Supplementary Materials

B. Alternative models and robustness checks

Table B1. The Impact of Rules, Parties, and Region on Local and National Campaign Appeals in Posters
Excludes regional variables

	All campaigns (SMP and PR rules)					**Constituency campaigns only (SMP rules)**					**Party-list campaigns only (PR rules)**				
	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label
Election (PR = 1)	-0.29**	0.08**	0.17**	0.02**	0.01**	-	-	-	-	-	-	-	-	-	-
	(0.01)	(0.01)	(0.01)	(0.01)	0.00										
Large party	-0.05**	-0.14**	0.14**	-0.01	-0.02**	-0.09**	-0.02	0.00	0.03**	-0.03**	-0.05**	-0.20**	0.22**	-0.03**	-0.02**
	(0.01)	(0.02)	(0.01)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)	(0.01)	0.00
Medium party	0.03	-0.25**	0.14**	-0.02^	-0.01**	-0.05	-0.11**	0.03**	0.00	-0.03**	0.07**	-0.31**	0.18**	-0.02^	0.00
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.03)	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)	(0.02)	(0.01)	0.00
Intercept	0.37**	0.22**	-0.09**	0.07**	0.08**	0.41**	0.12**	0.00	0.05**	0.09**	0.07**	0.33**	0.04**	0.09**	0.09**
	(0.02)	(0.02)	(0.01)	(0.01)	0.00	(0.02)	(0.02)	0.00	(0.01)	(0.01)	(0.01)	(0.02)	(0.01)	(0.01)	0.00
N	381	381	381	381	381	141	141	141	141	141	240	240	240	240	240
R Squared	0.53	0.42	0.41	0.03	0.15	0.06	0.32	0.17	0.08	0.19	0.11	0.43	0.38	0.03	0.11

Note: SMP = single-member plurality; PR = proportional representation. Results of regression analyses for independent variables (rows) and dependent variables (columns). Entries are coefficients from the OLS regression model. Robust standard errors are in parentheses.
^$p < 0.10$; *$p < 0.05$; **$p < 0.01$.

Table B2. The Impact of Rules, Parties, and Region on Local and National Campaign Appeals in Posters
Posters with unique location as unit of analysis N = 12,114

	All posters (SMP and PR rules)					Constituency posters only (SMP rules)					Party-list posters only (PR rules)				
	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label
Election (PR = 1)	-0.30**	0.08**	0.19**	0.02**	0.01**	-	-	-	-	-	-	-	-	-	-
	0.00	0.00	0.00	0.00	0.00										
Large party	-0.01**	-0.25**	0.13**	-0.01**	-0.02**	-0.07**	-0.01	-0.01**	0.00*	-0.02**	0.02**	-0.34**	0.20**	-0.03**	-0.02**
	0.00	(0.01)	0.00	0.00	0.00	(0.01)	0.00	0.00	0.00	0.00	0.00	(0.01)	(0.01)	0.00	0.00
Medium party	0.08**	-0.36**	0.16**	-0.02**	-0.01**	0.02**	-0.12**	0.04**	-0.04**	-0.04**	0.10**	-0.45**	0.20**	-0.01**	0.00
	0.00	(0.01)	0.00	0.00	0.00	(0.01)	0.00	0.00	0.00	0.00	0.00	(0.01)	0.00	0.00	0.00
North	-0.02**	0.02**	0.05**	0.00	-0.01**	-0.07**	0.00	0.02**	0.01**	-0.01**	0.01*	0.03**	0.08**	-0.01*	-0.01**
	0.00	0.00	0.00	0.00	0.00	(0.01)	0.00	0.00	0.00	0.00	0.00	(0.01)	(0.01)	0.00	0.00
Northeast	-0.04**	0.01*	0.06**	0.00^	-0.01**	-0.07**	0.02**	0.01**	0.03**	0.00**	-0.02**	-0.04**	0.10**	0.00	-0.00**
	0.00	0.00	0.00	0.00	0.00	(0.01)	0.00	0.00	0.00	0.00	0.00	(0.01)	(0.01)	0.00	0.00
South	0.05**	-0.02**	0.04**	0.01**	-0.02**	-0.02**	0.03**	-0.00^	0.03**	-0.00**	0.07**	-0.05**	0.04**	0.01**	-0.02**
	0.00	0.00	0.00	0.00	0.00	(0.01)	0.00	0.00	0.00	0.00	0.00	(0.01)	(0.01)	0.00	0.00
Intercept	0.35**	0.32**	-0.14**	0.06**	0.08**	0.44**	0.11**	0.00	0.05**	0.08**	0.01**	0.47**	0.00	0.08**	0.09**
	0.00	(0.01)	0.00	0.00	0.00	(0.01)	0.00	0.00	0.00	0.00	0.00	(0.01)	0.00	0.00	0.00
N	12,114	12,114	12,114	12,114	12,114	4,963	4,963	4,963	4,963	4,963	7,151	7,151	7,151	7,151	7,151
R Squared	0.54	0.46	0.37	0.03	0.24	0.15	0.31	0.24	0.24	0.21	0.13	0.53	0.31	0.02	0.24

