

BUYING TIME 2004:
Television Advertising in State Supreme Court Elections

Nevada
January 1 – December 31, 2004

Figure 1. Spending on Supreme Court Campaign Ads, by Sponsor

Primary	Number of Ads	Number of Airings	Cost of Airtime
Ashworth	0	0	\$0
Hardesty*	2	230	\$179,863
Mirch	0	0	\$0
Steel	0	0	\$0
Race Subtotal	2	230	\$179,863

Brown	0	0	\$0
Mason	3	248	\$246,167
Parraguirre*	2	114	\$116,409
Smith	1	85	\$82,778
Race Subtotal	6	447	\$445,354

ELECTION TOTAL	8	677	\$625,217
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General	Number of Ads	Number of Airings	Cost of Airtime
Hardesty*	2	95	\$98,256
Steel	0	0	\$0
Race Subtotal	2	95	\$98,256

Mason	0	0	\$0
Parraguirre*	3	95	\$87,457

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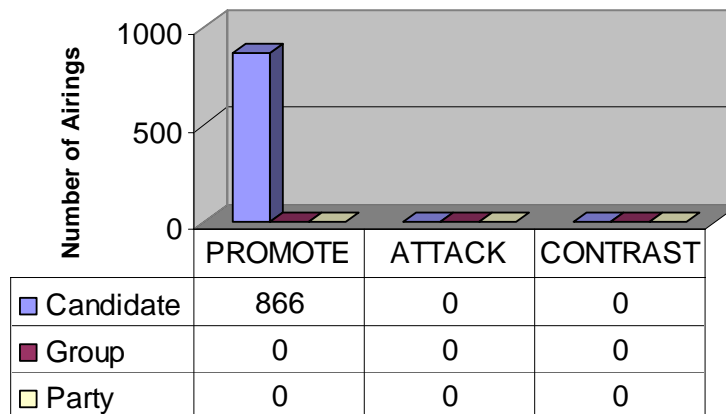
Nevada (Continued)

Race Subtotal	3	95	\$87,457
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ELECTION TOTAL	5	190	\$185,713
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STATE TOTAL	13	867	\$810,930
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Figure 2. Tone of Ads, by Sponsor



Nevada (Continued)

Figure 3. Theme of Ads, by Sponsor

