

# Issue Policy Summary

STATE	MARKET	12/21/09 - 12/27/09		2009 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
AK	ANCHORAGE	344	\$37,323	14,362	\$1,812,892
AK	FAIRBANKS	134	\$2,971	7,422	\$245,240
AK	JUNEAU	210	\$4,573	15,173	\$387,476
	<b>AK Total</b>	<b>688</b>	<b>\$44,867</b>	<b>36,957</b>	<b>\$2,445,608</b>
AL	BIRMINGHAM	30	\$1,356	2,639	\$563,883
AL	DOTHAN	20	\$3,682	3,344	\$682,471
AL	HUNTSVILLE	14	\$1,076	2,947	\$543,360
AL	MOBILE	10	\$619	773	\$113,369
AL	MONTGOMERY	3	\$52	2,245	\$473,441
	<b>AL Total</b>	<b>77</b>	<b>\$6,785</b>	<b>11,948</b>	<b>\$2,376,524</b>
AR	FORT SMITH	631	\$96,698	11,672	\$2,673,036
AR	JONESBORO	139	\$45,684	2,621	\$1,178,109
AR	LITTLE ROCK	361	\$111,092	16,146	\$5,781,932
	<b>AR Total</b>	<b>1,131</b>	<b>\$253,474</b>	<b>30,439</b>	<b>\$9,633,077</b>
AZ	PHOENIX	14	\$4,500	2,594	\$1,907,820
AZ	TUCSON	39	\$13,612	1,952	\$449,183
AZ	YUMA-EL CENTRO	69	\$7,351	1,859	\$151,495
	<b>AZ Total</b>	<b>122</b>	<b>\$25,463</b>	<b>6,405</b>	<b>\$2,508,498</b>
CA	BAKERSFIELD	17	\$1,774	1,248	\$101,243
CA	CHICO-REDDING	1	\$11	175	\$9,126
CA	EUREKA	2	\$12	542	\$13,825
CA	FRESNO	54	\$10,841	2,224	\$531,275
CA	LOS ANGELES	31	\$30,010	4,142	\$8,694,595
CA	MONTEREY	31	\$6,642	995	\$109,751
CA	PALM SPRINGS	2	\$130	1,854	\$200,443
CA	SACRAMENTO	53	\$20,089	4,330	\$2,593,984
CA	SAN DIEGO	57	\$19,517	2,268	\$767,161
CA	SAN FRANCISCO	20	\$6,473	4,489	\$5,550,772
CA	SANTA BARBARA	49	\$2,741	1,116	\$101,993
	<b>CA Total</b>	<b>317</b>	<b>\$98,240</b>	<b>23,383</b>	<b>\$18,674,168</b>
CO	COLORADO SPRINGS	173	\$29,442	7,017	\$1,416,888
CO	DENVER	364	\$195,844	11,816	\$8,677,693
CO	GRAND JUNCTION	12	\$321	4,361	\$257,932
	<b>CO Total</b>	<b>549</b>	<b>\$225,607</b>	<b>23,194</b>	<b>\$10,352,513</b>
CT	HARTFORD	233	\$132,057	8,072	\$6,069,715
DC	WASHINGTON DC	110	\$122,526	15,970	\$24,706,768
FL	FT. MYERS	4	\$718	967	\$191,078
FL	GAINESVILLE	2	\$1,101	645	\$162,721
FL	JACKSONVILLE	15	\$9,835	1,342	\$532,195
FL	MIAMI	3	\$1,637	2,785	\$2,811,464
FL	ORLANDO	4	\$2,099	4,731	\$3,035,451
FL	PANAMA CITY	0	\$0	837	\$177,826
FL	TALLAHASSEE	13	\$995	4,202	\$1,197,095
FL	TAMPA	16	\$2,905	3,134	\$2,313,285
FL	WEST PALM BEACH	2	\$213	1,895	\$692,846
	<b>FL Total</b>	<b>59</b>	<b>\$19,503</b>	<b>20,538</b>	<b>\$11,113,961</b>

