

**Table 1: Advertising in Gubernatorial Races 9/1-10/7\***

<b>Year</b>		<b>Candidate</b>	<b>Party</b>	<b>Interest Group</b>	<b>Total</b>
2006	Ads Aired	111,307	20,352	10,562	142,221
	Row %	78.3%	14.3%	7.4%	
	Cost	\$89,859,720	\$21,784,310	\$14,257,000	\$125,901,030
2010	Ads Aired	211,091	47,574	34,502	293,167
	Row %	72.00%	16.23%	11.77%	
	Cost	\$111,609,040	\$22,629,520	\$27,928,410	\$162,166,970
	% volume increase	89.7%	133.8%	226.7%	106.1%
	% spending increase	24.2%	3.9%	95.9%	28.8%

\* Table does not show spending on a small number of ads coordinated between parties and candidates.

\*\*Totals include Democratic, Republican and third-party candidates.

CITE SOURCE OF DATA IN ALL TABLES AS:

Kantar Media/CMAG with analysis by the Wesleyan Media Project

**Table 2: Ad Airings in Top 25 Gubernatorial Races, by State\***

<b>State</b>	<b>Total Spots</b>	<b>Cost</b>	<b>Pro-Dem</b>	<b>Pro-GOP</b>
CA	51,519	\$34,955,020	22,549	28,970
FL	44,272	\$23,064,460	15,299	28,973
TX	16,033	\$13,638,210	9553	6480
MA	7243	\$8,385,560	1963	3363
OH	19,056	\$8,191,560	11,359	7697
WI	19,620	\$8,159,230	7844	11,776
NY	12,931	\$7,005,040	12,020	911
PA	9588	\$7,002,260	3863	5725
MI	13,121	\$6,139,130	8832	4289
GA	14,488	\$5,798,640	9552	4936
IL	6518	\$5,693,950	4249	2209
MD	4795	\$5,402,780	2771	2024
CT	3081	\$3,096,040	1148	1933
MN	3934	\$2,664,460	2149	1466
NM	5661	\$2,457,210	2948	2713
OR	9531	\$2,059,740	3190	6341
IA	6346	\$1,824,070	914	5432
TN	4329	\$1,743,080	141	4188
SC	6337	\$1,712,050	2883	3442
NV	4442	\$1,684,920	2939	1503
ME	4364	\$1,546,080	2392	1276
RI	2925	\$1,285,050	1817	111
OK	2523	\$1,239,070	514	2009
AL	4238	\$1,203,710	918	3320
VT	2295	\$1,046,170	921	1374

\*Party totals do not always add up to overall total due to the presence of third party candidates.

CITE SOURCE OF DATA IN ALL TABLES AS:

Kantar Media/CMAG with analysis by the Wesleyan Media Project