figure 3. Theme of Ads, by Sponsor

