

QUICK CALCULATIONS

Approximately **48 percent** of political ads this year have been **negative**.

With more than **\$142 million** spent statewide, **California's** airwaves have seen the most political ad dollars this year.

Democrats and groups on the left have spent more than **\$15.1 million** on general election TV ads targeting **U.S. Senate races**, while **Republicans** and right-leaning groups shelled out **\$26.8 million**.

Since the state's primary, **Minnesota's** 6th District U.S. House race has seen just over **\$1 million** worth of TV ads.

Giving You The Edge.

With so many competitive races this year, the airwaves have been full of campaign ads from candidates, parties and advocacy groups. Even ordinary citizens have joined the fray!

In order to make sense of it all, we've redesigned our custom reports to present our data in a more flexible and user-friendly manner. CMAG meets the marketplace with fast data delivery with our Ad Alerts service and next-day data is now available in our report suites. Also, our clients will be able to access our data in a variety of



formats — our new web reports are interactive and allow easy viewing and customization to meet any campaign's needs and our Ad Alerts can conveniently be screened on smart phones for those on the move.

FOLLOW US TO OUR NEW WEB SITE:

www.KantarMediaNA.com/CMAG

In addition to the makeover our campaign reports received, CMAG's website has also been overhauled to finalize our merge into the Kantar Media family.

The new site will feature an improved layout and will provide the latest posts from The Spot, CMAG's political advertising blog and links to other CMAG publications, as well as a "Did you know..." section that will feature relevant statistics and facts.



In This Corner: SINK FOR FLORIDA vs. SINK FOR OBAMA



[Alex Sink]: "Unfortunately, Rick Scott seems to think running for governor is all about President



Obama. That's a big difference between us. I'm Alex Sink. While Rick Scott is focused on



[Announcer]: Attention Florida voters — here are your official orders from Washington.



[Barack Obama]: "I need you to raise money. I need you to walk, knock on doors... Whatever it



Obama, I'm focused on creating jobs and giving tax relief to Florida's small businesses.



Rick Scott just talks about Obama, while I have a plan to make



takes to make sure that Alex Sink is the next governor of Florida." [Announcer]: Maybe that's because Sink supported Obama's



government takeover of health-care. Or because Sink supported Obama's trillion dollar



schools stronger. He can just keep attacking Obama.



But you and I know we need a governor who attacks Florida's challenges."



stimulus bill — the one that gave us big debt and no jobs. What will Obama do to make



sure Alex Sink is the next governor of Florida? [Obama]: "Whatever it takes..."

Ad Sponsor: THE FLORIDA DEMOCRATIC PARTY
Ad Title: "Difference"

Ad Sponsor: THE REPUBLICAN PARTY OF FLORIDA
Ad Title: "Whatever It Takes"

QUOTED: 2010 ON THE AIR

The size of the terms below reflect the frequency they appeared in ads this year.

jobs campaign cut work create Senate vote
conservative big spending Congress
plan taxes government bill healthcare
business Washington money energy state
Obama people them fight governor American

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