

**Kantar Media / CMAG
2011 Candidate Spending**

12/27/10-1/1/12

State	Market	Spot Count	Est. Spending
AK		803	\$103,540
	ANCHORAGE	553	\$98,120
	JUNEAU	250	\$5,420
AL		1,480	\$366,780
	BIRMINGHAM	474	\$114,360
	HUNTSVILLE	291	\$64,260
	MOBILE	234	\$64,170
	MONTGOMERY	481	\$123,990
AR		277	\$100,790
	FORT SMITH	119	\$38,920
	LITTLE ROCK	158	\$61,870
AZ		2,423	\$1,025,440
	PHOENIX	706	\$594,030
	TUCSON	1,717	\$431,410
CA		3,977	\$1,856,150
	BAKERSFIELD	1	\$30
	FRESNO	1,535	\$488,640
	LOS ANGELES	80	\$83,510
	MONTEREY	25	\$4,560
	SACRAMENTO	2	\$140
	SAN FRANCISCO	1,650	\$1,222,370
	SANTA BARBARA	684	\$56,900
CO		10,069	\$4,952,380
	COLORADO SPRINGS	2,929	\$555,510
	DENVER	7,140	\$4,396,870
CT		335	\$257,740
	HARTFORD	335	\$257,740
DC		1,855	\$3,618,740
	WASHINGTON DC	1,855	\$3,618,740
FL		19,647	\$9,791,860
	FT. MYERS	871	\$298,350
	GAINESVILLE	60	\$23,750
	JACKSONVILLE	9,318	\$2,666,320
	MIAMI	2,288	\$2,502,430
	ORLANDO	2,654	\$1,964,500
	PANAMA CITY	103	\$14,020
	TALLAHASSEE	201	\$83,160
	TAMPA	2,732	\$1,620,030
	WEST PALM BEACH	1,420	\$619,300
GA		1,142	\$138,300
	ATLANTA	1	\$480
	AUGUSTA	33	\$17,610
	MACON	872	\$89,360
	SAVANNAH	236	\$30,850
IA		27,730	\$7,672,150
	CEDAR RAPIDS	9,315	\$2,320,140
	DAVENPORT	981	\$572,190
	DES MOINES	8,876	\$2,823,040
	OTTUMWA	78	\$8,550
	SIOUX CITY	8,480	\$1,948,230
ID		109	\$12,870
	BOISE	109	\$12,870

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State	Market	Spot Count	Est. Spending
IL		8,288	\$11,193,730
	CHAMPAIGN	1,137	\$209,400
	CHICAGO	7,099	\$10,979,260
	PEORIA	47	\$4,780
	QUINCY	5	\$290
IN		20,346	\$8,709,880
	EVANSVILLE	7,890	\$1,859,770
	FT. WAYNE	4,459	\$1,029,030
	INDIANAPOLIS	6,377	\$5,296,980
	LAFAYETTE, IN	2	\$200
	SOUTH BEND	1,618	\$523,900
KS		125	\$16,290
	WICHITA	125	\$16,290
KY		30,844	\$9,275,750
	BOWLING GREEN	4,486	\$940,410
	LEXINGTON	12,032	\$3,431,200
	LOUISVILLE	9,271	\$3,682,740
	PADUCAH	5,055	\$1,221,400
LA		33,830	\$10,299,590
	ALEXANDRIA	2,111	\$337,470
	BATON ROUGE	4,878	\$2,225,050
	LAFAYETTE, LA	5,849	\$1,656,800
	LAKE CHARLES	1,755	\$570,470
	MONROE	2,429	\$369,320
	NEW ORLEANS	10,843	\$3,812,640
	SHREVEPORT	5,965	\$1,327,840
MA		3,768	\$3,930,070
	BOSTON	2,262	\$3,487,800
	SPRINGFIELD, MA	1,506	\$442,270
MD		1,439	\$1,380,000
	BALTIMORE	1,439	\$1,380,000
ME		481	\$235,790
	PORTLAND, ME	481	\$235,790
MI		3,719	\$2,039,400
	DETROIT	458	\$550,970
	FLINT	1,499	\$489,470
	GRAND RAPIDS	735	\$682,740
	LANSING	659	\$183,570
	MARQUETTE	172	\$23,560
	TRAVERSE CITY	196	\$109,090
MN		5,173	\$2,400,730
	DULUTH	230	\$35,700
	MINNEAPOLIS	4,282	\$2,225,150
	ROCHESTER, MN	661	\$139,880
MO		4,990	\$1,876,630
	COLUMBIA, MO	577	\$94,730
	KANSAS CITY	2,159	\$853,570
	SPRINGFIELD, MO	861	\$266,030
	ST LOUIS	1,393	\$662,300