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STATE	MARKET	12/21/09 - 12/27/09		2009 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
GA	ALBANY, GA	8	\$1,331	1,014	\$205,183
GA	ATLANTA	3	\$675	1,795	\$2,061,146
GA	AUGUSTA	2	\$395	1,608	\$376,980
GA	COLUMBUS, GA	10	\$486	844	\$108,852
GA	MACON	4	\$449	1,433	\$256,970
GA	SAVANNAH	21	\$2,041	2,305	\$422,936
	<b>GA Total</b>	<b>48</b>	<b>\$5,377</b>	<b>8,999</b>	<b>\$3,432,067</b>
HI	HONOLULU	16	\$2,381	1,278	\$209,116
IA	CEDAR RAPIDS	8	\$582	1,633	\$401,887
IA	DAVENPORT	8	\$2,328	2,087	\$812,370
IA	DES MOINES	2	\$43	2,934	\$869,149
IA	OTTUMWA	0	\$0	399	\$13,637
IA	SIOUX CITY	4	\$409	1,166	\$191,332
	<b>IA Total</b>	<b>22</b>	<b>\$3,362</b>	<b>8,219</b>	<b>\$2,288,375</b>
ID	BOISE	7	\$364	982	\$136,884
ID	IDAHO FALLS-POCATELLO	3	\$59	498	\$21,393
ID	TWIN FALLS	13	\$120	585	\$18,453
	<b>ID Total</b>	<b>23</b>	<b>\$543</b>	<b>2,065</b>	<b>\$176,730</b>
IL	CHAMPAIGN	35	\$5,991	2,881	\$432,469
IL	CHICAGO	107	\$49,166	5,936	\$6,779,992
IL	PEORIA	26	\$1,380	2,512	\$282,986
IL	QUINCY	44	\$1,129	2,225	\$102,012
IL	ROCKFORD	21	\$1,075	1,464	\$129,115
	<b>IL Total</b>	<b>233</b>	<b>\$58,741</b>	<b>15,018</b>	<b>\$7,726,574</b>
IN	EVANSVILLE	246	\$43,074	8,505	\$1,921,180
IN	FT. WAYNE	335	\$55,385	8,635	\$1,704,772
IN	INDIANAPOLIS	308	\$263,087	11,582	\$9,742,722
IN	LAFAYETTE, IN	101	\$9,180	1,842	\$219,222
IN	SOUTH BEND	335	\$91,837	8,753	\$3,039,700
IN	TERRE HAUTE	175	\$25,175	6,469	\$1,065,722
	<b>IN Total</b>	<b>1,500</b>	<b>\$487,738</b>	<b>45,786</b>	<b>\$17,693,318</b>
KS	TOPEKA	7	\$294	1,453	\$140,076
KS	WICHITA	5	\$178	1,089	\$290,299
	<b>KS Total</b>	<b>12</b>	<b>\$472</b>	<b>2,542</b>	<b>\$430,375</b>
KY	BOWLING GREEN	0	\$0	321	\$35,995
KY	LEXINGTON	33	\$4,252	672	\$96,489
KY	LOUISVILLE	6	\$1,117	6,596	\$2,644,991
KY	PADUCAH	5	\$802	1,032	\$173,467
	<b>KY Total</b>	<b>44</b>	<b>\$6,171</b>	<b>8,621</b>	<b>\$2,950,942</b>
LA	ALEXANDRIA	77	\$7,591	1,874	\$339,345
LA	BATON ROUGE	584	\$180,532	6,714	\$2,902,134
LA	LAFAYETTE, LA	375	\$83,962	3,314	\$946,721
LA	LAKE CHARLES	23	\$1,524	1,526	\$513,592
LA	MONROE	318	\$36,005	4,365	\$616,862
LA	NEW ORLEANS	637	\$171,570	9,096	\$3,475,801
LA	SHREVEPORT	491	\$93,471	6,864	\$1,721,724
	<b>LA Total</b>	<b>2,505</b>	<b>\$574,655</b>	<b>33,753</b>	<b>\$10,516,179</b>

