

STATE	MARKET	12/20/10 - 12/26/10		2010 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
AK	ANCHORAGE	25	\$2,459	4,592	\$1,078,495
AK	FAIRBANKS	11	\$554	1,716	\$84,595
AK	JUNEAU	31	\$564	4,748	\$186,024
	AK Total	67	\$3,577	11,056	\$1,349,114
AL	BIRMINGHAM	28	\$17,159	2,639	\$843,225
AL	DOTHAN	19	\$5,710	1,927	\$387,165
AL	HUNTSVILLE	26	\$6,910	2,348	\$499,401
AL	MOBILE	20	\$9,861	2,428	\$921,909
AL	MONTGOMERY	5	\$3,792	2,272	\$562,898
	AL Total	98	\$43,432	11,614	\$3,214,598
AR	FORT SMITH	13	\$4,380	1,107	\$302,732
AR	JONESBORO	0	\$0	461	\$197,955
AR	LITTLE ROCK	20	\$12,955	2,873	\$1,235,757
	AR Total	33	\$17,335	4,441	\$1,736,444
AZ	PHOENIX	21	\$5,377	2,922	\$1,629,554
AZ	TUCSON	22	\$2,097	2,228	\$435,499
AZ	YUMA-EL CENTRO	1	\$88	668	\$123,036
	AZ Total	44	\$7,562	5,818	\$2,188,089
CA	BAKERSFIELD	13	\$782	1,067	\$233,323
CA	CHICO-REDDING	1	\$21	64	\$2,605
CA	EUREKA	1	\$12	186	\$6,430
CA	FRESNO	4	\$1,010	1,828	\$799,796
CA	LOS ANGELES	67	\$66,032	2,621	\$5,966,850
CA	MONTEREY	10	\$626	684	\$142,154
CA	PALM SPRINGS	4	\$134	739	\$152,613
CA	SACRAMENTO	0	\$0	2,627	\$1,614,415
CA	SAN DIEGO	16	\$5,169	1,078	\$657,710
CA	SAN FRANCISCO	16	\$7,228	1,228	\$1,166,549
CA	SANTA BARBARA	3	\$174	515	\$35,661
	CA Total	135	\$81,188	12,637	\$10,778,106
CO	COLORADO SPRINGS	6	\$324	2,451	\$554,170
CO	DENVER	50	\$5,389	5,903	\$3,564,021
CO	GRAND JUNCTION	6	\$67	1,425	\$156,442
	CO Total	62	\$5,780	9,779	\$4,274,633
CT	HARTFORD	3	\$990	1,708	\$1,351,625
DC	WASHINGTON DC	18	\$19,330	8,810	\$16,911,159
FL	FT. MYERS	11	\$6,172	1,523	\$517,805
FL	GAINESVILLE	8	\$4,780	409	\$235,849
FL	JACKSONVILLE	22	\$12,525	686	\$242,012
FL	MIAMI	55	\$83,345	814	\$1,071,145
FL	ORLANDO	71	\$68,443	2,014	\$1,357,597
FL	PANAMA CITY	6	\$2,460	1,146	\$281,249
FL	TALLAHASSEE	10	\$4,942	2,637	\$876,165
FL	TAMPA	24	\$39,146	1,989	\$1,756,832
FL	WEST PALM BEACH	25	\$13,662	1,833	\$612,229
	FL Total	232	\$235,475	13,051	\$6,950,883

