BUYING TIME 2004:

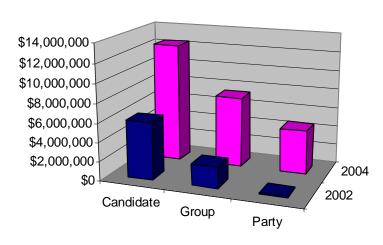
Television Advertising in State Supreme Court Elections

Election Year Comparison 2002 & 2004

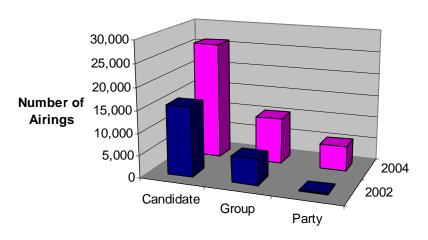
Figure 1. Supreme Court Campaign Ads, by Sponsor

| | Number of Ads | | Number of Airings | | Cost of Airtime | |
|-----------|---------------|------|-------------------|--------|-----------------|--------------|
| | 2002 | 2004 | 2002 | 2004 | 2002 | 2004 |
| Candidate | 61 | 121 | 15,637 | 26,248 | \$6,035,404 | \$12,439,246 |
| Group | 17 | 14 | 5,843 | 10,440 | \$2,264,354 | \$7,393,689 |
| Party | 2 | 45 | 159 | 5,561 | \$142,238 | \$4,590,317 |
| TOTAL | 80 | 180 | 21,639 | 42,249 | \$8,441,996 | \$24,423,252 |

Cost



Airings





161 Avenue of the Americas, 12th Floor New York, New York 10013 (212) 998-6730 www.brennancenter.org

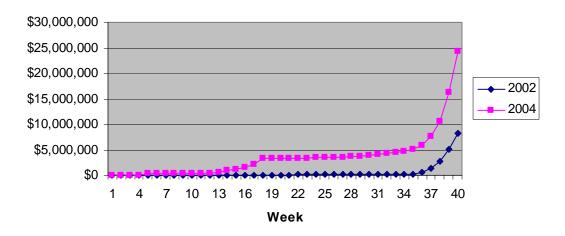
BUYING TIME 2004:

Television Advertising in State Supreme Court Elections

Election Year Comparison 2002 & 2004

Cumulative Comparison, by Week

Cost Comparison by Week



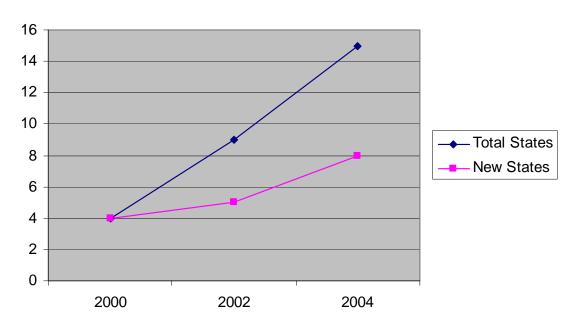


BUYING TIME 2004:

Television Advertising in State Supreme Court Elections

Election Year Comparison 2002 & 2004

Number of States with Television Advertising



Tone of Television Advertising

Number of Airings

