

Total ad spending in South Carolina: \$13 million

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In the race for tomorrow's South Carolina Republican primary, the campaigns and Super PACs have spent more than \$13 million in advertising in the state, according to Smart Media Group Delta, the ad-tracking firm partnering with NBC News.

Leading the pack are the Romney campaign (\$1.9 million) and the pro-Romney Super PAC Restore Our Future (\$2.5 million). Another pro-Romney Super PAC, Citizens for a Working America, has spent \$264,000.

That combined \$4.7 million by Romney and his supporters is nearly twice what the Perry campaign and his allies spent in South Carolina (\$2.5 million), as well as the Gingrich campaign and his supporters (\$2.4 million).

Looking ahead to the next contest -- Florida on Jan. 31 -- Team Romney and allies are also dominating the Sunshine State, where Restore Our Future has spent \$4 million and the Romney campaign has spent \$3.3 million. No other GOP candidate or Super PAC is advertising in Florida (though AFSCME has an anti-Romney ad airing there).

*** UPDATE *** A Republican source tells First Read that the pro-Santorum Red, White, and Blue Fund has spent \$225,000 in Florida. That amount did not show up in the ad-tracking figures. In Iowa, the total spending was more than \$16 million; in New Hampshire, it was more than \$5 million. And \$47.5 million has been spent in all states by all 2012 advertisers.

South Carolina breakdown

Restore Our Future PAC (pro-Romney) \$2.5 million

Mitt Romney \$1.9 million

Make Us Great Again PAC (pro-Perry) \$1.9 million

Winning Our Future PAC (pro-Gingrich) \$1.7 million

Ron Paul \$1.4 million

Rick Santorum \$936k

Red White and Blue Fund (pro-Santorum) \$775k

Newt Gingrich \$640k

Rick Perry \$592k

Santa Rita PAC (pro-Paul) \$324k

Citizens for a Working America (pro-Romney) \$264k

Our Destiny PAC (pro-Huntsman) \$50k

Revolution PAC (pro-Paul) \$32k

Florida breakdown

Restore Our Future PAC \$4 million

Mitt Romney \$3.3 million

AFSCME \$931k