

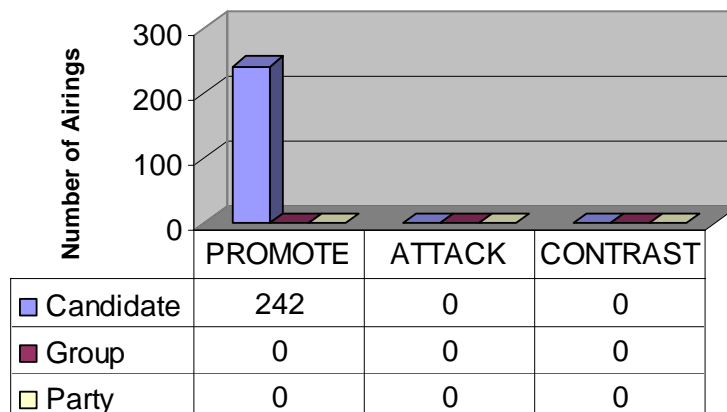
BUYING TIME 2004:
Television Advertising in State Supreme Court Elections

Arkansas
January 1 – December 31, 2004

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

	Number of Ads	Number of Airings	Cost of Airtime
Griffen	1	36	\$9,368
Hannah*	1	57	\$29,672
Race Subtotal	2	93	\$39,040
Danielson	2	55	\$21,142
Gunter*	1	47	\$23,449
Kilgore	1	47	\$28,784
Race Subtotal	4	149	\$73,375
TOTAL	6	242	\$112,415

Figure 2. Tone of Ads, by Sponsor



Arkansas (Continued)

Figure 3. Theme of Ads, by Sponsor