# Issue Policy Summary

STATE	MARKET	12/21/09 - 12/27/09		2009 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
MA	BOSTON	24	\$13,602	3,300	\$4,640,141
MA	SPRINGFIELD, MA	7	\$3,970	1,010	\$243,136
	<b>MA Total</b>	<b>31</b>	<b>\$17,572</b>	<b>4,310</b>	<b>\$4,883,277</b>
MD	BALTIMORE	6	\$6,974	2,483	\$1,395,281
MD	SALISBURY	0	\$0	1,539	\$407,004
	<b>MD Total</b>	<b>6</b>	<b>\$6,974</b>	<b>4,022</b>	<b>\$1,802,285</b>
ME	BANGOR	444	\$51,748	9,650	\$1,473,556
ME	PORTLAND, ME	445	\$121,678	14,117	\$4,097,382
ME	PRESQUE ISLE	0	\$0	1,482	\$398,040
	<b>ME Total</b>	<b>889</b>	<b>\$173,426</b>	<b>25,249</b>	<b>\$5,968,978</b>
MI	ALPENA	9	\$850	769	\$92,322
MI	DETROIT	16	\$16,405	4,515	\$4,806,942
MI	FLINT	15	\$4,511	1,949	\$491,236
MI	GRAND RAPIDS	21	\$7,496	2,541	\$999,746
MI	LANSING	14	\$2,167	2,268	\$404,165
MI	MARQUETTE	12	\$1,945	1,337	\$152,945
MI	TRAVERSE CITY	14	\$2,475	1,862	\$377,941
	<b>MI Total</b>	<b>101</b>	<b>\$35,849</b>	<b>15,241</b>	<b>\$7,325,297</b>
MN	DULUTH	0	\$0	1,336	\$196,146
MN	MANKATO	1	\$95	523	\$85,578
MN	MINNEAPOLIS	8	\$4,061	4,095	\$2,969,934
MN	ROCHESTER, MN	15	\$999	2,372	\$285,483
	<b>MN Total</b>	<b>24</b>	<b>\$5,155</b>	<b>8,326</b>	<b>\$3,537,141</b>
MO	COLUMBIA, MO	17	\$1,746	1,460	\$220,365
MO	JOPLIN	16	\$568	924	\$74,755
MO	KANSAS CITY	19	\$1,850	2,750	\$1,083,438
MO	SPRINGFIELD, MO	3	\$179	1,612	\$411,915
MO	ST LOUIS	7	\$2,806	3,009	\$1,957,957
MO	ST. JOSEPH	0	\$0	14	\$437
	<b>MO Total</b>	<b>62</b>	<b>\$7,149</b>	<b>9,769</b>	<b>\$3,748,867</b>
MS	BILOXI	2	\$84	554	\$298,675
MS	COLUMBUS/TUPELO	9	\$1,060	706	\$100,558
MS	GREENWOOD	4	\$190	558	\$28,429
MS	HATTIESBURG-LAUREL	3	\$372	424	\$106,244
MS	JACKSON, MS	22	\$5,145	383	\$53,630
MS	MERIDIAN	5	\$810	362	\$21,521
	<b>MS Total</b>	<b>45</b>	<b>\$7,661</b>	<b>2,987</b>	<b>\$609,057</b>
MT	BILLINGS	350	\$30,641	6,586	\$532,584
MT	BUTTE	305	\$14,484	4,172	\$298,834
MT	GLENDIVE	3	\$44	953	\$28,502
MT	GREAT FALLS	253	\$18,788	4,314	\$281,301
MT	HELENA	298	\$8,868	4,541	\$165,627
MT	MISSOULA	559	\$37,151	6,135	\$516,164
	<b>MT Total</b>	<b>1,768</b>	<b>\$109,976</b>	<b>26,701</b>	<b>\$1,823,012</b>

