

Romney clear leader in ad spending

by UPI

WASHINGTON -- Mitt Romney has spent \$10.2 million on television ads this year for his campaign for the Republican presidential nomination, setting a U.S. record. His spending has averaged \$85,000 a day, CNN reported. Last week, he spent \$600,000, twice as much as his closest Republican competitor, U.S. Sen. John McCain, has spent all year. Sen. Barack Obama leads the Democratic pack in television spending, with \$3.9 million. Sen. Hillary Clinton and New Mexico Gov. Bill Richardson have both spent more than \$2 million. Most of Romney's air time has been purchased in Iowa, New Hampshire and South Carolina, the three states with first picks of convention delegates. He has also begun spending heavily in Florida, which also has an early primary. While former New York Mayor Rudy Giuliani is the Republican frontrunner in national polls, Romney, the former governor of Massachusetts, has a lead in Iowa and does well in other states his campaign has targeted. "Advertising is still by and large a one man band, with Romney leading the way with his record pace," said Evan Tracey of TNSMI/Campaign Media Analysis Group.

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