

Michigan Gubernatorial Campaign Television Advertising - General Election 2010

	Detroit	GR-K'zoo	Lansing	Flint-Saginaw	TC-Alpena	Marquette	Total
Republican Governors Association	\$ 1,542,710	\$ 898,130	\$ 486,660	\$ 271,065	\$ 247,465	\$ 115,940	\$ 3,561,970
Rick Snyder - campaign committee	\$ 991,375	\$ 351,490	\$ 157,315	\$ 183,402	\$ 135,952		\$ 1,819,534
	\$ 2,534,085	\$ 1,249,620	\$ 643,975	\$ 454,467	\$ 383,417	\$ 115,940	\$ 5,381,504
MI Democratic State Central Committee	\$ 1,496,236	\$ 906,701	\$ 428,419	\$ 296,830	\$ 456,963	\$ 150,265	\$ 3,735,414
Virg Bernero - campaign committee	\$ 721,370	\$ 234,725	\$ 108,855	\$ 100,670	\$ 83,898	\$ 38,403	\$ 1,287,921
Total - Bernero and supporters	\$ 2,217,606	\$ 1,141,426	\$ 537,274	\$ 397,500	\$ 540,861	\$ 188,668	\$ 5,023,335
Total - Candidates	\$ 1,712,745	\$ 586,215	\$ 266,170	\$ 284,072	\$ 219,850	\$ 38,403	\$ 3,107,455
Total - Supporters	\$ 3,038,946	\$ 1,804,831	\$ 915,079	\$ 567,895	\$ 704,428	\$ 266,205	\$ 7,297,384
Total Advertising	\$ 4,751,691	\$ 2,391,046	\$ 1,181,249	\$ 851,967	\$ 924,278	\$ 304,608	\$ 10,404,839

Source: Broadcasters' and cable systems' public files; RGA values estimated for nonreporting stations