

## ROMNEY INCREASES ADVERTISEMENTS



Allies who are in favor of Mitt Romney have made a strategic move to pull advertisements from two specific states, Pennsylvania and Michigan. After pulling advertisements from these states, the allies have chosen to focus and redouble their efforts on several other states. This particular move is an indication of the fact that a number of outside groups are looking to help Romney win over votes in a number of different states but particularly the states that have currently stalled. Several groups that are in favor of Mitt Romney are putting out around \$13 million for advertisements to be featured in specific states. This is an indication that the groups are eager to put out money to support Romney in some of the most competitive states in the nation. Some may find it odd but at this present time, presidential campaign advertisements are not being aired in the state of Pennsylvania and in the state of Michigan. This information was originally provided by a number of media trackers. The Romney campaign has spent hardly anything for advertisements to be featured in either of these states but conservative groups have already spent millions of dollars in favor of Romney for both state. Around \$20 million was spent on advertisements for Romney in Pennsylvania and around \$8 million for the state of Michigan. There have been a number of different independent groups that have been working alongside of Romney with the hopes of helping him to compete fairly with President Barack Obama. Advertisements for President Barack Obama have not been airing in either of the states for several weeks now and with good reason. Poll results have provided insight on who is in the lead and Obama is currently taking over the lead in both of these states. However, a number of Romney supporters believe that he has the ability to break through and take over votes, coming out in the lead. Michigan is an important state for Romney, especially since this is the state in which he was born and raised. At the same time, Pennsylvania is an important state for Romney because it is the home to a number of working class individuals who are not necessarily fans of Obama. Even though both states are important, neither of them is currently on the schedule for any type of political advertisements. A spokesman for the American Crossroads, Jonathan Collegio, has said, "Over the last several weeks, the dynamics have been changing in a number of states that have led us to dedicate resources elsewhere."