STATE	MARKET	12/20/10 - 12/26/10		2010 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
GA	ALBANY, GA	0	\$0	259	\$41,708
GA	ATLANTA	24	\$55,372	816	\$1,029,604
GA	AUGUSTA	1	\$113	574	\$106,870
GA	COLUMBUS, GA	30	\$6,692	456	\$104,804
GA	MACON	0	\$0	140	\$15,648
GA	SAVANNAH	2	\$171	1,002	\$253,276
	GA Total	57	\$62,348	3,247	\$1,551,910
HI	HONOLULU	3	\$473	528	\$87,915
IA	CEDAR RAPIDS	0	\$0	748	\$194,006
IA	DAVENPORT	14	\$10,013	1,034	\$408,012
IA	DES MOINES	10	\$216	1,446	\$289,498
IA	OTTUMWA	29	\$2,357	1,831	\$134,757
IA	SIOUX CITY	0	\$0	290	\$56,653
	IA Total	53	\$12,586	5,349	\$1,082,926
ID	BOISE	10	\$225	803	\$90,275
ID	IDAHO FALLS-POCATELLO	2	\$66	272	\$17,736
ID	TWIN FALLS	3	\$300	315	\$18,160
	ID Total	15	\$591	1,390	\$126,171
IL	CHAMPAIGN	5	\$661	1,746	\$504,293
IL	CHICAGO	18	\$21,446	1,681	\$3,105,744
IL	PEORIA	0	\$0	607	\$123,851
IL	QUINCY	5	\$292	1,458	\$132,778
IL	ROCKFORD	0	\$0	302	\$64,675
	IL Total	28	\$22,399	5,794	\$3,931,341
IN	EVANSVILLE	2	\$82	2,278	\$407,370
IN	FT. WAYNE	0	\$0	936	\$165,016
IN	INDIANAPOLIS	0	\$0	2,194	\$987,097
IN	LAFAYETTE, IN	0	\$0	472	\$36,735
IN	SOUTH BEND	11	\$3,018	1,938	\$473,988
IN	TERRE HAUTE	9	\$224	1,982	\$200,966
	IN Total	22	\$3,324	9,800	\$2,271,172
KS	TOPEKA	1	\$250	646	\$79,087
KS	WICHITA	6	\$642	1,219	\$309,601
	KS Total	7	\$892	1,865	\$388,688
KY	BOWLING GREEN	1	\$48	40	\$5,481
KY	LEXINGTON	2	\$92	386	\$89,502
KY	LOUISVILLE	3	\$280	2,995	\$893,812
KY	PADUCAH	1	\$33	185	\$25,814
	KY Total	7	\$453	3,606	\$1,014,609
LA	ALEXANDRIA	5	\$2,530	536	\$78,286
LA	BATON ROUGE	14	\$10,181	1,077	\$601,229
LA	LAFAYETTE, LA	49	\$13,039	1,306	\$404,786
LA	LAKE CHARLES	5	\$2,158	1,260	\$253,634
LA	MONROE	11	\$2,834	818	\$83,022
LA	NEW ORLEANS	88	\$21,681	2,499	\$814,654
LA	SHREVEPORT	47	\$12,187	855	\$214,350
	LA Total	219	\$64,610	8,351	\$2,449,961
MA	BOSTON	5	\$1,426	2,375	\$3,311,497
MA	SPRINGFIELD, MA	3	\$77	690	\$170,743
	MA Total	8	\$1,503	3,065	\$3,482,240

STATE	MARKET	12/20/10 - 12/26/10		2010 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
MD	BALTIMORE	0	\$0	783	\$461,743
MD	SALISBURY	0	\$0	151	\$21,442
	MD Total	0	\$0	934	\$483,185
ME	BANGOR	1	\$10	2,185	\$261,164
ME	PORTLAND, ME	14	\$1,327	4,949	\$1,324,251
ME	PRESQUE ISLE	9	\$1,725	210	\$47,968
	ME Total	24	\$3,062	7,344	\$1,633,383
MI	ALPENA	3	\$435	265	\$39,235
MI	DETROIT	0	\$0	2,475	\$1,696,190
MI	FLINT	22	\$2,535	1,696	\$303,754
MI	GRAND RAPIDS	4	\$357	1,907	\$585,252
MI	LANSING	4	\$219	2,575	\$491,170
MI	MARQUETTE	0	\$0	600	\$64,929
MI	TRAVERSE CITY	4	\$565	1,435	\$256,298
	MI Total	37	\$4,111	10,953	\$3,436,828
MN	DULUTH	0	\$0	729	\$114,362
MN	MANKATO	1	\$55	123	\$30,318
MN	MINNEAPOLIS	2	\$246	3,198	\$1,900,144
MN	ROCHESTER, MN	1	\$160	959	\$67,798
	MN Total	4	\$461	5,009	\$2,112,622
MO	COLUMBIA, MO	4	\$296	1,064	\$112,540
MO	JOPLIN	0	\$0	173	\$6,467
MO	KANSAS CITY	0	\$0	2,748	\$788,646
MO	SPRINGFIELD, MO	4	\$247	841	\$205,955
MO	ST LOUIS	1	\$187	2,759	\$1,541,886
MO	ST. JOSEPH	0	\$0	12	\$677
	MO Total	9	\$730	7,597	\$2,656,171
MS	BILOXI	4	\$4,075	745	\$486,959
MS	COLUMBUS/TUPELO	8	\$1,793	211	\$32,151
MS	GREENWOOD	12	\$1,605	437	\$30,153
MS	HATTIESBURG-LAUREL	9	\$3,679	487	\$96,418
MS	JACKSON, MS	11	\$3,473	842	\$251,869
MS	MERIDIAN	10	\$2,496	350	\$46,473
	MS Total	54	\$17,121	3,072	\$944,023
MT	BILLINGS	0	\$0	1,054	\$121,180
MT	BUTTE	12	\$857	799	\$75,453
MT	GLENDIVE	4	\$91	151	\$3,047
MT	GREAT FALLS	1	\$42	524	\$52,478
MT	HELENA	1	\$11	752	\$42,153
MT	MISSOULA	7	\$239	998	\$87,352
	MT Total	25	\$1,240	4,278	\$381,663
NC	CHARLOTTE	6	\$1,197	3,353	\$1,467,021
NC	GREENSBORO	2	\$247	2,003	\$372,502
NC	GREENVILLE, NC	2	\$384	893	\$157,317
NC	RALEIGH	3	\$538	2,703	\$1,252,422
NC	WILMINGTON	2	\$133	754	\$112,427
	NC Total	15	\$2,499	9,706	\$3,361,689
ND	BISMARCK-MINOT	1	\$69	2,562	\$431,548
ND	FARGO	0	\$0	3,839	\$972,272
	ND Total	1	\$69	6,401	\$1,403,820

