

Table S1. Periodic expenditure and publication during the days leading up to the elections. Source: Own elaboration.

Days before the Election Day	Elections	Ciudadanos		Izquierda Unida		Partido Popular		Podemos		PSOE		VOX España		Total number of ads	Total estimated cost (€)
		Number Ads	Estimated Cost (€)	Number of Ads	Estimated Cost (€)	Number of Ads	Estimated Cost (€)	Number of Ads	Estimated Cost (€)	Number of Ads	Estimated Cost (€)	Number of Ads	Estimated Cost (€)		
1	28A														
	10N														
2	28A					4	11,100			25	1,500			29	12,600
	10N		29	1,450										29	1,450
3	28A		1,692	126,100	1	750	400	200,700	1	3,000	16	2,250		2,110	332,800
	10N		1	50	4	200	1	50	101	8,550		33	2,250	140	11,100
4	28A		389	24,350	1	750	866	62,650	14	13,850	24	3,200		1,294	104,800
	10N		45	2,450	1	50								46	2,500
5	28A		594	38,350	4	1,650	730	57,450	115	213,200	81	10,300		1,524	320,950
	10N		317	16,850					34	7,700	15	1,150		366	25,700
6	28A		331	24,950	5	1,000	110	23,000	65	96,450	71	8,450		582	153,850
	10N		420	22,600					171	89,900	1	50		592	112,550
7	28A		406	21,750			2	600	13	12,400	88	8,500		509	43,250
	10N		508	28,000			6	1,300	35	16,550	19	1,050		568	46,900
8	28A		543	31,300	1	50	1	750	30	35,400				575	67,500

	10N	962	54,700			285	14,250	13	2,550	26	1,700			1,286	73,200
9	28A	401	20,800			134	6,700	25	79,850					560	107,350
	10N	46	3,000			604	30,300	20	1,600	39	2,350			709	37,250
10	28A	512	50,050			113	5,650	42	94,550	17	15,900			684	166,150
	10N	134	6,700			12	600	46	5,500	178	10,900			370	23,700
11	28A	431	35,350			426	27,200	25	52,900					882	115,450
	10N														
12	28A	597	41,450			78	5,650	8	80,250	14	1,700			697	129,050
	10N							1	3,750	7	350			8	4,100
13	28A	202	33,850			464	26,400	3	3,350					669	63,600
	10N													0	0
14	28A					139	7,200							139	7,200
	10N													0	0
15	28A					141	7,050	5	1,500					146	8,550
	10N													0	0
16	28A			1	300	1	750	1	3,000					3	4,050
	10N													0	0
17	28A							4	2,550					4	2,550

[illegible]

	10N														
27	28A														
	10N											1	50	1	50
28	28A														
	10N											2	100	2	100
29	28A														
	10N											2	100	2	100
30	28A														
	10N							12	4,050			2	100	14	4,150
31	28A														
	10N							8	400					8	400
32	28A							1	3,000					1	3,000
	10N							6	300					6	300
33	28A														
	10N							1	50					1	50
34	28A														
	10N							4	200					4	200
TOTAL		8,560	584,100	18	4,750	4,517	489,350	924	995,100	621	69,350	44	2,800	14,684	2,145,450

Notes: 28A: April 28, 2019, General elections; 10N: November 10, 2019, General elections.