

BUYING TIME 2004:  
*Television Advertising in State Supreme Court Elections*

**Nevada**  
**January 1 – December 31, 2004**

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

Primary	Number of Ads	Number of Airings	Cost of Airtime
Ashworth	0	0	\$0
Hardesty*	2	230	\$179,863
Mirch	0	0	\$0
Steel	0	0	\$0
<b>Race Subtotal</b>	<b>2</b>	<b>230</b>	<b>\$179,863</b>

Brown	0	0	\$0
Mason	3	248	\$246,167
Parraguirre*	2	114	\$116,409
Smith	1	85	\$82,778
<b>Race Subtotal</b>	<b>6</b>	<b>447</b>	<b>\$445,354</b>

<b>ELECTION TOTAL</b>	<b>8</b>	<b>677</b>	<b>\$625,217</b>
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General	Number of Ads	Number of Airings	Cost of Airtime
Hardesty*	2	95	\$98,256
Steel	0	0	\$0
<b>Race Subtotal</b>	<b>2</b>	<b>95</b>	<b>\$98,256</b>

Mason	0	0	\$0
Parraguirre*	3	95	\$87,457

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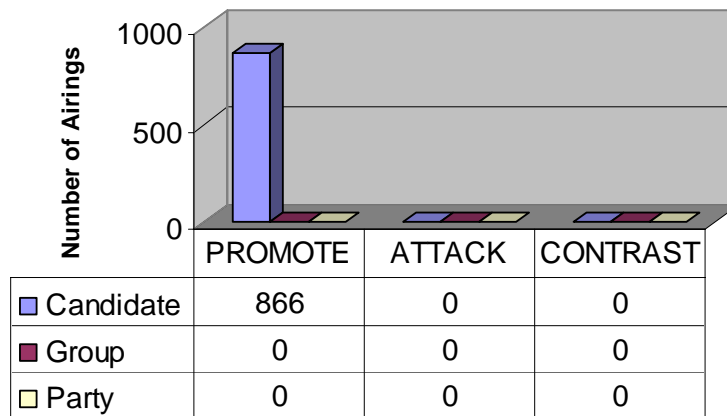
**Nevada (Continued)**

<b>Race Subtotal</b>	<b>3</b>	<b>95</b>	<b>\$87,457</b>
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<b>ELECTION TOTAL</b>	<b>5</b>	<b>190</b>	<b>\$185,713</b>
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<b>STATE TOTAL</b>	<b>13</b>	<b>867</b>	<b>\$810,930</b>
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**Figure 2. Tone of Ads, by Sponsor**



### Nevada (Continued)

**Figure 3. Theme of Ads, by Sponsor**

