

**Michigan Supreme Court Campaign Television Advertising  
2014 Election Cycle**

<b>Advertiser</b>	<b>Detroit</b>	<b>GR/K'zoo</b>	<b>Flint/Saginaw</b>	<b>Lansing</b>	<b>TC/Alpena</b>	<b>Marquette</b>	<b>Total</b>
Michigan Republican Party	\$ 2,615,000	\$ 952,000	\$ 560,000	\$ 70,000	\$ -	\$ -	\$ 4,197,000
Center for Individual Freedom	\$ -	\$ 308,000	\$ 160,000	\$ -	\$ -	\$ -	\$ 468,000
Brian Zahra and David Viviano	\$ 447,000	\$ 199,500	\$ 92,000	\$ 91,000	\$ 94,000	\$ 20,000	\$ 943,500
Brian Zahra	\$ 62,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 62,500
David Viviano	\$ -	\$ 79,000	\$ -	\$ -	\$ -	\$ -	\$ 79,000
Richard Bernstein	\$ 775,000	\$ 370,000	\$ 151,500	\$ 191,000	\$ -	\$ -	\$ 1,487,500
<b>Total - All advertisers</b>	<b>\$ 3,899,500</b>	<b>\$ 1,908,500</b>	<b>\$ 963,500</b>	<b>\$ 352,000</b>	<b>\$ 94,000</b>	<b>\$ 20,000</b>	<b>\$ 7,237,500</b>

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

Adjusted estimates from Campaign Media Analysis Group (CMAG) for WJBK, FOX-2 (Det.) and WZZM, ABC-13 (GR) for MRP, CIF

Michigan Republican Party and Center for Individual Freedom did not report TV advertising to the MI Bureau of Elections