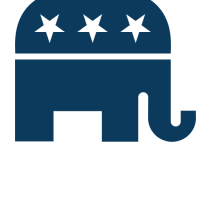


CALIFORNIA GOVERNORS RACE  
DIGITAL SPENDING REPORT

## OVERALL SPENDING UPDATE

Data as of: 14 Sep 2021



Republicans

\$696,651  
Latest Monthly Spend

In the last 3 months, Republicans have spent \$1,364,609.00.

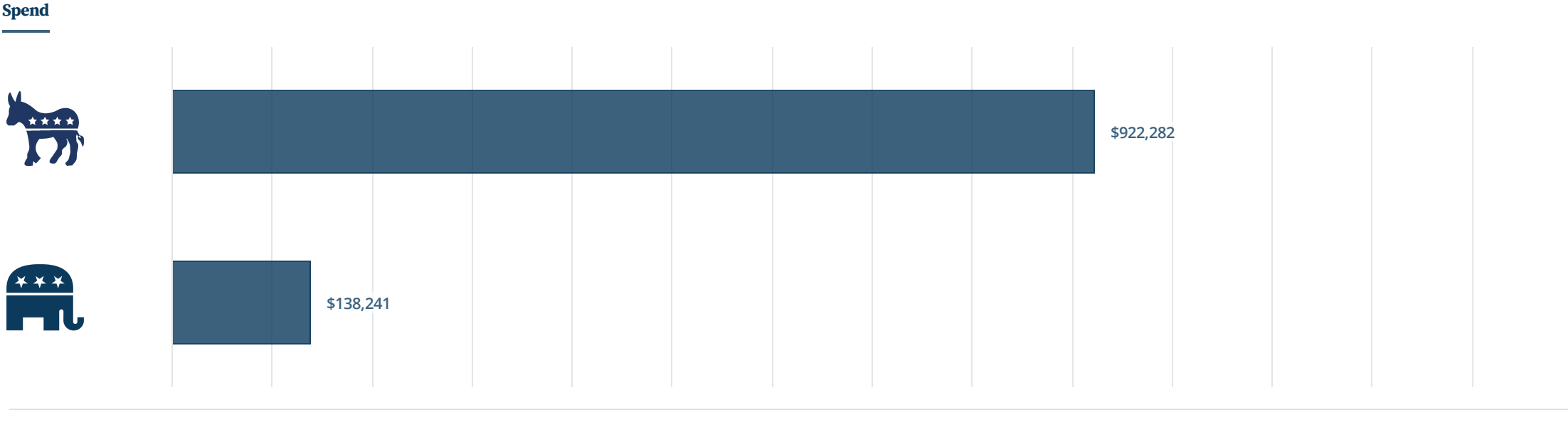


Democrats

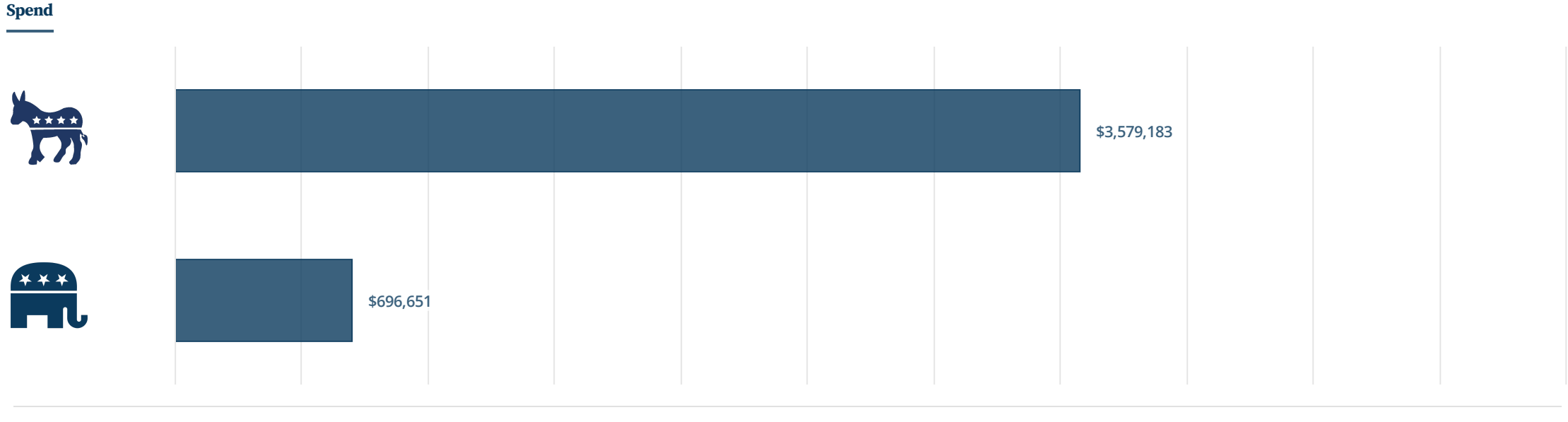
\$3,579,183  
Latest Monthly Spend

In the last 3 months, Democrats have spent \$5,381,625.00.

## Latest Weekly Spending by Party



## Latest Monthly Spending by Party



## Latest Weekly Spending by Advertiser

Advertiser	Spent
Gavin Newsom	\$734,100
Larry Elder	\$108,795
Stop the Republican Recall	\$89,946
Democratic Governors Association	\$43,176
Rescue California	\$35,106
Los Angeles County Federation of Labor, AFL-CIO	\$16,864
Anthony Trimmio	\$14,573
Jenny Rae Le Roux	\$7,354
Working Families Against Recall	\$3,090
Kevin Faulconer	\$2,891
Sam Gallucci	\$1,750
Larry Elder Recall Newsom Ballot Measure Committee	\$1,538
Veterans for Faulconer	\$810
Ted Gaines	\$500
David Bramante	\$100
Total	\$1,060,523

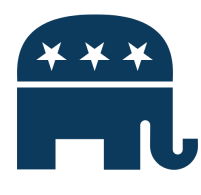
1 - 15 of 15 items

## Latest Monthly Spending by Advertiser

Advertiser	Spent
Gavin Newsom	\$2,689,600
Stop the Republican Recall	\$596,251
Larry Elder	\$300,103
Kevin Kiley	\$238,892
Rescue California	\$139,421
Democratic Governors Association	\$111,809
Jenny Rae Le Roux	\$51,096
