

Trump Advertising Research

This deck tracks a sampling of anti-immigration campaign ads
with a focus on national, Pennsylvania and Michigan audiences from October 1-13

Observations

- Trump campaign ran six different anti-immigration ads, three were previously ran and three were brand new.
- New ads are not yet up at scale but will likely be rolled out widely in the coming weeks.
- Previously tested ads are running at up to \$100,000 each in a two week period.
- Anti-immigrant ads were posted on the “Mike Pence” page, also managed by the campaign.
- Other non-immigration ads are focused on promoting early and mail-in voting as well as announcing the first new rallies since Trump tested positive for COVID.
- **Outside groups** have started running anti-immigration ads focused on “sanctuary cities”
- Congressional candidate Jim Bognet (PA-08) is up with a new anti-immigrant ad

Total estimated spending for anti-immigrant ads Oct 1-13: Nearly \$1,107,000

- **Total spent by Trump Campaign: \$ 214,000**
- **Total Spent by One Nation : \$ 5,700**
- **Total Spent by Common Sense Voters of America: \$ 73,500**
- **Total Spent by FAIR (Federation of American Immigration Reform: \$ 51,000**
- **Total Spent by NumbersUSA: \$ 761,000**
- **Total Spent by Jim Bognet: \$ 1,500**

Immigration Ad 1

“Biden Promising Your Benefits...”

- Ad was posted Oct 1-2
- Ad also ran in Sept for large dollar amounts
- Top states targeted: FL, NC, MI, AZ, GA, WI, PA & OH

Estimated Spending, divided by page:

- Donald J. Trump: \$20,000



Sample Batch of 276 Ads Ran Oct 1-2

Amount Spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount Spent

\$10K - \$15K (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people.

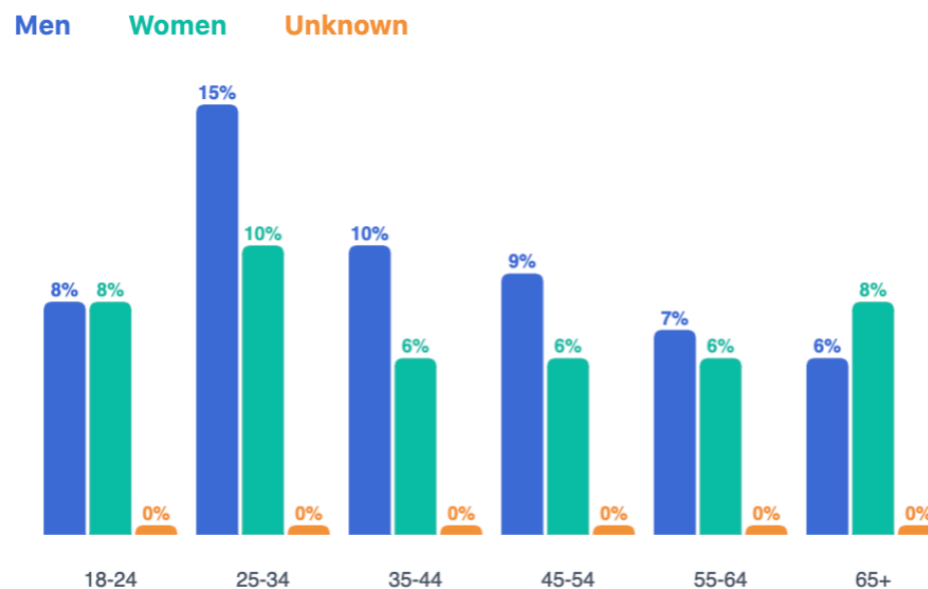
[Learn more](#)

Impressions

350K - 400K

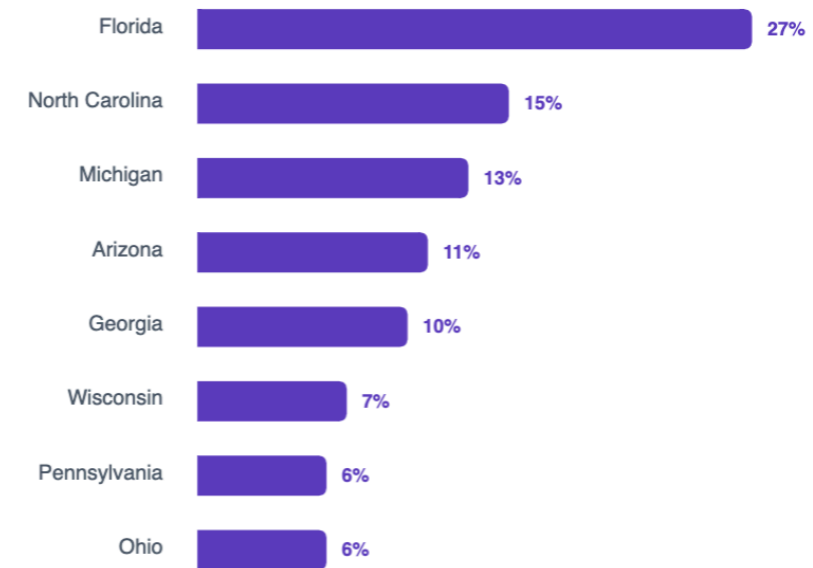
Who Was Shown These Ads

The age and gender breakdowns of people who saw these ads.



Where These Ads Were Shown

The regions where people who saw these ads are located.



