

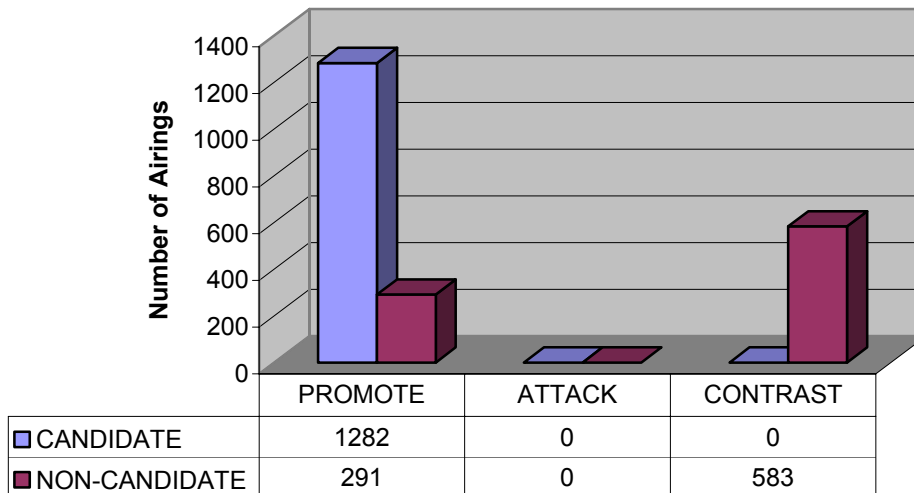
BUYING TIME 2002:
Television Advertising in State Supreme Court Elections

Ohio
January 1 – October 19, 2002

Figure 1. Spending on Ads Naming Candidates, by Sponsor

	Number of Ads	Number of Airings	Cost of Airtime
Burnside	1	399	\$161,526
O'Connor	2	55	\$27,873
Stratton	4	828	\$469,163
Citizens for Independent Court	2	757	\$288,416
Competition Ohio	1	117	\$99,029
TOTAL	10	2156	\$1,046,007

Figure 2. Tone of Ads, by Sponsor



Ohio (continued)

Figure 3. Theme of Ads, by Sponsor