STATE	MARKET	12/20/10 - 12/26/10		2010 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
NE	LINCOLN	5	\$446	1,974	\$396,386
NE	NORTH PLATTE	74	\$1,528	1,626	\$82,751
NE	OMAHA	1	\$488	2,326	\$735,000
	NE Total	80	\$2,462	5,926	\$1,214,137
NH	MANCHESTER, NH	0	\$0	357	\$157,839
NM	ALBUQUERQUE	0	\$0	3,719	\$1,325,540
NV	LAS VEGAS	2	\$326	4,819	\$2,300,618
NV	RENO	4	\$129	2,006	\$252,429
	NV Total	6	\$455	6,825	\$2,553,047
NY	ALBANY, NY	13	\$2,306	8,485	\$1,912,383
NY	BINGHAMTON	17	\$2,688	1,406	\$160,469
NY	BUFFALO	3	\$1,589	2,831	\$836,598
NY	ELMIRA	1	\$97	552	\$100,200
NY	NEW YORK	10	\$15,934	7,856	\$16,394,414
NY	ROCHESTER, NY	30	\$3,120	2,978	\$500,439
NY	SYRACUSE	53	\$15,771	5,410	\$1,141,323
NY	UTICA	0	\$0	1,444	\$159,070
NY	WATERTOWN	1	\$536	2,055	\$279,326
	NY Total	128	\$42,041	33,017	\$21,484,222
OH	CINCINNATI	15	\$2,408	2,181	\$871,816
OH	CLEVELAND	0	\$0	3,115	\$1,896,818
OH	COLUMBUS, OH	3	\$511	2,160	\$939,385
OH	DAYTON	1	\$11	505	\$166,574
OH	LIMA	3	\$74	1,950	\$89,297
OH	TOLEDO	0	\$0	425	\$97,104
OH	YOUNGSTOWN	1	\$195	449	\$99,127
OH	ZANESVILLE	3	\$305	687	\$106,274
	OH Total	26	\$3,504	11,472	\$4,266,395
OK	OKLAHOMA CITY	20	\$13,466	950	\$769,141
OK	TULSA	31	\$10,545	853	\$412,954
	OK Total	51	\$24,011	1,803	\$1,182,095
OR	BEND	5	\$256	359	\$28,735
OR	EUGENE	0	\$0	259	\$14,053
OR	MEDFORD-KLAMATH FALLS	0	\$0	460	\$20,069
OR	PORTLAND, OR	0	\$0	1,414	\$507,316
	OR Total	5	\$256	2,492	\$570,173
PA	ERIE	5	\$328	2,405	\$593,873
PA	HARRISBURG	3	\$405	1,860	\$789,650
PA	JOHNSTOWN	0	\$0	832	\$207,212
PA	PHILADELPHIA	6	\$3,783	4,313	\$4,314,731
PA	PITTSBURGH	5	\$703	3,161	\$2,027,855
PA	WILKES BARRE	26	\$904	2,120	\$1,174,359
	PA Total	45	\$6,123	14,691	\$9,107,680
RI	PROVIDENCE	0	\$0	229	\$51,417
SC	CHARLESTON, SC	2	\$113	474	\$52,676
SC	COLUMBIA, SC	0	\$0	196	\$46,418
SC	GREENVILLE, SC	6	\$1,028	1,894	\$439,307
SC	MYRTLE BEACH	3	\$577	381	\$93,637
	SC Total	11	\$1,718	2,945	\$632,038
SD	RAPID CITY	1	\$24	1,172	\$108,519
SD	SIOUX FALLS	0	\$0	1,087	\$201,109
	SD Total	1	\$24	2,259	\$309,628

