

State: Massachusetts
 Election: 2010 Senatorial Special Election
 Primary: January 19, 2010
 Demographic: Adults 35+



Massachusetts Senatorial Political Advertising Broadcast and Cable Spending

Scott Brown for Senate Market	%RV	1Q '10		12/30-1/4		1/5-1/19		TOTAL	
		CPP		Cost	GRP	Cost	GRP	Cost	GRP
Albany cable	2%	\$100		\$ 8,764	87	\$ 8,764	87	\$ 17,528	174
Boston, MA	79%	\$419		\$ 49,260	118	\$ 1,965,550	4,691	\$ 2,014,810	4,809
Boston, MA cable	79%	\$692		\$ 219,814	318	\$ 219,814	318	\$ 439,627	635
Providence	8%	\$83		\$ -	0	\$ 127,715	1,539	\$ 127,715	1,539
Providence cable	8%	\$140		\$ 66,670	478	\$ 66,670	478	\$ 133,340	955
Springfield-Holyoke, MA	10%	\$50		\$ 9,839	197	\$ 271,418	5,428	\$ 281,257	5,625
Springfield-Holyoke, MA cable	10%	\$83		\$ 25,327	305	\$ 57,782	695	\$ 83,108	1,000
Grand Total				\$ 379,673		\$ 2,717,712		\$ 3,097,385	

General Election

Martha Coakley for Senate Market	%RV	1Q '10		11/3-11/9		11/10-11/16		11/17-11/23		11/24-11/30		12/1-12/8		1/7-1/19		TOTAL		
		CPP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP		
Albany cable	2%	\$100	\$ -	0	\$ -	0	\$ 10,446	104	\$ 10,446	104	\$ 10,446	104	\$ -	0	\$ 10,446	104	\$ 41,783	416
Boston, MA	79%	\$419	\$ 74,935	179	\$ 61,770	147	\$ 120,600	288	\$ 137,350	328	\$ 275,130	657	\$ -	0	\$ 1,758,620	4,197	\$ 2,428,405	5,796
Boston, MA cable	79%	\$692	\$ -	0	\$ -	0	\$ -	0	\$ 5,276	8	\$ 5,276	8	\$ -	0	\$ 5,276	8	\$ 15,828	23
Providence	8%	\$83	\$ -	0	\$ -	0	\$ -	0	\$ -	0	\$ -	0	\$ -	0	\$ 118,920	1,433	\$ 118,920	1,433
Providence cable	8%	\$140	\$ 28,451	204	\$ 28,451	204	\$ 28,451	204	\$ 28,451	204	\$ 28,451	204	\$ -	0	\$ 28,451	204	\$ 170,705	1,223
Springfield-Holyoke, MA	10%	\$50	\$ 7,365	147	\$ 8,830	177	\$ 13,205	264	\$ 17,020	340	\$ 25,600	512	\$ -	0	\$ 207,865	4,157	\$ 279,885	5,598
Springfield-Holyoke, MA cable	10%	\$83	\$ 11,676	141	\$ 11,676	141	\$ 11,676	141	\$ 11,676	141	\$ 11,676	141	\$ -	0	\$ 64,462	776	\$ 122,842	1,478
Grand Total			\$ 122,427		\$ 110,727		\$ 184,378		\$ 210,219		\$ 356,579		\$ -		\$ 2,194,040		\$ 3,178,368	

Democratic Primary

General Election