Anthony Trimmio	\$34,702
Los Angeles County Federation of Labor, AFL-CIO	\$25,569
Kevin Faulconer	\$20,241
Ted Gaines	\$8,239
Kevin Paffrath	\$5,812
Sam Gallucci	\$5,153
Working Families Against Recall	\$4,721
Clean Up California	\$4,000
Larry Elder Recall Newsom Ballot Measure Committee	\$2,616
Veterans for Faulconer	\$810
David Bramante	\$299
Total	\$4,275,834

1 - 18 of 18 items

## FACEBOOK



Republicans

\$551,460  
Latest Monthly Spend

In the last 3 months, Republicans has spent \$1,123,589.00 on Facebook.



Democrats

\$889,583  
Latest Monthly Spend

In the last 3 months, Democrats have spent \$1,858,325.00 on Facebook.

## LATEST FACEBOOK ADS

**Republicans**  
**Larry Elder**  
Sponsored • Paid for by Elder for Governor 2021  
Why Are So Many Democrats Voting to Recall Newsom? Wow, Hear This Mail!  
  
WWW.ELECTELDER.COM  
Newsom-cost me my job twice!  
Learn More

**Republicans**  
**Kevin Faulconer**  
Sponsored • Paid for by Faulconer for Governor 2022  
We can't replace one dysfunctional governor with another. I'll end the circus. Watch our newest ad here  
#RecallGavinNewsom  
  
BREAKING NEWS  
MASSIVE CALIFORNIA WILDFIRE DESTROYS TOWN  
BRANDON CLEMENT / LHM

**Republicans**  
**Tyen Trimmio**  
Sponsored • Paid for by Anthony Trimmio for Governor 2021  
It's time to defend our medical freedom, to protect our food, green rights and to give power back to the people.  
  
