

Kantar Media / CMAG 2011 Ballot/Issue Spending

12/27/10-1/1/12			
State	Market	Spot Count	Est. Spending
AK		15,974	\$2,268,630
	ANCHORAGE	7,417	\$1,848,220
	FAIRBANKS	3,161	\$179,350
	JUNEAU	5,396	\$241,060
AL		4,485	\$1,456,570
	BIRMINGHAM	1,166	\$419,940
	DOTHAN	698	\$198,720
	HUNTSVILLE	764	\$207,000
	MOBILE	1,116	\$412,010
	MONTGOMERY	741	\$218,900
AR		1,944	\$1,079,480
	FORT SMITH	477	\$232,170
	JONESBORO	22	\$13,570
	LITTLE ROCK	1,445	\$833,740
AZ		4,861	\$1,708,070
	PHOENIX	2,235	\$1,291,130
	TUCSON	2,156	\$394,670
	YUMA-EL CENTRO	470	\$22,270
CA		12,940	\$6,876,800
	BAKERSFIELD	1,670	\$177,770
	CHICO-REDDING	406	\$25,360
	EUREKA	568	\$8,650
	FRESNO	543	\$182,190
	LOS ANGELES	2,271	\$4,069,350
	MONTEREY	1,036	\$140,630
	PALM SPRINGS	2,842	\$324,550
	SACRAMENTO	1,424	\$943,120
	SAN DIEGO	640	\$483,280
	SAN FRANCISCO	704	\$424,280
	SANTA BARBARA	836	\$97,620
CO		6,616	\$3,090,390
	COLORADO SPRINGS	2,362	\$491,860
	DENVER	3,896	\$2,586,840
	GRAND JUNCTION	358	\$11,690
CT		2,780	\$2,656,070
	HARTFORD	2,780	\$2,656,070
DC		10,801	\$27,189,100
	WASHINGTON DC	10,801	\$27,189,100
FL		15,585	\$10,656,770
	FT. MYERS	593	\$246,860
	GAINESVILLE	412	\$187,990
	JACKSONVILLE	1,079	\$445,430
	MIAMI	2,321	\$2,740,460
	ORLANDO	3,222	\$2,335,920
	PANAMA CITY	720	\$131,060
	TALLAHASSEE	1,733	\$555,790
	TAMPA	3,381	\$2,902,900
	WEST PALM BEACH	2,124	\$1,110,360
GA		5,149	\$3,472,650
	ALBANY, GA	694	\$78,210
	ATLANTA	1,797	\$2,798,220
	AUGUSTA	186	\$38,290
	COLUMBUS, GA	1,292	\$252,350
	MACON	151	\$20,210
	SAVANNAH	1,029	\$285,370

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State	Market	Spot Count	Est. Spending
HI		610	\$197,100
	HONOLULU	610	\$197,100
IA		5,196	\$1,995,880
	CEDAR RAPIDS	1,441	\$524,560
	DAVENPORT	1,034	\$601,860
	DES MOINES	1,747	\$643,260
	OTTUMWA	221	\$31,330
	SIOUX CITY	753	\$194,870
ID		2,362	\$248,630
	BOISE	894	\$168,290
	IDAHO FALLS-POCATELLO	736	\$45,560
	TWIN FALLS	732	\$34,780
IL		7,750	\$7,712,690
	CHAMPAIGN	2,095	\$507,800
	CHICAGO	3,742	\$6,914,550
	PEORIA	561	\$150,350
	QUINCY	1,043	\$93,720
	ROCKFORD	309	\$46,270
IN		5,799	\$2,516,850
	EVANSVILLE	752	\$171,760
	FT. WAYNE	894	\$228,670
	INDIANAPOLIS	2,242	\$1,725,300
	LAFAYETTE, IN	239	\$36,500
	SOUTH BEND	845	\$263,070
	TERRE HAUTE	827	\$91,550
KS		1,930	\$570,650
	TOPEKA	829	\$143,140
	WICHITA	1,101	\$427,510
KY		4,123	\$989,980
	BOWLING GREEN	138	\$10,220
	LEXINGTON	2,060	\$454,260
	LOUISVILLE	1,336	\$379,590
	PADUCAH	589	\$145,910
LA		4,891	\$1,460,550
	ALEXANDRIA	270	\$67,010
	BATON ROUGE	1,218	\$393,010
	LAFAYETTE, LA	526	\$150,690
	LAKE CHARLES	384	\$133,550
	MONROE	715	\$85,760
	NEW ORLEANS	1,071	\$343,520
	SHREVEPORT	707	\$287,010
MA		5,114	\$7,317,920
	BOSTON	4,647	\$7,195,100
	SPRINGFIELD, MA	467	\$122,820
MD		1,121	\$1,047,630
	BALTIMORE	1,089	\$1,044,090
	SALISBURY	32	\$3,540
ME		10,518	\$2,749,380
	BANGOR	2,847	\$447,530
	PORTLAND, ME	6,882	\$2,092,900
	PRESQUE ISLE	789	\$208,950

