

Ad watch: Romney pushes Obama on immigration promise

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Body

Mitt **Romney**, "Soluciones para la inmigracion"

What it says (translated): "The liberal Democrats **promised immigration** reform... Now, the Democrats say they never made a **promise** ... **Romney** and the Republicans will fight for bipartisan reform to bring families together."

What it means: Mitt **Romney**, who trails significantly in polling among Hispanic voters, is trying to turn the tables. The **ad** highlights an exchange from Tuesday night's debate in which he confronted **Obama** over the president's unfulfilled **promise** of **immigration** reform.

Who will see it: There's no new **ad** buy, but **Romney** has in recent weeks bought **ad** time in Colorado, Florida and Nevada on Spanish-speaking media.

Classification

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Industry: BROADCAST ADVERTISING (70%)

Person: MITT **ROMNEY** (90%)

Geographic: COLORADO, USA (79%)

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