**Appendix 1--Electoral College Strategies**

1952



1956



1960



1964



1968



1972



1976



1980



1984



1988



1992



1996



2000



2004



2008



2012



2016



**Appendix 2--Presidential Candidate Appearances, 1952-2012**



**Sources for Information on Presidential Candidate Appearances**



**Appendix 3--Vice-Presidential Candidate Appearances**



**Sources for Information on Vice-Presidential Candidate Appearances**



**Appendix 4--Television Advertising Activity**

