

## Supplementary Materials

### A. Summary Statistics

**Table A1.** Distribution of posters by political party

Party Name	Party #	Party Size	All posters (SMP and PR rules)		
			# posters (unique location)	# posters (unique design)	# electoral districts
Pheu Thai	1	L	2,220	123	63
Chart Pattana Puea Pandin	2	M	880	42	28
Rak Thailand	5	S	1,163	16	14
Palung Chon	6	S	7	4	2
Prachathum	7	S	77	11	8
Democrat	10	L	2,649	95	55
Thai Por Pieng	11	S	22	4	4
Rak Santi	12	S	323	22	20
Social Action	14	S	548	14	24
Bhumjaithai	16	M	1,809	138	47
Thaen Khun Phaendin	17	S	65	3	8
The Farmer Network Of Thailand	19	S	4	1	2
New Politics	20	S	96	7	10
Chartthaipattana	21	M	1,038	36	24
Liberal	22	S	33	4	3
Kasikornthai	25	S	27	1	1
Matubhum	26	S	409	26	18
Palung Sungkom Thai	28	S	6	2	1
Civil Peace	33	S	226	17	16
New Aspiration	34	M	157	13	21
Sport Of Thailand	36	S	322	6	9
Puen Kaset Thai	39	S	33	3	3
<b>Total</b>	-	-	<b>12,114</b>	<b>588</b>	<b>381</b>

*Note:* 40 parties officially competed in the 2011 election. Posters were gathered from 22 political parties—2 large, 4 medium, and 16 small.

**Table A2.** Distribution of posters by political party, segmented by election

Party Name	Constituency posters only (SMP rules)			Party-list posters only (PR rules)		
	# posters (unique location)	# posters (unique design)	# electoral districts	# posters (unique location)	# posters (unique design)	# electoral districts
Pheu Thai	1,475	92	33	745	31	30
Chart Pattana Puea Pandin	340	25	16	540	17	12
Rak Thailand	0	0	0	1,163	16	14
Palung Chon	0	0	0	7	4	2
Prachathum	54	8	5	23	3	3
Democrat	1,431	66	26	1,218	29	29
Thai Por Pieng	0	0	0	22	4	4
Rak Santi	178	15	8	145	7	12
Social Action	96	5	4	452	9	20
Bhumjaithai	849	98	18	960	40	29
Thaen Khun Phaendin	0	0	0	65	3	8
The Farmer Network Of Thailand	0	0	0	4	1	2
New Politics	40	5	2	56	2	8
Chartthaipattana	99	12	6	939	24	18
Liberal	0	0	0	33	4	3
Kasikornthai	0	0	0	27	1	1
Matubhum	220	14	7	189	12	11
Palung Sungkom Thai	0	0	0	6	2	1
Civil Peace	127	9	6	99	8	10
New Aspiration	31	8	8	126	5	13
Sport Of Thailand	0	0	0	322	6	9
Puen Kaset Thai	23	2	2	10	1	1
<b>Total</b>	<b>4,963</b>	<b>359</b>	<b>141</b>	<b>7,151</b>	<b>229</b>	<b>240</b>

**Table A3.** Summary statistics for dependent variables

<b>Variable</b>	<b>Obs</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>Min</b>	<b>Max</b>
Candidate Image	381	0.1769452	0.2010875	0	0.8492903
Leader Image	381	0.1478712	0.1915117	0	1.113436
Policy	381	0.0982631	0.1652075	0	0.6760993
Slogan	381	0.0707373	0.07181	0	0.3930167
Party Label	381	0.0750388	0.0305327	0	0.1912819

*Note:* It is possible for the maximum to be above 1 (100% of poster canvas). This occurs when, for example, a leader's picture is overlaid with the leader's name and text that refers to them. These elements are layered in the poster but get added together to get a total figure for 'Leader Image'. Three poster designs exceeded 1. All three were from Rak Thailand.

**Table A4.** Summary statistics for independent variables

<b>Variable</b>	<b>Obs</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>Min</b>	<b>Max</b>
Election (PR = 1)	381	0.6299213	0.4834604	0	1
Large party	381	0.3097113	0.4629825	0	1
Medium party	381	0.3149606	0.465111	0	1
Small party	381	0.3753281	0.4848442	0	1
North	381	0.2624672	0.4405537	0	1
Northeast	381	0.2257218	0.4186065	0	1
South	381	0.3018373	0.4596587	0	1
Bangkok	381	0.2099738	0.4078251	0	1