

STATE	MARKET	12/20/10 - 12/26/10		2010 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
AK	ANCHORAGE	0	\$0	1,596	\$340,173
AK	FAIRBANKS	0	\$0	562	\$27,624
AK	JUNEAU	0	\$0	1,669	\$48,291
	AK Total	0	\$0	3,827	\$416,088
AL	BIRMINGHAM	0	\$0	434	\$149,230
AL	DOTHAN	0	\$0	21	\$10,627
AL	HUNTSVILLE	0	\$0	214	\$41,465
AL	MOBILE	0	\$0	607	\$294,709
AL	MONTGOMERY	0	\$0	119	\$24,685
	AL Total	0	\$0	1,395	\$520,716
AR	FORT SMITH	0	\$0	144	\$40,650
AR	LITTLE ROCK	0	\$0	47	\$15,070
	AR Total	0	\$0	191	\$55,720
AZ	PHOENIX	0	\$0	1,417	\$898,134
AZ	TUCSON	0	\$0	834	\$243,393
AZ	YUMA-EL CENTRO	0	\$0	143	\$12,119
	AZ Total	0	\$0	2,394	\$1,153,646
CA	BAKERSFIELD	0	\$0	6,837	\$808,782
CA	CHICO-REDDING	0	\$0	2,946	\$208,155
CA	EUREKA	0	\$0	684	\$22,265
CA	FRESNO	0	\$0	8,629	\$2,099,865
CA	LOS ANGELES	0	\$0	16,647	\$29,763,758
CA	MONTEREY	0	\$0	1,599	\$275,322
CA	PALM SPRINGS	0	\$0	687	\$119,163
CA	SACRAMENTO	0	\$0	11,039	\$5,327,866
CA	SAN DIEGO	0	\$0	11,842	\$6,097,740
CA	SAN FRANCISCO	0	\$0	13,470	\$11,007,414
CA	SANTA BARBARA	0	\$0	3,688	\$369,997
	CA Total	0	\$0	78,068	\$56,100,327
CO	COLORADO SPRINGS	0	\$0	1,916	\$628,502
CO	DENVER	0	\$0	2,179	\$1,541,128
CO	GRAND JUNCTION	0	\$0	1,373	\$167,773
	CO Total	0	\$0	5,468	\$2,337,403
FL	FT. MYERS	0	\$0	1,755	\$620,781
FL	GAINESVILLE	0	\$0	412	\$143,069
FL	JACKSONVILLE	0	\$0	1,295	\$637,966
FL	MIAMI	0	\$0	1,768	\$1,983,210
FL	ORLANDO	0	\$0	2,262	\$1,769,329
FL	PANAMA CITY	0	\$0	433	\$105,554
FL	TALLAHASSEE	0	\$0	809	\$257,485
FL	TAMPA	0	\$0	2,854	\$2,624,953
FL	WEST PALM BEACH	0	\$0	1,615	\$816,866
	FL Total	0	\$0	13,203	\$8,959,213
GA	ALBANY, GA	0	\$0	192	\$66,828
GA	ATLANTA	0	\$0	1,493	\$1,241,945
GA	AUGUSTA	0	\$0	432	\$98,509
GA	COLUMBUS, GA	0	\$0	431	\$59,527
GA	MACON	0	\$0	364	\$56,530
GA	SAVANNAH	0	\$0	427	\$94,714
	GA Total	0	\$0	3,339	\$1,618,053
HI	HONOLULU	0	\$0	616	\$355,572

STATE	MARKET	12/20/10 - 12/26/10		2010 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
IA	CEDAR RAPIDS	0	\$0	333	\$78,712
IA	DES MOINES	0	\$0	577	\$107,100
IA	OTTUMWA	0	\$0	457	\$32,393
IA	SIOUX CITY	0	\$0	596	\$110,091
	IA Total	0	\$0	1,963	\$328,296
ID	BOISE	0	\$0	458	\$65,758
ID	IDAHO FALLS-POCATELLO	0	\$0	543	\$43,271
ID	TWIN FALLS	0	\$0	325	\$35,369
	ID Total	0	\$0	1,326	\$144,398
IL	CHAMPAIGN	0	\$0	8	\$2,515
IL	QUINCY	0	\$0	553	\$58,100
IL	ROCKFORD	0	\$0	2	\$332
	IL Total	0	\$0	563	\$60,947
KY	PADUCAH	0	\$0	1,209	\$368,200
LA	BATON ROUGE	0	\$0	93	\$35,324
LA	NEW ORLEANS	0	\$0	109	\$19,468
	LA Total	0	\$0	202	\$54,792
MA	BOSTON	0	\$0	1,771	\$2,244,540
MA	SPRINGFIELD, MA	0	\$0	911	\$292,854
	MA Total	0	\$0	2,682	\$2,537,394
MD	BALTIMORE	0	\$0	4,915	\$4,239,799
ME	BANGOR	0	\$0	1,956	\$316,141
ME	PORTLAND, ME	0	\$0	3,167	\$1,326,505
ME	PRESQUE ISLE	0	\$0	668	\$172,947
	ME Total	0	\$0	5,791	\$1,815,593
MI	DETROIT	0	\$0	140	\$161,308
MI	FLINT	0	\$0	39	\$11,343
MI	MARQUETTE	0	\$0	1	\$31
	MI Total	0	\$0	180	\$172,682
MN	DULUTH	0	\$0	5	\$905
MN	ROCHESTER, MN	0	\$0	243	\$39,293
	MN Total	0	\$0	248	\$40,198
MO	COLUMBIA, MO	0	\$0	1,622	\$242,721
MO	JOPLIN	0	\$0	1,346	\$125,557
MO	KANSAS CITY	0	\$0	3,057	\$1,327,804
MO	SPRINGFIELD, MO	0	\$0	2,012	\$728,181
MO	ST LOUIS	0	\$0	2,942	\$2,477,641
MO	ST. JOSEPH	0	\$0	549	\$85,945
	MO Total	0	\$0	11,528	\$4,987,849
MS	JACKSON, MS	0	\$0	11	\$4,672
MT	BILLINGS	0	\$0	1,087	\$226,105
MT	BUTTE	0	\$0	778	\$115,106
MT	GLENDIVE	0	\$0	31	\$892
MT	GREAT FALLS	0	\$0	720	\$92,489
MT	HELENA	0	\$0	436	\$34,254
MT	MISSOULA	0	\$0	1,124	\$169,811
	MT Total	0	\$0	4,176	\$638,657
NC	GREENSBORO	0	\$0	83	\$25,018
NC	GREENVILLE, NC	0	\$0	32	\$6,961
	NC Total	0	\$0	115	\$31,979
ND	BISMARCK-MINOT	0	\$0	144	\$36,891
ND	FARGO	0	\$0	252	\$95,713
	ND Total	0	\$0	396	\$132,604