ANTHONY TRIMMIO  
TED GAINES IS A LIAR  
JOIN THE MOVEMENT  
TO LIBERATE CALIFORNIA  
VIA ANTHONY TRIMMIO SEPTEMBER 14  
VIA ANTHONY TRIMMIO

**Republicans**  
**Ted Gaines**  
Sponsored • Paid for by Ted Gaines for Governor 2021  
Election Day is Tuesday, September 14. Mail your ballot today or drop it off at a vote center. Vote YES on the RECALL.  
  
TED GAINES  
GOVERNOR  
WWW.TEDGAINES.COM  
VOTE YES ON THE RECALL FOR GOVERNOR  
Learn More

**Democrats**  
**Los Angeles County Federation of Labor, AFL-CIO**  
Sponsored • Paid for by Essential Workers Opposing the Recall of Governor Gavin Newsom, Sponsored b.  
Essential workers say: Don't let special interests and billionaires take over California. Return your NO Recall ballot TODAY!  
  
MAIL ME!  
WWW.ELECTELDER.COM

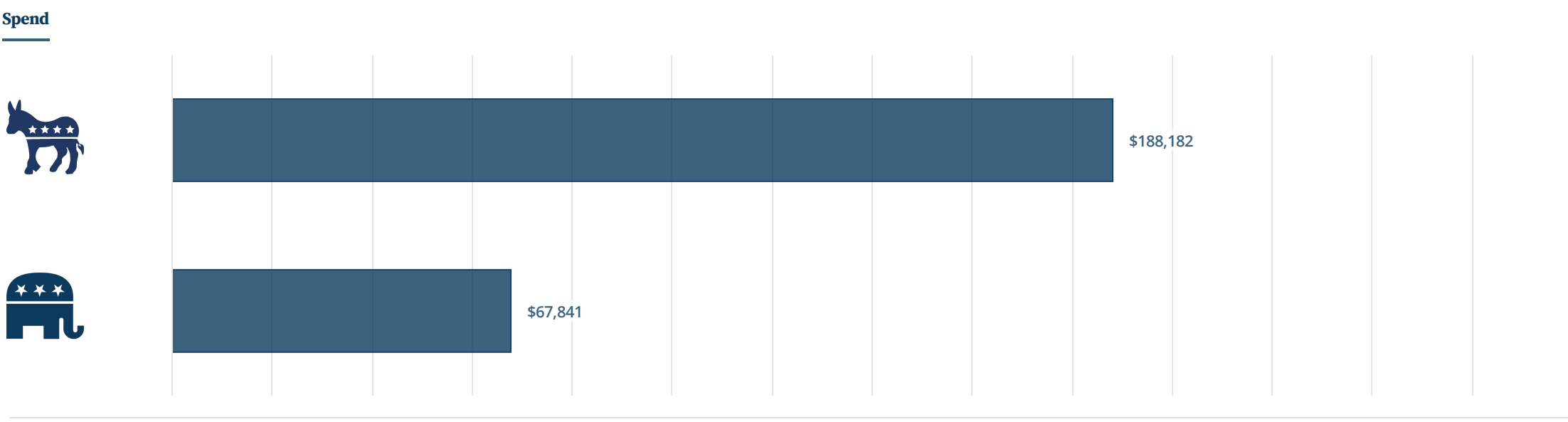
**Democrats**  
**Stop the Republican Recall**  
Sponsored • Paid for by Stop the Republican Recall of Governor Newsom  
Senator Elizabeth Warren has an important message for Californians. Voting 'NO' to the Republican recall by 9/14 means women will continue to be respected, children will continue to be protected, and the environment will continue to be defended in the state of California.  
Too much is at stake to let California fall under Republican.  
  
STOP THE REPUBLICAN RECALL  
Return your recall ballot by 9/14  
Learn More

**Democrats**  
**Working Families Against Recall**  
Sponsored • Paid for by Unity PAC - No on the Recall of Governor Gavin Newsom, a sponsored committee..  
Working Families, Housing Advocates, and Environmentalists Say No on the Recall  
  
WORKING FAMILIES SAY  
NO ON RECALL

**Democrats**  
**Democratic Governors Association (DGA)**  
Sponsored • Paid for by Democratic Action, democraticgovernors.org, not authorized by any...  
Sorry to interrupt your evening, but this is urgent.  
The Republican bid recall of California Gov. Gavin Newsom is to keep poor California a Medicaid state for Governors, which is why Republican legislators are spending \$400,000 to try and recall Gov. Newsom and flip the state red. We're conducting a rapid response and, but we're still...  
  
