

**Michigan Attorney General Campaign Television Advertising
2014 Election Cycle**

Advertiser	Detroit	GR/K'zoo	Flint/Saginaw	Lansing	TC/Alpena	Marquette	Total
Bill Schuette	\$ 1,055,000	\$ 127,000	\$ 256,000	\$ 232,000	\$ 67,500	\$ 39,000	\$ 1,776,500
Michigan Advocacy Trust	\$ 2,035,000	\$ 363,000	\$ 203,000	\$ -	\$ -	\$ -	\$ 2,601,000
Mark Totten	\$ 280,000	\$ 6,000	\$ 68,500	\$ 4,000	\$ -	\$ -	\$ 358,500
Michigan Democratic State Central Committee	\$ 470,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 470,000
Total - All advertisers	\$ 3,840,000	\$ 496,000	\$ 527,500	\$ 236,000	\$ 67,500	\$ 39,000	\$ 5,206,000

Sources: Public files of Michigan broadcasters and cable systems, FCC.gov

Adjusted estimates from Campaign Media Analysis Group (CMAG) for WJBK, FOX-2 (Det.) for MAT and MDSCC

Michigan Advocacy Trust and MI Democratic State Central Committee did not report television spending to the MI Bureau of Elections