

**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>

<b>ELECTION TOTAL</b>	<b>23</b>	<b>3,488</b>	<b>\$1,457,839</b>
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<b>STATE TOTAL</b>	<b>36</b>	<b>5,096</b>	<b>\$2,135,761</b>
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Primary	Number of Ads	Number of Airings	Cost of Airtime
McGraw	3	358	\$135,629
West Virginia Consumers for Justice	2	336	\$137,136

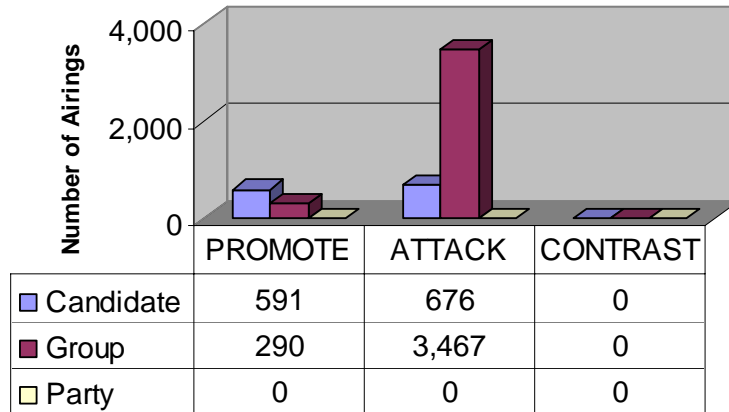
BUYING TIME 2004:  
*Television Advertising in State Supreme Court Elections*

**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
<b>ELECTION TOTAL</b>	<b>15</b>	<b>1,608</b>	<b>\$677,922</b>

**West Virginia (Continued)**

**Figure 2. Tone of Ads, by Sponsor**



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