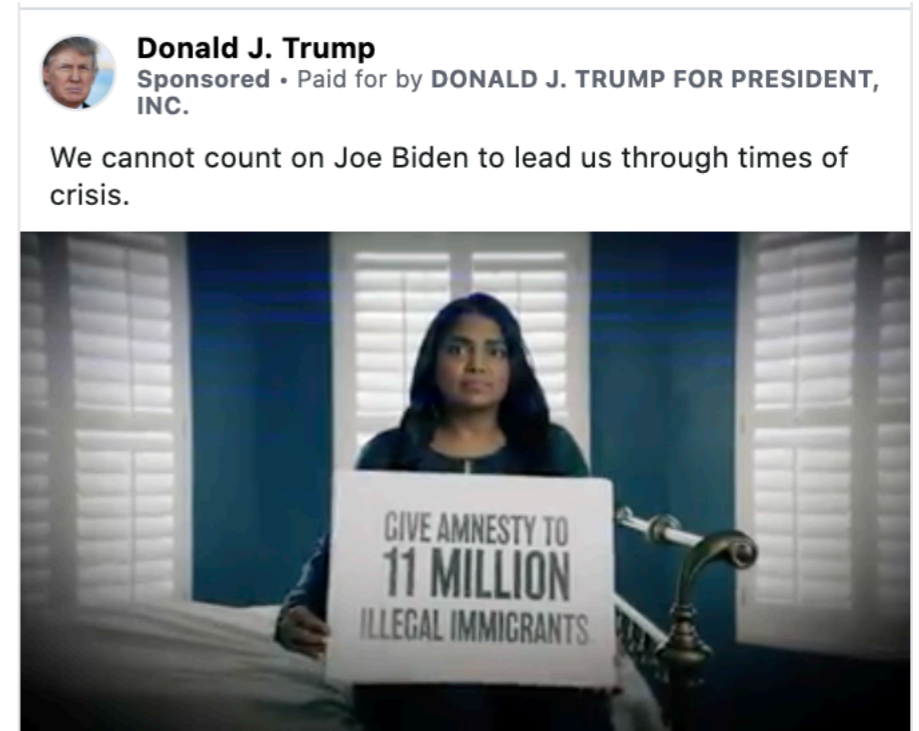
Immigration Ad 2

“Mother of Four”

- Ad ran Oct 3-6 and was previously tested in August 2020
- Also ran alternate version that omitted immigration attack
- Ad was posted in very large batches with high dollar spends
- Top states targeted: FL, PA, OH, NC, MI, AZ, WI & GA

Estimated Spending, divided by page:

- Donald J. Trump: \$100,000



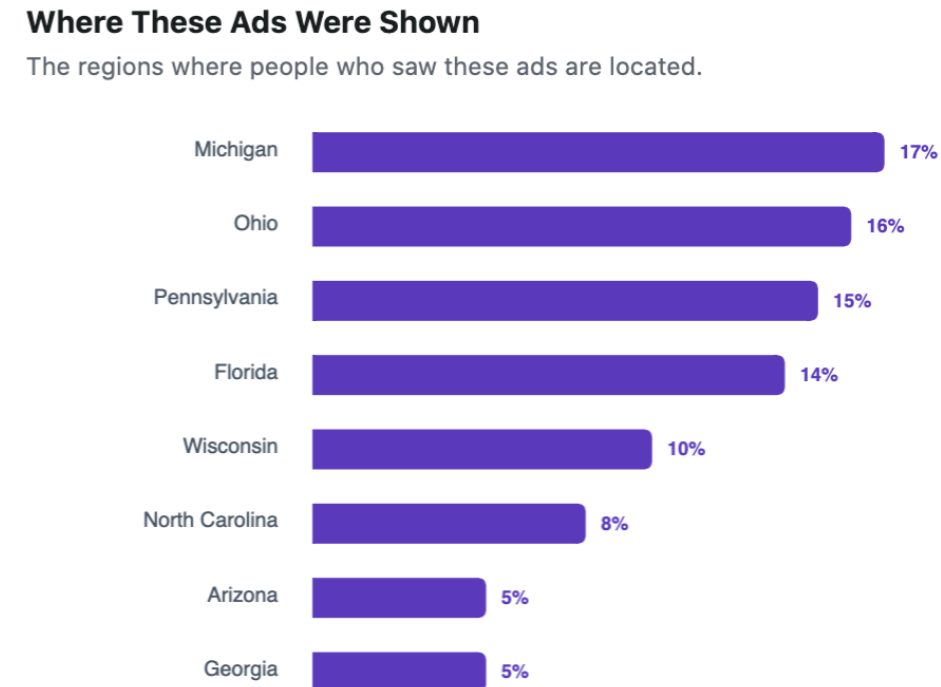
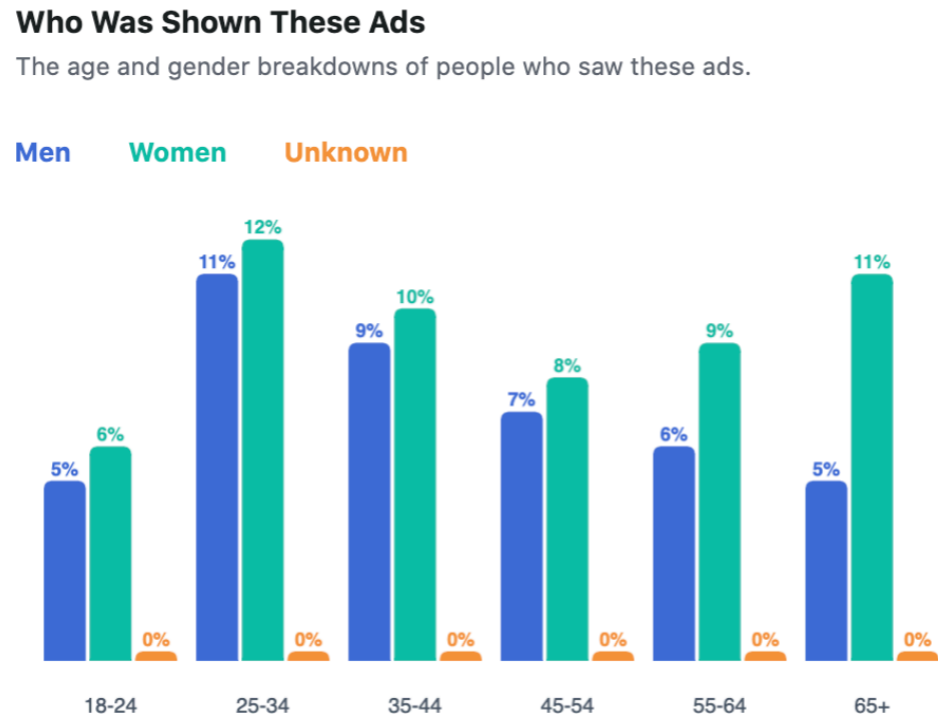
Sample Batch of 346 Ads Ran on Oct. 6

