

Michigan Gubernatorial Television Advertising, 2014  
through September 29, 2014

Committee	Detroit	GR/K'zoo	Lansing	Flint/Saginaw	TC/Alpena	Marquette	Total
Rick Snyder	\$ 2,021,900	\$ 673,000	\$ 196,000	\$ 356,000	\$ 276,000	\$ 98,000	\$ 3,620,900
Republican Governors Association	\$ 4,161,000	\$ 1,310,000	\$ 27,000	\$ 758,000	\$ 20,000	\$ 5,500	\$ 6,281,500
<b>Total - Team Snyder</b>	<b>\$ 6,182,900</b>	<b>\$ 1,983,000</b>	<b>\$ 223,000</b>	<b>\$ 1,114,000</b>	<b>\$ 296,000</b>	<b>\$ 103,500</b>	<b>\$ 9,902,400</b>
Mark Schauer	\$ 416,000	\$ 136,000	\$ 78,000	\$ 70,000	\$ 84,000	\$ 15,500	\$ 799,500
Democratic Governors Association	\$ 3,927,000	\$ 1,530,000	\$ 419,000	\$ 1,101,000	\$ 452,000	\$ 151,000	\$ 7,580,000
Michigan Nurses Association	\$ -	\$ -	\$ -	\$ -	\$ 146,500	\$ 26,500	\$ 173,000
National Education Association	\$ 325,000	\$ 126,000	\$ 73,000	\$ 82,000	\$ 96,000	\$ 22,000	\$ 724,000
<b>Total - Team Schauer</b>	<b>\$ 4,668,000</b>	<b>\$ 1,792,000</b>	<b>\$ 570,000</b>	<b>\$ 1,253,000</b>	<b>\$ 778,500</b>	<b>\$ 215,000</b>	<b>\$ 9,276,500</b>

Sources: Public files of Michigan broadcasters and cable systems; Campaign Media Analysis Group