

NOTES FOR ALL MERGED DATA

- The Merged Data files include all information used to create the graphical representations of the TNS Media Intelligence/CMAG (“CMAG”) data.
- The Merged Data files contain the CMAG data and information from official State materials provided to the Commission by each State regarding primary and general election ballot lists and certain caucus and convention candidate lists.
- Each media spot was calculated with respect to all dates of primaries, caucuses, conventions, general elections, runoff elections, and special elections that the candidate who paid for the media spot was on the ballot or the candidate list. (Columns: GENERAL_NUMBER, PRICAUCON_NUMBER, PRIMARY_NUMBER, PRIMARYRUNOFF_NUMBER, SPECIALGENERAL_NUMBER, and CONVENTION_NUMBER).
- Each media spot is represented on the graphs in relation to the primaries, caucus, convention, general election, runoff election, or special election for which the candidate paying for that media spot appeared on the ballot or candidate list that occurred first after the media spot’s “Airdate”. (Columns: NUMBER_FOR_GEN_GRAPH, NUMBER_FOR_PRICAUCON_GRAPH, or NOT_GRAPHED_NUMBER_PRIMRUNOFF).

Excluded CMAG Data

- The CMAG “Station” data for each media spot is not included in the Merged Data files. The Commission did not use this information to create the graphs.
- Data for any media spot for which CMAG did not provide candidate information are not included in the Merged Data files.
- Data for any media spots that did not match information from official State materials provided to the Commission by each State are not included in the Merged Data files because the candidates that paid for such media spots are assumed not to have been on the ballot or candidate list.
- Data for any media spot that was paid for by a candidate who appeared on the ballot for the 2002 LA general “runoff” election and that had an “Airdate” on or before the LA general “runoff” election (12/7/02) are not included in the Merged Data files because such data are not relevant to the 2003-2004 election cycle.
- Data for 101 media spots that CMAG attributed to a GA House race by Jonny Isakson, who was running for GA Senate, are not included in the Merged Data files. However, data for over 4,000 media spots that CMAG attributed to Isakson’s Senate race are included.

Corrected CMAG Data

- Data for any media spot for which CMAG incorrectly spelled a candidate’s name was corrected.
- Data for any media spot for which CMAG provided an incorrect House district was corrected.

NOTES FOR PRESIDENTIAL MERGED

- CMAG Data are contained in the following columns:
 - CREATIVE
 - See CMAG/Read Me.
 - MARKET
 - See CMAG/Read Me.
 - AIRDATE
 - See CMAG/Read Me.
 - EST_COST
 - See CMAG/Read Me.
- Candidate information from official State materials is contained in the following columns:
 - CAND_LAST_NAME
 - Identifies the candidate who paid for the media spot.
 - OFFICE
 - Identifies the office sought by the candidate who paid for the media spot.
 - PARTY
 - Identifies party affiliation of the candidate who paid for the media spot. Any candidate identified in official State materials as either a Democratic or Republican Party candidate *and* as an Other party candidate was treated as only a Democratic or Republican Party candidate.
- Election dates and candidate and ballot list information from Official State materials are contained in the following columns:
 - PRIMARYCAUCUSCON_DATE
 - Contains a primary/caucus/convention date. Every Democratic Party and Republican Party Presidential candidate was assumed to be on the candidate list for every Presidential caucus and Presidential convention because States do not report such information to the Commission.
 - GENERAL_DATE
 - Contains the general election date if the candidate who paid for the media spot appeared on the ballot.
- Calculation results are contained in the following columns:
 - GENERAL_NUMBER
 - Shows the difference between the AIRDATE and the GENERAL_DATE. A positive number denotes that the media spot aired after the general election; a negative number denotes that the media spot aired before the general election.

- PRICAUCON_NUMBER
 - Shows the difference between the AIRDATE and the PRIMARYCAUCUSCON_DATE. A positive number denotes that the media spot aired after the primary/caucus/convention; a negative number denotes that the media spot aired before the primary/caucus/convention.
- NUMBER_FOR_GEN_GRAPH
 - If populated, shows the number used to represent each media spot in relation to the general election on the graphs.
- NUMBER_FOR_PRICAUCON_GRAPH
 - If populated, shows the number used to represent each media spot in relation to the primary/caucus/convention on the graphs.

NOTES FOR SENATE MERGED

- CMAG Data are contained in the following columns:
 - CREATIVE
 - See CMAG/Read Me.
 - MARKET
 - See CMAG/Read Me.
 - AIRDATE
 - See CMAG/Read Me.
 - EST_COST
 - See CMAG/Read Me.
- Candidate information from official State materials is contained in the following columns:
 - CAND_LAST_NAME
 - Identifies the candidate who paid for the media spot.
 - STATE
 - Identifies the State of the office sought by the candidate who paid for the media spot.
 - OFFICE
 - Identifies the office sought by the candidate who paid for the media spot.
 - PARTY
 - Identifies party affiliation of the candidate who paid for the media spots. Any candidate identified in official State materials as either a Democratic or Republican Party candidate *and* as an Other party candidate was treated as only a Democratic or Republican Party candidate.
- Election dates and candidate and ballot list information from Official State materials are contained in the following columns:
 - PRIMARY_DATE
 - Contains a primary date if the candidate who paid for the media spot appeared on the ballot.
 - CONVENTION_DATE
 - Contains a convention date if the candidate who paid for the media spot appeared on the candidate list. The *last* date of any convention that occurred over multiple days was treated as the *only* date for calculation purposes.
 - PRIMARYRUNOFF_DATE
 - Contains a primary runoff date if the candidate who paid for the media spot appeared on the ballot.
 - GENERAL_DATE
 - Contains the general election date if the candidate who paid for the media spot appeared on the ballot
 - SPECIALGENERAL_DATE
 - Contains a special general election date if the candidate who paid for the media spot appeared on the ballot.