Amount Spent
The estimated total money this advertiser spent on these ads.
[Learn more](#)

Amount Spent
\$45K - \$50K (USD)

Impressions
The number of times these ads were seen on a screen. This may include multiple views by the same people.
[Learn more](#)

Impressions
>1M



Immigration Ad 3

“Harris Supports Radical Immigration Policies”

- Ads ran around the VP debate attacked Harris on immigration
- Batch of 120 ads was posted by “Mike Pence” page at larger buy Oct 9-12
- Top states targeted: FL, TX, CA, PA, NC, GA, NY, OH, TN

Estimated Spending totals, divided by page:

- Donald J. Trump: \$1,500
- Mike Pence: \$25,000

Donald J. Trump
 Sponsored • Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

Did you see our incredible Vice President debate Kamala Harris?

He’s fighting for the future of our great Nation, and we know how much your support would mean to him right now.

ALL GIFTS 850%-MATCHED.



Sample Batch of 102 Ads Ran on Oct. 8

Amount Spent

The estimated total money this advertiser spent on these ads.
[Learn more](#)

Amount Spent

\$1K - \$1.5K (USD)

Impressions

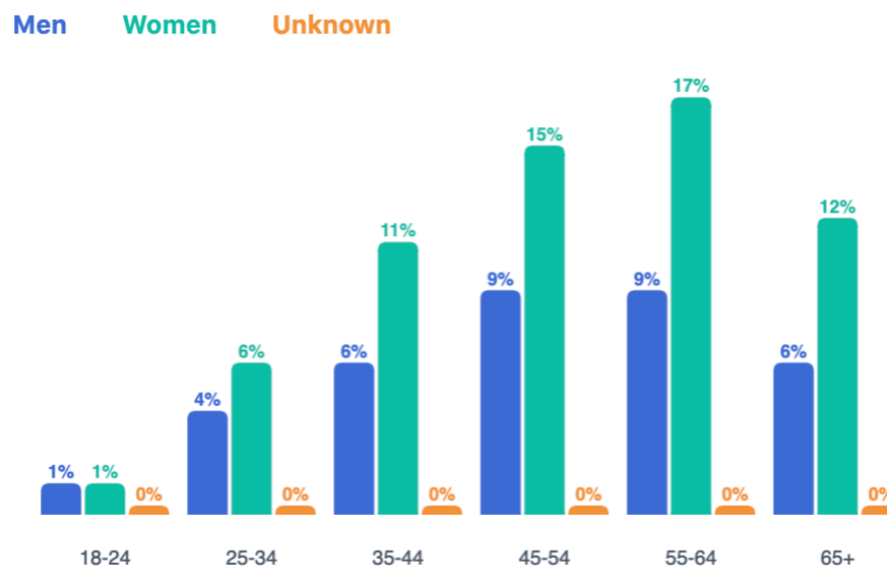
The number of times these ads were seen on a screen. This may include multiple views by the same people.
[Learn more](#)

Impressions

25K - 30K

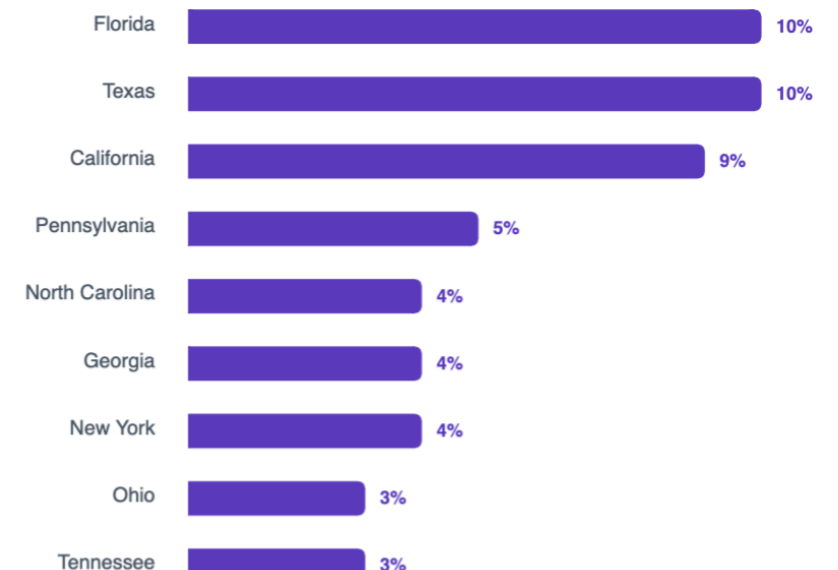
Who Was Shown These Ads

The age and gender breakdowns of people who saw these ads.



Where These Ads Were Shown

The regions where people who saw these ads are located.



