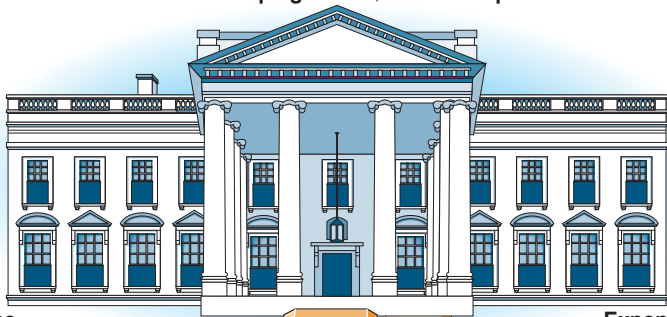


# High price of the hot seat

By the time George Bush or Bill Clinton knows he is destined to spend the next four years in the White House, each is likely to have spent over \$100m to get there. Federal spending limits are not applicable to Ross Perot, who has funded his own campaign with \$60m of his personal fortune



## Income



### Party funds

10.26m

General election spending may not exceed \$65.5m, so party treasuries may top up the fall election grant by up to \$10.6m



### Fall election grant

55.24m

\$55,240,000 allocated from federal funds to each of the Republican and Democrat party nominees for the intense two month election campaign



### Conventions

11.0m

Federal grant of \$11m funds each of the extravagant party conventions



### Primaries

30.0 - 35.0m

Bush and Clinton each estimated to have spent \$30-35m during the primaries. Money raised from campaign donations and federal 'matching funds'

Bush/Clinton

## Expenditure



### Advertising

#### Television:

Prime-time TV advertising  
\$120,000 per 30 seconds

#### Radio:

\$4,500 per 30 seconds

#### Newspapers:

\$5-10,000 per issue for a full page advertisement

#### Magazine:

Full page advertisement in glossy weekly news magazine \$130,000



### Campaign coordination

#### Offices in every state

Provision of food, shelter and amenities for campaign workers

#### Chartering of planes, trains and buses

60.0m

Perot