STATE	MARKET	12/20/10 - 12/26/10		2010 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
TN	CHATTANOOGA	1	\$195	650	\$96,299
TN	JACKSON, TN	0	\$0	460	\$92,237
TN	KNOXVILLE	0	\$0	139	\$19,259
TN	MEMPHIS	18	\$7,793	933	\$352,336
TN	NASHVILLE	15	\$10,734	936	\$435,836
TN	TRI-CITIES	0	\$0	1,030	\$236,139
	TN Total	34	\$18,722	4,148	\$1,232,106
TX	ABILENE-SWEETWATER	3	\$443	542	\$26,281
TX	AMARILLO	0	\$0	87	\$8,877
TX	AUSTIN	29	\$14,058	972	\$298,960
TX	BEAUMONT	0	\$0	38	\$9,309
TX	CORPUS CHRISTI	7	\$262	142	\$13,717
TX	DALLAS	73	\$105,853	532	\$1,053,689
TX	EL PASO	3	\$106	274	\$44,860
TX	HARLINGEN	1	\$39	252	\$38,766
TX	HOUSTON	58	\$91,718	805	\$1,227,399
TX	LAREDO	2	\$83	858	\$40,634
TX	LUBBOCK	0	\$0	122	\$21,264
TX	ODESSA/MIDLAND	1	\$84	153	\$14,447
TX	SAN ANGELO	14	\$1,170	1,163	\$62,307
TX	SAN ANTONIO	27	\$2,234	678	\$243,699
TX	SHERMAN	41	\$5,651	512	\$90,742
TX	TYLER	4	\$762	222	\$61,285
TX	VICTORIA	0	\$0	1,570	\$79,259
TX	WACO	9	\$1,547	331	\$49,220
TX	WICHITA FALLS	0	\$0	238	\$20,095
	TX Total	272	\$224,010	9,491	\$3,404,810
UT	SALT LAKE CITY	2	\$920	97	\$76,680
VA	CHARLOTTESVILLE	1	\$55	1,298	\$213,298
VA	HARRISONBURG	0	\$0	172	\$45,116
VA	NORFOLK	1	\$28	3,491	\$969,979
VA	RICHMOND	20	\$10,207	1,770	\$772,704
VA	ROANOKE	0	\$0	1,936	\$615,377
	VA Total	22	\$10,290	8,667	\$2,616,474
VT	BURLINGTON	2	\$577	916	\$232,717
WA	SEATTLE	38	\$10,607	3,709	\$2,221,821
WA	SPOKANE	4	\$64	1,576	\$167,852
WA	YAKIMA	0	\$0	1,744	\$86,301
	WA Total	42	\$10,671	7,029	\$2,475,974
WI	GREEN BAY	38	\$316	2,826	\$400,727
WI	LA CROSSE	2	\$825	1,300	\$377,310
WI	MADISON	8	\$217	1,249	\$259,997
WI	MILWAUKEE	11	\$3,040	2,466	\$1,165,893
WI	WAUSAU	6	\$237	1,091	\$357,742
	WI Total	65	\$4,635	8,932	\$2,561,669

STATE	MARKET	12/20/10 - 12/26/10		2010 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
WV	BLUEFIELD-BECKLEY	11	\$941	1,930	\$208,163
WV	CHARLESTON, WV	33	\$7,310	3,348	\$650,447
WV	CLARKSBURG	28	\$3,310	1,698	\$206,909
WV	PARKERSBURG	7	\$915	263	\$53,090
WV	WHEELING-STEUBENVILLE	16	\$2,411	1,368	\$193,671
	WV Total	95	\$14,887	8,607	\$1,312,280
WY	CASPER	7	\$165	235	\$5,364
WY	CHEYENNE	0	\$0	264	\$14,460
	WY Total	7	\$165	499	\$19,824
	NATIONAL CABLE	629	\$1,032,556	31,036	\$58,548,337
	NATIONAL NETWORK	27	\$665,745	2,489	\$163,923,661
GRAND TOTAL		2,830	\$2,676,913	344,849	\$360,813,711

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

Note: CMAG does not differentiate between PSAs and paid ads.

PSAs will show a dollar value assigned to that time period, and are classified as Issue Policy spending.