

Michigan Presidential Television Advertising - 1st Quarter 2012

	Detroit	GR-K'zoo	Lansing	Flint/Tri-Cities	TC-Alpena	Marquette	Total
Presidential Primary Election							
Mitt Romney	706,470	353,930	187,215	138,841	106,580	0	1,493,036
Restore Our Future	707,300	425,595	229,070	214,929	312,533	76,742	1,966,169
Total: Romney and SuperPAC	1,413,770	779,525	416,285	353,770	419,113	76,742	3,459,205
Rick Santorum	429,195	245,085	98,198	116,525	104,773	4,058	997,834
Red White and Blue Fund	564,625	244,360	120,385	111,735	127,935	26,380	1,195,420
Total: Santorum and SuperPAC	993,820	489,445	218,583	228,260	232,708	30,438	2,193,254
Ron Paul	27,000	12,000	4,000	9,000	3,752	453	56,205
Total: Republican Candidates	1,162,665	611,015	289,413	264,366	215,105	4,511	2,547,075
Total: Republican SuperPACs	1,271,925	669,955	349,455	326,664	440,468	103,122	3,161,589
Total: Republican Advertising	2,434,590	1,280,970	638,868	591,030	655,573	107,633	5,708,664
Barack Obama	332,945	91,850	49,375	1,630	53,087	0	528,887
Priorities USA Action	188,620	0	0	47,020	0	0	235,640
Total: Obama and SuperPAC	521,565	91,850	49,375	48,650	53,087	0	764,527
Total: All Candidates	1,495,610	702,865	338,788	265,996	268,192	4,511	3,075,962
Total: All SuperPACs	1,460,545	669,955	349,455	373,684	440,468	103,122	3,397,229
Total: All Primary Advertising	2,956,155	1,372,820	688,243	639,680	708,660	107,633	6,473,191
Issue Advertising							
Americans for Prosperity	402,250	49,900	100,850	0	117,080	0	670,080
American Future Fund	172,000	45,200	75,660	62,760	65,720	22,780	444,120
Total Issue Advertising	574,250	95,100	176,510	62,760	182,800	22,780	1,114,200
Total Presidential Advertising	3,530,405	1,467,920	864,753	702,440	891,460	130,413	7,587,391

Source: Public files of Michigan broadcasters and cable systems