

MCCAIN, DON'T YOU THINK A SURGE MIGHT HAVE BEEN BETTER BEFORE PEOPLE VOTED?

Nielsen reports that McCain is surging his advertising dollars in "swing states" (for the most part, states formerly known as "red").

Yesterday Sen. John McCain boosted his TV advertising units in seven key swing states – Colorado, Florida, Georgia, Missouri, Ohio, Pennsylvania, and Virginia, closing the gap between his advertising and Sen. Barack Obama's.

On Sunday, Oct. 26, McCain ran just 331 TV ad units in those seven states – 308% fewer than the 1,350 ad units Obama ran that day.

But on Monday, Obama's lead in these key battleground states shrank to 113% – or a margin of 1,528 ad units, after McCain's campaign increased the number of TV ad units it ran in those states by 308%, to 1,353 units.

I guess McCain has finally figured out that he needs to win a few more Bush states to have a prayer of winning this race.

But here's the thing. Check out the number of people who have already voted in CO, FL, GA, OH, and VA (with the exception of VA and GA, totals are through yesterday):

CO: 813,948 people—or 37.9% of 2004's total

FL: 2,063,157 people—or 27% of 2004's total

GA: 1,206,891 people as of today—or 36.4% of 2004's total

OH: 309,041 between Cuyahoga and Franklin counties—or 25.3% of 2004's totals in those two counties

VA: 50,350 in Fairfax county as of Friday—10.9% of 2004's total in that county

So McCain has finally decided to get serious about advertising to these states—after 4.5 million people have already voted.