Note: SMP = single-member plurality; PR = proportional representation. Results of regression analyses for independent variables (rows) and dependent variables (columns). Entries are coefficients from the OLS regression model. Robust standard errors are in parentheses.
^$p < 0.10$; *$p < 0.05$; **$p < 0.01$.

Table B3. The Impact of Rules, Parties, and Region on Local and National Campaign Appeals in Posters
Posters with unique design as unit of analysis N = 588

	All posters (SMP and PR rules)					Constituency posters only (SMP rules)					Party-list posters only (PR rules)				
	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label
Election (PR = 1)	-0.30**	0.07**	0.16**	0.03**	0.01**	-	-	-	-	-	-	-	-	-	-
	(0.01)	(0.01)	(0.01)	(0.01)	0.00										
Large party	-0.07**	-0.09**	0.09**	-0.01	-0.02**	-0.05*	-0.01	0.00	0.02*	-0.02**	-0.08**	-0.16**	0.20**	-0.06**	-0.03**
	(0.02)	(0.02)	(0.01)	(0.01)	0.00	(0.02)	(0.02)	0.00	(0.01)	(0.01)	(0.02)	(0.04)	(0.03)	(0.01)	(0.01)
Medium party	-0.01	-0.19**	0.14**	-0.04**	-0.02**	-0.01	-0.11**	0.06**	-0.02**	-0.03**	0.01	-0.26**	0.19**	-0.05**	-0.01*
	(0.02)	(0.02)	(0.01)	(0.01)	0.00	(0.02)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.03)	(0.03)	(0.02)	(0.01)
North	-	-	-	-	-	-0.09**	0.01	0.02*	0.01	-0.01	-	-	-	-	-
						(0.03)	(0.02)	(0.01)	(0.01)	(0.01)					
Northeast	-	-	-	-	-	-0.08**	0.02	0.02**	0.02**	0.01^	-	-	-	-	-
						(0.03)	(0.02)	(0.01)	(0.01)	(0.01)					
South	-	-	-	-	-	-0.03	0.01	0.00	0.02**	0.00	-	-	-	-	-
						(0.03)	(0.02)	0.00	(0.01)	(0.01)					
Intercept	0.40**	0.17**	-0.07**	0.07**	0.08**	0.44**	0.10**	0.00	0.04**	0.08**	0.09**	0.29**	0.05**	0.11**	0.09**
	(0.01)	(0.02)	(0.01)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.02)	(0.03)	(0.01)	(0.01)	0.00
N	588	588	588	588	588	359	359	359	359	359	229	229	229	229	229
R Squared	0.50	0.28	0.31	0.09	0.15	0.08	0.32	0.21	0.18	0.11	0.07	0.26	0.20	0.07	0.13

Note: SMP = single-member plurality; PR = proportional representation. Results of regression analyses for independent variables (rows) and dependent variables (columns). Entries are coefficients from the OLS regression model. Robust standard errors are in parentheses.
^$p < 0.10$; *$p < 0.05$; **$p < 0.01$.

