

RESOURCE

Buying Time 2026 – Wisconsin

This page features Wisconsin Supreme Court election spending data and television advertisements from the 2026 election cycle.

Updated **April 8, 2026**

Published **February 12, 2026**

On April 7, 2026, Wisconsin held a nonpartisan general election for a 10-year term on the Wisconsin Supreme Court. The candidates competed to fill the seat of incumbent Rebecca Bradley who is not running for re-election. Former Democratic Wisconsin Assembly member and Court of Appeals judge Chris Taylor defeated Court of Appeals judge Maria S. Lazar,

winning the vacant seat on the court.

Estimated Total TV Spending:

Candidates:

- **Estimated spending by Maria S. Lazar:** \$332,072
- **Estimated spending by Chris Taylor:** \$2,932,549

Outside Groups:

- **Estimated spending by A Better Wisconsin Together PAC:**

\$108,172

- **Estimated spending by Judicial Action Network:** \$17,330
- **Estimated spending by American Civil Liberties Union:** \$203,501

Advertisements (provided by MediaRadar/CMA G)

April 3 – Jillian 15

[Stream Video](#) [\[link-1\]](#) | [Download Video](#) [\[link-2\]](#)

In this ad, Judge Lazar says: “I will stand up for the rights of families and protect our children.”

Sponsor: Maria Lazar

April 1 – Jillian

[Stream Video](#) [\[link-3\]](#) | [Download Video](#) [\[link-4\]](#)

In this ad, Jillian says: “It’s just not fair. My daughter works so hard and

loves sports. But now I’m worried about her competing against boys because of activists like Chris Taylor.”

Sponsor: Maria Lazar

March 17 – Abortion on the Ballot

[Stream Video](#) [\[link-5\]](#) | [Download Video](#) [\[link-6\]](#)

In this ad, a voiceover says: “Judge Chris Taylor worked for Planned Parenthood protecting abortion access.

Sponsor: Chris Taylor

March 16 – Abortion Activist 15

[Stream Video](#) [\[link-7\]](#) | [Download Video](#) [\[link-8\]](#)

In this ad, a voiceover says: “Former legislature Chris Taylor wrote a bill to remove all restrictions on abortion and overthrow the current compromise.”

Sponsor: Maria Lazar

March 14 – Agenda on the Bench

[Stream Video](#) [\[link-9\]](#) | [Download Video](#) [\[link-10\]](#)

In this ad, Judge Lazar says: “I’m a constitutional conservative not a political activist – I will uphold the law including Wisconsin’s existing 20-week compromise.”

Sponsor: Maria Lazar

March 3 – Best Choice

[Stream Video](#) [\[link-11\]](#) | [Download Video](#) [\[link-12\]](#)

In this ad, a voiceover says: “She (Chris) has spent her career fighting for families, defending abortion rights, working with law enforcement to stop domestic violence and protecting survivors.”

Sponsor: Judicial Action Network

February 25 – Rebecca

[Stream Video](#) [\[link-13\]](#) | [Download Video](#) [\[link-14\]](#)

In this ad, Rebecca says: “She (Chris) worked with both parties and law enforcement to protect survivors like me. Chris listened and my abuser went to prison.”

Sponsor: Chris Taylor

February 16 – Radical 15

[Stream Video](#) [\[link-15\]](#) | [Download Video](#) [\[link-16\]](#)

In this ad, a voiceover says: “Radical Chris Taylor is pushing for non-citizen voting and weakening voter ID. She’s an activist, not a judge.”

Sponsor: Maria Lazar

February 13 – Broke Our State

[Stream Video](#) [\[link-17\]](#) | [Download Video](#) [\[link-18\]](#)

In this ad, a voiceover says: “Chris Taylor wants to break our courts.”

Her agenda – radical – pushing for noncitizen voting and weakening voter ID.”

Sponsor: Maria Lazar

February 10 – Protecting Our Rights

[Stream Video](#) [\[link-19\]](#) | [Download Video](#) [\[link-20\]](#)

In this ad, Judge Taylor says: “I’ve spent my career standing up for Wisconsin families, for abortion rights and domestic violence survivors.”

Sponsor: Chris Taylor

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Links

link-1: Stream Video https://mycmag.mediaradar.com/KMlcmagvidbin2/STSUPCT_WI_LAZAR_JILLIAN_15.html

link-2: Download Video https://www.brennancenter.org/sites/default/files/2026-04/stsupct_wi_lazar_jillian_15.mp4

link-3: Stream Video https://mycmag.mediaradar.com/KMlcmagvidbin2/STSUPCT_WI_LAZAR_JILLIAN.html

link-4: Download Video https://www.brennancenter.org/sites/default/files/2026-04/stsupct_wi_lazar_jillian.mp4

link-5: Stream Video https://mycmag.mediaradar.com/KMlcmagvidbin2/STSUPCT_WI_TAYLOR_ABORTION_ON_THE_BALLOT.html

link-6: Download Video https://www.brennancenter.org/sites/default/files/2026-03/stsupct_wi_taylor_abortion_on_the_ballot.mp4

link-7: Stream Video https://mycmag.mediaradar.com/KMlcmagvidbin2/STSUPCT_WI_LAZAR_ABORTION_ACTIVIST_15.html

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link-20: Download Video https://www.brennancenter.org/sites/default/files/2026-02/stsupct_wi_taylor_protecting_our_rights.mp4