Stata programs for replicating analysis of Richard L. Hall and Molly E. Reynolds, “Targeted Issue Advertising and Legislative Strategy,” *Journal of Politics*, 74:3, July 2012, pp. 888-902.

**Errata:**

Line Three of Table 3, p. 897 should read:

Percentage of survey respondents 2.17\* (.72) 2.55\* (.76) 1.11 (.77) .90 (.60)

agreeing with group on Medicare Rx

Constant -3.94\* (.50) -5.69\* (.60) -5.32\* (.55) -3.11\* (.46)

**Using MPDB issue ads – state ads - JOP replication dataset**

xtnbreg overallads\_n\_thru1126 sites\_p\_d scripts mpdb2000\_01\_rel\_group pcnt\_deleg\_cmte\_swings pcnt\_deleg\_floor\_swings pcnt\_deleg\_repubs pcnt\_deleg\_close10pts dc bordering group\_numb1 group\_numb2 group\_numb3 group\_numb4 , re i (state\_numb) exposure(statepopm) nolog

xtnbreg overallads\_n\_thru1126 sites\_p\_d scripts mpdb2000\_01\_rel\_group pcnt\_deleg\_cmte\_allies pcnt\_deleg\_floor\_allies pcnt\_deleg\_repubs pcnt\_deleg\_close10pts dc bordering group\_numb1 group\_numb2 group\_numb3 group\_numb4 , re i (state\_numb) exposure(statepopm) nolog

xtnbreg overallads\_n\_thru1126 sites\_p\_d scripts mpdb2000\_01\_rel\_group pcnt\_deleg\_cmte\_swings pcnt\_deleg\_floor\_swings pcnt\_deleg\_cmte\_allies pcnt\_deleg\_floor\_allies pcnt\_deleg\_repubs pcnt\_deleg\_close10pts dc bordering group\_numb1 group\_numb2 group\_numb3 group\_numb4 , re i (state\_numb) exposure(statepopm) nolog

xtnbreg overallads\_nb612 sites\_p\_d scripts mpdb2000\_01\_rel\_group pcnt\_deleg\_cmte\_swings pcnt\_deleg\_floor\_swings pcnt\_deleg\_cmte\_allies pcnt\_deleg\_floor\_allies pcnt\_deleg\_close10pts dc bordering group\_numb1 group\_numb2 group\_numb3 group\_numb4, re i (state\_numb) exposure(statepopm) nolog

xtnbreg overallads\_n612627 sites\_p\_d scripts mpdb2000\_01\_rel\_group pcnt\_deleg\_cmte\_swings pcnt\_deleg\_floor\_swings pcnt\_deleg\_cmte\_allies pcnt\_deleg\_floor\_allies pcnt\_deleg\_close10pts dc bordering group\_numb1 group\_numb2 group\_numb3 group\_numb4 , re i (state\_numb) exposure(statepopm) nolog

xtnbreg overallads\_n\_6271107 sites\_p\_d scripts mpdb2000\_01\_rel\_group pcnt\_deleg\_cmte\_swings pcnt\_deleg\_floor\_swings pcnt\_deleg\_cmte\_allies pcnt\_deleg\_floor\_allies pcnt\_deleg\_close10pts dc bordering group\_numb1 group\_numb2 group\_numb3 group\_numb4 , re i (state\_numb) exposure(statepopm) nolog

xtnbreg overallads\_n\_11071126 sites\_p\_d scripts mpdb2000\_01\_rel\_group pcnt\_deleg\_cmte\_swings pcnt\_deleg\_floor\_swings pcnt\_deleg\_cmte\_allies pcnt\_deleg\_floor\_allies pcnt\_deleg\_close10pts dc bordering group\_numb1 group\_numb2 group\_numb3 group\_numb4 , re i (state\_numb) exposure(statepopm) nolog

**Using MPDB issue ads - House ads - JOP replication dataset - .dta**

xtnbreg USA\_ads\_in\_district shareover65 mpdb2000voucher\_fed cmte\_memb prox\_to\_support\_med01 cmte\_memb\_X\_prox\_supp\_med01 closeness\_ dc\_bordering , re i(state\_numb) exposure(pctcd\_pop2000) nolog iterate(50)

xtnbreg USA\_ads\_in\_district shareover65 mpdb2000voucher\_fed cmte\_memb apha\_score0102\_03\_rel cmte\_memb\_x\_apha010203\_r closeness\_ dc\_bordering , re i(state\_numb) exposure(pctcd\_pop2000) nolog iterate(50)

xtnbreg USA\_ads\_in\_district shareover65 mpdb2000voucher\_fed cmte\_memb prox\_to\_support\_med01 cmte\_memb\_X\_prox\_supp\_med01 apha\_score0102\_03\_rel cmte\_memb\_x\_apha010203\_r closeness\_ dc\_bordering , re i(state\_numb) exposure(pctcd\_pop2000) nolog iterate(50)