

# Ad Spending in Federal and Gubernatorial Races in 2010 Eclipses \$1 Billion; \$250M in Last Two Weeks Alone

Spending by outside groups up to \$120 million since September 1

**Table 1: Advertising in U.S. Senate Races, 9/1-10/20\***

		Candidate	Party	Interest Group	Coordinated	Total
2008	Ads Aired	149,187	71,829	39,157	5,711	265,884
	Row %	56.11%	27.02%	14.73%	2.15%	
	Cost	\$51,241,220	\$30,334,940	\$16,455,413	\$1,887,608	\$99,919,181
2010	Ads Aired	228,281	33,797	51,119	23,320	336,517
	Row %	67.84%	10.04%	15.19%	6.93%	
	Cost	\$117,412,200	\$14,400,180	\$40,672,480	\$15,108,480	\$187,593,340
	% volume increase	53.02%	-52.95%	30.55%	308.33%	26.57%
	% cost increase	129.14%	-52.53%	147.17%	700.40%	87.75%

\*All totals include Democrats, Republicans, and Third Party Candidates  
CITE SOURCE OF DATA IN ALL TABLES AS:  
Kantar Media/CMAG with analysis by the Wesleyan Media Project

**Table 2: Advertising in U.S. House Races, 9/1-10/20\***

		Candidate	Party	Interest Group	Coordinated	Total
2008	Ads Aired	162,429	36,056	16,750	5,037	220,272
	Row %	73.74%	16.37%	7.60%	2.29%	
	Cost	\$64,112,039	\$18,667,064	\$9,450,952	\$1,679,998	\$93,910,053
2010	Ads Aired	245,627	67,575	51,730	17,199	382,131
	Row %	64.28%	17.68%	13.54%	4.50%	
	Cost	\$102,062,090	\$25,791,610	\$33,841,540	\$6,273,280	\$167,968,520
	% volume increase	51.22%	87.42%	208.84%	241.45%	73.48%
	% cost increase	59.19%	38.17%	258.08%	273.41%	78.86%

\*All totals include Democrats, Republicans, and Third Party Candidates  
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**Table 3: Most Expensive Senate Races, 9/1-10/20\***

State	Cost	Pro-Dem	Pro-GOP	Total Spots	% Spots from IGs
CA	\$22,697,500	10257	8079	18336	21.8%
IL	\$17,541,460	8689	8884	17579	17.6%
FL	\$16,377,230	4886	10559	26025	10.2%
PA	\$15,335,670	8581	13673	22254	23.1%
CO	\$12,990,390	11068	12750	23841	31.5%
NV	\$11,994,530	15957	11972	27933	29.5%
CT	\$11,606,610	3246	5461	8786	3.5%
WI	\$10,776,430	11635	14901	26536	7.2%
MO	\$9,682,460	7493	17479	24972	31.4%
WA	\$9,477,490	10931	9845	20776	9.0%

\*Amounts may include primary advertising.

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**Table 4: Most Expensive House Races, 9/1-10/20\***

State	District	Cost	Pro-Dem	Pro-GOP	Total Spots	% Spots from IGs
MI	7	\$4,385,250	6290	4656	10946	30.9%
NV	3	\$4,013,830	3174	2637	5811	23.3%
VA	5	\$3,528,340	5322	4924	10246	16.5%
AZ	5	\$3,505,180	2860	2042	4902	21.5%
SC	5	\$3,429,970	3743	4569	8312	23.5%
MD	1	\$3,306,460	4361	2044	6405	11.5%
FL	22	\$3,195,640	2467	2246	4713	3.7%
MN	6	\$2,927,660	1955	2094	4049	0%
OH	16	\$2,626,560	2550	1946	4496	25.9%
IN	2	\$2,543,090	2898	2994	5892	16.8%

\*Amounts may include primary advertising.

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**Table 5: Most Expensive Gubernatorial Races, 9/1-10/20\***

State	Cost	Pro-Dem	Pro-GOP	Total Spots	% Spots from IGs
CA	\$58,382,540	33248	45600	78848	2.6%
FL	\$35,986,250	24615	43440	68055	0.5%
TX	\$24,650,270	15142	15016	30158	6.5%
NY	\$12,736,170	19090	2494	21584	0%
MA	\$12,661,550	3494	5112	8606	30.4%
OH	\$12,463,720	16257	13173	29430	19.8%
WI	\$11,252,760	11688	15614	27302	43.2%
PA	\$11,217,690	5541	9948	15489	1.3%
MD	\$11,122,780	4897	4159	9056	34.0%
IL	\$9,538,200	5757	5336	11093	3.9%
GA	\$9,261,880	12963	8753	21716	18.5%

\*Amounts may include primary advertising.

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**Table 6: Top Ten Interest Group Spenders, 9/1-10/20**

Group	Group Type*	Party Lean	Spots	Cost	Party Lean
Republican Governor's Association	527	Republican	26874	\$19,230,960	Republican
US Chamber of Commerce	501(c)(6)	Republican**	16255	\$15,773,980	Republican
Crossroads Grassroots Policy Strategies	501(c)(4)	Republican	9702	\$8,945,810	Republican
American Crossroads	Independent Expenditure Committee	Republican	11077	\$7,964,770	Republican
American Action Network	501(c)(4)	Republican	6538	\$6,110,760	Republican
60 Plus Association	501(c)(4)	Republican	5486	\$4,151,050	Republican
American Future Fund	501(c)(4)	Republican	6773	\$3,763,910	Republican
SEIU	501(c)(5)	Democrat	3789	\$3,582,430	Democrat
Citizens for Strength and Security	527	Democrat	2355	\$3,418,970	Democrat
Bay State Future	527	Democrat	1556	\$2,787,140	Democrat

\* Groups often have more than one classification through which they conduct their political or election-related activities. The entry in this table reflects our best guess as to what organizational form funded the ads. The group type assignment may not be completely accurate because the ad disclaimers do not signify the tax entity through which the parent organization funded the ad buy.

\*\* The Chamber of Commerce also spent an estimated \$1.2 million in support of Democratic candidates not included in this figure.

\*\*\*For a table of the Top 30 Spenders, see: <http://election-ad.research.wesleyan.edu/press-releases/> (look for the link to download the zipped XML file).

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