

## **Pres. TV advertising spending continues to grow; Over \$28 million spent from September 28-October 4**

### **McCain's ads nearly 100% negative**

### **Obama outpacing McCain in nearly all competitive states**

### **Traditional battleground states continue to receive majority of TV ad spending**

MADISON, WI – Over the past week, presidential candidates John McCain and Barack Obama and their campaigns have spent over \$28 million on television advertising. From September 28 through October 4, the Obama campaign spent just under \$17.5 million while the McCain campaign and the RNC spent just under \$11 million combined. Compared to the first week of September (September 6-13) the amount of campaign advertising has nearly doubled, going from a total of \$15.5 million to \$28.3 million. During the similar week in 2004, the Bush and Kerry campaigns and their party and interest group allies spent just over \$18 million dollars.

As was the case during the first week of September, the Midwest battleground states of Indiana, Iowa, Michigan, Minnesota, Ohio, Pennsylvania, and Wisconsin received over half the money spent by the two campaigns on television advertising. McCain spent a larger percentage of his advertising budget in these Big 10 battleground states than did Obama (60.2 percent to 46.5 percent respectively). Ohio drew the greatest amount of advertising spending as the Obama campaign spent \$2,218,000 and the McCain campaign spent \$1,727,000. The Obama campaign also spent over \$2 million each in Florida, Ohio, Pennsylvania, and Virginia. The McCain campaign did not spend over \$2 million in any individual state.

**Table 1: Spending in Battleground States 9/28 – 10/4**

	McCain	Obama	Total
Total Spending	\$10,855,000	\$17,445,000	\$28,300,000
Spending in Midwest Battlegrounds	\$6,532,000	\$8,106,000	\$14,638,000
% of Spending in Big 10 States	60.2	46.5	51.7

“Ten of the fifteen states where both candidates are advertising were won by Bush in the 2004 election,” said Ken Goldstein, professor at the University of Wisconsin-Madison and director of the Wisconsin Advertising Project. “The campaign is being played on the Republican side of the field this year.”

The Obama campaign is now out-spending the McCain campaign and the RNC in nearly all of the competitive states. During the first week of September, the McCain campaign was either ahead or even in ad spending in Colorado, Florida, Iowa, Michigan, Minnesota, New Hampshire, New Mexico, Nevada, North Carolina, Ohio, Pennsylvania, and Wisconsin. But during the week of September 28-October 4, the only states where McCain out-advertised Obama were Iowa and Minnesota. Over the past week, the two campaigns were roughly even in spending in Colorado, Michigan, New Mexico, Ohio, Pennsylvania, and Wisconsin. Meanwhile, the Obama campaign has outspent the McCain campaign by a margin of over 3 to 1 in Florida, over 2 to 1 in New Hampshire, over 3 to 2 in Nevada, over 8 to 1 in North Carolina, and over 3 to 1 in Virginia.

“Because of Obama’s fundraising advantage, his campaign is able to spend more in more states than we’ve seen in recent memory,” said Goldstein.

The week of the report represents the last week McCain advertised in Michigan. During this week, however, he made a substantial ad buy, spending more than \$1 million. Behind Ohio and Pennsylvania, Michigan represented the largest ad buy the McCain campaign made during the past week. “McCain made a major push in the state before redirecting resources to other states,” according to Goldstein.

**Table 2: Advertising Spending by State 9/28 – 10/4**

	McCain	Obama
Colorado	\$801,000	\$980,000
Florida	\$659,000	\$2,213,000
Indiana	\$179,000	\$614,000
Iowa	\$227,000	\$172,000
Michigan	\$1,250,000	\$1,590,000
Minnesota	\$608,000	\$121,000
Missouri	\$193,000	\$492,000
North Carolina	\$148,000	\$1,236,000
New Hampshire	\$160,000	\$354,000
New Mexico	\$144,000	\$185,000
Nevada	\$329,000	\$616,000
Ohio	\$1,727,000	\$2,218,000
Pennsylvania	\$1,645,000	\$2,202,000
Virginia	\$547,000	\$2,057,000
Wisconsin	\$896,000	\$1,189,000

During the week of September 28-October 4, nearly 100 percent of the McCain campaign’s advertisements were negative. During the same period, 34 percent of the Obama campaign’s ads were negative. Comparing this presidential election to 2004, we see that both the McCain and Obama campaigns have aired more negative advertisements than did their counterparts. In all of 2004, 64 percent of the Bush campaign’s ads were negative, while to date, 73 percent of

McCain’s ads have been negative. Similarly, 34 percent of all Kerry ads were negative while 61 percent of Obama’s have been. In 2004, the DNC aired a significant number of negative ads, while this year the DNC has been largely silent in the presidential race. According to Goldstein, “This year, Obama has his own message and he’s getting it out through his own campaign. Because of Obama’s huge fundraising totals, the DNC doesn’t have to make up the difference in advertising between the two candidates.”