Table B4. The Impact of Rules, Parties, and Region on Local and National Campaign Appeals in Posters
Excludes Pheu Thai Party (large party)

	All campaigns (SMP and PR rules)					Constituency campaigns only (SMP rules)					Party-list campaigns only (PR rules)				
	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label
Election (PR = 1)	-0.29**	0.09**	0.16**	0.03**	0.01*	-	-	-	-	-	-	-	-	-	-
	(0.02)	(0.01)	(0.01)	(0.01)	0.00										
Large party	-0.02	-0.15**	0.16**	-0.01	-0.02**	-0.03	-0.01	0.00	0.01	-0.03**	-0.02	-0.20**	0.26**	-0.02*	-0.02**
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.02)	(0.03)	(0.02)	(0.01)	0.00
Medium party	0.03	-0.25**	0.13**	-0.02^	-0.01*	-0.05	-0.10**	0.03**	-0.01	-0.02**	0.07**	-0.31**	0.17**	-0.02^	0.00
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.04)	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)	(0.02)	(0.01)	0.00
North	0.02	0.00	0.02	0.00	-0.01*	-0.04	-0.04	0.01	0.00	-0.02**	0.05*	0.00	0.03	-0.01	0.00
	(0.02)	(0.03)	(0.02)	(0.01)	0.00	(0.04)	(0.02)	(0.01)	(0.01)	(0.01)	(0.03)	(0.04)	(0.02)	(0.01)	(0.01)
Northeast	-0.02	0.01	0.04*	0.01	-0.01^	0.01	-0.01	0.02*	0.02^	-0.01	-0.03	-0.01	0.07**	0.00	-0.01
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.04)	(0.03)	(0.01)	(0.01)	(0.01)	(0.02)	(0.03)	(0.03)	(0.02)	(0.01)
South	0.06**	0.00	-0.01	0.02^	-0.02**	0.06	-0.01	0.00	0.01	-0.01	0.06**	-0.01	-0.01	0.02^	-0.02**
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.04)	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.03)	(0.02)	(0.01)	(0.01)
Intercept	0.35**	0.21**	-0.10**	0.05**	0.09**	0.40**	0.13**	0.00	0.04**	0.10**	0.04*	0.33**	0.02^	0.08**	0.09**
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.02)	(0.02)	(0.01)	(0.01)	0.00
N	318	318	318	318	318	108	108	108	108	108	210	210	210	210	210
R Squared	0.52	0.43	0.42	0.07	0.17	0.09	0.35	0.17	0.06	0.25	0.13	0.43	0.45	0.05	0.15

Note: SMP = single-member plurality; PR = proportional representation. Results of regression analyses for independent variables (rows) and dependent variables (columns). Entries are coefficients from the OLS regression model. Robust standard errors are in parentheses.
^$p < 0.10$; *$p < 0.05$; **$p < 0.01$.

Table B5. The Impact of Rules, Parties, and Region on Local and National Campaign Appeals in Posters
Excludes Democrat Party (large party)

	All campaigns (SMP and PR rules)					Constituency campaigns only (SMP rules)					Party-list campaigns only (PR rules)				
	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label
Election (PR = 1)	-0.28**	0.09**	0.14**	0.02**	0.01*	-	-	-	-	-	-	-	-	-	-
	(0.02)	(0.01)	(0.01)	(0.01)	0.00										
Large party	-0.08**	-0.14**	0.10**	-0.01	-0.02**	-0.11**	-0.02	-0.01	0.03*	-0.02**	-0.06**	-0.19**	0.16**	-0.04**	-0.02**
	(0.01)	(0.02)	(0.01)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.01)	(0.03)	(0.02)	(0.01)	0.00
Medium party	0.03^	-0.25**	0.13**	-0.02*	-0.01*	-0.04	-0.11**	0.03**	-0.01	-0.02**	0.07**	-0.31**	0.18**	-0.02^	0.00
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.03)	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)	(0.02)	(0.01)	0.00
North	0.02	0.02	0.01	0.00	-0.01**	-0.05	-0.01	0.01	0.01	-0.02**	0.05*	0.01	0.03	-0.01	-0.01
	(0.02)	(0.03)	(0.02)	(0.01)	0.00	(0.04)	(0.02)	(0.01)	(0.01)	(0.01)	(0.03)	(0.03)	(0.02)	(0.01)	0.00
Northeast	-0.03^	0.03	0.02	0.02	-0.01*	-0.02	0.02	0.02*	0.03**	-0.01	-0.02	0.00	0.05	0.01	-0.01^
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.04)	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.03)	(0.03)	(0.02)	(0.01)
South	0.05**	0.01	-0.01	0.02^	-0.02**	0.07^	-0.01	0.00	0.02	-0.01	0.05*	0.01	-0.01	0.02	-0.02**
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.04)	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.03)	(0.02)	(0.01)	(0.01)
Intercept	0.35**	0.20**	-0.08**	0.06**	0.09**	0.40**	0.12**	0.00	0.04**	0.10**	0.04**	0.32**	0.03*	0.08**	0.10**
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.01)	(0.02)	(0.01)	(0.01)	0.00
N	326	326	326	326	326	115	115	115	115	115	211	211	211	211	211
R Squared	0.53	0.43	0.37	0.05	0.16	0.21	0.39	0.19	0.14	0.23	0.16	0.43	0.35	0.06	0.14