Immigration Ad 4

“Harris Supports Radical Immigration Policies”

- Ads ran around the VP debate attacked Harris on immigration
- Batch of 87 ads was posted by “Mike Pence” page at larger buy Oct 8-9
- Top states targeted: FL, PA, NC, GA, AZ, WI, NV & OH

Estimated Spending, divided by page:

- Donald J. Trump: \$400
- Mike Pence: \$1,500

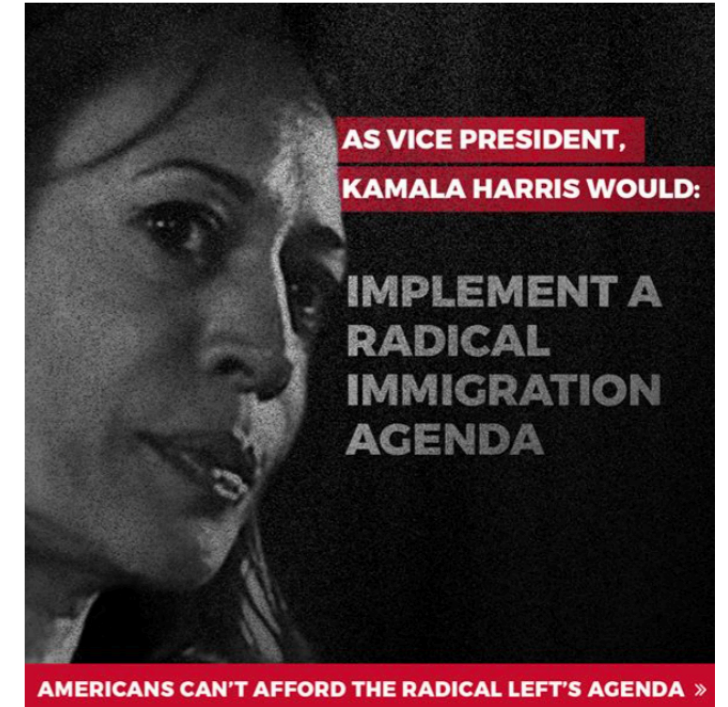


Donald J. Trump
Sponsored · Paid for by TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE

Did you see our incredible Vice President debate Kamala Harris?

He’s fighting for the future of our great Nation, and we know how much your support would mean to him right now.

ALL GIFTS 850%-MATCHED.



Sample Batch of 30 Ads Ran on Oct. 8

Amount Spent

The estimated total money this advertiser spent on these ads.
[Learn more](#)

Amount Spent

\$300 - \$399 (USD)

Impressions

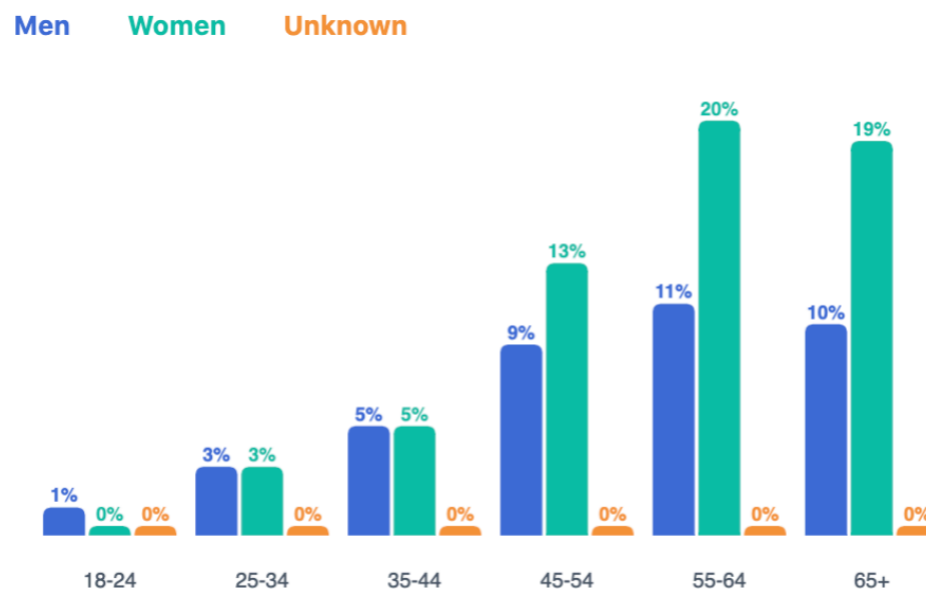
The number of times these ads were seen on a screen. This may include multiple views by the same people.
[Learn more](#)

Impressions

3K - 4K

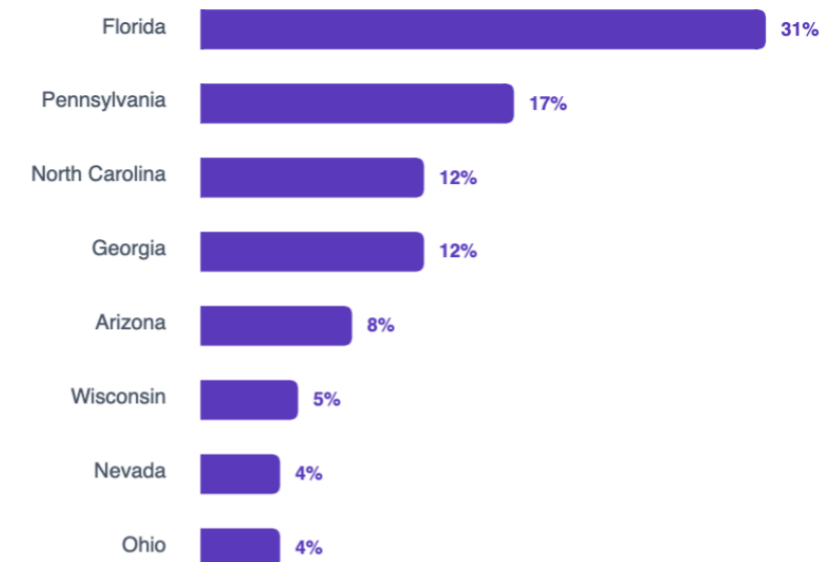
Who Was Shown These Ads

The age and gender breakdowns of people who saw these ads.



Where These Ads Were Shown

The regions where people who saw these ads are located.