The McCain campaign is concentrating its advertising heavily in Colorado, Nevada, Wisconsin, and Pennsylvania. Each of these four states has two of the top ten markets targeted by the McCain campaign. The Obama campaign is targeting its efforts in Florida, as three of the top ten Obama markets are located in that state.

But the top two markets for television advertising across the United States are Las Vegas and Denver. These two markets stand head and shoulders above even other highly targeted markets.

**Table 3: Advertising Airings by Market and Candidate (incl. Candidate and Coordinated Ads) 9/28 – 10/4**

Market	McCain Airings
Denver, CO	932
Las Vegas, NV	712
Green Bay, WI	583
Cleveland, OH	509
Milwaukee, WI	490
Reno, NV	483
Harrisburg, PA	475
El Paso, TX (NM)	474
Philadelphia, PA	453
Grand Junction, CO	399

  

Market	Obama Airings
Las Vegas, NV	1,288
Tampa, FL	1,069
Denver, CO	1,059
Orlando, FL	908
Milwaukee, WI	832
Miami, FL	824
Detroit, MI	786
Philadelphia, PA	774
Reno, NV	719
Cleveland, OH	702

**CITE SOURCE OF DATA IN TABLE AS: TNS Media Intelligence/CMAG with analysis by the Wisconsin Advertising Project**

**Table 4: Total Airings by Market  
(incl. Candidate, Party, Group, and Coordinated Ads) 9/28 – 10/4**

<u>Market</u>	<u>Airings</u>
Las Vegas, NV	2,020
Denver, CO	2,007
Milwaukee, WI	1,521
Green Bay, WI	1,499
Tampa, FL	1,433
Cleveland, OH	1,391
Orlando, FL	1,325
Grand Rapids, MI	1,319
Detroit, MI	1,290
Philadelphia, PA	1,247
Reno, NV	1,202
Harrisburg, PA	1,171
La Crosse, WI	1,154
Columbus, OH	1,106
Pittsburgh, PA	1,052
Norfolk, VA	1,038
Cincinnati, OH	1,037
Lansing, MI	1,011
Flint, MI	967
Albuquerque, NM	960

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Group spending has increased since early September, but according to Goldstein, “group ads still represent the dog that’s not barking. Compared to 2004, a much smaller percentage of ads are sponsored by groups.” In support of McCain, Vets for Freedom aired just under \$1 million worth of ads, largely in California, while the Committee for Truth in Politics aired approximately \$179,000, predominately in Pennsylvania and Wisconsin. The Judicial Confirmation Network aired approximately \$73,000 worth of ads, mostly in Michigan, and Phforamerica.com aired under \$1,000 worth of ads in Pennsylvania. In support of Obama, the California Nurses Association aired approximately \$60,000 worth of ads, mostly in Wisconsin, Ohio, and Missouri, while the Defenders of Wildlife aired approximately \$34,000 worth of ads, mostly in Ohio.

**Table 5: Group Spending By State**

Group	State	Est. Spending	Total for Group
Committee for Truth in Politics	NC	\$4,000	\$179,000
	OH	\$10,000	
	PA	\$103,000	
	WI	\$62,000	
California Nurses Association	CO	\$1,000	\$60,000
	MI	\$4,000	
	MO	\$16,000	
	OH	\$13,000	
	WI	\$26,000	
Defenders of Wildlife	CO	\$6,000	\$34,000
	FL	\$3,000	
	MI	\$3,000	
	OH	\$22,000	
Judicial Confirmation Network	MI	\$42,000	\$73,000
	OH	\$27,000	
	PA	\$4,000	
Phforamerica.com	PA	<\$1,000	<\$1,000
Vets for Freedom	CA	\$914,000	\$923,000
	VA	\$9,000	

**CITE SOURCE OF DATA IN TABLE AS: TNS Media Intelligence/CMAG with analysis by the Wisconsin Advertising Project**

The study also found:

- The McCain campaign cut back on its television advertising in the days following McCain’s announcement that he was suspending his campaign to focus on the economy. On September 24, his campaign aired 2,447 ads and on Sept. 25, it aired 1,304 ads. From September 26-28, McCain aired 302, 670, and 852 ads respectively. On September 29, the campaign returned to previous advertising levels, airing 2,687 ads.

