

Parties Spending \$40M on Ads in Final Week

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TOLEDO, Ohio — President Bush Sen. John Kerry and their political parties are spending nearly \$40 million on TV ads in the final week of the presidential campaign as they adjust their strategies in a shrinking battleground.

By Nov. 2, the candidates and their parties will have spent more than \$400 million on TV and radio ads since the air wars started in March. Independent liberal and conservative groups will have spent at least \$100 million.

In the final week, Bush, Kerry and their parties are to continue focusing the bulk of their money and attention on nine toss-up states: Florida, Ohio, Iowa, Pennsylvania, Wisconsin, New Hampshire, New Mexico, Nevada and Minnesota.

Meanwhile, anti-Kerry groups are scheduled to spend another \$12 million on ads meant to help Bush, far more than the \$3 million or so Democratic groups are planning to spend.

The candidates and their parties still could add money to their buys as they shift resources in the final week.

Polls show the race extraordinarily tight and both sides are massaging their state-by-state strategies to determine how to reach the 270 electoral votes needed to claim the White House.

It's a surprising show of confidence, given that polls show the race has tightened and Kerry still plans to visit the state at least once, and possibly more, before Nov. 2. Bush, too, will be in the state, and he and his party are saturating the airwaves with at least \$1 million in ads.

Kerry also is pulling back his advertising in Oregon, following Bush's decision last week to cut his advertising nearly in half in an acknowledgment that he is unlikely to win there. Bush lost Oregon by 6,765 votes in 2000. He has no plans to return there before the election.

1. About how much money are the presidential candidates spending a day in the final week of the presidential campaign?
2. The "nine toss-up states" are worth the following electoral votes: Florida (27), Ohio (20), Iowa (7), Pennsylvania (21), Wisconsin (10), New Hampshire (4), New Mexico (5), Nevada (5) and Minnesota (10). What percentage of the 270 necessary electoral votes do these "nine toss-up states" represent?
3. In your personal opinion, what topics, issues, etc. might sway voters with just over one week remaining to the November 2 election? Explain.