

**Gubernatorial Primary Television Advertising**  
through July 4, 2010

	<b>Detroit</b>	<b>GR-K'zoo</b>	<b>Lansing</b>	<b>Flint-Saginaw</b>	<b>No Lower Pen</b>	<b>West UP</b>	<b>Total</b>
<b>Rick Snyder</b>							
Feb 7 - Mar 21	\$413,100	\$240,811	\$89,030	\$83,285	\$114,174	\$17,986	\$958,386
May 7-31	8,000	153,630	52,395	72,056	66,769	25,657	378,507
June 28-Jul 4	54,100	65,610	14,855	16,110	0	10,355	161,030
Tot - Feb 7-Jul 4	475,200	460,051	156,280	171,451	180,943	53,998	<b>1,497,923</b>
<b>Mike Cox</b>							
May 10-31	10,000	200,760	118,475	110,300	86,732	1,470	527,737
June 21-Jul 11	270,710	120,255	101,960	44,785	76,956	20,060	634,726
Tot - May 10-Jul 11	280,710	321,015	220,435	155,085	163,688	21,530	<b>1,162,463</b>
<b>Mike Bouchard</b>							
May	30,000	8,500	2,000	4,000	3,235	1,356	49,091
June	25,000	8,000	7,000	3,700	3,235	1,272	48,207
Tot - May - June	55,000	16,500	9,000	7,700	6,470	2,628	<b>97,298</b>
<b>Pete Hoekstra</b>							
May 16-Jul 4	0	4,890	0	0	580	0	<b>5,470</b>
<b>Andy Dillon</b>							
June 15- Jul 4	312,880	10,000	7,000	5,500	0	0	<b>335,380</b>
<b>Americans for Job Security (oppose Hoekstra)</b>							
May 10-31	0	226,500	0	0	0	0	226,500
June 26-July 2	0	46,180	0	0	0	0	46,180
Tot - May 10-Jul 2	0	272,680	0	0	0	0	<b>272,680</b>
<b>Total - Feb 7-Jul 4</b>	<b>\$1,123,790</b>	<b>\$1,085,136</b>	<b>\$392,715</b>	<b>\$339,736</b>	<b>\$351,681</b>	<b>\$78,156</b>	<b>\$3,371,214</b>