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State	Market	Spot Count	Est. Spending
MI		20,717	\$11,522,250
	ALPENA	161	\$19,900
	DETROIT	5,366	\$6,420,130
	FLINT	2,953	\$917,990
	GRAND RAPIDS	5,401	\$2,656,310
	LANSING	2,835	\$719,640
	MARQUETTE	1,105	\$132,700
	TRAVERSE CITY	2,896	\$655,580
MN		4,166	\$1,700,630
	DULUTH	832	\$114,790
	MANKATO	125	\$70,230
	MINNEAPOLIS	2,490	\$1,379,710
	ROCHESTER, MN	719	\$135,900
MO		8,338	\$3,941,080
	COLUMBIA, MO	1,215	\$227,370
	JOPLIN	269	\$24,540
	KANSAS CITY	2,835	\$1,479,570
	SPRINGFIELD, MO	1,454	\$419,200
	ST LOUIS	2,516	\$1,786,770
	ST. JOSEPH	49	\$3,630
MS		4,354	\$1,472,380
	BILOXI	502	\$340,980
	COLUMBUS/TUPELO	732	\$165,510
	GREENWOOD	856	\$125,680
	HATTIESBURG-LAUREL	530	\$188,340
	JACKSON, MS	1,303	\$520,420
	MERIDIAN	431	\$131,450
MT		7,084	\$464,480
	BILLINGS	1,658	\$146,850
	BUTTE	1,840	\$124,490
	GLENDIVE	294	\$9,710
	GREAT FALLS	734	\$41,870
	HELENA	867	\$26,260
	MISSOULA	1,691	\$115,300
NC		4,120	\$1,923,170
	CHARLOTTE	593	\$482,080
	GREENSBORO	627	\$163,760
	GREENVILLE, NC	794	\$137,930
	RALEIGH	1,327	\$995,280
	WILMINGTON	779	\$144,120
ND		2,321	\$337,380
	BISMARCK-MINOT	839	\$102,480
	FARGO	1,482	\$234,900
NE		5,256	\$1,703,110
	LINCOLN	1,656	\$559,200
	NORTH PLATTE	1,087	\$99,290
	OMAHA	2,513	\$1,044,620
NH		771	\$341,260
	MANCHESTER, NH	771	\$341,260
NM		1,791	\$876,300
	ALBUQUERQUE	1,791	\$876,300
NV		5,791	\$2,717,450
	LAS VEGAS	3,756	\$2,410,220
	RENO	2,035	\$307,230

