

Presidential "issue" advertising in Michigan, 2012
through 6/30/2012

	Detroit	GR/K'zoo	Lansing	Flint/Tri-Cities	Traverse/Alpena	Marquette	Total
Americans for Prosperity	\$ 629,326	\$ 192,340	\$ 134,650	\$ 97,560	\$ 117,080	\$ -	\$ 1,170,956
American Future Fund	\$ 602,696	\$ 231,768	\$ 166,336	\$ 132,710	\$ 115,136	\$ 29,570	\$ 1,278,216
American Energy Alliance	\$ 270,200	\$ 92,080	\$ 70,690	\$ 55,966	\$ -	\$ -	\$ 488,936
60 Plus Alliance	\$ 321,900	\$ 130,960	\$ 79,760	\$ 83,640	\$ 150,760	\$ 35,380	\$ 802,400
Restore Our Future	\$ 302,785	\$ 106,590	\$ 66,050	\$ 65,365	\$ 48,700	\$ -	\$ 589,490
Crossroads GPS	\$ 1,216,978	\$ 308,860	\$ 200,275	\$ 196,115	\$ 148,260	\$ -	\$ 2,070,488
Total	\$ 3,343,885	\$ 1,062,598	\$ 717,761	\$ 631,356	\$ 579,936	\$ 64,950	\$ 6,400,486

Source: Public files of MI broadcasters and cable systems