11:59 PM DEADLINE  
TAP BELOW TO VOTE

## RECENT FACEBOOK SPENDING

## Latest Weekly Spending by Party

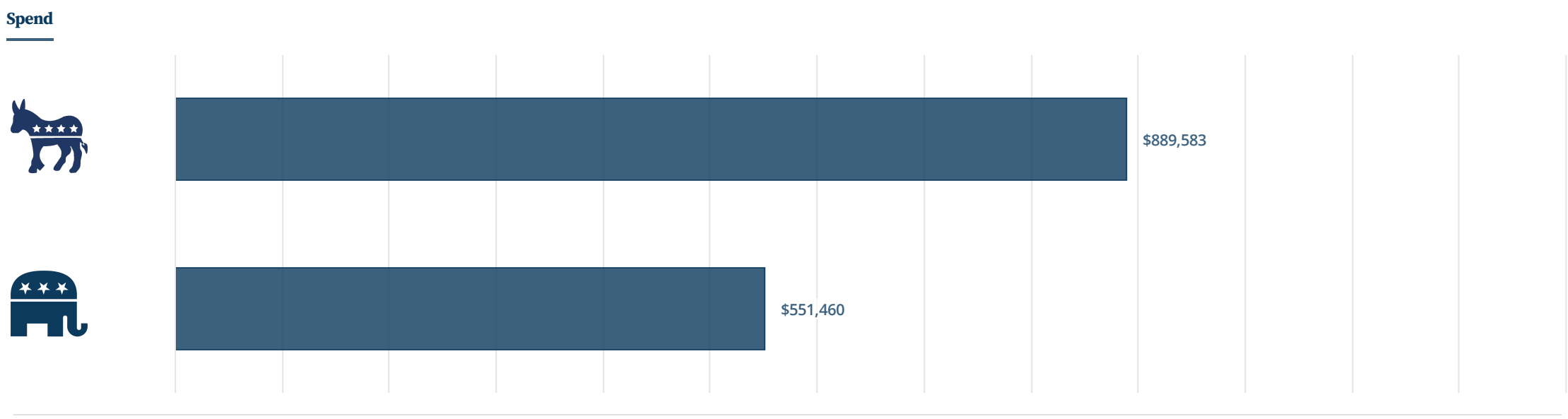


## Latest Daily Spending by Advertiser

Advertiser	Spent
Rescue California	\$29,795
Larry Elder	\$10,205
Democratic Governors Association	\$7,996
Los Angeles County Federation of Labor, AFL-CIO	\$5,000
Stop the Republican Recall	\$4,783
Jenny Rae Le Roux	\$1,303
Anthony Trimmio	\$615
Ted Gaines	\$309
Kevin Faulconer	\$282
Sam Gallucci	\$234
David Bramante	\$100
Veterans for Faulconer	\$99
Total	\$60,741

1 - 12 of 12 items

## Latest Monthly Spending by Party



## Latest Weekly Spending by Advertiser

Advertiser	Spent
Stop the Republican Recall	\$89,946
Larry Elder	\$40,035
Democratic Governors Association	\$43,176
Rescue California	\$35,106
Los Angeles County Federation of Labor, AFL-CIO	\$16,864
Jenny Rae Le Roux	\$7,354
Anthony Trimmio	\$4,873
Working Families Against Recall	\$3,090
Kevin Faulconer	\$1,891
Sam Gallucci	\$1,750
Larry Elder Recall Newsom Ballot Measure Committee	\$1,528
Veterans for Faulconer	\$810
Ted Gaines	\$500
David Bramante	\$100
Total	\$256,023

