

West Virginia
January 1 – December 31, 2004

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

| General | Number of Ads | Number of Airings | Cost of Airtime |
|--|---------------|-------------------|--------------------|
| Benjamin | 2 | 434 | \$140,705 |
| For the Sake of the Kids | 10 | 1,245 | \$603,202 |
| West Virginia Citizens Against Lawsuit Abuse | 1 | 91 | \$43,862 |
| West Virginia Citizens for Quality Health Care | 1 | 92 | \$34,899 |
| West Virginia Chamber of Commerce | 2 | 588 | \$324,087 |
| <i>Benjamin Subtotal</i> | <i>16</i> | <i>2,450</i> | <i>\$1,146,755</i> |
| McGraw | 3 | 341 | \$86,684 |
| West Virginia Consumers for Justice | 4 | 697 | \$224,400 |
| <i>McGraw Subtotal</i> | <i>7</i> | <i>1,038</i> | <i>\$311,084</i> |

| | | | |
|-----------------------|-----------|--------------|--------------------|
| ELECTION TOTAL | 23 | 3,488 | \$1,457,839 |
|-----------------------|-----------|--------------|--------------------|

| | | | |
|--------------------|-----------|--------------|--------------------|
| STATE TOTAL | 36 | 5,096 | \$2,135,761 |
|--------------------|-----------|--------------|--------------------|

| Primary | Number of Ads | Number of Airings | Cost of Airtime |
|-------------------------------------|---------------|-------------------|-----------------|
| McGraw | 3 | 358 | \$135,629 |
| West Virginia Consumers for Justice | 2 | 336 | \$137,136 |

BUYING TIME 2004:
Television Advertising in State Supreme Court Elections

West Virginia (Continued)

| | | | |
|---|-----------|--------------|------------------|
| <i>McGraw Subtotal</i> | 5 | 694 | \$272,765 |
| Rowe | 6 | 134 | \$70,500 |
| WESPAC - West Virginia Medical Political Action Committee | 1 | 36 | \$9,904 |
| West Virginia Chamber of Commerce | 3 | 744 | \$324,753 |
| <i>Rowe Subtotal</i> | 10 | 914 | \$405,157 |
| ELECTION TOTAL | 15 | 1,608 | \$677,922 |

West Virginia (Continued)

Figure 2. Tone of Ads, by Sponsor

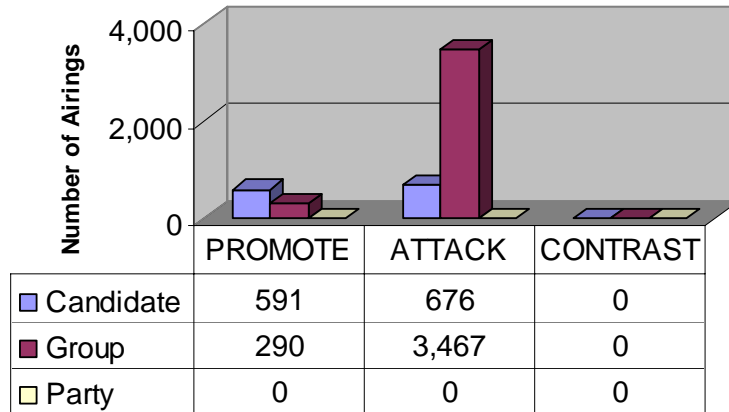


Figure 3. Theme of Ads, by Sponsor

