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THE NEW YORK TIMES, TUESDAY, DECEMBER 4, 2001

At $92.60 a Vote, Bloomberg Shatters an Election Record

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choosing to ignore the city's campaign finance law, which seeks to restrict the influence of money on politics by requiring candidates to limit the amount of money they raise and spend in order to qualify for public matching funds. Mr. Green, his opponent, who participated in the program, spent roughly $16.5 million, his campaign said.

The Bloomberg campaign was the Rolls-Royce of campaigns. It spent more money on television advertisements and mailings in the last two weeks of the campaign than the Green campaign spent on the whole race. The filings show that from Oct. 23 on, the Bloomberg campaign spent $8.4 million on television, $6.4 million on polling and, in a surprise, $9.6 million on glossy color campaign mailings — more than it spent on television ads — in that final stretch.

It is more money than Mr. Bloomberg apparently envisioned spending earlier in the campaign. Last spring New York magazine reported that Mr. Bloomberg had said that he would not spend as much as $30 million on the race, quoting him as saying, "At some point, you start to look obscene."

In the summer, when it became clear that he would probably spend more than $30 million, Mr. Bloomberg told The New York Post that he did not remember saying it would be obscene to spend that much. "My recollection is that I said you could not spend on New York City's race what was spent on the last Senate race here or the Senate race in New Jersey," he was quoted as saying.

But the campaign filings show that he spent more than was spent on either race. Rick A. Lazio spent $40.5 million in his unsuccessful bid against Hillary Rodham Clinton, who spent $29.8 million. And Mr. Corzine spent $63 million in the Senate race in New Jersey.

Bill Cunningham, a senior Bloomberg campaign strategist, said that he did not think it was fair to compare Mr. Bloomberg's spending with Mr. Corzine's, because the figures had not been adjusted for inflation.

"You know, we always talked about spending what was necessary to get our message out, and ultimately, that's exactly what we did," Mr. Cunningham said.

The nearly $69 million Mr. Bloomberg spent is more than 10 times what a candidate typically spends running for United States Senate, and roughly 97 times what a candidate spends, on average, running for the House of Representatives, according to Mr. Noble of the Center for Responsive Politics. It is more than half the $133 million — not counting soft money — that Al Gore spent running for president in 2000. (George W. Bush spent $193 million, according to the center.)

The previous record for spending on a New York City mayoral race was set by Ronald S. Lauder, who spent $14 million in 1989, when he lost the Republican primary to Rudolph W. Giuliani.

Mr. Perot, who was previously Exhibit A in the billionaire candidate category, spent $63.5 million of his own money in his 1992 race, which raised an additional $7.5 million from others. And Mr. Forbes spent $38.7 million of his own money in the 2000 race, raising another $10 million.

Mr. Bloomberg spent only his own money. Despite his decision not to participate in the city's campaign finance program, he was endorsed by Senator John McCain, a leading advocate of campaign finance reform, who said that the issue should not be a "litmus test."

Mr. Bloomberg's millions allowed him to saturate the airwaves with well-produced television advertisements. The campaign even bought some of the most expensive time on television, during the World Series. An analysis by the Wisconsin Advertising Project at the University of Wisconsin at Madison found that Mr. Bloomberg ran roughly 6,500 television ads and Mr. Green 2,500.

The money also allowed the Bloomberg campaign to send out many glossy color mailings, on hard paper stock, praising his endorsements and attacking Mr. Green. In the final week, the campaign sent out a mailing suggesting that Mr. Green would raise taxes and roll back the Giuliani administration's successes in fighting crime. Still, it was highly unusual for a campaign to spend more money on mailings than television advertisements in the final weeks of a campaign.

Mr. Green's campaign manager, Richard Schrader, accused Mr. Bloomberg of buying the election. "He bought it fair and square, and by spending a historic amount on television ads he controlled the airwaves and altered people's perception of reality," Mr. Schrader said.

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A Private Bloomberg

Mayor-elect Michael R. Bloomberg did not have any public events last weekend, because he was not here. Unlike the mayors-elect before him, he did not release his travel schedule, and his staff yesterday would not say where he went, even though there was much speculation that he repaired to his estate on Bermuda, one of the many places where he has a home.

"As a rule of thumb we don't discuss his private schedule," said Bill Cunningham, one of Mr. Bloomberg's senior strategists. "I am not going to discuss what he did."

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