

2008 Michigan Supreme Court Television Advertising by Market

	Detroit	GR/K'zoo	Lansing	Flint/Saginaw	Traverse City	Marquette	Total
Cmte to Reelect Chief Justice Cliff Taylor	\$ 434,620	\$ 354,620	\$ 164,635	\$ 168,615	\$ 102,680	\$ 84,001	\$ 1,309,171
MI Chamber of Commerce (MCC)	675,650	375,230	243,090	141,995	117,555	117,565	1,671,085
MI Republican Party (MRP)	304,890	176,651	79,455	49,455	46,925	43,170	700,546
Total: Taylor and supporters	1,415,160	906,501	487,180	360,065	267,160	244,736	3,680,802
Judge Diane Hathaway for Supreme Court	232,865	114,580	57,035	91,020	-	-	495,500
MI Democratic Party	732,070	263,056	104,981	133,386	131,436	67,563	1,432,492
Total: Hathaway and supporters	964,935	377,636	162,016	224,406	131,436	67,563	1,927,992
Total, Reported (Taylor, Hathaway)	667,485	469,200	221,670	259,635	102,680	84,001	1,804,671
Total, Unreported (MCC, MRP, MDP)	1,712,610	814,937	427,526	324,836	295,916	228,298	3,804,123
Grand Total, Supreme Court Television Advertising	\$ 2,380,095	\$ 1,284,137	\$ 649,196	\$ 584,471	\$ 398,596	\$ 312,299	\$ 5,608,794
Source: Data collected from the public files of MI broadcasters and cable systems							