

How the States Got Their Primary GOP Ad Buys



Spending by the surviving presidential candidates and their allied Super PACs will soon top \$80 million and the financial bleeding is foreseen to continue. Michigan and Arizona are up next week with Super Tuesday on the horizon.

[Mitt Romney's](#) camp is already planning for March. In addition to its Michigan and Arizona buys, which date from January, [Restore Our Future PAC](#), the governor's independent ally, has bought time in Ohio. ROF, [Rick Santorum](#) and Newt Gingrich's ally, [Winning our Future PAC](#), have also booked media buys in other Super Tuesday states, including Alabama, Georgia, Mississippi, North Carolina, Oklahoma and Tennessee.

As of Friday, Republicans have spent a combined total of \$77.8 million on broadcast, cable and radio advertising for the GOP presidential primary (see full list of spenders below). Michigan alone has seen \$7.2 million invested there, while Arizona has seen about \$1 million.



Smart Media Group's ad tracking goes back to last summer when the first round of GOP primary spending began. Leading up to the Iowa Straw Poll in August, Tim Pawlenty, Michele Bachmann and [Ron Paul](#) together spent \$1.8 million on advertising in Iowa. By Jan. 3 there had been \$16.5 million spent on advertising in the state.

One week later, as voters headed to the polls for the first primary, advertisers poured \$5.4 million into the New Hampshire. After the New Hampshire primary, a flood of new advertisers began to crop up in South Carolina. After the dust settled, \$12.4 million had been dropped on the first Southern primary.

In the week leading up to Florida, Team Romney and Team Gingrich continued to buy time and duke it out over the airwaves there. They were the only camps to do so – both Santorum and Paul (and their supporters) stayed out the expensive state. Florida received \$21.2 million dollars from a handful of advertisers.

Other states are now lining up for their own disbursements from the candidates.

**(Americans for a Better Tomorrow, Tomorrow PAC, AFSCME, Americans for Herman Cain, Michele Bachmann, Citizens for a Working America, Citizens United, Ending Spending, Newt*

Gingrich, Herman Cain, Jon Huntsman, Keep Conservatives United, Latino Americanos for Newt Gingrich, Leadership for Families PAC, MoveOn.org, Make Us Great Again PAC, National Organization for Marriage, Numbers USA, Barack Obama, Our Destiny PAC, Tim Pawlenty, Rick Perry, Priorities USA, Pro-Life Super PAC, Restore Our Future PAC, Revolution PAC, Mitt Romney, Ron Paul, Red White and Blue Fund, Santa Rita PAC, Rick Santorum, Sarah Palin's Iowa Earthquake, SEIU, Susan B. Anthony List, William de Jean, Winning Our Future PAC).

