

CATEGORY
Presidential Campaigns

MEDIA	DAYPART	2008 DOLS (000)	DOLS % DOWN	2008 UNITS	2008 UNITS % DOWN
Spot TV	Early Morning 1	12,366.7	4%	74,022	10%
Spot TV	Early Morning 2	12,841.6	5%	64,045	9%
Spot TV	Morning Daytime 1	4,453.6	2%	26,337	4%
Spot TV	Morning Daytime 2	6,005.6	2%	42,198	6%
Spot TV	Afternoon Daytime 1	4,944.8	2%	30,283	4%
Spot TV	Afternoon Daytime 2	6,771.3	2%	41,582	6%
Spot TV	Early Fringe 1	4,323.7	2%	16,870	2%
Spot TV	Early Fringe 2	21,120.0	8%	70,015	10%
Spot TV	Early News 1	16,559.2	6%	37,065	5%
Spot TV	Early News 2	5,708.2	2%	13,630	2%
Spot TV	Prime Access 1	16,595.7	6%	32,929	5%
Spot TV	Prime Access 2	16,821.7	6%	32,346	5%
Spot TV	Prime	75,605.5	27%	50,795	7%
Spot TV	Prime Non-net	443.2	0%	1,337	0%
Spot TV	Late News	22,706.7	8%	36,808	5%
Spot TV	Late Fringe	17,133.1	6%	49,982	7%
Spot TV	Saturday Morning	2,066.4	1%	12,423	2%
Spot TV	Saturday Afternoon	958.0	0%	2,304	0%
Spot TV	Saturday Early Fringe 1	891.2	0%	1,989	0%
Spot TV	Saturday Early Fringe 2	2,825.1	1%	8,354	1%
Spot TV	Saturday Prime Access	1,152.0	0%	3,495	0%
Spot TV	Sunday Morning	4,149.4	1%	19,751	3%
Spot TV	Sunday Afternoon	5,316.8	2%	3,197	0%
Spot TV	Sunday Early Fringe 1	2,378.9	1%	2,086	0%
Spot TV	Sunday Early Fringe 2	2,531.0	1%	6,350	1%
Spot TV	Weekend Late News	7,868.3	3%	12,514	2%
Spot TV	Weekend Late Fringe	5,097.8	2%	11,804	2%
Spot TV	Overnight	1,321.8	0%	10,333	1%
	Total	280,957.3	100%	714,844	100%

Source: Kantar Media