- Calculation results are contained in the following columns:
 - GENERAL_NUMBER
 - Shows the difference between the AIRDATE and the GENERAL_DATE. A positive number denotes that the media spot aired after the general election; a negative number denotes that the media spot aired before the general election.
 - PRIMARY_NUMBER
 - Shows the difference between the AIRDATE and the PRIMARY_DATE. A positive number denotes that the media spot aired after the primary; a negative number denotes that the media spot aired before the primary.
 - PRIMARYRUNOFF_NUMBER
 - Shows the difference between the AIRDATE and the PRIMARYRUNOFF_DATE. A positive number denotes that the media spot aired after the primary runoff; a negative number denotes that the media spot aired before the primary runoff.
 - NUMBER_FOR_GEN_GRAPH
 - If populated, shows the number used to represent each media spot in relation to the general election on the graphs.
 - NUMBER_FOR_PRI_GRAPH
 - If populated, shows the number used to represent each media spot in relation to the primary on the graphs.
 - NOT_GRAPHED_NUMBER_PRIMRUNOFF
 - If populated, shows that the media spot was paid for by a candidate who appeared on the ballot for a primary “runoff” and that the primary “runoff” was the election that occurred first after the media spot’s “Airdate”. Data for such media spots are not represented on the graphs because such media spots were assumed to be attributed to the primary “runoff” and thus the number or estimated cost of such media spots is not relevant to either the primary or general election.
 - SPECIALGENERAL_NUMBER
 - Shows the difference between the AIRDATE and the SPECIALGENERAL_DATE. A positive number denotes that the media spot aired after the special general election; a negative number denotes that the media spot aired before the special general election.
 - CONVENTION_NUMBER
 - Shows the difference between the AIRDATE and the CONVENTION_DATE. A positive number denotes that the media spot aired after the convention; a negative number denotes that the media spot aired before the convention.

NOTES FOR HOUSE MERGED

- CMAG Data are contained in the following columns:
 - CREATIVE
 - See CMAG/Read Me.
 - MARKET
 - See CMAG/Read Me.
 - AIRDATE
 - See CMAG/Read Me.
 - EST_COST
 - See CMAG/Read Me.
- Candidate information from official State materials is contained in the following columns:
 - CAND_LAST_NAME
 - Identifies the candidate who paid for the media spot.
 - STATE
 - Identifies the State of the office sought by the candidate who paid for the media spot.
 - OFFICE
 - Identifies the office sought by the candidate who paid for the media spot
 - DISTRICT
 - Identifies the district of the office sought by the candidate.
 - PARTY
 - Identifies party affiliation of the candidate who paid for the media spots. Any candidate identified in official State materials as either a Democratic or Republican Party candidate *and* as an Other party candidate was treated as only a Democratic or Republican Party candidate.
- Election dates and candidate and ballot list information from Official State materials are contained in the following columns:
 - PRIMARY_DATE
 - Contains a primary date if the candidate who paid for the media spot appeared on the ballot.
 - CONVENTION_DATE
 - Contains a convention date if the candidate who paid for the media spot appeared on the candidate list. The *last* date of any convention that occurred over multiple days was treated as the *only* date for calculation purposes.
 - PRIMARYRUNOFF_DATE
 - Contains a primary runoff date if the candidate who paid for the media spot appeared on the ballot.
 - GENERAL_DATE
 - Contains the general election date if the candidate who paid for the media spot appeared on the ballot

- SPECIALGENERAL_DATE
 - Contains a special general election date if the candidate who paid for the media spot appeared on the ballot.
- Calculation results are contained in the following columns:
 - GENERAL_NUMBER
 - Shows the difference between the AIRDATE and the GENERAL_DATE. A positive number denotes that the media spot aired after the general election; a negative number denotes that the media spot aired before the general election.
 - PRIMARY_NUMBER
 - Shows the difference between the AIRDATE and the PRIMARY_DATE. A positive number denotes that the media spot aired after the primary; a negative number denotes that the media spot aired before the primary.
 - PRIMARYRUNOFF_NUMBER
 - Shows the difference between the AIRDATE and the PRIMARYRUNOFF_DATE. A positive number denotes that the media spot aired after the primary runoff; a negative number denotes that the media spot aired before the primary runoff.
 - NUMBER_FOR_GEN_GRAPH
 - If populated, shows the number used to represent each media spot in relation to the general election on the graphs.
 - NUMBER_FOR_PRI_GRAPH
 - If populated, shows the number used to represent each media spot in relation to the primary on the graphs.
 - NOT_GRAPHED_NUMBER_PRIMRUNOFF
 - If populated, shows that the media spot was paid for by a candidate who appeared on the ballot for a primary “runoff” and that the primary “runoff” was the election that occurred first after the media spot’s “Airdate”. Data for such media spots are not represented on the graphs because such media spots were assumed to be attributed to the primary “runoff” and thus the number or estimated cost of such media spots is not relevant to either the primary or general election.
 - SPECIALGENERAL_NUMBER
 - Shows the difference between the AIRDATE and the SPECIALGENERAL_DATE. A positive number denotes that the media spot aired after the special general election; a negative number denotes that the media spot aired before the special general election.
 - CONVENTION_NUMBER
 - Shows the difference between the AIRDATE and the CONVENTION_DATE. A positive number denotes that the media spot aired after the convention; a negative number denotes that the media spot aired before the convention.