Note: SMP = single-member plurality; PR = proportional representation. Results of regression analyses for independent variables (rows) and dependent variables (columns). Entries are coefficients from the OLS regression model. Robust standard errors are in parentheses.
^$p < 0.10$; *$p < 0.05$; **$p < 0.01$.

Table B6. The Impact of Rules, Parties, and Region on Local and National Campaign Appeals in Posters
Excludes Bhumjaithai (medium sized party)

	All campaigns (SMP and PR rules)					**Constituency campaigns only (SMP rules)**					**Party-list campaigns only (PR rules)**				
	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label
Election (PR = 1)	-0.28**	0.09**	0.14**	0.01	0.01^	-	-	-	-	-	-	-	-	-	-
	(0.02)	(0.01)	(0.01)	(0.01)	0.00										
Large party	-0.05**	-0.14**	0.13**	-0.01^	-0.02**	-0.08**	-0.02	0.00	0.02*	-0.03**	-0.05**	-0.20**	0.22**	-0.03**	-0.02**
	(0.01)	(0.02)	(0.01)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)	(0.01)	0.00
Medium party	0.06*	-0.24**	0.06**	-0.02^	0.00	-0.06	-0.10**	0.00	0.01	-0.02*	0.13**	-0.30**	0.07**	-0.03*	0.00
	(0.02)	(0.02)	(0.01)	(0.01)	0.00	(0.04)	(0.02)	0.00	(0.01)	(0.01)	(0.03)	(0.03)	(0.02)	(0.01)	0.00
North	0.01	0.00	0.02	0.00	-0.01^	-0.06	-0.02	0.00	0.01	-0.01^	0.05*	0.00	0.03^	-0.01	0.00
	(0.02)	(0.03)	(0.01)	(0.01)	0.00	(0.04)	(0.02)	0.00	(0.01)	(0.01)	(0.02)	(0.03)	(0.02)	(0.01)	(0.01)
Northeast	-0.02	0.01	0.01	0.01	-0.01	-0.01	0.01	0.00	0.03**	-0.01	0.00	0.00	0.01	-0.01	0.00
	(0.02)	(0.02)	(0.01)	(0.01)	0.00	(0.04)	(0.02)	0.00	(0.01)	(0.01)	(0.01)	(0.03)	(0.02)	(0.02)	(0.01)
South	0.04^	0.00	0.00	0.02^	-0.01**	0.02	0.00	0.00	0.02^	-0.01	0.05*	-0.01	0.00	0.02	-0.02**
	(0.02)	(0.02)	(0.01)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.02)	(0.03)	(0.02)	(0.01)	(0.01)
Intercept	0.35**	0.20**	-0.08**	0.07**	0.09**	0.41**	0.12**	0.00	0.03**	0.09**	0.04*	0.33**	0.03*	0.09**	0.09**
	(0.02)	(0.02)	(0.01)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.01)	(0.02)	(0.01)	(0.01)	0.00
N	334	334	334	334	334	123	123	123	123	123	211	211	211	211	211
R Squared	0.53	0.37	0.44	0.04	0.20	0.11	0.24	0.04	0.12	0.24	0.25	0.36	0.48	0.07	0.20

Note: SMP = single-member plurality; PR = proportional representation. Results of regression analyses for independent variables (rows) and dependent variables (columns). Entries are coefficients from the OLS regression model. Robust standard errors are in parentheses.
^$p < 0.10$; *$p < 0.05$; **$p < 0.01$.

