

ADVERTISEMENTS FOR ELECTIONS FOCUSING ON STATES



When it comes down to the presidential elections, which are steadily approaching and will take place in November of 2012, there are certain states that are being targeted with plenty of presidential election advertisements. Both candidates have spent millions of dollars on television commercials already and November is still several months away. Certain states are receiving a lot of those commercials, which includes Pennsylvania, Virginia, North Carolina, Nevada and a few others. These states are considered to be the most diverse states out of all the states in the entire nation, which is why the advertisement money is being heavily spent in those areas, which is something that has been quite consistent during this particular election. For Barack Obama, these states are particularly important because these are the states that helped him beat out Republican John McCain during the elections of 2008. This year, however, advertisements are even more competitive. While other areas in the country are not dealing with nearly as many advertisements, these states are going to see tons of advertisements coming from both sides of the spectrum, from both Obama and Romney too. These states are considered the most competitive and both candidates want to take a whack at advertising to the people in these states as a way of swaying their opinion and gaining as many votes as possible. Elizabeth Wilner of Kantar/CMAG has said, "People are seeing more spots in fewer states than they were four or eight years ago — more advertisers, and a lot more money is being squeezed into a smaller number of markets." She also said, "It's been quite static all these months,' adding that it's "hard to imagine we're going to look at a vastly different picture than we're seeing right now." As of right now, the polls show that both candidates are coming in close, running nearly even for the current race of the presidential elections and the amount of money spent on advertising, which is different from the 2008 elections when Obama spent much more money than former presidential candidate McCain. Out of all the states, the state of Ohio is being flooded the most with political advertisements. Florida has also received plenty of these political advertisements. The presence of these political advertisements has become quite important and competitive for both Romney and Obama, especially as the elections continue to approach. Polling numbers could possibly shift as well with all of the advertisements being displayed. It is believed that even though some states are being bombarded with tons of advertisements, many voters still have yet to decide who they are going to vote for come November.