1 - 14 of 14 items

## Latest Monthly Spending by Advertiser

Advertiser	Spent
Stop the Republican Recall	\$598,251
Kevin Kiley	\$238,892
Larry Elder	\$214,003
Rescue California	\$139,421
Democratic Governors Association	\$111,809
Jenny Rae Le Roux	\$51,096
Los Angeles County Federation of Labor, AFL-CIO	\$29,569
Anthony Trimmio	\$16,402
Kevin Faulconer	\$9,450
Ted Gaines	\$8,739
Kevin Paffrath	\$5,812
Sam Gallucci	\$5,153
Working Families Against Recall	\$4,721
Clean Up California	\$4,000
Larry Elder Recall Newsom Ballot Measure Committee	\$2,616
Veterans for Faulconer	\$810
David Bramante	\$299
Total	\$1,441,043

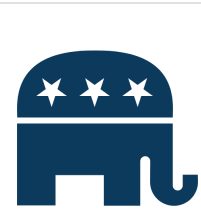
1 - 17 of 17 items

## Latest 3 Month Spending by Advertiser

Advertiser	Spent
Stop the Republican Recall	\$1,101,729
Kevin Kiley	\$598,510
Democratic Governors Association	\$402,220
Larry Elder	\$374,154
Rescue California	\$212,833
Jenny Rae Le Roux	\$145,712
Gavin Newsom	\$76,975
Los Angeles County Federation of Labor, AFL-CIO	\$25,708
Anthony Trimmio	\$17,616
Ted Gaines	\$11,975
Kevin Faulconer	\$11,523
Sam Gallucci	\$10,171
Kevin Paffrath	\$9,639
Carlynn Jenner	\$5,574
Working Families Against Recall	\$4,721
Clean Up California	\$4,000
Larry Elder Recall Newsom Ballot Measure Committee	\$2,616
David Bramante	\$938
Veterans for Faulconer	\$810
Total	\$2,981,914

1 - 19 of 19 items

## GOOGLE AND YOUTUBE



Republicans

\$145,191  
Latest Monthly Spend

In the last 3 months, Republicans have spent \$241,020.00 on Google.



Democrats

\$2,689,600  
Latest Monthly Spend

In the last 3 months, Democrats have spent \$3,523,300.00 on Google.