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State	Market	Spot Count	Est. Spending
NY		32,098	\$40,170,460
	ALBANY, NY	5,336	\$2,152,380
	BINGHAMTON	1,864	\$286,600
	BUFFALO	2,656	\$1,337,350
	ELMIRA	1,051	\$234,590
	NEW YORK	9,752	\$32,746,640
	ROCHESTER, NY	4,863	\$1,792,670
	SYRACUSE	4,395	\$1,212,850
	UTICA	1,077	\$201,600
	WATERTOWN	1,104	\$205,780
National Cable		45,264	\$108,012,240
National Network		2,521	\$133,333,220
OH		52,145	\$22,170,020
	CINCINNATI	8,996	\$3,659,750
	CLEVELAND	13,390	\$8,171,710
	COLUMBUS, OH	10,909	\$5,745,230
	DAYTON	6,250	\$1,872,610
	LIMA	1,561	\$163,210
	TOLEDO	5,915	\$1,382,900
	YOUNGSTOWN	3,964	\$1,001,460
	ZANESVILLE	1,160	\$173,150
OK		2,559	\$1,053,150
	OKLAHOMA CITY	1,277	\$636,870
	TULSA	1,282	\$416,280
OR		9,625	\$4,056,860
	BEND	812	\$54,480
	EUGENE	660	\$74,150
	MEDFORD-KLAMATH FALLS	110	\$20,350
	PORTLAND, OR	8,043	\$3,907,880
PA		16,248	\$14,407,680
	ERIE	1,139	\$243,570
	HARRISBURG	2,024	\$889,400
	JOHNSTOWN	2,052	\$420,420
	PHILADELPHIA	6,020	\$8,771,840
	PITTSBURGH	3,594	\$3,237,910
	WILKES BARRE	1,419	\$844,540
RI		1,200	\$530,540
	PROVIDENCE	1,200	\$530,540
SC		3,927	\$1,091,510
	CHARLESTON, SC	654	\$154,010
	COLUMBIA, SC	1,303	\$360,430
	GREENVILLE, SC	1,394	\$449,500
	MYRTLE BEACH	576	\$127,570
SD		891	\$140,030
	RAPID CITY	157	\$15,940
	SIOUX FALLS	734	\$124,090
TN		3,142	\$1,384,950
	CHATTANOOGA	763	\$155,740
	JACKSON, TN	24	\$1,750
	KNOXVILLE	276	\$93,340
	MEMPHIS	1,047	\$496,970
	NASHVILLE	956	\$618,540
	TRI-CITIES	76	\$18,610

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State	Market	Spot Count	Est. Spending
TX		14,306	\$10,215,460
	ABILENE-SWEETWATER	103	\$14,760
	AMARILLO	250	\$18,630
	AUSTIN	2,104	\$1,210,450
	BEAUMONT	194	\$26,870
	CORPUS CHRISTI	249	\$20,910
	DALLAS	2,482	\$3,750,970
	EL PASO	218	\$26,380
	HARLINGEN	451	\$93,830
	HOUSTON	2,515	\$3,535,680
	LAREDO	137	\$5,460
	LUBBOCK	103	\$18,780
	ODESSA/MIDLAND	177	\$21,470
	SAN ANGELO	1,426	\$89,870
	SAN ANTONIO	1,999	\$1,073,040
	SHERMAN	595	\$125,830
	TYLER	537	\$65,190
	VICTORIA	248	\$12,020
	WACO	300	\$77,850
	WICHITA FALLS	218	\$27,470
UT		1,386	\$572,140
	SALT LAKE CITY	1,386	\$572,140
VA		5,373	\$1,513,610
	CHARLOTTESVILLE	682	\$58,630
	HARRISONBURG	33	\$5,880
	NORFOLK	1,240	\$452,570
	RICHMOND	2,023	\$739,910
	ROANOKE	1,395	\$256,620
VT		1,370	\$426,480
	BURLINGTON	1,370	\$426,480
WA		27,081	\$13,313,340
	SEATTLE	15,959	\$11,800,410
	SPOKANE	6,704	\$1,104,820
	YAKIMA	4,418	\$408,110
WI		24,231	\$8,238,240
	GREEN BAY	8,598	\$1,869,150
	LA CROSSE	3,128	\$1,017,210
	MADISON	3,092	\$1,071,540
	MILWAUKEE	6,264	\$3,531,550
	WAUSAU	3,149	\$748,790
WV		12,160	\$2,557,060
	BLUEFIELD-BECKLEY	1,049	\$121,100
	CHARLESTON, WV	6,237	\$1,554,180
	CLARKSBURG	1,380	\$240,640
	PARKERSBURG	867	\$198,260
	WHEELING-STEUBENVILLE	2,627	\$442,880
WY		931	\$32,350
	CASPER	791	\$21,440
	CHEYENNE	140	\$10,910
Grand Totals		451,716	\$477,480,620