

# Issue Policy Summary

STATE	MARKET	12/22/08 - 12/27/08		2008 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
AK	ANCHORAGE	41	\$2,292	8,061	\$777,274
AK	FAIRBANKS	14	\$243	1,765	\$55,960
AK	JUNEAU	25	\$393	288	\$7,074
	<b>AK Total</b>	<b>80</b>	<b>\$2,928</b>	<b>10,114</b>	<b>\$840,308</b>
AL	BIRMINGHAM	79	\$2,938	1,124	\$108,490
AL	DOTHAN	45	\$6,220	852	\$103,964
AL	HUNTSVILLE	30	\$2,456	1,372	\$125,015
AL	MOBILE	0	\$0	885	\$129,716
AL	MONTGOMERY	23	\$1,392	686	\$41,569
	<b>AL Total</b>	<b>177</b>	<b>\$13,006</b>	<b>4,919</b>	<b>\$508,754</b>
AR	FORT SMITH	41	\$6,765	478	\$70,316
AR	JONESBORO	12	\$4,167	104	\$36,476
AR	LITTLE ROCK	44	\$14,425	2,039	\$717,647
	<b>AR Total</b>	<b>97</b>	<b>\$25,357</b>	<b>2,621</b>	<b>\$824,439</b>
AZ	PHOENIX	28	\$3,310	1,173	\$499,459
AZ	TUCSON	48	\$3,412	997	\$196,331
AZ	YUMA-EL CENTRO	11	\$203	844	\$28,182
	<b>AZ Total</b>	<b>87</b>	<b>\$6,925</b>	<b>3,014</b>	<b>\$723,972</b>
CA	BAKERSFIELD	19	\$1,227	4,659	\$486,485
CA	CHICO-REDDING	1	\$20	928	\$51,720
CA	EUREKA	2	\$25	91	\$4,540
CA	FRESNO	0	\$0	2,498	\$625,934
CA	LOS ANGELES	100	\$246,563	5,947	\$14,352,524
CA	MONTEREY	41	\$4,589	2,209	\$319,123
CA	PALM SPRINGS	53	\$4,930	2,855	\$210,145
CA	SACRAMENTO	50	\$26,291	4,590	\$3,321,786
CA	SAN DIEGO	52	\$19,736	2,065	\$754,611
CA	SAN FRANCISCO	89	\$63,579	6,052	\$8,086,806
CA	SANTA BARBARA	22	\$2,750	2,504	\$398,281
	<b>CA Total</b>	<b>429</b>	<b>\$369,710</b>	<b>34,398</b>	<b>\$28,611,955</b>
CO	COLORADO SPRINGS	16	\$1,024	3,162	\$497,117
CO	DENVER	101	\$53,692	4,161	\$2,553,027
CO	GRAND JUNCTION	38	\$850	866	\$17,225
	<b>CO Total</b>	<b>155</b>	<b>\$55,566</b>	<b>8,189</b>	<b>\$3,067,369</b>
CT	HARTFORD	7	\$3,364	1,194	\$782,479
DC	WASHINGTON DC	8	\$3,504	6,150	\$10,764,891
FL	FT. MYERS	7	\$691	317	\$41,976
FL	GAINESVILLE	6	\$564	209	\$15,046
FL	JACKSONVILLE	4	\$579	350	\$50,665
FL	MIAMI	2	\$601	763	\$586,316
FL	ORLANDO	3	\$366	726	\$509,694
FL	PANAMA CITY	0	\$0	40	\$5,610
FL	TALLAHASSEE	25	\$6,050	933	\$166,276
FL	TAMPA	2	\$113	1,192	\$796,374
FL	WEST PALM BEACH	10	\$2,471	722	\$232,392
	<b>FL Total</b>	<b>59</b>	<b>\$11,435</b>	<b>5,252</b>	<b>\$2,404,349</b>

