

Presidential Campaign Ads: 1952 – 2012

1952

Historical Context:

Republican:

Democrat:

Significance:

1956

Historical Context:

Republican:

Democrat:

Significance:

1960

Historical Context:

Republican:

Democrat:

Significance:

1964

Historical Context:

Republican:

Democrat:

Significance:

1968

Historical Context:

Republican:

Democrat:

Significance:

1972

Historical Context:

Republican:

Democrat:

Significance:

1976

Historical Context:

Republican:

Democrat:

Significance:

1980

Historical Context:

Republican:

Democrat:

Significance:

1984

Historical Context:

Republican:

Democrat:

Significance:

1988

Historical Context:

Republican:

Democrat:

Significance:

1992

Historical Context:

Republican:

Democrat:

Significance:

1996

Historical Context:

Republican:

Democrat:

Significance:

2000

Historical Context:

Republican:

Democrat:

Significance:

2004

Historical Context:

Republican:

Democrat:

Significance:

2008

Historical Context:

Republican:

Democrat:

Significance:

2012

Historical Context:

Republican:

Democrat:

Significance: