

Gubernatorial Television Advertising  
Pre-Primary 2010

	Detroit	GR-K'zoo	Lansing	Flint-Saginaw	No Lower Pen	West UP	Total
<b>Republicans</b>							
<b>Mike Bouchard</b>	\$632,025	\$162,055	\$162,055	\$59,550	\$87,993	\$6,559	\$1,110,237
<b>Mike Cox</b>	629,645	457,590	341,917	260,685	259,078	29,020	1,977,935
<b>Tom George</b>	13,621	1,973	1,605	0	0	0	17,199
<b>Pete Hoekstra</b>	155,102	235,674	37,640	68,405	100,921	15,953	613,695
<b>Rick Snyder</b>	849,678	684,005	243,920	247,350	286,737	76,157	2,387,847
<b>Rep. Cand. Total</b>	\$2,280,071	\$1,541,297	\$787,137	\$635,990	\$734,729	\$127,689	\$6,106,913
<b>Democrats</b>							
<b>Virg Bernero</b>	0	0	0	0	0	0	0
<b>Andy Dillon</b>	742,735	102,030	12,286	38,895	4,915	2,324	903,185
<b>Dem. Cand. Total</b>	\$742,735	\$102,030	\$12,286	\$38,895	\$4,915	\$2,324	\$903,185
<b>Candidate Total</b>	\$3,022,806	\$1,643,327	\$799,423	\$674,885	\$739,644	\$130,013	\$7,010,098

"Issue" Advertisers	Detroit	GR-K'zoo	Lansing	Flint-Saginaw	No Lower Pen	West UP	Total
<b>Advance Michigan Now (support Dillon/oppose Bernero)</b>	\$242,100	\$63,035	\$44,510	\$46,590	\$35,700	\$12,715	\$444,650
<b>Americans for Job Security (oppose Hoekstra)</b>	258,550	391,695	0	34,610	68,260		753,115
<b>Foundation for a Secure and Prosperous America (oppose Cox)</b>	48,422	0	43,320	61,135	60,110	0	212,987
<b>Genesee County Democratic Committee (support Bernero/oppose Dillon)</b>	1,109,790	330,965	175,440	187,858	181,338	40,966	2,026,357
<b>Michigan Business United (oppose Hoekstra/support Cox)</b>	289,925	0	0	0	0	0	289,925
<b>Michigan Chamber of Commerce (support Cox)</b>	267,201	0	0	0	0	0	267,201
<b>Michigan Taxpayers Alert (oppose Hoekstra, Snyder)</b>	161,075	0	0	0	0	0	161,075
<b>Northern Michigan Education Fund (Support Dillon)</b>	276,740	93,660	0	0	57,525	0	427,925
<b>"Issue" Total</b>	\$2,653,803	\$879,355	\$263,270	\$330,193	\$402,933	\$53,681	\$4,583,235