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STATE	MARKET	12/22/08 - 12/27/08		2008 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
GA	ALBANY, GA	6	\$678	461	\$61,227
GA	ATLANTA	0	\$0	1,552	\$956,212
GA	AUGUSTA	2	\$332	491	\$98,470
GA	COLUMBUS, GA	9	\$477	362	\$38,649
GA	MACON	13	\$1,654	572	\$53,239
GA	SAVANNAH	9	\$360	1,031	\$135,538
	<b>GA Total</b>	<b>39</b>	<b>\$3,501</b>	<b>4,469</b>	<b>\$1,343,335</b>
HI	HONOLULU	4	\$605	1,680	\$444,049
IA	CEDAR RAPIDS	7	\$358	1,292	\$240,222
IA	DAVENPORT	4	\$1,753	867	\$298,070
IA	DES MOINES	17	\$381	2,164	\$346,107
IA	OTTUMWA	13	\$72	298	\$7,026
IA	SIOUX CITY	2	\$46	346	\$44,988
	<b>IA Total</b>	<b>43</b>	<b>\$2,610</b>	<b>4,967</b>	<b>\$936,413</b>
ID	BOISE	4	\$1,036	829	\$46,614
ID	IDAHO FALLS-POCATELLO	8	\$236	314	\$10,553
ID	TWIN FALLS	12	\$425	266	\$8,901
	<b>ID Total</b>	<b>24</b>	<b>\$1,697</b>	<b>1,409</b>	<b>\$66,068</b>
IL	CHAMPAIGN	17	\$391	1,442	\$126,404
IL	CHICAGO	52	\$51,572	2,168	\$2,132,879
IL	PEORIA	37	\$3,694	710	\$114,028
IL	QUINCY	41	\$1,048	818	\$18,440
IL	ROCKFORD	1	\$64	102	\$7,049
	<b>IL Total</b>	<b>148</b>	<b>\$56,769</b>	<b>5,240</b>	<b>\$2,398,800</b>
IN	EVANSVILLE	17	\$2,828	873	\$78,088
IN	FT. WAYNE	5	\$266	292	\$21,683
IN	INDIANAPOLIS	16	\$1,948	813	\$458,582
IN	LAFAYETTE, IN	6	\$289	56	\$2,917
IN	SOUTH BEND	5	\$568	306	\$42,503
IN	TERRE HAUTE	15	\$1,014	629	\$31,054
	<b>IN Total</b>	<b>64</b>	<b>\$6,913</b>	<b>2,969</b>	<b>\$634,827</b>
KS	TOPEKA	4	\$41	695	\$63,270
KS	WICHITA	15	\$321	1,142	\$191,984
	<b>KS Total</b>	<b>19</b>	<b>\$362</b>	<b>1,837</b>	<b>\$255,254</b>
KY	BOWLING GREEN	3	\$1,088	89	\$10,093
KY	LEXINGTON	8	\$408	1,331	\$192,464
KY	LOUISVILLE	2	\$293	1,167	\$389,802
KY	PADUCAH	13	\$868	787	\$65,589
	<b>KY Total</b>	<b>26</b>	<b>\$2,657</b>	<b>3,374</b>	<b>\$657,948</b>
LA	ALEXANDRIA	8	\$340	261	\$11,926
LA	BATON ROUGE	0	\$0	1,214	\$427,235
LA	LAFAYETTE, LA	8	\$392	983	\$151,729
LA	LAKE CHARLES	6	\$438	79	\$4,169
LA	MONROE	4	\$270	220	\$18,580
LA	NEW ORLEANS	2	\$305	1,872	\$454,873
LA	SHREVEPORT	0	\$0	1,020	\$215,284
	<b>LA Total</b>	<b>28</b>	<b>\$1,745</b>	<b>5,649</b>	<b>\$1,283,796</b>

