BUYING TIME 2004:
Television Advertising in State Supreme Court Elections

Election Year Comparison
2002 & 2004

Figure 1. Supreme Court Campaign Ads, by Sponsor

<table>
<thead>
<tr>
<th></th>
<th>Number of Ads</th>
<th>Number of Airings</th>
<th>Cost of Airtime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Candidate</td>
<td>61</td>
<td>121</td>
<td>15,637</td>
</tr>
<tr>
<td>Group</td>
<td>17</td>
<td>14</td>
<td>5,843</td>
</tr>
<tr>
<td>Party</td>
<td>2</td>
<td>45</td>
<td>159</td>
</tr>
<tr>
<td>TOTAL</td>
<td>80</td>
<td>180</td>
<td>21,639</td>
</tr>
</tbody>
</table>
Election Year Comparison
2002 & 2004

Cumulative Comparison, by Week

Cost Comparison by Week

Week
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Number of States with Television Advertising

![Chart showing the number of states with television advertising from 2000 to 2004.]

Tone of Television Advertising

![Chart showing the tone of television advertising in 2002 and 2004 with bars for promote, attack, and contrast.]

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