Table B7. The Impact of Rules, Parties, and Region on Local and National Campaign Appeals in Posters
Excludes Chart Pattana Puea Pandin (medium sized party)

	All campaigns (SMP and PR rules)					**Constituency campaigns only (SMP rules)**					**Party-list campaigns only (PR rules)**				
	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label
Election (PR = 1)	-0.30**	0.09**	0.18**	0.02**	0.00	-	-	-	-	-	-	-	-	-	-
	(0.01)	(0.01)	(0.01)	(0.01)	0.00										
Large party	-0.05**	-0.14**	0.14**	-0.01	-0.02**	-0.08**	-0.02	0.00	0.02*	-0.03**	-0.05**	-0.20**	0.21**	-0.03**	-0.02**
	(0.01)	(0.02)	(0.01)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)	(0.01)	0.00
Medium party	-0.01	-0.25**	0.16**	-0.02^	-0.01**	-0.07^	-0.11**	0.03**	-0.01	-0.02**	0.02	-0.31**	0.22**	-0.02	-0.01^
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.03)	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)	(0.03)	(0.01)	0.00
North	0.00	0.01	0.03^	0.00	-0.01*	-0.06	-0.01	0.01	0.01	-0.02*	0.04	0.00	0.05*	-0.01	0.00
	(0.02)	(0.03)	(0.02)	(0.01)	0.00	(0.04)	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.04)	(0.02)	(0.01)	0.00
Northeast	-0.01	0.01	0.03^	0.01	-0.01^	-0.02	0.00	0.02*	0.02*	0.00	-0.01	-0.01	0.05*	0.00	-0.01
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.03)	(0.02)	(0.01)	(0.01)	(0.01)	(0.01)	(0.03)	(0.03)	(0.01)	(0.01)
South	0.03*	0.00	0.01	0.02^	-0.02**	0.02	0.00	0.00	0.02^	-0.01	0.05*	-0.01	0.01	0.02	-0.02**
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.02)	(0.03)	(0.02)	(0.01)	(0.01)
Intercept	0.37**	0.21**	-0.11**	0.06**	0.09**	0.41**	0.12**	0.00	0.04**	0.09**	0.05**	0.33**	0.02	0.09**	0.09**
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.01)	(0.02)	(0.01)	(0.01)	0.00
N	357	357	357	357	357	135	135	135	135	135	222	222	222	222	222
R Squared	0.60	0.41	0.47	0.05	0.19	0.12	0.33	0.23	0.12	0.22	0.08	0.40	0.47	0.06	0.19

Note: SMP = single-member plurality; PR = proportional representation. Results of regression analyses for independent variables (rows) and dependent variables (columns). Entries are coefficients from the OLS regression model. Robust standard errors are in parentheses.
^$p < 0.10$; *$p < 0.05$; **$p < 0.01$.

Table B8. The Impact of Rules, Parties, and Region on Local and National Campaign Appeals in Posters
Excludes Rak Thailand (small party)

	All campaigns (SMP and PR rules)					Constituency campaigns only (SMP rules)					Party-list campaigns only (PR rules)				
	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label
Election (PR = 1)	-0.29**	0.06**	0.17**	0.01*	0.01**	-	-	-	-	-	-	-	-	-	-
	(0.01)	(0.01)	(0.01)	(0.01)	0.00										
Large party	-0.06**	-0.09**	0.13**	0.00	-0.02**	-0.08**	-0.02	0.00	0.02*	-0.03**	-0.06**	-0.13**	0.20**	-0.02^	-0.02**
	(0.01)	(0.01)	(0.01)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.02)	(0.02)	(0.02)	(0.01)	0.00
Medium party	0.02	-0.20**	0.13**	-0.01	-0.01**	-0.04	-0.11**	0.03**	-0.01	-0.02**	0.06*	-0.24**	0.17**	-0.01	0.00
	(0.02)	(0.01)	(0.02)	(0.01)	0.00	(0.04)	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)	(0.02)	(0.01)	0.00
North	0.01	-0.02	0.03	0.00	-0.01*	-0.05	-0.01	0.01	0.01	-0.02*	0.05*	-0.03	0.04*	-0.01	0.00
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.04)	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)	(0.02)	(0.01)	0.00
Northeast	-0.02	0.00	0.04*	0.01	-0.01^	-0.02	0.01	0.01*	0.02*	0.00	-0.02	-0.02	0.06*	0.00	-0.01
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.03)	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)	(0.03)	(0.01)	(0.01)
South	0.05*	-0.02	0.00	0.01	-0.01**	0.03	0.00	0.00	0.02^	-0.01	0.06**	-0.04	0.00	0.00	-0.02**
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.02)	(0.02)	(0.02)	(0.01)	(0.01)
Intercept	0.36**	0.19**	-0.10**	0.06**	0.09**	0.41**	0.12**	0.00	0.04**	0.09**	0.05**	0.29**	0.03^	0.08**	0.09**
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.02)	(0.02)	(0.02)	(0.01)	0.00
N	367	367	367	367	367	141	141	141	141	141	226	226	226	226	226
R Squared	0.54	0.48	0.43	0.02	0.19	0.10	0.33	0.19	0.12	0.23	0.17	0.51	0.37	0.02	0.18