STATE	MARKET	12/22/08 - 12/27/08		2008 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
MA	BOSTON	1	\$273	1,239	\$1,615,363
MA	SPRINGFIELD, MA	4	\$144	595	\$67,614
	<b>MA Total</b>	<b>5</b>	<b>\$417</b>	<b>1,834</b>	<b>\$1,682,977</b>
MD	BALTIMORE	3	\$269	712	\$115,033
MD	SALISBURY	3	\$1,145	736	\$126,572
	<b>MD Total</b>	<b>6</b>	<b>\$1,414</b>	<b>1,448</b>	<b>\$241,605</b>
ME	BANGOR	8	\$377	1,707	\$165,475
ME	PORTLAND, ME	25	\$2,764	3,701	\$749,069
ME	PRESQUE ISLE	0	\$0	5	\$710
	<b>ME Total</b>	<b>33</b>	<b>\$3,141</b>	<b>5,413</b>	<b>\$915,254</b>
MI	ALPENA	16	\$1,947	63	\$7,127
MI	DETROIT	7	\$2,523	2,684	\$3,777,574
MI	FLINT	8	\$545	1,000	\$250,617
MI	GRAND RAPIDS	17	\$2,268	1,867	\$680,834
MI	LANSING	2	\$230	2,127	\$318,919
MI	MARQUETTE	22	\$1,392	480	\$40,516
MI	TRAVERSE CITY	3	\$393	1,838	\$312,467
	<b>MI Total</b>	<b>75</b>	<b>\$9,298</b>	<b>10,059</b>	<b>\$5,388,054</b>
MN	DULUTH	15	\$1,458	983	\$97,485
MN	MANKATO	0	\$0	5	\$400
MN	MINNEAPOLIS	12	\$1,086	3,424	\$2,271,489
MN	ROCHESTER, MN	9	\$690	827	\$63,601
	<b>MN Total</b>	<b>36</b>	<b>\$3,234</b>	<b>5,239</b>	<b>\$2,432,975</b>
MO	COLUMBIA, MO	4	\$220	710	\$123,806
MO	JOPLIN	6	\$134	594	\$41,969
MO	KANSAS CITY	28	\$1,712	1,466	\$591,368
MO	SPRINGFIELD, MO	28	\$9,102	851	\$196,169
MO	ST LOUIS	7	\$474	1,205	\$703,125
	<b>MO Total</b>	<b>73</b>	<b>\$11,642</b>	<b>4,826</b>	<b>\$1,656,437</b>
MS	BILOXI	0	\$0	592	\$231,192
MS	COLUMBUS/TUPELO	10	\$838	866	\$97,786
MS	GREENWOOD	11	\$442	169	\$14,433
MS	HATTIESBURG-LAUREL	3	\$333	340	\$84,343
MS	JACKSON, MS	0	\$0	1,572	\$367,760
MS	MERIDIAN	7	\$387	359	\$17,823
	<b>MS Total</b>	<b>31</b>	<b>\$2,000</b>	<b>3,898</b>	<b>\$813,337</b>
MT	BILLINGS	24	\$704	1,018	\$39,442
MT	BUTTE	11	\$589	307	\$16,921
MT	GLENDIVE	12	\$422	60	\$2,217
MT	GREAT FALLS	29	\$662	384	\$9,362
MT	HELENA	17	\$1,155	178	\$7,069
MT	MISSOULA	11	\$817	772	\$43,531
	<b>MT Total</b>	<b>104</b>	<b>\$4,349</b>	<b>2,719</b>	<b>\$118,542</b>
NC	CHARLOTTE	4	\$3,692	595	\$346,587
NC	GREENSBORO	9	\$278	684	\$34,310
NC	GREENVILLE, NC	12	\$1,202	859	\$129,410
NC	RALEIGH	6	\$2,820	934	\$460,997
NC	WILMINGTON	0	\$0	155	\$18,436
	<b>NC Total</b>	<b>31</b>	<b>\$7,992</b>	<b>3,227</b>	<b>\$989,740</b>