Immigration Ad 5

“Biden Wants to Raise Refugees 700%”

- Ad is adapted from video posted mid-September on YouTube
- Other versions of this ad were [removed](#) from Facebook
- Ads are being posted in very large batches with high dollar spends
- Top states targeted: FL, NC, MI, WI, PA, AZ, GA & OH

Estimated Spending, divided by page:

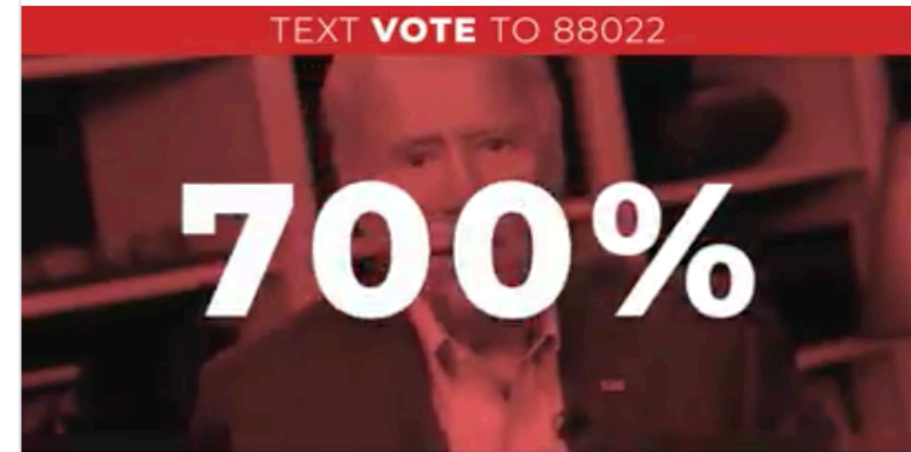
- Donald J. Trump: \$65,000



Donald J. Trump

Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

We cannot count on Joe Biden to lead us through times of crisis.



Sample Batch of 602 Ads Ran on Oct 5

Amount Spent

The estimated total money this advertiser spent on these ads.

[Learn more](#)

Amount Spent

\$40K - \$45K (USD)

Impressions

The number of times these ads were seen on a screen. This may include multiple views by the same people.

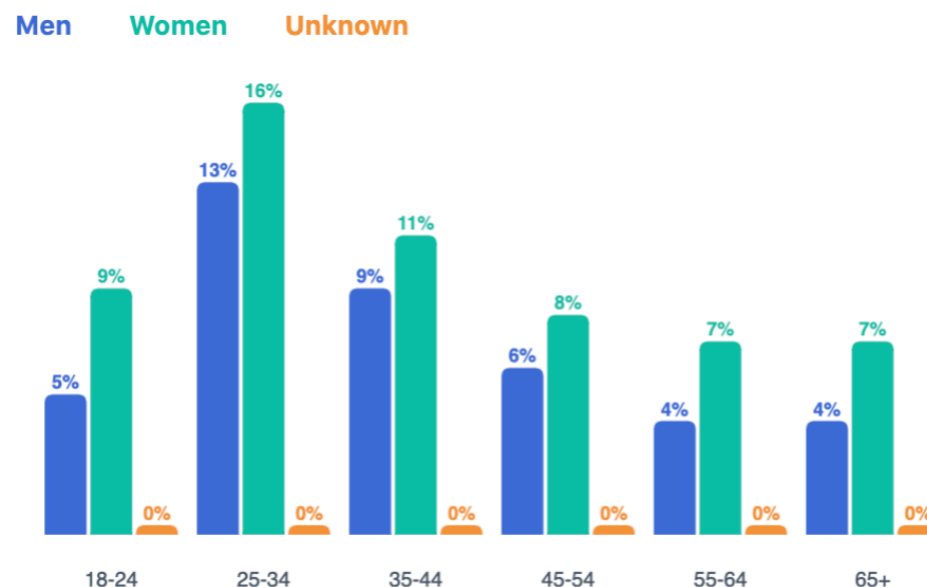
[Learn more](#)

Impressions

>1M

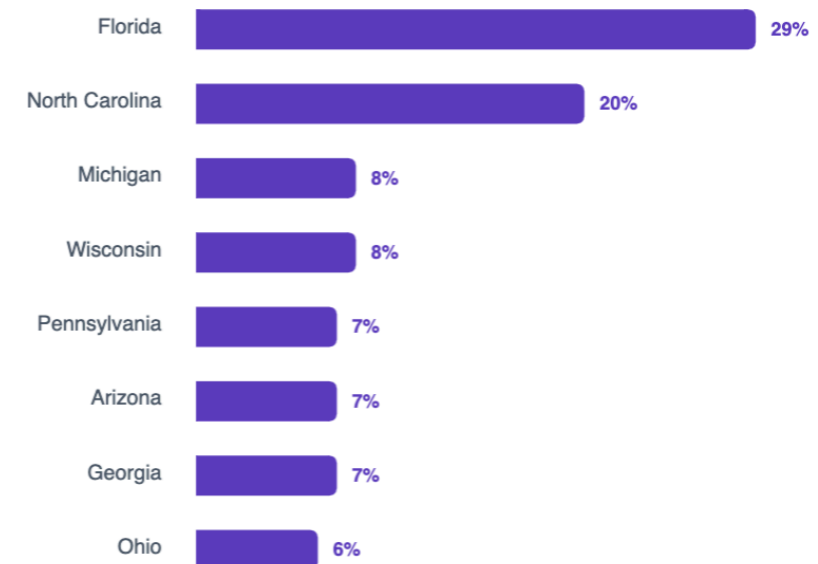
Who Was Shown These Ads

The age and gender breakdowns of people who saw these ads.



Where These Ads Were Shown

The regions where people who saw these ads are located.



