THE SOCIAL AD WARS AROUND SCOTUS

OVERVIEW
Since speculation arose that President Trump would nominate Brett Kavanaugh to the Supreme Court, advertisers across the political spectrum have launched campaigns on the issue.

In the first week, there were more than 2,300 ads run about the SCOTUS nomination from a total of 238 advertisers, including advocacy groups and public officials both in support of and in opposition to Kavanaugh’s nomination. In this report, we examine the overall landscape of Facebook advertising around Kavanaugh’s nomination in the first week following President Trump’s announcement.

TOTAL ADVERTISER SPEND
Between $137,000 and $703,857 spent on ads in the first week

TOTAL IMPRESSIONS ON ADS
Between 12,733,000 and 38,370,818 impressions on Facebook ads

SUPPORT VS. OPPOSITION
Ad campaigns opposing Kavanaugh accounted for roughly 64% of overall spend and nearly 80% of the total number of ads run on the topic.

GEOGRAPHIC INFLUENCE
Based on the average percentage of each region reached by ads, the top 5 targeted states are:

1. Alaska
2. North Dakota
3. California
4. Wyoming
5. Maine

DEMOGRAPHIC INFLUENCE
On average, ads are being seen by more women than men across every demographic. In the 55+ age category, ad reach is made up of over 2X more women than men.
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TOP ADVERTISERS
Based on the top end of the aggregate potential spend range, the below pages represent the top spending advertisers around the topic of Kavanaugh's nomination.

NARAL Pro-Choice America has claimed the top spot for both the largest quantity of ads run on the issue, as well as the highest max spend. With just under $100k max spend in the first week, their ads have received between 1.1-3.1M impressions across the U.S.

On the other side of the political aisle, Judicial Crisis Network has spent the second largest amount. With a max spend of about $88k, their ads have potentially gotten more views than NARAL Pro-Choice America, with between 2.5-5.7M impressions.

<table>
<thead>
<tr>
<th>NARAL Pro-Choice America</th>
<th>Ads included: 461 related ads</th>
<th>Minimum Spend $15,600.00</th>
<th>Max Spend $97,647.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Impressions 1,107,000</td>
<td>Max Impressions 3,128,576</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Judicial Crisis Network</th>
<th>Ads included: 22 related ads</th>
<th>Minimum Spend $24,200.00</th>
<th>Max Spend $88,293.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Impressions 2,527,000</td>
<td>Max Impressions 5,720,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Demand Justice</th>
<th>Ads included: 32 related ads</th>
<th>Minimum Spend $23,600.00</th>
<th>Max Spend $81,781.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Impressions 1,462,000</td>
<td>Max Impressions 3,399,995</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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TOP OPPOSITION CREATIVE

Tell Senator Cornyn: Vote NO!
Trump just picked ultra-conservative, anti-choice Brett Kavanaugh as his SCOTUS nominee. Don’t let Trump threaten our right to reproductive freedom. ACT NOW! PROCHOICEAMERICA.ORG

Minimum Impressions: 200,000
Max Impressions: 500,000

Minimum Spend: $5,000
Max Spend: $10,000

Tell Senator Gardner: Vote NO!
Trump just picked ultra-conservative, anti-choice Brett Kavanaugh as his SCOTUS nominee. Don’t let Trump threaten our right to reproductive freedom. ACT NOW! PROCHOICEAMERICA.ORG

Minimum Impressions: 200,000
Max Impressions: 500,000

Minimum Spend: $5,000
Max Spend: $10,000

Demand Justice

Donald Trump just nominated Brett Kavanaugh to the Supreme Court. We already know that Trump said he’ll only pick judges who’d reverse Roe v. Wade and outlaw abortion. Trump also made it clear his nominee would vote to overturn the Affordable Care Act, letting insurance companies charge more or refuse coverage for people with pre-existing conditions.

Minimum Impressions: 200,000
Max Impressions: 500,000

Minimum Spend: $5,000
Max Spend: $10,000

Tell Senator Collins: STOP KAVANAUGH
WWW.DEMAND.JUSTICE.ORG

Minimum Impressions: 200,000
Max Impressions: 500,000

Minimum Spend: $5,000
Max Spend: $10,000
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TOP SUPPORTING CREATIVE

Judicial Crisis Network
Sponsored + Paid for by Judicial Crisis Network
President Donald J. Trump has announced his second Supreme Court nominee since taking office. And, like Gorsuch, Brett Kavanaugh will be another great justice who honors our Constitution.