STATE	MARKET	12/22/08 - 12/27/08		2008 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
ND	BISMARCK-MINOT	55	\$5,286	1,901	\$121,424
ND	FARGO	49	\$8,006	1,710	\$214,154
	<b>ND Total</b>	<b>104</b>	<b>\$13,292</b>	<b>3,611</b>	<b>\$335,578</b>
NE	LINCOLN	34	\$8,220	817	\$163,780
NE	NORTH PLATTE	39	\$2,131	201	\$13,654
NE	OMAHA	74	\$20,706	1,652	\$465,386
	<b>NE Total</b>	<b>147</b>	<b>\$31,057</b>	<b>2,670</b>	<b>\$642,820</b>
NH	MANCHESTER, NH	0	\$0	720	\$546,300
NM	ALBUQUERQUE	13	\$1,555	1,307	\$489,742
NV	LAS VEGAS	8	\$2,440	1,993	\$607,700
NV	RENO	9	\$326	1,431	\$131,089
	<b>NV Total</b>	<b>17</b>	<b>\$2,766</b>	<b>3,424</b>	<b>\$738,789</b>
NY	ALBANY, NY	92	\$23,297	3,142	\$863,338
NY	BINGHAMTON	0	\$0	187	\$7,162
NY	BUFFALO	35	\$13,946	1,378	\$477,963
NY	ELMIRA	3	\$198	82	\$9,838
NY	NEW YORK	171	\$370,328	3,398	\$8,266,374
NY	ROCHESTER, NY	103	\$22,711	2,013	\$294,247
NY	SYRACUSE	157	\$32,701	1,662	\$364,979
NY	UTICA	0	\$0	281	\$15,808
NY	WATERTOWN	1	\$10	139	\$9,008
	<b>NY Total</b>	<b>562</b>	<b>\$463,191</b>	<b>12,282</b>	<b>\$10,308,717</b>
OH	CINCINNATI	3	\$183	2,154	\$795,957
OH	CLEVELAND	7	\$1,421	2,750	\$1,790,928
OH	COLUMBUS, OH	18	\$8,366	2,377	\$1,344,125
OH	DAYTON	3	\$327	2,397	\$695,760
OH	LIMA	1	\$148	396	\$107,142
OH	TOLEDO	60	\$13,118	2,439	\$556,962
OH	YOUNGSTOWN	1	\$744	1,027	\$238,712
OH	ZANESVILLE	0	\$0	93	\$8,095
	<b>OH Total</b>	<b>93</b>	<b>\$24,307</b>	<b>13,633</b>	<b>\$5,537,681</b>
OK	OKLAHOMA CITY	21	\$13,160	1,533	\$553,753
OK	TULSA	30	\$5,263	2,187	\$566,561
	<b>OK Total</b>	<b>51</b>	<b>\$18,423</b>	<b>3,720</b>	<b>\$1,120,314</b>
OR	BEND	0	\$0	248	\$25,546
OR	EUGENE	8	\$536	1,204	\$111,419
OR	MEDFORD-KLAMATH FALLS	6	\$255	364	\$29,690
OR	PORTLAND, OR	6	\$182	1,762	\$593,736
	<b>OR Total</b>	<b>20</b>	<b>\$973</b>	<b>3,578</b>	<b>\$760,391</b>
PA	ERIE	18	\$1,186	1,124	\$142,709
PA	HARRISBURG	10	\$4,119	1,832	\$602,707
PA	JOHNSTOWN	8	\$640	1,137	\$123,781
PA	PHILADELPHIA	5	\$2,441	1,946	\$2,095,533
PA	PITTSBURGH	21	\$4,416	2,121	\$1,320,897
PA	WILKES BARRE	22	\$2,147	901	\$299,238
	<b>PA Total</b>	<b>84</b>	<b>\$14,949</b>	<b>9,061</b>	<b>\$4,584,865</b>
RI	PROVIDENCE	1	\$158	814	\$301,832

