

## North Carolina A Hotbed Of Campaign Spending

By Administrator

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Advertising favoring Attorney General Roy Cooper has greatly outnumbered ads touting incumbent Republican governor Pat McCrory. An analysis by the Wesleyan University Media Project has identified about 8,800 pro-Cooper ads that have aired at a cost of \$5.6 million. The researchers identified 6,100 pro-McCrory ads that have aired at a cost of \$2 million. pr

The North Carolinas' governor's race has seen more ad spending than any other governor's race in the country.

North Carolina has also garnered a big share of presidential ad spending. The Charlotte media market ranks fourth in presidential ads with \$3.6 million spent through Aug. 18, while the Raleigh market ranked 10th with \$2.5 million.