Note: SMP = single-member plurality; PR = proportional representation. Results of regression analyses for independent variables (rows) and dependent variables (columns). Entries are coefficients from the OLS regression model. Robust standard errors are in parentheses.
^$p < 0.10$; *$p < 0.05$; **$p < 0.01$.

Table B9. The Impact of Rules, Parties, and Region on Local and National Campaign Appeals in Posters
Excludes Social Action Party (small party)

	All campaigns (SMP and PR rules)					Constituency campaigns only (SMP rules)					Party-list campaigns only (PR rules)				
	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label	Candidate image	Leader image	Policy	Slogan	Party Label
Election (PR = 1)	-0.28**	0.07**	0.17**	0.02**	0.01*	-	-	-	-	-	-	-	-	-	-
	(0.01)	(0.01)	(0.01)	(0.01)	0.00										
Large party	-0.05**	-0.14**	0.14**	-0.03**	-0.02**	-0.07*	-0.02	0.00	0.02*	-0.03**	-0.05**	-0.20**	0.22**	-0.05**	-0.02**
	(0.02)	(0.02)	(0.01)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.02)	(0.03)	(0.02)	(0.01)	0.00
Medium party	0.03	-0.25**	0.14**	-0.03**	-0.01*	-0.04	-0.11**	0.03**	0.00	-0.03**	0.07**	-0.31**	0.18**	-0.04**	0.00
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.04)	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.03)	(0.02)	(0.01)	0.00
North	0.01	0.01	0.03^	0.00	-0.01**	-0.04	-0.02	0.01	0.01	-0.02*	0.04^	0.01	0.04*	0.00	-0.01
	(0.02)	(0.03)	(0.02)	(0.01)	0.00	(0.04)	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.03)	(0.02)	(0.01)	(0.01)
Northeast	-0.02	0.01	0.04*	0.02*	-0.01*	-0.01	0.00	0.01^	0.03**	0.00	-0.02	-0.01	0.06*	0.02	-0.01^
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.04)	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.03)	(0.03)	(0.01)	(0.01)
South	0.05*	0.00	0.01	0.02^	-0.02**	0.04	0.00	0.00	0.02*	-0.01	0.05*	-0.01	0.01	0.02	-0.02**
	(0.02)	(0.02)	(0.01)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.02)	(0.03)	(0.02)	(0.01)	(0.01)
Intercept	0.35**	0.22**	-0.12**	0.07**	0.09**	0.40**	0.12**	0.00	0.03**	0.10**	0.04**	0.33**	0.01	0.10**	0.09**
	(0.02)	(0.02)	(0.02)	(0.01)	0.00	(0.03)	(0.02)	0.00	(0.01)	(0.01)	(0.02)	(0.03)	(0.01)	(0.01)	0.00
N	357	357	357	357	357	137	137	137	137	137	220	220	220	220	220
R Squared	0.55	0.41	0.44	0.10	0.18	0.10	0.34	0.19	0.14	0.26	0.16	0.42	0.41	0.12	0.17

Note: SMP = single-member plurality; PR = proportional representation. Results of regression analyses for independent variables (rows) and dependent variables (columns). Entries are coefficients from the OLS regression model. Robust standard errors are in parentheses.
^$p < 0.10$; *$p < 0.05$; **$p < 0.01$.