STATE	MARKET	12/22/08 - 12/27/08		2008 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
SC	CHARLESTON, SC	8	\$955	793	\$67,091
SC	COLUMBIA, SC	2	\$147	371	\$102,120
SC	GREENVILLE, SC	8	\$535	914	\$101,065
SC	MYRTLE BEACH	7	\$1,018	338	\$26,003
	<b>SC Total</b>	<b>25</b>	<b>\$2,655</b>	<b>2,416</b>	<b>\$296,279</b>
SD	RAPID CITY	5	\$111	56	\$2,751
SD	SIOUX FALLS	0	\$0	391	\$59,363
	<b>SD Total</b>	<b>5</b>	<b>\$111</b>	<b>447</b>	<b>\$62,114</b>
TN	CHATTANOOGA	11	\$759	924	\$138,518
TN	JACKSON, TN	0	\$0	3	\$380
TN	KNOXVILLE	9	\$1,940	1,010	\$145,722
TN	MEMPHIS	3	\$283	457	\$122,769
TN	NASHVILLE	0	\$0	1,558	\$508,010
TN	TRI-CITIES	0	\$0	321	\$55,642
	<b>TN Total</b>	<b>23</b>	<b>\$2,982</b>	<b>4,273</b>	<b>\$971,041</b>
TX	ABILENE-SWEETWATER	10	\$469	670	\$38,191
TX	AMARILLO	6	\$324	585	\$29,107
TX	AUSTIN	0	\$0	550	\$123,231
TX	BEAUMONT	6	\$282	505	\$89,643
TX	CORPUS CHRISTI	15	\$969	402	\$25,200
TX	DALLAS	7	\$1,640	2,569	\$3,736,232
TX	EL PASO	6	\$351	753	\$78,399
TX	HARLINGEN	6	\$487	941	\$110,583
TX	HOUSTON	16	\$4,703	3,884	\$2,394,537
TX	LAREDO	10	\$1,076	138	\$13,147
TX	LUBBOCK	17	\$1,646	851	\$71,369
TX	ODESSA/MIDLAND	12	\$1,338	496	\$36,146
TX	SAN ANGELO	137	\$3,608	3,181	\$112,488
TX	SAN ANTONIO	1	\$240	1,271	\$399,036
TX	SHERMAN	6	\$418	98	\$9,078
TX	TYLER	5	\$776	547	\$78,557
TX	VICTORIA	9	\$269	36	\$776
TX	WACO	0	\$0	164	\$22,166
TX	WICHITA FALLS	6	\$335	697	\$84,736
	<b>TX Total</b>	<b>275</b>	<b>\$18,931</b>	<b>18,338</b>	<b>\$7,452,622</b>
UT	SALT LAKE CITY	74	\$15,964	2,407	\$665,648
VA	CHARLOTTESVILLE	79	\$3,272	1,414	\$81,758
VA	HARRISONBURG	10	\$1,168	140	\$16,644
VA	NORFOLK	1	\$13	522	\$176,833
VA	RICHMOND	5	\$648	1,167	\$198,773
VA	ROANOKE	12	\$212	563	\$76,700
	<b>VA Total</b>	<b>107</b>	<b>\$5,313</b>	<b>3,806</b>	<b>\$550,708</b>
VT	BURLINGTON	0	\$0	800	\$209,260
WA	SEATTLE	28	\$3,495	1,666	\$401,725
WA	SPOKANE	5	\$1,133	399	\$49,782
WA	YAKIMA	6	\$75	209	\$7,358
	<b>WA Total</b>	<b>39</b>	<b>\$4,703</b>	<b>2,274</b>	<b>\$458,865</b>

STATE	MARKET	12/22/08 - 12/27/08		2008 YTD	
		SPOT COUNT	EST COST	SPOT COUNT	EST COST
WI	GREEN BAY	5	\$67	1,643	\$253,344
WI	LA CROSSE	20	\$1,547	1,901	\$207,048
WI	MADISON	15	\$1,958	1,031	\$175,304
WI	MILWAUKEE	7	\$7,784	3,704	\$1,437,962
WI	WAUSAU	45	\$2,835	1,648	\$141,200
	<b>WI Total</b>	<b>92</b>	<b>\$14,191</b>	<b>9,927</b>	<b>\$2,214,858</b>
WV	BLUEFIELD-BECKLEY	26	\$1,495	620	\$38,566
WV	CHARLESTON, WV	35	\$7,704	2,456	\$621,267
WV	CLARKSBURG	37	\$1,427	711	\$70,187
WV	PARKERSBURG	10	\$1,287	259	\$30,573
WV	WHEELING-STEUBENVILLE	22	\$3,846	905	\$150,522
	<b>WV Total</b>	<b>130</b>	<b>\$15,759</b>	<b>4,951</b>	<b>\$911,115</b>
WY	CASPER	1	\$12	7	\$97
WY	CHEYENNE	13	\$982	262	\$12,688
	<b>WY Total</b>	<b>14</b>	<b>\$994</b>	<b>269</b>	<b>\$12,785</b>
Cable	CABLE	709	\$1,750,591	84,922	\$158,366,788
National	NATIONAL	25	\$517,292	3,133	\$125,632,808
<b>GRAND TOTAL</b>		<b>4,498</b>	<b>\$3,532,298</b>	<b>338,891</b>	<b>\$393,959,847</b>

Cable = Network Cable  
 National = Network Broadcast

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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