

BILLIONS SPENT ON POLITICAL ADVERTISEMENTS



Within the span of such a short period of time, between the 11th of September up until the 17th of September, the two presidential candidates, President Barack Obama and the Republican opponent, Mitt Romney, along with a number of outside groups in support of either Obama or Romney, had spent a total of \$20 million for television advertisements to be featured in 10 of the states that are considered battleground states. With the upcoming election taking place on the 6th of November, both candidates and the outside groups are scrambling to influence as many voters as possible. Both sides will be spending a total of \$30 million in the state of Ohio alone. Ever since the general election started, both sides spent a considerable amount of money on television advertisements. In fact, the total amount of money spent on television advertisements is close to half a billion more than the amount of money that was spent on television advertising during the general election that took place in 2008. The Republicans are currently spending more than the Democrats in each of the 14 states that will see the advertisement during this week. Supporters of Romney currently have an advantage of \$3.5 million in the state of Ohio. They also have a \$4 million advantage in the state of Florida and Virginia. During this week, Romney's campaign will be spending a total of \$80 million throughout this week. Obama's campaign, on the other hand, will be spending \$50 million. The Obama campaign has actually spent more money than the Romney campaign but the outside groups who are currently supporting the Republican candidate are making up the difference between the spending of Obama and Romney. Republican spending has reached a total of around \$605 million for television advertising alone. Democrat spending, on the other hand, has reached a total of around \$452 million. These numbers are quite startling to many, especially when compared to the amount of money that has been spent in previous election back in 2008 and in 2004. Those living in certain areas, particularly the battleground state, are seeing how much money is being spent on advertisements, especially since they are being bombarded with them. Voters in the states of Florida and Ohio have seen at least \$200 million worth of television advertisements. With time running out as the election is set to take place on the 6th of November, the two sides are spending a total of \$130 million for this week alone. Obama's campaign is expected to spend a total of \$38 million with Romney's campaign spending a total of \$24 million.