Using data obtained from the TNS Media Intelligence Campaign Media Analysis Group (TNSMI/CMAG), the University of Wisconsin Advertising Project codes and analyzes nearly all of the political advertising that is aired in 2008 federal and gubernatorial races across the country. The Ad Project, considered the single most important and credible source of information on campaign TV advertising, is funded in 2008 by a grant from the Joyce Foundation.

The Wisconsin Advertising Project codes political television advertising for sponsors, issues, tone, and numerous other characteristics – all in real time. While most of the attention will be focused on the presidential race in 2008, it also tracks candidate, party, and interest group advertisements in congressional, gubernatorial and other down ballot races nationwide, with a particular focus on the Midwest and the five states that comprise the Midwest Democracy

Network (Illinois, Michigan, Minnesota, Ohio, and Wisconsin.) Findings will be released in a series of real time reports over the course of the campaign.

Ken Goldstein, professor of political science at the University of Wisconsin-Madison and the co-author of *Campaign Advertising in American Democracy* (Temple University Press), directs the Advertising Project. Goldstein has overall responsibility for the project and is available to work with media and policymakers during the entire course of the 2008 election year.

The Wisconsin Advertising Project coded virtually every significant political advertisement broadcast in the top 75 markets in 2000 and in the top 100 media markets from 2001 to 2004. In this process, using videos and storyboards of ads captured by TNSMI/CMAG, project staff first research the entity responsible for airing each separate political spot aired. In relation to campaign finance regulations as well as noting the names of sponsors, the project categorizes sponsors between those paid for by candidates, parties, hard money interest groups and soft money interest groups. Each spot is then further researched to attribute it to a specific candidate that the ad sponsors hope to elect. Once this is done, project staff codes the content of each ad, using a battery of questions. This extensive coding allows for the compilation of a massive database of the content of commercials that can be used in a variety of ways by scholars, the media and policymakers.

The University of Wisconsin Advertising Project is affiliated with the university's Political Science Department. This department is one of the nation's oldest and most respected programs. It is highly ranked in national surveys and its award-winning faculty is known for innovative research on the discipline's most current and important questions.

With a reputation for unbiased and non-partisan analysis, Goldstein is a favorite source for both politicians and the news media. He has appeared numerous times on *The NewsHour* with Jim Lehrer, *Nightline*, *ABC World News Tonight*, *NBC Nightly News*, *CBS Evening News*, *FOX News Channel*, *MSNBC*, *CNBC* and *CNN*, and is a frequent contributor on *National Public Radio*. He is also quoted extensively in the country's top newspapers, including *The New York Times*, *The Washington Post* and *The Wall Street Journal*.

Based in Chicago, with assets of \$935 million, the Joyce Foundation funds groups working to strengthen public policies and improve the quality of life in the Great Lakes region. Its Money and Politics program supports efforts to promote a well-functioning representative democracy with open and accountable government, informed citizen participation, competition of ideas and candidates, fair and equal application of the laws, a high level of public trust and protection of fundamental rights. Other funding areas are education, workforce development, environment, gun violence prevention and culture.

TNS Media Intelligence/CMAG is the leading provider of advertising tracking and analysis of political public affairs and issue-advocacy advertising. TNSMI/CMAG provides customized media analysis services to national trade associations, foundations, Fortune 100 companies, national media organizations, academia and hundreds of national, statewide and local political campaigns. Clients rely on TNSMI/CMAG's experienced political researchers to assemble the most reliable, comprehensive research and reporting. TNSMI/CMAG's customized reporting

methods help its clients better manage their media strategy, media buys, public relations and communications efforts.

For more information on the report or the University of Wisconsin Advertising Project, please contact Rachael Tepper or Steve Rabinowitz at 202-265-3000 or [rachael@rabinowitz-dorf.com](mailto:rachael@rabinowitz-dorf.com) or go to <http://wiscadproject.wisc.edu>. To learn more about the book *Campaign Advertising in American Democracy*, go to [http://www.temple.edu/tempres/titles/1922\\_reg.html](http://www.temple.edu/tempres/titles/1922_reg.html).

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