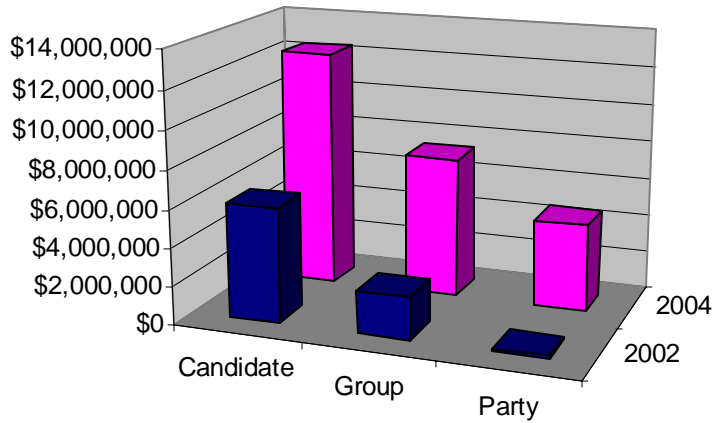


## Election Year Comparison 2002 & 2004

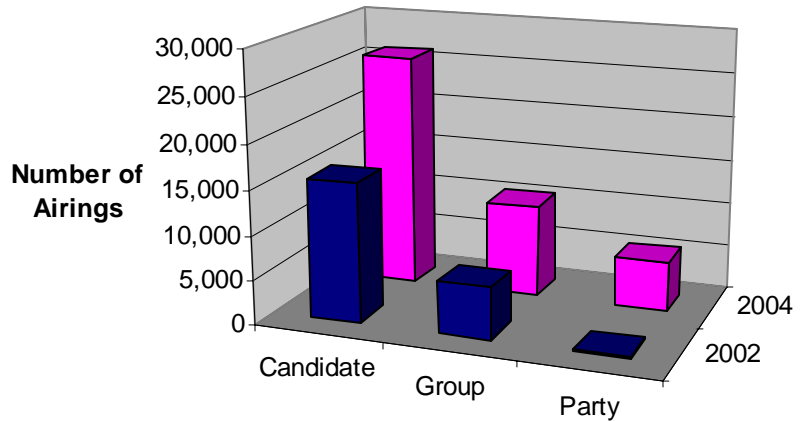
**Figure 1. Supreme Court Campaign Ads, by Sponsor**

	Number of Ads		Number of Airings		Cost of Airtime	
	2002	2004	2002	2004	2002	2004
Candidate	61	121	15,637	26,248	\$6,035,404	\$12,439,246
Group	17	14	5,843	10,440	\$2,264,354	\$7,393,689
Party	2	45	159	5,561	\$142,238	\$4,590,317
<b>TOTAL</b>	<b>80</b>	<b>180</b>	<b>21,639</b>	<b>42,249</b>	<b>\$8,441,996</b>	<b>\$24,423,252</b>

**Cost**



**Airings**

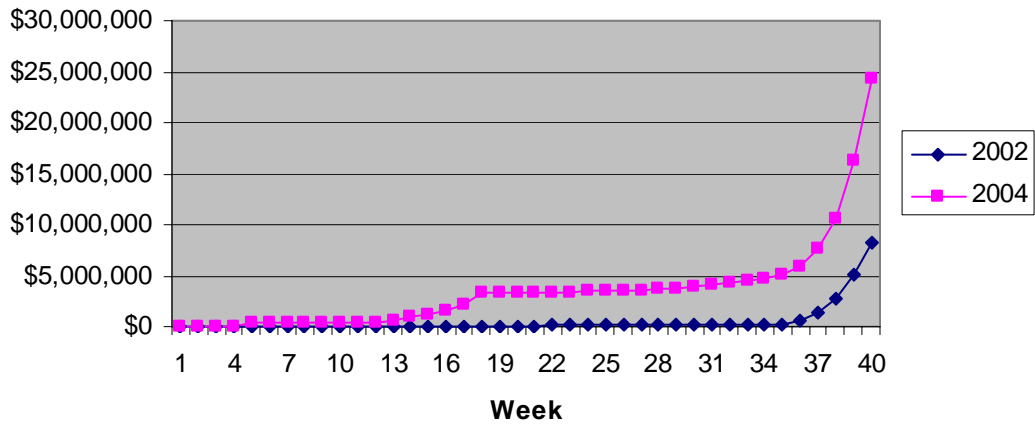


## Election Year Comparison 2002 & 2004

### Cumulative Comparison, by Week

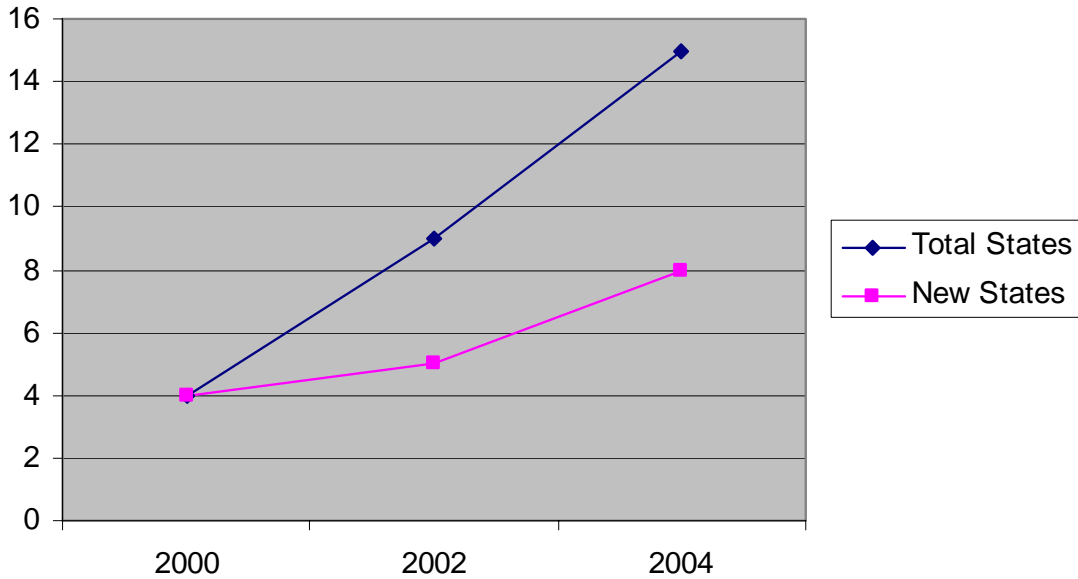
---

**Cost Comparison by Week**



## Election Year Comparison 2002 & 2004

### Number of States with Television Advertising



### Tone of Television Advertising