Immigration Ad 6

“The Real Biden Plan”

- **New** ad that buckets attacks to raise taxes with immigration
- Started Oct 13 so the ad buy is not yet running at full pace
- Top states targeted: MI, OA, WI, FL, AZ, NC, NV & IA

Estimated Spending, divided by page:

- Donald J. Trump: \$700

Donald J. Trump
Sponsored • Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

Joe Biden is a career politician who spent decades RAISING taxes.

THE REAL BIDEN PLAN:
 🚩 A 14% tax hike on middle class families
 🚩 Give illegal immigrants amnesty and healthcare.

What would the Biden Plan do for you? Raise your taxes.

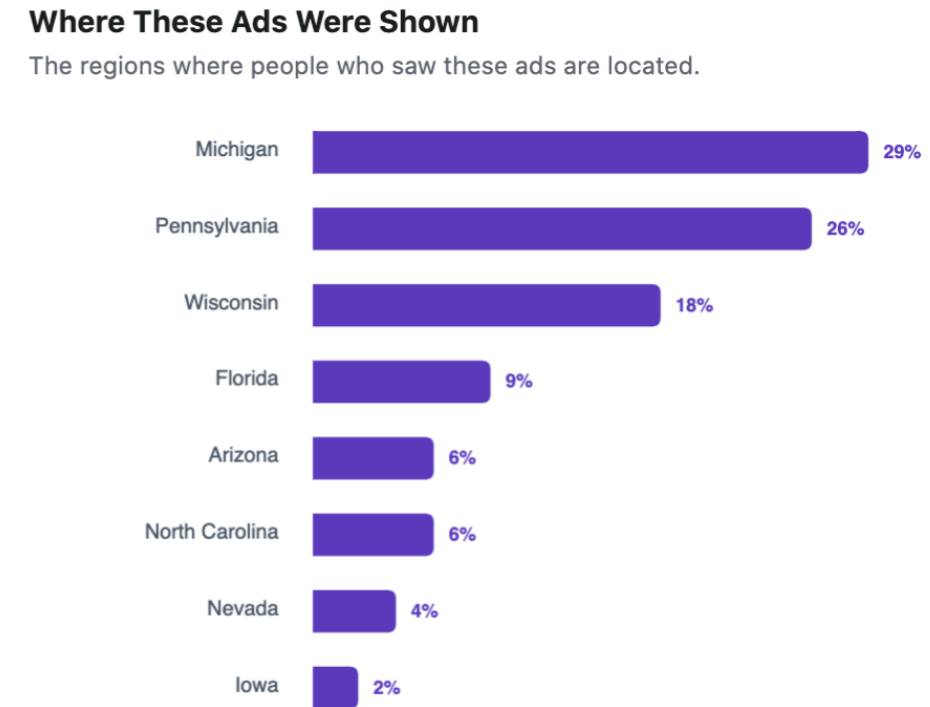
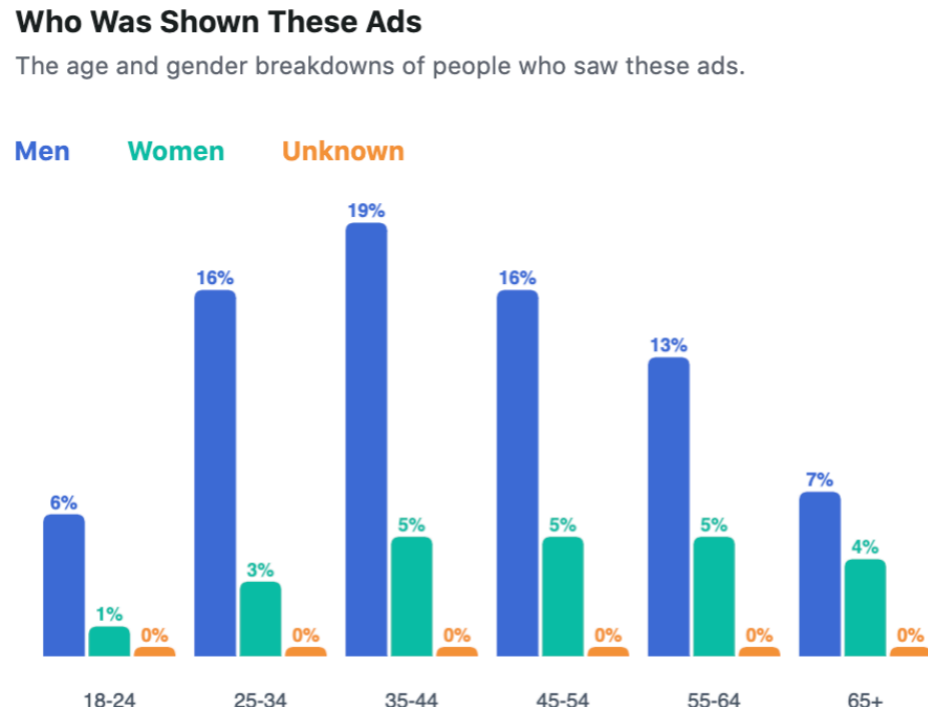
Sample Batch of 119 Ads Ran Beginning Oct. 13

Amount Spent
The estimated total money this advertiser spent on these ads.
[Learn more](#)