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STATE	MARKET	12/21/09 - 12/27/09		2009 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
NC	CHARLOTTE	10	\$19,044	5,457	\$3,197,744
NC	GREENSBORO	21	\$2,993	4,334	\$988,460
NC	GREENVILLE, NC	35	\$10,110	3,970	\$788,316
NC	RALEIGH	9	\$4,704	6,220	\$3,847,887
NC	WILMINGTON	1	\$65	2,083	\$415,542
	<b>NC Total</b>	<b>76</b>	<b>\$36,916</b>	<b>22,064</b>	<b>\$9,237,949</b>
ND	BISMARCK-MINOT	889	\$63,698	13,359	\$1,416,164
ND	FARGO	678	\$70,592	15,355	\$2,329,323
	<b>ND Total</b>	<b>1,567</b>	<b>\$134,290</b>	<b>28,714</b>	<b>\$3,745,487</b>
NE	LINCOLN	812	\$168,052	7,954	\$1,855,851
NE	NORTH PLATTE	200	\$16,927	4,854	\$444,953
NE	OMAHA	941	\$223,210	11,828	\$3,735,272
	<b>NE Total</b>	<b>1,953</b>	<b>\$408,189</b>	<b>24,636</b>	<b>\$6,036,076</b>
NH	MANCHESTER, NH	0	\$0	913	\$316,274
NM	ALBUQUERQUE	36	\$6,967	5,750	\$1,796,407
NV	LAS VEGAS	742	\$321,272	12,318	\$6,014,249
NV	RENO	673	\$73,956	7,923	\$981,835
	<b>NV Total</b>	<b>1,415</b>	<b>\$395,228</b>	<b>20,241</b>	<b>\$6,996,084</b>
NY	ALBANY, NY	151	\$41,549	5,090	\$1,513,159
NY	BINGHAMTON	2	\$175	1,226	\$174,814
NY	BUFFALO	100	\$34,306	2,960	\$1,082,186
NY	ELMIRA	5	\$406	1,370	\$249,977
NY	NEW YORK	1	\$5,445	5,091	\$14,294,181
NY	ROCHESTER, NY	133	\$38,965	5,051	\$844,049
NY	SYRACUSE	166	\$44,462	3,907	\$1,153,051
NY	UTICA	0	\$0	1,763	\$166,529
NY	WATERTOWN	1	\$177	888	\$141,032
	<b>NY Total</b>	<b>559</b>	<b>\$165,485</b>	<b>27,346</b>	<b>\$19,618,978</b>
OH	CINCINNATI	8	\$1,099	3,670	\$1,495,683
OH	CLEVELAND	1	\$418	4,398	\$2,509,581
OH	COLUMBUS, OH	7	\$2,109	5,469	\$2,341,298
OH	DAYTON	18	\$1,140	1,760	\$443,156
OH	LIMA	18	\$1,455	1,130	\$53,882
OH	TOLEDO	2	\$53	1,426	\$194,903
OH	YOUNGSTOWN	0	\$0	714	\$152,110
OH	ZANESVILLE	4	\$281	1,169	\$139,152
	<b>OH Total</b>	<b>58</b>	<b>\$6,555</b>	<b>19,736</b>	<b>\$7,329,765</b>
OK	OKLAHOMA CITY	7	\$4,436	1,899	\$1,000,106
OK	TULSA	8	\$1,760	1,752	\$693,984
	<b>OK Total</b>	<b>15</b>	<b>\$6,196</b>	<b>3,651</b>	<b>\$1,694,090</b>
OR	BEND	28	\$1,574	1,123	\$65,205
OR	EUGENE	15	\$605	1,808	\$151,406
OR	MEDFORD-KLAMATH FALLS	1	\$18	986	\$58,160
OR	PORTLAND, OR	6	\$967	2,893	\$907,777
	<b>OR Total</b>	<b>50</b>	<b>\$3,164</b>	<b>6,810</b>	<b>\$1,182,548</b>

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STATE	MARKET	12/21/09 - 12/27/09		2009 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
PA	ERIE	12	\$713	2,286	\$387,344
PA	HARRISBURG	3	\$170	2,838	\$838,722
PA	JOHNSTOWN	3	\$816	1,970	\$265,143
PA	PHILADELPHIA	5	\$5,821	5,445	\$6,701,266
PA	PITTSBURGH	19	\$19,572	5,074	\$3,509,205
PA	WILKES BARRE	0	\$0	2,767	\$771,726
	<b>PA Total</b>	<b>42</b>	<b>\$27,092</b>	<b>20,380</b>	<b>\$12,473,406</b>
RI	PROVIDENCE	3	\$606	1,173	\$570,405
SC	CHARLESTON, SC	8	\$1,295	913	\$171,068
SC	COLUMBIA, SC	3	\$95	848	\$224,605
SC	GREENVILLE, SC	6	\$1,346	3,523	\$1,259,680
SC	MYRTLE BEACH	12	\$1,412	946	\$235,811
	<b>SC Total</b>	<b>29</b>	<b>\$4,148</b>	<b>6,230</b>	<b>\$1,891,164</b>
SD	RAPID CITY	88	\$8,162	5,109	\$529,707
SD	SIOUX FALLS	68	\$15,316	3,893	\$1,067,845
	<b>SD Total</b>	<b>156</b>	<b>\$23,478</b>	<b>9,002</b>	<b>\$1,597,552</b>
TN	CHATTANOOGA	2	\$53	1,042	\$396,807
TN	JACKSON, TN	0	\$0	648	\$232,525
TN	KNOXVILLE	7	\$838	1,076	\$329,529
TN	MEMPHIS	4	\$1,875	2,511	\$1,039,098
TN	NASHVILLE	4	\$2,733	3,424	\$1,905,628
TN	TRI-CITIES	250	\$63,980	2,921	\$914,190
	<b>TN Total</b>	<b>267</b>	<b>\$69,479</b>	<b>11,622</b>	<b>\$4,817,777</b>
TX	ABILENE-SWEETWATER	8	\$194	670	\$39,291
TX	AMARILLO	3	\$36	226	\$11,178
TX	AUSTIN	2	\$132	517	\$153,875
TX	BEAUMONT	3	\$97	57	\$4,549
TX	CORPUS CHRISTI	12	\$825	1,117	\$110,103
TX	DALLAS	5	\$379	959	\$701,444
TX	EL PASO	2	\$82	592	\$118,238
TX	HARLINGEN	1	\$30	990	\$248,532
TX	HOUSTON	9	\$2,256	2,539	\$1,855,542
TX	LAREDO	15	\$808	1,249	\$131,958
TX	LUBBOCK	6	\$693	748	\$63,871
TX	ODESSA/MIDLAND	8	\$1,133	400	\$54,967
TX	SAN ANGELO	8	\$272	2,064	\$87,711
TX	SAN ANTONIO	1	\$435	1,926	\$872,530
TX	SHERMAN	10	\$690	717	\$78,839
TX	TYLER	4	\$562	532	\$124,210
TX	VICTORIA	0	\$0	193	\$7,245
TX	WACO	0	\$0	811	\$171,818
TX	WICHITA FALLS	7	\$534	515	\$55,107
	<b>TX Total</b>	<b>104</b>	<b>\$9,158</b>	<b>16,822</b>	<b>\$4,891,008</b>
UT	SALT LAKE CITY	9	\$936	1,534	\$467,330

