

Ad Title	Sponsor	Tone	Traditional	Civil Justice	Criminal Justice	Special Interests	Family Values	Conservative Values	Role of Judges	Controversial Decisions	Not Applicable	Unfair Attacks	Airings	Estimated Cost
Alabama														
AL Cobb False Ads	Candidate	attack				✓						✓	360	\$118,376
AL Cobb Have You Seen	Candidate	attack			✓	✓						✓	440	\$146,602
AL Cobb Judge and Leader	Candidate	attack	✓										259	\$114,363
AL Cobb Nabers Gambling	Candidate	attack				✓						✓	170	\$54,965
AL Cobb Only Candidate	Candidate	promote			✓	✓	✓						666	\$215,323
AL Cobb Profile 60	Candidate	promote	✓		✓		✓						747	\$565,449
AL Cobb Should Be	Candidate	promote			✓			✓					95	\$27,403
AL Cobb Values	Candidate	promote	✓		✓			✓					515	\$154,088
AL England Humble Beginnings	Candidate	promote					✓						421	\$170,401
AL Lyons Public Service	Candidate	promote	✓				✓		✓				428	\$149,343
AL Murdock Best Qualified	Candidate	promote	✓				✓	✓					190	\$83,748
AL Murdock Best Qualified 15	Candidate	promote	✓				✓	✓					459	\$71,041
AL Murdock Conservative Judge	Candidate	promote	✓				✓	✓					147	\$48,889
AL Murdock Profile	Candidate	promote	✓				✓	✓					471	\$181,002
AL Murdock Values	Candidate	promote					✓	✓					837	\$348,424
AL Nabers Cobb Denouncement	Candidate	attack				✓						✓	991	\$366,047
AL Nabers Cobb Denouncement 2	Candidate	attack				✓							448	\$164,804
AL Nabers Conservative	Candidate	promote						✓	✓				505	\$127,188
AL Nabers Endorsements	Candidate	promote						✓					125	\$40,412
AL Nabers Experience	Candidate	promote						✓					922	\$275,522

AL Nabers I Believe 20	Candidate	promote						✓	✓					291	\$102,449
AL Nabers Judicial Conservative	Candidate	promote						✓	✓					394	\$132,687
AL Nabers My Dad	Candidate	promote					✓	✓						404	\$141,454
AL Nabers Newspapers 15	Candidate	promote	✓											150	\$24,156
AL Nabers Parker Attacking	Candidate	attack	✓									✓		383	\$110,106
AL Nabers Values	Candidate	promote	✓					✓	✓					837	\$237,215
AL Nabers You Decide	Candidate	contrast		✓		✓		✓						527	\$188,434
AL Parker Nabers Denouncement	Candidate	attack						✓		✓				86	\$17,042
AL Parker Nabers Liberal Record	Candidate	attack						✓						77	\$17,027
AL Parker Nabers Murderer	Candidate	attack			✓					✓				124	\$26,655
AL Parker Nabers Tax Hike	Candidate	attack										✓		155	\$37,556
AL Stuart Clear Choice	Candidate	promote	✓					✓						470	\$149,618
AL Stuart Experience 15	Candidate	promote	✓					✓	✓					605	\$94,197
AL Stuart Lessons	Candidate	promote			✓		✓		✓					1,459	\$391,819
AL Woodall It Takes	Candidate	promote	✓						✓					602	\$216,525
AL ATA Nabers Taxes	ATA	promote						✓						481	\$228,607
AL ATA Stuart Traits	ATA	promote			✓		✓	✓	✓					586	\$271,844
AL ATA Trial Lawyers and Parker	ATA	attack				✓	✓	✓						1,003	\$492,629
State Total													17,830	\$6,303,410	
Arkansas															
AR Corbin Experience	Candidate	promote	✓											16	\$4,320
AR Danielson Only One	Candidate	promote	✓											32	\$19,677
AR Danielson Who Is	Candidate	promote	✓											25	\$16,631
AR Harrod Rich Background	Candidate	promote	✓											11	\$8,497
State Total													84	\$49,125	
Georgia															
GA Hunstein Endorsements	Candidate	contrast			✓								✓	123	\$194,742
GA Hunstein Profile	Candidate	promote	✓		✓		✓	✓						207	\$339,677
GA Hunstein Wiggins Wrong	Candidate	attack										✓		427	\$426,135
GA GARP Protect Mother	Party	attack										✓	✓	218	\$273,825
GA GARP Wiggins Tough	Party	promote			✓									352	\$276,178
GA SPC Brutal Attack	SPC	attack										✓	✓	231	\$258,791
GA SPC Hunstein Denouncement	SPC	attack			✓			✓		✓				447	\$545,295
GA SPC Wiggins Endorsement	SPC	promote	✓				✓	✓	✓					395	\$517,408
State Total													2,400	\$2,832,051	
Kentucky															
KY Cunningham Don't Decide	Candidate	promote			✓			✓					✓	23	\$10,755

