

cmag eye

The Advertising Research Newsletter for Politics, Public Affairs and Advocacy Professionals

Election Outlook

CMAG CHANGES

In today's fast-paced, mobile world, CMAG understands the importance of timely and efficient data delivery. As our clients prepare for the 2010 midterms, or, as we call it, *the political Armageddon*, CMAG is developing new tools to keep up with our clients' ever-changing needs. Some of these changes include:

Going Mobile

With more consultants and campaigns on the go, CMAG is pleased to include the new MPEG-4 video format to the AdAlert e-mails, in addition to the standard Real Video and Windows Media formats that are already included. MPEG-4 video is a standard format supported by most mobile phones (including BlackBerry and iPhone). Now CMAG alerts are ideal while you are in the field.



Graph It!

Our newest feature will allow users to create custom graphs using data from their reports.



Have It Your Way

CMAG spent the "off season" incorporating client feedback and made our suite reports more user-friendly. Clients can customize their reports any number of ways — for example, they can sort alphabetically or by ad type (political, issue, etc), spot count and top spenders.

Let's Be Friends

Don't forget — CMAG is on Facebook (Facebook.com/CampaignMediaAnalysisGroup) and Twitter (@CMAGAdFacts). Become a fan and a follower to receive more updates on the latest advertising trend analysis.



For more information, contact CMAG at CMAGinfo@tnsmi-cmag.com

The Ads of August: Issue Ads Heat The Summer Airwaves

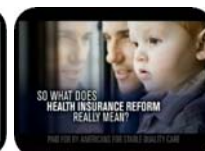


Did you ever think you'd have to come back to DC to escape political ads? As Congress returned from their month-long recess, they found that while they were on vacation, issue groups were working hard promoting their agendas. During August's Congressional hiatus, issue advertising continued to dominate the airwaves, with spending totaling close to \$53 million.

Healthcare

Healthcare-related advertising led the pack — groups shelled out close to \$30 million. With approximately \$6.9 million worth of TV ads, the U.S. Chamber of Commerce was the biggest healthcare spender. The group ran one ad that asked Congress to "slow down and reform healthcare the right way." On the other side of the debate, approximately \$9.6 million was spent by pro-reform advertisers, with Americans for Stable Quality Care emerging as the biggest contributor.

Both sides are using emotional appeals as a tool to support their cause. The ad wars break down into two distinct sides. In their ads, anti-reform groups build a caricature of a government-run system and advocate a "go slow" approach to reform. Meanwhile, many pro-reform ads accuse opponents of siding with insurance lobbyists and say the proposed plan would lower insurance rates,



Healthcare advertising totaled close to \$30 million in August.

strengthen Medicare and reduce bureaucracy. Naturally, both sides have accused each other of producing misleading or false ads. What is most surprising is the sheer number of groups — more than 30 in August alone — airing healthcare ads.

Energy

On the energy front, policy-related issue ad spending totaled approximately \$6 million in August. These ads target various members of Congress and discuss

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QUICK CALCULATIONS

2009 GOVERNORS' RACES

— \$25 million has been spent this year on TV advertising targeting **governor's** races around the country.

— **Bob McDonnell** spent more than \$1 million for the **VA** governor's race.

— **NJ's** governor's race has seen approximately \$12.8 million in TV ad spending.

— The **Republican Governors Association** has spent \$3.1 million criticizing NJ Governor **Jon Corzine**.

In This Corner: GARDEN STATE GOVS GO NEGATIVE



[Jon Corzine]: "I ask you, the citizens of New Jersey, hold me accountable."



[Announcer]: Jon Corzine's New Jersey - \$8.9 billion in new taxes and fees. The



[Announcer]: While he was U.S. Attorney, Republican Chris Christie gave one



of his subordinates a \$46,000 loan. And, even though it is required under



highest taxes in the nation. The worst unemployment in the region. Now Corzine asks for four more years?



[Jon Corzine]: "Hold me accountable."
[Announcer]: Want to change Trenton?



federal and state laws, Christie never reported the loan and never paid taxes



on the interest he received. When he was caught, Christie said it was a



Start by changing governors. Chris Christie. Fiercely independent. Bipartisan. Christie will



will reduce government to lower taxes and create new green jobs. Chris Christie. Governor.



mistake, but he prosecuted people who did the same thing.



Chris Christie - one set of rules for himself, another for everyone else.

Ad Sponsor: CHRIS CHRISTIE FOR GOVERNOR, INC
Ad Title: "Accountable"

Ad Sponsor: CORZINE '09 INC.
Ad Title: "Required"

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how the Waxman-Markey Act will affect jobs, climate change and energy costs. The pro-reform side outspent their anti-cap-and-trade opposition by more than \$1 million on ads encouraging Congress to pass the climate bill and change the way Americans use energy.

Card Check Although smaller by comparison, groups are still running ads on the Employee Free Choice Act. In August, anti-card check groups continued to outspend the pro-labor organizations. Of the approximately



at risk. Supporters of the bill, however, say opponents (big business) are simply being greedy.

If August is any indication of things to come, it should be a lively fall on the airwaves.

\$262,000 spent on the issue, \$171,000 (65 percent) was directed against the measure. These ads highlight how, if the act passed, workers would lose the right to a secret ballot election and job growth would be put

Interested in seeing other issues in the *eye* cmag eye?
Keep up with the latest political advertising data and issues across the country

To learn about more issues in political advertising visit tmsmi-cmag.com or call (703) 379-8906