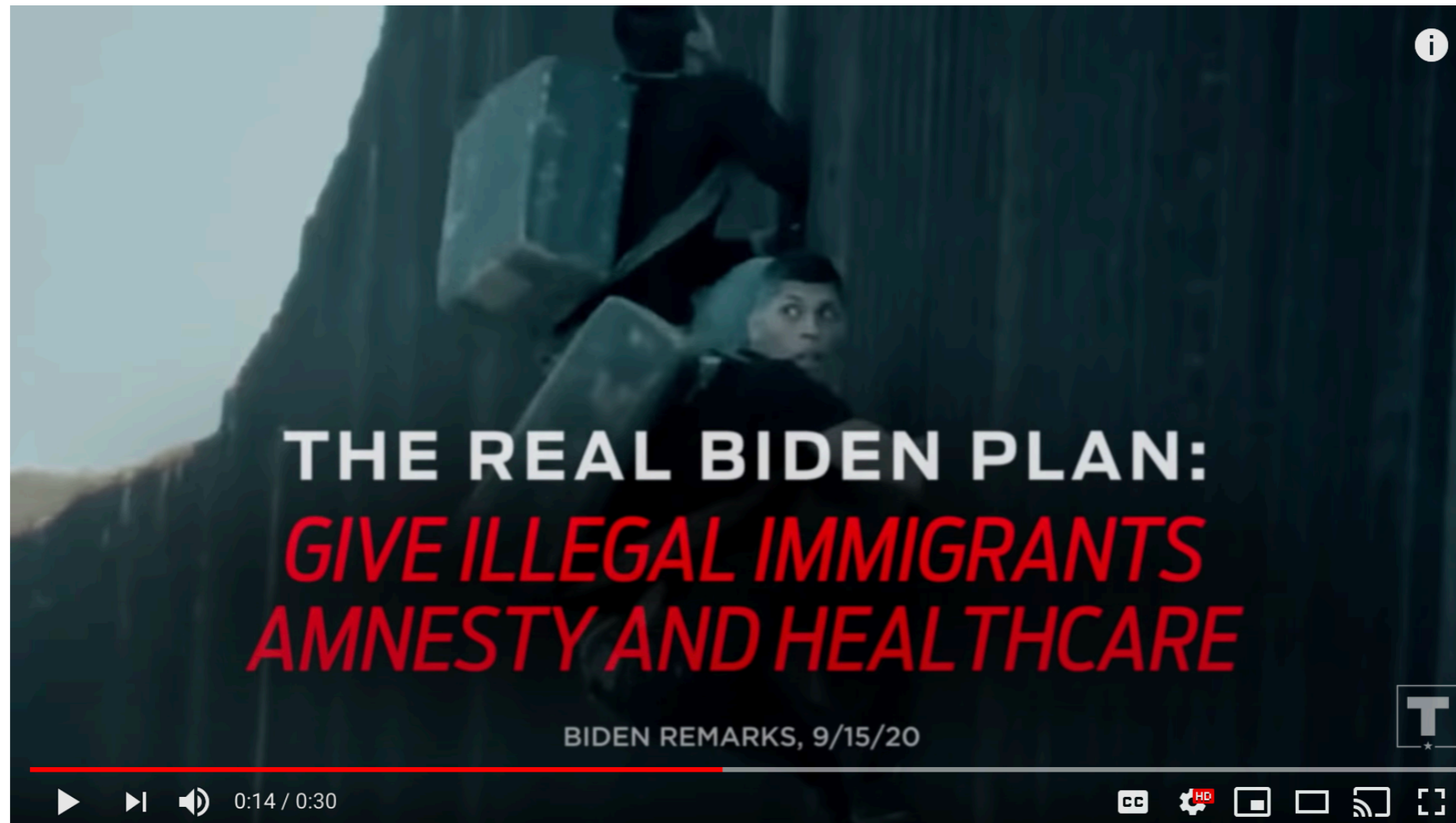
Amount Spent
\$400 - \$499 (USD)

Impressions
The number of times these ads were seen on a screen. This may include multiple views by the same people.
[Learn more](#)

Impressions
10K - 15K



Immigration Ad 6 (continued)



[The Real Biden Plan](#)

- Video posted October 10 by “Donald J. Trump” YouTube page
- Buckets attacks against Joe Biden on raising taxes and giving “amnesty and healthcare” to undocumented immigrants

Outside Spending: One Nation

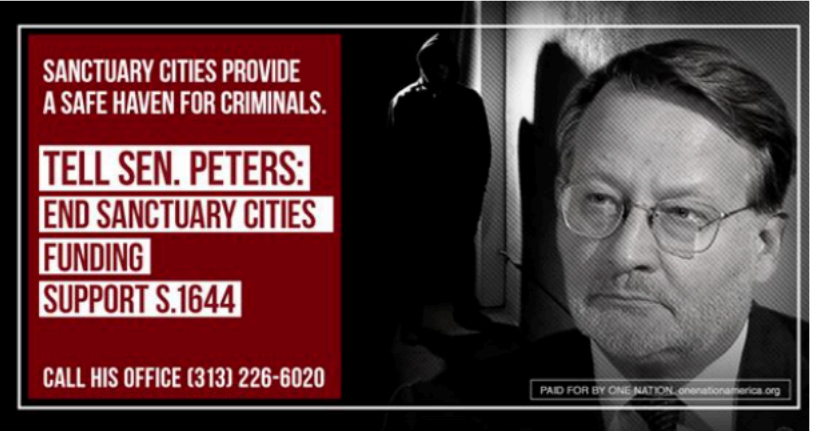
- One Nation is a dark money group linked to GOP Senate Leadership Fund.
- Running attacks on Facebook against Sen. Peters on “sanctuary cities” Sept 27-Oct 12

One Nation
Sponsored • Paid for by One Nation

Sanctuary cities provide a safe haven for criminals.

But Senator Gary Peters voted four times to protect their funding.
We need to protect Michigan families.

Tell Gary Peters to cut funding for sanctuary cities.



Tell Gary Peters to cut funding for sanctuary cities.

One Nation
Sponsored • Paid for by One Nation

Sanctuary cities allow dangerous illegal immigrants to hide in the shadows, and provide a 'safe haven' for criminals.

Call Senator Peters and urge him to STOP sanctuary cities and support S.1644.



We need to protect Michigan families.

Tell Gary Peters to cut funding for sanctuary cities.

Estimated MI Spending: \$5,700

One Nation
Sponsored • Paid for by One Nation


Senator Gary Peters sided with liberal Senators and voted 4 times to protect funding for sanctuary cities. S.1644 would cut federal funds for sanctuary cities.