KY Cunningham Endorsement	Candidate	promote	✓				✓							9	\$3,113
KY Cunningham Ethics	Candidate	promote					✓		✓					11	\$3,839
KY Cunningham Profile	Candidate	promote					✓							19	\$7,565
KY Cunningham Profile 10	Candidate	promote	✓											8	\$2,343
KY Cunningham Standing for Justice	Candidate	promote	✓	✓										21	\$9,562
KY Cunningham Standing for Justice 10	Candidate	promote										✓		4	\$998
KY Cunningham Values 10	Candidate	promote					✓	✓						9	\$1,963
KY Johnson Cunningham Denouncement	Candidate	attack		✓						✓				41	\$15,026
KY Johnson Family Room	Candidate	promote					✓	✓	✓					33	\$10,583
KY Johnson My Dad	Candidate	promote					✓							34	\$10,486
KY McAnulty Best Choice	Candidate	promote	✓											141	\$62,506
KY McAnulty Earned Respect	Candidate	promote	✓											85	\$40,394
KY McAnulty Meet	Candidate	promote					✓							102	\$46,129
KY Noble Fair and Balanced	Candidate	promote		✓										18	\$5,018
KY Noble I Promise	Candidate	promote	✓											20	\$7,832
KY Noble Profile	Candidate	promote	✓	✓										129	\$44,251
KY Noble Roach Denouncement	Candidate	contrast	✓	✓										17	\$5,907
KY Roach Best Candidate	Candidate	promote	✓											148	\$46,373
KY Roach Noble Denouncement	Candidate	contrast	✓	✓										211	\$66,131
KY Roach Profile	Candidate	promote	✓	✓										181	\$51,363
KY Roach Profile 2	Candidate	promote							✓					173	\$65,239
KY Roach Profile 3	Candidate	promote		✓										228	\$81,536
KY Shake Courage 15	Candidate	promote	✓											98	\$24,922
KY Shake Experience	Candidate	promote	✓											104	\$44,530
KY Shake Experience 10	Candidate	promote	✓											98	\$14,121
KY Shake First Woman 15	Candidate	promote	✓											101	\$24,867
KY Shake Hard Work 15	Candidate	promote	✓											89	\$14,546
KY Shake My Mom 15	Candidate	promote	✓											101	\$24,867
KY Shake You Decide	Candidate	promote	✓											3	\$876
KY Shake You Decide 15	Candidate	promote	✓											98	\$24,922
State Total														2,357	\$772,563
Michigan															
MI Corrigan People Endorse	Candidate	promote	✓		✓									83	\$97,871
MI MICC Corrigan Endorsement	MICC	promote	✓		✓									551	\$709,058
State Total														634	\$806,929
Nevada															
NV Becker Begin and End	Candidate	promote	✓		✓									107	\$77,609