Minimum Impressions
500,000
Max Impressions
1,000,000
Minimum Spend
$5,000
Max Spend
$10,000

Judicial Crisis Network
Sponsored + Paid for by Judicial Crisis Network
Tell Senator Joe Donnelly: Don’t side with radical liberals. Confirm Brett Kavanaugh to the Supreme Court.

Minimum Impressions
200,000
Max Impressions
500,000
Minimum Spend
$1,000
Max Spend
$5,000

Winning For Women
Sponsored + Paid for by Winning For Women, Inc.
Do you approve of President Trump’s Supreme Court nominee? Take our official poll now >>>

Minimum Impressions
10,000
Max Impressions
50,000
Minimum Spend
$1,000
Max Spend
$5,000

Americans for Prosperity
Sponsored + Paid for by Americans For Prosperity
Judge Brett Kavanaugh is a fair jurist who will defend the Constitution and rule of law.

Minimum Impressions
5,000
Max Impressions
10,000
Minimum Spend
$100
Max Spend
$499

Presented by: engage
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Based on results compiled on June 16, 2018, these are the advertisers spending the most on Facebook advertising around Kavanaugh’s nomination. These pages are ranked based on an aggregate of their potential spend per ad, looking at the maximum the page could have spent on each ad.

indicates ads in support of Kavanaugh's nomination, while indicates ads opposing his nomination.

<table>
<thead>
<tr>
<th>Page Name</th>
<th>Minimum Impressions</th>
<th>Max Impressions</th>
<th>Minimum Spend</th>
<th>Max Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. NARAL Pro-Choice America</td>
<td>1.1M</td>
<td>3.1M</td>
<td>$15,600</td>
<td>$97,647</td>
</tr>
<tr>
<td>2. Judicial Crisis Network</td>
<td>2.5M</td>
<td>5.7M</td>
<td>$24,200</td>
<td>$88,293</td>
</tr>
<tr>
<td>3. Demand Justice</td>
<td>1.5M</td>
<td>3.4M</td>
<td>$23,600</td>
<td>$81,781</td>
</tr>
<tr>
<td>4. Elizabeth Warren</td>
<td>571K</td>
<td>2.2M</td>
<td>$5,000</td>
<td>$33,519</td>
</tr>
<tr>
<td>5. Winning For Women</td>
<td>138K</td>
<td>511K</td>
<td>$6,400</td>
<td>$26,685</td>
</tr>
<tr>
<td>6. Giffords</td>
<td>931K</td>
<td>3.6M</td>
<td>$1,700</td>
<td>$24,719</td>
</tr>
<tr>
<td>7. Planned Parenthood Action</td>
<td>281K</td>
<td>1.1M</td>
<td>$3,800</td>
<td>$21,096</td>
</tr>
<tr>
<td>8. Kamala Harris</td>
<td>79K</td>
<td>443.8K</td>
<td>$200</td>
<td>$19,313</td>
</tr>
<tr>
<td>9. Americans for Prosperity</td>
<td>211K</td>
<td>784K</td>
<td>$3,100</td>
<td>$18,439</td>
</tr>
<tr>
<td>10. Progressive Change Campaign Committee</td>
<td>101K</td>
<td>438.9K</td>
<td>$1,300</td>
<td>$14,693</td>
</tr>
<tr>
<td>11. People For the American Way</td>
<td>142K</td>
<td>351K</td>
<td>$3,400</td>
<td>$14,291</td>
</tr>
<tr>
<td>12. Kirsten Gillibrand</td>
<td>92K</td>
<td>371K</td>
<td>$2,900</td>
<td>$12,677</td>
</tr>
<tr>
<td>13. Planned Parenthood</td>
<td>296K</td>
<td>964K</td>
<td>$3,100</td>
<td>$11,861</td>
</tr>
<tr>
<td>14. Lou Barletta</td>
<td>70K</td>
<td>201K</td>
<td>$2,500</td>
<td>$11,098</td>
</tr>
<tr>
<td>15. Democrats</td>
<td>215K</td>
<td>653K</td>
<td>$2,300</td>
<td>$10,960</td>
</tr>
</tbody>
</table>

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