STATE	MARKET	12/20/10 - 12/26/10		2010 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
NE	LINCOLN	0	\$0	3	\$2,991
NE	OMAHA	0	\$0	3	\$12,298
	NE Total	0	\$0	6	\$15,289
NM	ALBUQUERQUE	0	\$0	140	\$27,245
NV	LAS VEGAS	0	\$0	423	\$152,485
NV	RENO	0	\$0	370	\$47,726
	NV Total	0	\$0	793	\$200,211
NY	ALBANY, NY	0	\$0	2	\$3,696
NY	NEW YORK	0	\$0	133	\$153,724
	NY Total	0	\$0	135	\$157,420
OH	CINCINNATI	0	\$0	550	\$166,634
OH	CLEVELAND	0	\$0	1,520	\$759,198
OH	COLUMBUS, OH	0	\$0	1,088	\$425,799
OH	DAYTON	0	\$0	1,306	\$392,377
OH	LIMA	0	\$0	76	\$8,409
OH	TOLEDO	0	\$0	819	\$185,396
OH	YOUNGSTOWN	0	\$0	488	\$118,406
OH	ZANESVILLE	0	\$0	61	\$8,146
	OH Total	0	\$0	5,908	\$2,064,365
OK	OKLAHOMA CITY	0	\$0	2,411	\$1,215,390
OK	TULSA	0	\$0	3,097	\$1,148,086
	OK Total	0	\$0	5,508	\$2,363,476
OR	BEND	0	\$0	1,178	\$131,988
OR	EUGENE	0	\$0	2,296	\$246,779
OR	MEDFORD-KLAMATH FALLS	0	\$0	2,471	\$215,816
OR	PORTLAND, OR	0	\$0	4,712	\$2,002,210
	OR Total	0	\$0	10,657	\$2,596,793
RI	PROVIDENCE	0	\$0	486	\$221,584
SC	CHARLESTON, SC	0	\$0	5	\$986
SC	COLUMBIA, SC	0	\$0	65	\$10,762
SC	GREENVILLE, SC	0	\$0	14	\$4,490
	SC Total	0	\$0	84	\$16,238
SD	RAPID CITY	0	\$0	166	\$19,011
SD	SIOUX FALLS	0	\$0	428	\$73,800
	SD Total	0	\$0	594	\$92,811
TN	MEMPHIS	0	\$0	501	\$246,597
TN	NASHVILLE	0	\$0	1	\$1,540
	TN Total	0	\$0	502	\$248,137
TX	HARLINGEN	0	\$0	99	\$10,353
TX	HOUSTON	0	\$0	535	\$1,129,903
TX	TYLER	0	\$0	54	\$14,978
TX	WICHITA FALLS	0	\$0	137	\$27,812
	TX Total	0	\$0	825	\$1,183,046
WA	SEATTLE	0	\$0	12,853	\$9,634,116
WA	SPOKANE	0	\$0	7,245	\$1,599,170
WA	YAKIMA	0	\$0	6,006	\$680,846
	WA Total	0	\$0	26,104	\$11,914,132

STATE	MARKET	12/20/10 - 12/26/10		2010 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
WI	LA CROSSE	0	\$0	5	\$2,648
WI	MADISON	0	\$0	110	\$19,021
WI	MILWAUKEE	0	\$0	5	\$1,313
WI	WAUSAU	0	\$0	5	\$1,179
	WI Total	0	\$0	125	\$24,161
WV	WHEELING-STEUBENVILLE	0	\$0	86	\$13,547
GRAND TOTAL		0	\$0	195,759	\$108,213,253

Ballot Measure represents spending by groups supporting or opposing issues that are being voted on which have two sides (yes/no) like Gaming.