

**Michigan Presidential Advertising
2008 General Election
Gross Sales**

	Detroit	GR/K'zoo	Lansing	Flint/Tri's	NoLP	Total
Barack Obama (6/20-7/28)	\$ 1,444,368	\$ 567,275	\$ 293,807	\$ 194,190	\$ 216,990	\$ 2,716,630
John McCain (5/28-7/20)	\$ 1,623,940	\$ 727,157	\$ 294,700	\$ 296,511	\$ 293,516	\$ 3,235,824
RNC (7/6-7/15)	\$ 552,265	\$ 192,490	\$ 66,285	\$ 76,625	\$ 75,650	\$ 963,315
Vets for Freedom (7/10-7/23)	\$ -	\$ 119,120	\$ -	\$ 84,835	\$ 57,730	\$ 261,685
AFL-CIO (7/10-7/30)	\$ -	\$ -	\$ -	\$ 45,765	\$ -	\$ 45,765
Market Totals	\$ 3,620,573	\$ 1,606,042	\$ 654,792	\$ 697,926	\$ 643,886	\$ 7,223,219

**Michigan Presidential Advertising
2004 General Election
Gross Sales**

	3/4-5/26/2004	5/27-7/28/2004	Total
George W. Bush	\$ 5,541,746	\$ 1,695,460	\$ 7,237,206
John Kerry	\$ 3,887,210	\$ 2,847,000	\$ 6,734,210
Pro-Kerry 527s	\$ 2,547,405	\$ -	\$ 2,547,405
Total	\$ 11,976,361	\$ 4,542,460	\$ 16,518,821