

BUYING TIME 2004:
Television Advertising in State Supreme Court Elections

Washington
January 1 – December 31, 2004

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

	Number of Ads	Number of Airings	Cost of Airtime
Alsdorf	0	0	\$0
Carpenter	0	0	\$0
Hart	0	0	\$0
Johnson*	1	56	\$13,167
Kay Becker*	0	0	\$0
Murphy	0	0	\$0
ELECTION TOTAL	1	56	\$13,167
	Number of Ads	Number of Airings	Cost of Airtime
Johnson*	2	217	\$52,960
Kay Becker	0	0	\$0
ELECTION TOTAL	2	217	\$52,960
STATE TOTAL	2	273	\$66,127

Washington (Continued)

Figure 2. Tone of Ads, by Sponsor

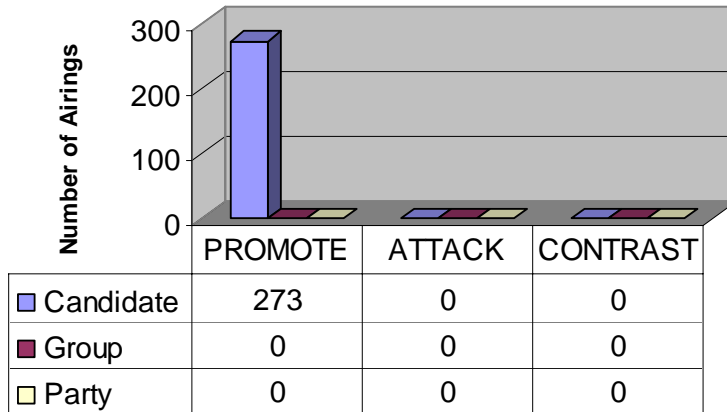


Figure 3. Theme of Ads, by Sponsor

