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| **Presidential Ad** | **Technique(s)** |
| Mondale |  |
| McGovern |  |
| Roosevelt |  |
| Dewey |  |
| Reagan | 1.  2. |
| Nixon | 1.  2. |
| McKinley | 1.  2.  3. |
| Garfield | 1.  2.  3. |