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STATE	MARKET	12/21/09 - 12/27/09		2009 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
VA	CHARLOTTESVILLE	91	\$10,182	4,933	\$500,206
VA	HARRISONBURG	27	\$2,399	914	\$115,202
VA	NORFOLK	484	\$148,097	6,430	\$2,088,243
VA	RICHMOND	455	\$123,668	6,542	\$2,027,155
VA	ROANOKE	318	\$62,135	8,508	\$1,793,847
	<b>VA Total</b>	<b>1,375</b>	<b>\$346,481</b>	<b>27,327</b>	<b>\$6,524,653</b>
VT	BURLINGTON	3	\$397	2,152	\$576,699
WA	SEATTLE	61	\$35,187	6,258	\$3,861,967
WA	SPOKANE	8	\$181	3,826	\$495,456
WA	YAKIMA	4	\$51	2,136	\$145,496
	<b>WA Total</b>	<b>73</b>	<b>\$35,419</b>	<b>12,220</b>	<b>\$4,502,919</b>
WI	GREEN BAY	1	\$36	4,536	\$511,091
WI	LA CROSSE	3	\$322	860	\$160,884
WI	MADISON	8	\$598	1,996	\$597,269
WI	MILWAUKEE	10	\$589	3,931	\$1,215,416
WI	WAUSAU	17	\$956	1,409	\$186,617
	<b>WI Total</b>	<b>39</b>	<b>\$2,501</b>	<b>12,732</b>	<b>\$2,671,277</b>
WV	BLUEFIELD-BECKLEY	13	\$1,051	2,890	\$235,500
WV	CHARLESTON, WV	29	\$4,528	3,626	\$726,669
WV	CLARKSBURG	16	\$2,259	1,680	\$216,288
WV	PARKERSBURG	6	\$748	301	\$47,853
WV	WHEELING-STEUBENVILLE	4	\$1,668	1,097	\$200,857
	<b>WV Total</b>	<b>68</b>	<b>\$10,254</b>	<b>9,594</b>	<b>\$1,427,167</b>
WY	CASPER	58	\$1,044	1,570	\$47,683
WY	CHEYENNE	24	\$1,038	1,013	\$79,593
	<b>WY Total</b>	<b>82</b>	<b>\$2,082</b>	<b>2,583</b>	<b>\$127,276</b>
National Cable	NATIONAL CABLE	482	\$2,290,807	59,564	\$134,906,532
National Network	NATIONAL NETWORK	65	\$2,852,410	4,960	\$265,551,281
<b>GRAND TOTAL</b>		<b>19,141</b>	<b>\$9,269,962</b>	<b>757,548</b>	<b>\$663,952,526</b>

Issue Policy spending represents ads that are targeted to influence policy, such as Gun Control - "call your congressperson to voice your opinion."

**Note: CMAG does not differentiate between PSAs and paid commercials, so the dollar value assigned would be the same as if it were paid.**

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