

Version 1.0. July 9, 2007.

This is the replication archive for:

Gregory A. Huber and Kevin Arceneaux. 2007. "Identifying the Persuasive Effects of Presidential Advertising," *American Journal of Political Science*, 4 (Oct.): 957-977.

It is organized by Table.

These Stata .do files call the following programs:

1. Clarify, available from: gking.harvard.edu
2. outreg, available from within Stata by typing:
"ssc install outreg"
3. sgmediation, available from within Stata by typing:
"net describe sgmediation, from(<http://www.ats.ucla.edu/stat/stata/ado/analysis>)"