

2016 Political Ad Archive

The following websites contain links to videos of the ads from the 2016 candidates and Super PACs. |



Presidential Campaign Ads of the 2016 Election
By MICHAEL M. BRADLEY | JUL 1, 2016
Breaking down the messaging powering the 2016 presidential election.

Hillary Clinton Highlights an Embaring Topic
Ted Cruz Retains Issues That Donald Trump Called Them 'Stupid'
Bernie Sanders, Backed by Image of a Bright Horizon, Lays Out His Vision

TRUMP
DON'T CHANGE THE SYSTEM
LET'S BRING BACK AMERICA

JOHN KASICH
QU

The New York Times



NEW REPUBLIC INTERACTIVE
2016 Campaign Ad Archive
The 2016 presidential candidates and their super PACs are expected to spend billions on TV ads this election—and we've compiled every single one.

BECAUSE HE'S EXTREME
ON ABORTION

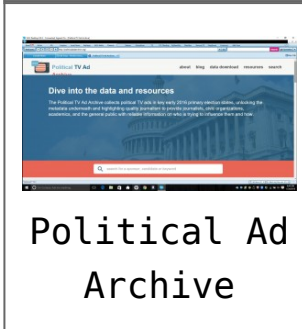
PRO AMNESTY

TRUMP
DON'T CHANGE THE SYSTEM
LET'S BRING BACK AMERICA

AMERICA

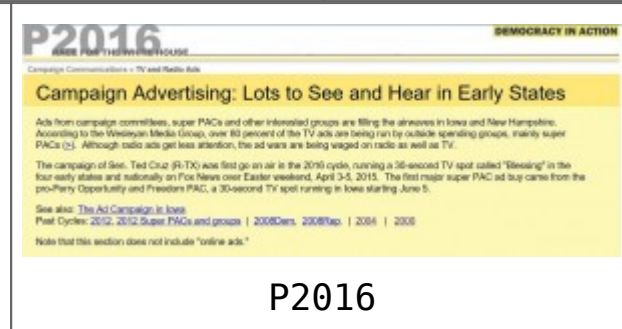
2450 MILLION

The New Republic



Political TV Ad
Dive into the data and resources
The Political TV Ad Archive tracks political TV ads in the early 2016 primary election states, including the federal electoral and popular vote states, caucus states, and caucus states, and in general election states, and in caucus states, and in caucus states.

Political Ad Archive



P2016
THE POLITICAL TV AD ARCHIVE
DEMOCRACY IN ACTION

Campaign Advertising: Lots to See and Hear in Early States

Ads from campaign committees, super PACs and other interested groups are filling the airwaves in Iowa and New Hampshire. According to the Wesleyan Media Group, over 80 percent of the TV ads are being run by outside spending groups, mainly super PACs (2). Although radio ads get less attention, the ad wars are being waged on radio as well as TV.

The campaign of Sen. Ted Cruz (R-TX) was first to go on air in the 2016 cycle, running a 30-second TV spot called "Bleeding" in the four early states and nationally on Fox News over Easter weekend, April 3-5, 2015. The first major super PAC ad buy came from the pro-Perry Opportunity and Prosperity PAC, a 30-second TV spot running in Iowa starting June 5.

See also: The Ad Campaign in Iowa
Past Cycles: 2012, 2012 Super PACs and groups | 2008 Dems. 2008 Rep. | 2008 | 2008

Note that this section does not include "online ads."

P2016



Political Campaign
Stanford



USA TODAY
POLITICS
Jimmy Kimmel roasts George W. Bush's job endorsement ad, and it's excellent

Trump action figure debuts in new Cruz ad: 'He pretends to be a Republican'

USA Today



2016 election ads

2016 ELECTION ADS

Most popular | Filter by post type

Hillary Clinton's latest ad features potential Speaker of the House Kevin McCarthy's admission that # Benghazi was caused by an act of war

New Job: Are You Ready for a Radical Idea? | Bernie Sanders

Donald Trump's First TV Ad: Brown People Are Scary as Shit

Tumblr