

Dependent Variable:	Toxicity
Republican	0.0157*** (0.0025)
Donor-targeting	0.0167*** (0.0017)
Senate	0.0021 (0.0029)
Incumbent	-0.0082*** (0.0026)
Open seat	-0.0051 (0.0049)
Electoral safety	-3.44×10^{-5} (0.0001)
Male	0.0002 (0.0029)
First ad delivery date	-6.74×10^{-6} (5.8×10^{-6})
<i>Fit statistics</i>	
Observations	56,585
R ²	0.03632
Adjusted R ²	0.03535
(Intercept/state dummies excluded for brevity)	

Clustered (candidate) standard-errors in parentheses

(a) Clustered Standard Errors

Dependent Variable:	Toxicity
Donor-targeting	0.0160*** (0.0017)
First ad delivery date	-6.16×10^{-6} (6.15×10^{-6})
<i>Fixed-effects</i>	
Candidate	Yes
<i>Fit statistics</i>	
Observations	56,585
R ²	0.12364
Within R ²	0.00797

Clustered (candidate) standard-errors in parentheses

(b) Candidate Fixed Effects