

## Michigan Presidential TV Advertising

May 26 - August 31, 2008

|                                | <b>Detroit</b>   | <b>GR/K'zoo</b>  | <b>Lansing</b>   | <b>Tri-Cities</b> | <b>TC/Alpena</b> | <b>Marquette</b> | <b>Total</b>      |
|--------------------------------|------------------|------------------|------------------|-------------------|------------------|------------------|-------------------|
| <b>McCain</b>                  | 2,889,686        | 1,177,494        | 735,575          | 591,010           | 530,789          | 224,249          | 6,148,803         |
| <b>RNC</b>                     | 604,060          | 363,860          | 47,735           | 595               | 135,785          | 47,585           | 1,199,620         |
| <b>Veterans for Freedom</b>    | -                | 120,640          | -                | 89,090            | -                | -                | 209,730           |
| <b>American Issues Project</b> | -                | 195,305          | 135,330          | 96,060            | 70,230           | -                | 496,925           |
| <b>McCain, supporters</b>      | 3,493,746        | 1,857,299        | 918,640          | 776,755           | 736,804          | 271,834          | 8,055,078         |
| <b>Obama</b>                   | 2,568,170        | 1,228,815        | 637,854          | 384,304           | 539,476          | 123,624          | 5,482,243         |
| <b>AFL-CIO</b>                 | -                | -                | -                | 42,065            | -                | 14,970           | 57,035            |
| <b>Obama, supporters</b>       | 2,568,170        | 1,228,815        | 637,854          | 426,369           | 539,476          | 138,594          | 5,539,278         |
| <b>Grand Total</b>             | <b>6,061,916</b> | <b>3,086,114</b> | <b>1,556,494</b> | <b>1,203,124</b>  | <b>1,276,280</b> | <b>410,428</b>   | <b>13,594,356</b> |