Tell him to defund sanctuary cities. Tell him to support S.1644. Keep Michigan families safe.



Outside Spending: Common Sense Voters of America LLC


- Dark money group registered by the law firm also representing Kanye West’s campaign
- In October started [running](#) ads on Facebook about “[sanctuary](#) cities” in both PA & MI
- Also [bucket](#) ads with anti-choice and anti-transgender messaging
- **Total estimated spending on immigration ads in PA & MI: \$73,500**

 **Common Sense Voters Of America LLC**
Sponsored • Paid for by Common Sense Voters of America LLC

Stand up for Pennsylvania and vote for the leaders who will improve our immigration system.

Joe Biden and Kamala Harris support sanctuary cities. President Trump and Vice President Pence oppose sanctuary cities.

Return Your Absentee Ballot Application Today



 **Common Sense Voters Of America LLC**
Sponsored • Paid for by Common Sense Voters of America LLC

MICHIGAN: Gary Peters and Joe Biden support sanctuary cities. John James and President Donald Trump oppose sanctuary cities.

Vote for the candidates who have the right plan for our immigration system! Return your absentee ballot today!



Should Michigan Roll Out The Welcome Mat for Undocumented Immigrants?

Outside Spending: FAIR (Federation for American Immigration Reform)

- FAIR has been listed as a hate group by the Southern Poverty Law Center
- Deployed ads in October with anti-immigrant messages
- Targeted states include TX, CA, FL, PA, OH, NY, IL
- **Total estimated spending on immigration ads: \$ 51,000**

 **FAIR**
Sponsored • Paid for by FEDERATION FOR AMERICAN IMMIGRATION REFORM

Why should American taxpayers be required to subsidize healthcare benefits for people who are here illegally?



 **FAIR**
Sponsored • Paid for by FEDERATION FOR AMERICAN IMMIGRATION REFORM

FAIR is fighting for an immigration system that puts American citizens first.



 **FAIR**
Sponsored • Paid for by FEDERATION FOR AMERICAN IMMIGRATION REFORM

It's time for an immigration pause.



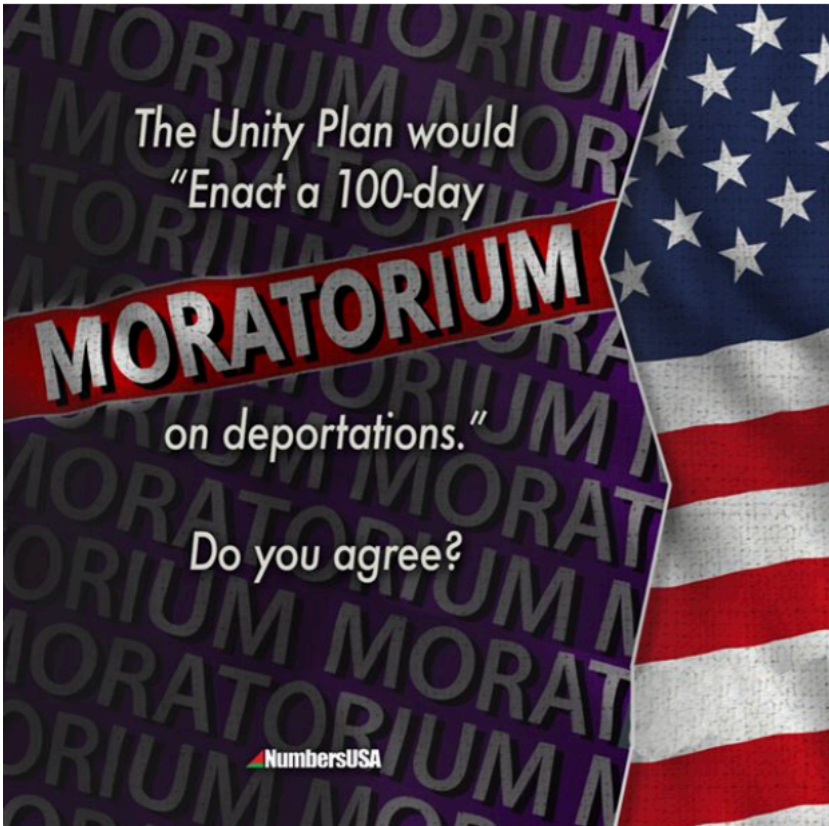
Outside Spending: NumbersUSA


- Started [running](#) ads in late September with anti-immigrant rhetoric and indirectly attacking Biden in battleground states
- Named by the Southern Poverty Law Center as part of the core of the nativist lobby in America, along with FAIR and the Center for Immigration Studies (CIS).
- Ads with the highest dollar spends are concentrated in PA, MI, NC, AZ, GA, IA

- **Total estimated spending on immigration ads: \$761,000**

 **NumbersUSA**
Sponsored • Paid for by NUMBERSUSA EDUCATION AND RESEARCH FOUNDATION


Should the U.S. suspend all deportations for 100 days?
(SOURCE: Page 103 of the Unity Plan)



 **NumbersUSA**
Sponsored • Paid for by NUMBERSUSA EDUCATION AND RESEARCH FOUNDATION

Should the U.S. grant amnesty to 11 million illegal aliens?
(SOURCE: Page 102 of the Unity Plan)



 **NumbersUSA**
Sponsored • Paid for by NUMBERSUSA EDUCATION AND RESEARCH FOUNDATION

Should local police be allowed to cooperate with federal immigration officers?
(SOURCE: Page 58 of the Unity Plan)



Down Ballot Candidates: Jim Bognet (PA-08)



“Stay True” posted October 5, 2020

“[Cartwright] votes with Pelosi and those nutjobs on amnesty for illegals”

- Ad posted to Facebook since Oct 2, spending \$1,500
- Other Facebook ad features Senator Tom Cotton