

**2008 Michigan Presidential Television Advertising (\$s)
Through Oct 6**

| | Detroit | GR/K'zoo | Lansing | Flint/Tri's | TC/Alpena | Marquette | Total |
|--------------------------------------|-------------------|------------------|------------------|--------------------|------------------|------------------|-------------------|
| Obama: Jun 20-Sept 1 | 2,555,035 | 1,290,769 | 679,154 | 421,966 | 541,056 | 126,539 | 5,614,519 |
| DNC: Jun 20-Sept 1 | - | - | - | - | - | - | - |
| Subtotal: Jun 20-Sept 1 | 2,555,035 | 1,290,769 | 679,154 | 421,966 | 541,056 | 126,539 | 5,614,519 |
| Obama: Sept 2-Oct 6 | 3,247,810 | 468,793 | 792,383 | 608,244 | 313,511 | 115,837 | 5,546,578 |
| DNC: Sept 2-Oct 6 | 241,039 | 93,903 | 56,020 | 53,240 | 51,080 | 12,155 | 507,437 |
| Subtotal: Sept 2-Oct 6 | 3,488,849 | 562,696 | 848,403 | 661,484 | 364,591 | 127,992 | 6,054,015 |
| Obama Jun 20-Oct 6 | 5,802,845 | 1,759,562 | 1,471,537 | 1,030,210 | 854,567 | 242,376 | 11,161,097 |
| DNC: Jun 20-Oct 6 | 241,039 | 93,903 | 56,020 | 53,240 | 51,080 | 12,155 | 507,437 |
| Total: Jun 20-Oct 6 | 6,043,884 | 1,853,465 | 1,527,557 | 1,083,450 | 905,647 | 254,531 | 11,668,534 |
| McCain: May 28-Aug 31 | 2,926,086 | 1,177,494 | 735,575 | 591,770 | 530,789 | 224,249 | 6,185,963 |
| RNC: May 28-Aug 31 | 612,340 | 367,518 | 66,135 | 144,175 | 135,785 | 47,585 | 1,373,538 |
| Subtotal: May 28-Aug 31 | 3,538,426 | 1,545,012 | 801,710 | 735,945 | 666,574 | 271,834 | 7,559,501 |
| McCain: Sept 1-Oct 5 | 1,918,009 | 775,607 | 218,164 | 394,362 | 291,461 | 85,857 | 3,683,460 |
| RNC: Sept 1-Oct 5 | 438,080 | 239,713 | 144,310 | 100,460 | 105,870 | 41,655 | 1,070,088 |
| Subtotal: Sept 1-Oct 5 | 2,356,089 | 1,015,320 | 362,474 | 494,822 | 397,331 | 127,512 | 4,753,548 |
| McCain: May 28-Oct 5 | 4,844,095 | 1,953,101 | 953,739 | 986,132 | 822,250 | 310,106 | 9,869,423 |
| RNC: May 28-Oct 5 | 1,050,420 | 607,231 | 210,445 | 244,635 | 241,655 | 89,240 | 2,443,626 |
| Total: May 28-Oct 5 | 5,894,515 | 2,560,332 | 1,164,184 | 1,230,767 | 1,063,905 | 399,346 | 12,313,049 |
| Total: Candidates and Parties | 11,938,399 | 4,413,797 | 2,691,741 | 2,314,217 | 1,969,552 | 653,877 | 23,981,583 |