Illinois January 1 – December 31, 2004

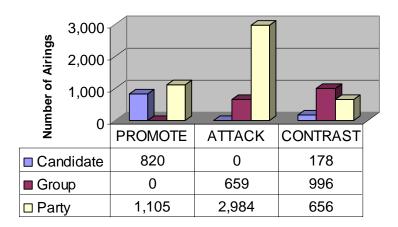
Figure 1. Spending on Supreme Court Campaign Ads, by Sponsor_

| | | Number of | |
|---|---------------|-----------|--|
| | Number of Ads | Airings | Cost of Airtime |
| Karmeier | 5 | 1,005 | \$995,882 |
| JUSTPAC (Illinois Civil Justice League) | 2 | 597 | \$590,030 |
| Illinois Republican Party | 3 | 2,110 | \$1,816,705 |
| Karmeier Subtotal | 10 | 3,712 | \$3,402,617 |
| Maag | 0 | 0 | \$0 |
| Justice for All PAC | 4 | 908 | \$995,095 |
| Democratic Party of Illinois | 7 | 2,880 | \$2,424,180 |
| Maag Subtotal | 11 | 3,788 | \$3,419,275 |
| Race Subtotal | 21 | 7,500 | \$6,821,892 |
| | · | | |
| JUSTPAC (Illinois Civil Justice League) | 1 | 18 | \$19,227 |
| Illinois Chamber of Commerce | 1 | 145 | \$175,756 |
| | | | <u>, </u> |
| TOTAL | 23 | 7,663 | \$7,016,875 |



Illinois (Continued)

Figure 2. Tone of Ads, by Sponsor





Illinois (Continued)

Figure 3. Theme of Ads, by Sponsor

Themes of Ads

