

**Overall Figures for Races in
Alabama, Idaho*, Illinois, Ohio, Mississippi, and Nevada
January 1 – October 19, 2002**

Figure 1. Spending on Ads Naming Candidates, by Sponsor

	Number of Ads	Number of Airings	Cost of Airtime
Candidate	25	3921	\$1,471,913
Non-Candidate	6	1239	\$502,989
TOTAL	31	5160	\$1,974,902

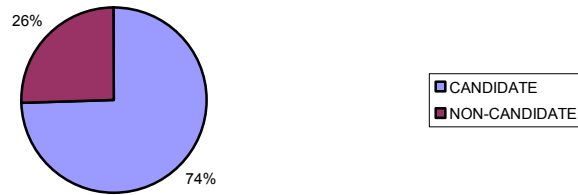
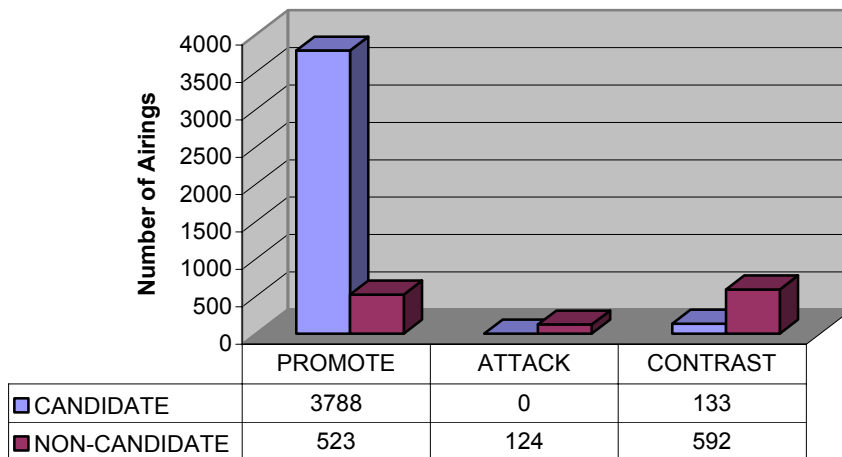


Figure 2. Tone of Ads, by Sponsor



* Idaho's State Supreme Court race was held last spring. Total figures for advertising in that race are included in this report.

Overall (continued)

Figure 3. Theme of Ads, by Sponsor

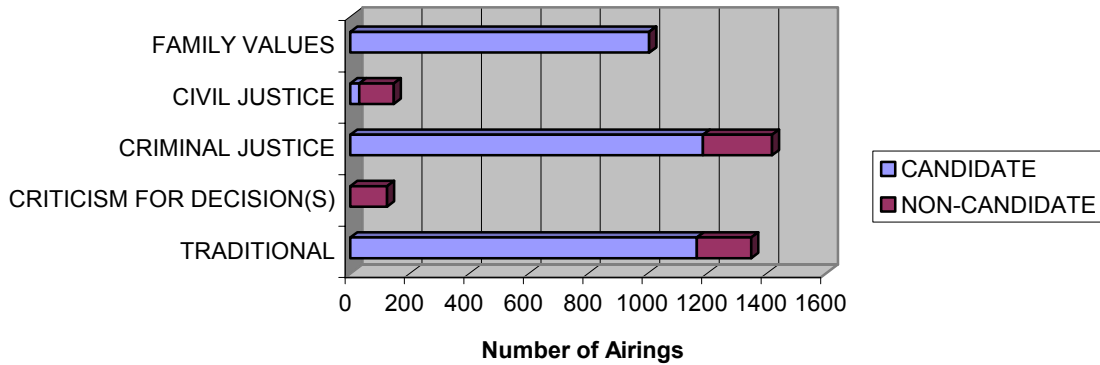


Figure 4. Top Spenders

WHO?	HOW MUCH?	WHERE?
Stratton	\$469,163	Ohio
Citizens for an Independent Court	\$288,416	Ohio
See	\$281,813	Alabama
Anderson	\$242,685	Alabama
Burnside	\$161,526	Alabama
Law Enforcement Alliance of America (LEAA)	\$113,288	Mississippi
Competition Ohio	\$99,029	Ohio
TOTAL	\$1,655,920	83% of all spending is by the top 7 players