## LATEST GOOGLE AND YOUTUBE ADS

**Republicans**  
  
We're OPEN

**Republicans**  
  
ANTHONY TRIMMIO  
FOR CALIFORNIA GOVERNOR

**Republicans**  
  
SAN DIEGO MAYOR  
KEVIN FAULCONER

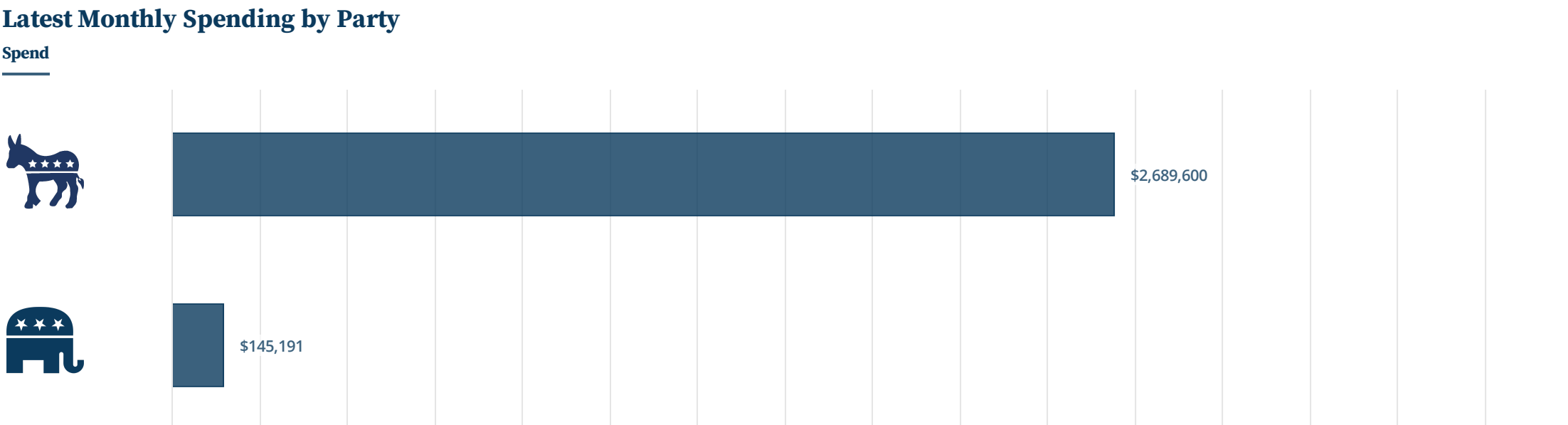
**Democrats**  
  
YOUR VOTE COULD  
BE THE DIFFERENCE

**Democrats**  
  
VOTE NO RECALL  
But now Republicans are trying to seize power

**Democrats**  
  
AP  
California exigirá vacunas  
COVID-19 para los  
trabajadores de salud

## GOOGLE AND YOUTUBE SPENDING

## Latest Monthly Spending by Party

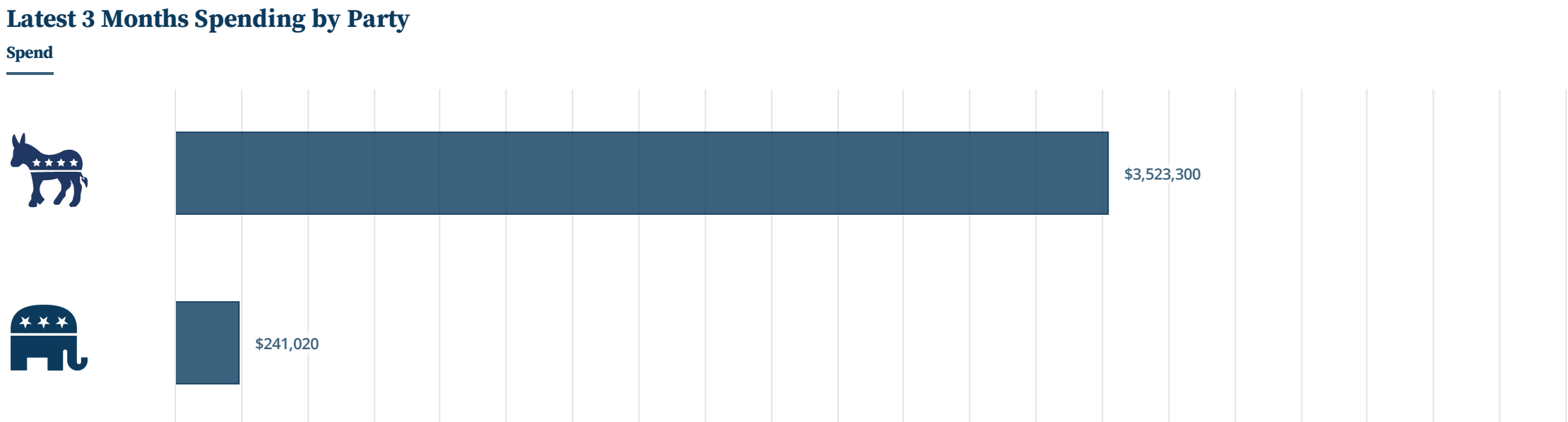


## Latest Daily Spending by Advertiser

Advertiser	Spent
Gavin Newsom	\$503,000
Larry Elder	\$5,000
Anthony Trimmio	\$1,000

1 - 3 of 3 items

## Latest 3 Months Spending by Party



## Latest Weekly Spending by Advertiser

Advertiser	Spent
Gavin Newsom	\$734,100
Larry Elder	\$59,700
Anthony Trimmio	\$9,700
Kevin Faulconer	\$1,000

1 - 4 of 4 items

## Latest Monthly Spending by Advertiser

Advertiser	Spent
Gavin Newsom	\$2,689,600
Larry Elder	\$116,100
Anthony Trimmio	\$18,300
Kevin Faulconer	\$10,791

1 - 4 of 4 items

## Latest 3 Month Spending by Advertiser

Advertiser	Spent
Gavin Newsom	\$3,523,300
Larry Elder	\$205,300
Anthony Trimmio	\$22,600
Kevin Faulconer	\$13,120

1 - 4 of 4 items