

BUYING TIME 2004:
Television Advertising in State Supreme Court Elections

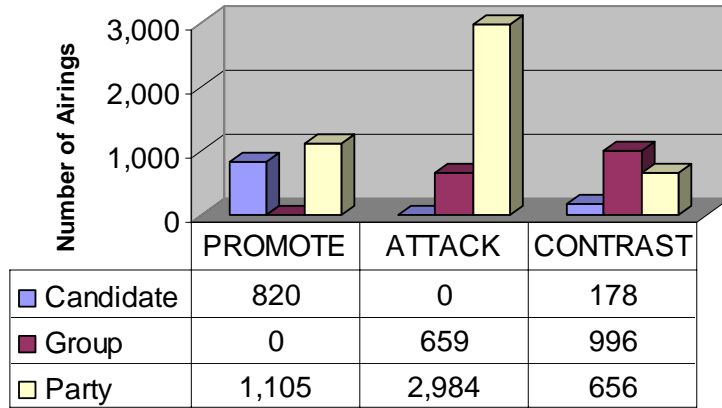
Illinois
January 1 – December 31, 2004

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

	Number of Ads	Number of 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
<i>Karmeier Subtotal</i>	<i>10</i>	<i>3,712</i>	<i>\$3,402,617</i>
Maag	0	0	\$0
Justice for All PAC	4	908	\$995,095
Democratic Party of Illinois	7	2,880	\$2,424,180
<i>Maag Subtotal</i>	<i>11</i>	<i>3,788</i>	<i>\$3,419,275</i>
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
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

