Article Side

The War for Seat is on by Reyan Hunt

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Politics is and always has been a tale of constant battling for that much-coveted chair of power. The latest to do its rounds is the Presidential campaign, which has already started, in full swing this year.

The opponents are Mitt Romney and the Barack Obama, who returns a second time to do the rounds for the much-coveted position for the second time. This presidential season for the American Government continues to get better and better. Amidst all the unemployment, the economic meltdown, the killing of Osama and several other feats that have been covered during the presidential rule of Obama, this election is perhaps as sensational as the one between Bush and Obama.

The Recent Buzz

The main topic of this piece is something different altogether. After all, the subject is presidential campaigns and anything, which goes into making a successful campaign, is important. Therefore, let us start with the amount of money that has already been spent into the campaign.

Sources have reported that an amount of more or less $350 million has already been spent, according to the records and there is some serious speculation about how much more will the cost of the whole campaign cost.

This amount accounts for a large percentage of the total electoral votes. This comprises of the nine main states, which account for about 120 electoral votes out of 270. This trip to the White House is in fact proving to be one of the most expensive campaigns ever.

Some of thestateâ€™sactive in promoting the competing leaders are; New Hampshire, Ohio, Colorado, Iowa, Virginia, Pennsylvania, North Carolina and other.Not that any particular one is the favorite. Both Romney and Obama have a rough 50-50 shares in support and touts.

Previous History

However, oneshould note that all of the above-mentioned states had played a big role in supporting the campaign of Obama and clearly making him the winner in the last run for presidential rule.

Not that all of the money spent has gone to a toss. A survey conducted by a reputed news body has reported that these ads have reportedly made many in the mob make their decisions about the candidates and of course have somewhat changed their perspective toward voting for either of them.

Other reports have simply declared that out of 210 media markets, about 67 have been regularly following the advertisements.

However, Ohio seems to be the state, which has almost reached a saturation point with the ads.

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