

Big ad money flowing into Nevada for presidential campaign

By Charlie Cook, National Reader

Everyone who avidly follows politics has his or her own list of the true “swing states” in this presidential election. The lists that really matter, however, are the ones kept by top strategists for the Obama and Romney campaigns, and the ones kept by the one large Democratic and five Republican-oriented super PACs and by other major presidential advertisers this year. Figures compiled by Elizabeth Wilner of Kantar Media’s Campaign Media Analysis Group show that, beginning on April 10—the day Rick Santorum dropped his presidential bid, effectively making Mitt Romney the Republican nominee—and through May 29, there have been 63,793 television spots run in 57 out of the nation’s 210 media markets.

CMAG figures look at all broadcast and cable, national, and local television ads in each of those 210 media markets. They are analyzed by CMAG’s staff and divided by the number of Electoral College votes that each state has. Nevada ranked first with \$677,332 per Electoral College vote. Iowa came in second with \$496,088, and Ohio was third with \$467,068. In fourth place was Virginia with \$331,680, followed by Colorado with \$313,653. New Hampshire came in sixth with \$283,342, and North Carolina came in seventh with \$237,329. In eighth and ninth places, respectively, were Pennsylvania at \$204,670 and Florida at \$101,107. These data potentially call into question the Romney campaign’s seriousness about contesting Pennsylvania and about how long Democrats plan to compete for Florida.

According to Wilner, \$8,407,220 was the total aired from April

10 to May 29 in Ohio alone—tops on the national list in total general-election television spending so far. Virginia was in second place with \$4,311,840; Pennsylvania came in third with \$4,093,400; and Nevada fell into fourth place with \$4,063,990. Ranking fifth, sixth, and seventh were North Carolina with \$3,559,940; Iowa with \$2,976,530 (including spending in neighboring Omaha); and Florida with \$2,932,110. Colorado came next with \$2,822,880, followed by New Hampshire with \$1,133,370.

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