NV Becker Endorsements	Candidate	promote	✓										99	\$61,846	
NV Becker Saitta Denouncement 15	Candidate	attack			✓						✓		62	\$18,724	
NV Becker Saitta Denouncement 15 2	Candidate	attack									✓		63	\$19,074	
NV Saitta American Values	Candidate	promote	✓	✓	✓								103	\$50,705	
NV Saitta Becker Denouncement	Candidate	attack									✓		56	\$20,531	
NV Saitta Becker Denouncement 2	Candidate	attack									✓		67	\$26,773	
NV Saitta Lawyers Support	Candidate	promote	✓										9	\$3,630	
NV Saitta Sick and Tired	Candidate	contrast		✓							✓		✓	148	\$91,785
NV Saitta Single Mother	Candidate	promote	✓				✓						61	\$37,012	
NV Saitta Vote the Truth	Candidate	contrast	✓										✓	58	\$34,540
NV NAJA Becker Denouncement	NAJA	attack									✓		50	\$39,929	
State Total													883	\$482,158	
North Carolina															
NC Calabria profile 15	Candidate	promote	✓				✓		✓				338	\$102,896	
NC Duke Profile	Candidate	promote	✓		✓		✓	✓					12	\$5,483	
NC Goodson Easley Endorses	Candidate	promote	✓		✓								80	\$53,333	
NC Goodson Easley Endorses 15	Candidate	promote	✓										78	\$25,386	
NC Goodson Easley Endorses 15 2	Candidate	promote	✓		✓								236	\$74,343	
NC Goodson Easley Endorses 15 3	Candidate	promote	✓										1	\$91	
NC Hudson Agree	Candidate	promote	✓										7	\$3,821	
NC Hudson Endorsement	Candidate	promote	✓						✓				14	\$7,552	
NC Hudson Experience	Candidate	promote	✓										32	\$14,415	
NC Hudson Fair and Impartial	Candidate	promote							✓				12	\$5,623	
NC Levinson Above Politics 15	Candidate	promote			✓								1,020	\$277,157	
NC Martin Most Qualified 15	Candidate	promote	✓		✓								469	\$138,399	
NC Parker Good Judge	Candidate	promote							✓				185	\$80,808	
NC Parker Longest Serving	Candidate	promote	✓						✓				188	\$91,291	
NC Parker Pledge	Candidate	promote	✓						✓				86	\$39,685	
NC FairJudges Fairness	FairJudges	promote	✓										327	\$272,715	
State Total													3,085	\$1,192,998	
Ohio															
OH Cupp Measures Up	Candidate	contrast	✓										1,649	\$446,991	
OH Espy Endorsed Dem 10	Candidate	promote	✓										617	\$145,143	
OH Espy Endorsed Dem 15	Candidate	promote	✓				✓						89	\$32,418	
OH O'Donnell Profile 15	Candidate	promote	✓										1,651	\$447,893	
OH Wagner Endorsed	Candidate	promote	✓				✓						29	\$4,534	
OH Wagner Endorsed Dem 15	Candidate	promote	✓				✓						135	\$43,352	

OH Wagner Espy Endorsed Dems 15	Candidate	promote	✓				✓						90	\$76,387
OH PFOF Cupp Endorsement	PFOF	promote	✓					✓					600	\$417,656
OH PFOF O'Donnell Endorsement	PFOF	promote						✓	✓				620	\$381,740
OH OHDP Espy Experience 15	Party	promote	✓										108	\$27,084
OH OHDP Espy Profile 15	Party	promote	✓										66	\$40,786
OH OHDP Families First 15	Party	promote					✓						109	\$27,116
State Total													5,763	\$2,091,100
Oregon														
OR Hallman Qualified Choice	Candidate	promote	✓										228	\$145,578
OR Roberts Best Choice	Candidate	promote	✓		✓				✓				446	\$164,753
OR Roberts Profile	Candidate	promote	✓		✓				✓				321	\$160,639
State Total													995	\$470,970
Washington														
WA ATLA Alexander Denouncement	ATLA	attack			✓					✓			359	\$362,030
WA CTUTC Groen Denouncement	CTUTC	attack				✓							212	\$228,749
WA ITFAC Alexander Denouncement	ITFAC	contrast	✓	✓	✓								231	\$193,184
WA ITFAC Alexander Denouncement 2	ITFAC	attack									✓		279	\$271,185
State Total													1,081	\$1,055,148
National Total													35,112	\$16,056,452