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State	Market	Spot Count	Est. Spending
MS		29,050	\$6,740,850
	BILOXI	3,231	\$1,485,680
	COLUMBUS/TUPELO	5,694	\$660,440
	GREENWOOD	1,818	\$193,430
	HATTIESBURG-LAUREL	4,470	\$978,980
	JACKSON, MS	10,555	\$2,746,250
	MERIDIAN	3,282	\$676,070
MT		5,103	\$673,620
	BILLINGS	1,329	\$209,460
	BUTTE	1,156	\$144,170
	GLENDIVE	30	\$1,890
	GREAT FALLS	824	\$103,220
	HELENA	704	\$61,490
	MISSOULA	1,060	\$153,390
NC		4,660	\$2,220,450
	CHARLOTTE	2,058	\$1,176,050
	GREENSBORO	1,329	\$269,330
	GREENVILLE, NC	42	\$5,000
	RALEIGH	1,208	\$769,420
	WILMINGTON	23	\$650
NE		6,872	\$2,037,910
	LINCOLN	2,130	\$626,370
	NORTH PLATTE	1,287	\$153,500
	OMAHA	3,455	\$1,258,040
NH		2,173	\$1,067,950
	MANCHESTER, NH	2,173	\$1,067,950
NM		594	\$368,410
	ALBUQUERQUE	594	\$368,410
NV		15,910	\$6,798,140
	LAS VEGAS	8,518	\$5,095,220
	RENO	7,392	\$1,702,920
NY		27,357	\$11,432,550
	ALBANY, NY	180	\$32,420
	BUFFALO	10,749	\$3,619,370
	NEW YORK	1,476	\$3,991,770
	ROCHESTER, NY	13,970	\$3,605,640
	SYRACUSE	829	\$154,080
	UTICA	119	\$20,450
	WATERTOWN	34	\$8,820
National Cable		842	\$2,392,870
National Network		125	\$715,480
OH		15,166	\$6,560,150
	CINCINNATI	3,594	\$1,411,690
	CLEVELAND	3,397	\$2,165,830
	COLUMBUS, OH	5,202	\$2,047,380
	DAYTON	1,079	\$430,000
	LIMA	87	\$31,840
	TOLEDO	828	\$269,450
	YOUNGSTOWN	883	\$177,810
	ZANESVILLE	96	\$26,150
OK		362	\$164,730
	OKLAHOMA CITY	362	\$164,730
OR		3,284	\$1,174,640
	PORTLAND, OR	3,284	\$1,174,640

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State	Market	Spot Count	Est. Spending
PA		19,486	\$14,381,760
	ERIE	92	\$20,590
	HARRISBURG	1,422	\$441,610
	JOHNSTOWN	1,525	\$356,360
	PHILADELPHIA	4,450	\$6,799,140
	PITTSBURGH	7,903	\$4,870,400
	WILKES BARRE	4,094	\$1,893,660
RI		796	\$361,440
	PROVIDENCE	796	\$361,440
SC		4,765	\$1,511,040
	CHARLESTON, SC	1,514	\$344,960
	COLUMBIA, SC	836	\$302,130
	GREENVILLE, SC	1,814	\$692,470
	MYRTLE BEACH	601	\$171,480
TN		7,250	\$2,529,100
	KNOXVILLE	1,947	\$587,490
	MEMPHIS	2,820	\$1,118,960
	NASHVILLE	696	\$341,570
	TRI-CITIES	1,787	\$481,080
TX		4,132	\$2,716,940
	AUSTIN	608	\$158,930
	BEAUMONT	10	\$2,450
	CORPUS CHRISTI	651	\$85,630
	DALLAS	753	\$1,113,140
	EL PASO	495	\$126,510
	HARLINGEN	427	\$44,280
	HOUSTON	1,139	\$1,172,850
	SAN ANTONIO	39	\$12,680
	TYLER	8	\$400
	WACO	2	\$70
UT		315	\$119,960
	SALT LAKE CITY	315	\$119,960
VA		19,415	\$5,293,120
	CHARLOTTESVILLE	893	\$181,450
	NORFOLK	4,752	\$1,458,840
	RICHMOND	2,486	\$989,730
	ROANOKE	11,284	\$2,663,100
VT		146	\$54,070
	BURLINGTON	146	\$54,070
WA		844	\$308,260
	SEATTLE	193	\$220,130
	SPOKANE	651	\$88,130
WI		52,427	\$12,988,760
	GREEN BAY	20,032	\$3,248,260
	LA CROSSE	3,456	\$794,080
	MADISON	10,327	\$2,513,450
	MILWAUKEE	14,704	\$5,764,280
	WAUSAU	3,908	\$668,690
WV		33,775	\$6,047,800
	BLUEFIELD-BECKLEY	7,656	\$844,780
	CHARLESTON, WV	12,681	\$2,951,050
	CLARKSBURG	6,686	\$820,930
	PARKERSBURG	2,740	\$745,750
	WHEELING-STEUBENVILLE	4,012	\$685,290
Grand Totals		437,699	\$169,914,600