

Election: 2009 Virginia Gubernatorial
 Demographic: Adults 35+
 TV Stations: WJLA, WUSA, WTTG, WRC



Broadcast Spending Detail Report - Washington, DC

Weekly Buy Detail

Market Name	Candidate	Week Of	GRP	\$ Amount	CPP	Spots
WASHINGTON, DC	Bob McDonnell	5/11/2009	222.6	\$85,700.00	\$385.00	95
WASHINGTON, DC	Bob McDonnell	5/18/2009	503.9	\$227,845.00	\$452.16	206
WASHINGTON, DC	Terry McAuliffe	5/25/2009	159.7	\$159,625.00	\$999.53	106
WASHINGTON, DC	Bob McDonnell	5/25/2009	576	\$228,845.00	\$397.30	231
WASHINGTON, DC	Creigh Deeds	6/1/2009	239.1	\$150,030.00	\$627.48	143
WASHINGTON, DC	Terry McAuliffe	6/1/2009	486.9	\$377,450.00	\$775.21	281
WASHINGTON, DC	Bob McDonnell	6/1/2009	738.5	\$332,565.00	\$450.32	294
WASHINGTON, DC	Creigh Deeds	6/8/2009	241.1	\$135,255.00	\$560.99	135
WASHINGTON, DC	Terry McAuliffe	6/8/2009	141.6	\$99,865.00	\$705.26	87
WASHINGTON, DC	Bob McDonnell	6/8/2009	121.5	\$55,645.00	\$457.98	55

DC Totals

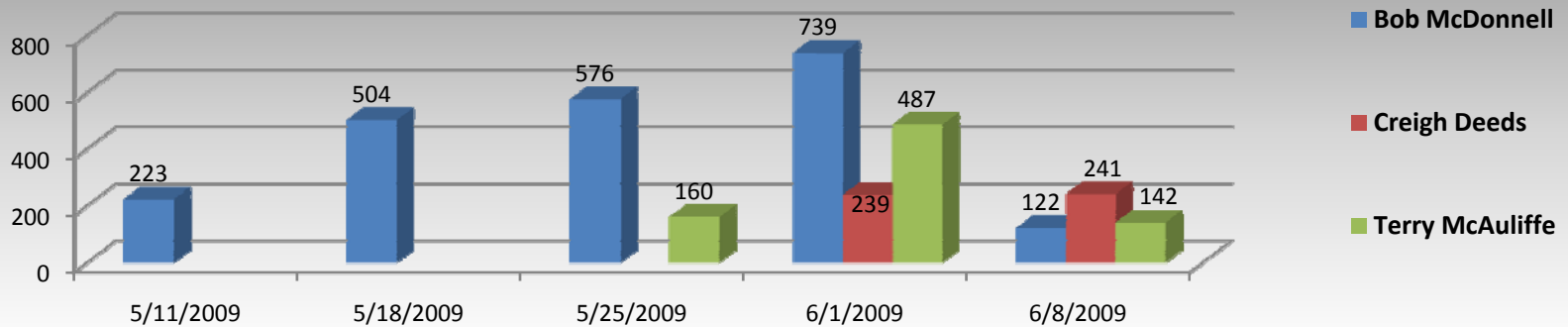
Market Name	Candidate	Week Of	Total GRP	Total \$ Amount	Average CPP	Total Spots
WASHINGTON, DC	Bob McDonnell	5/11-6/8	2,162.5	\$930,600	\$430	881
WASHINGTON, DC	Terry McAuliffe	5/25-6/8	788.2	\$636,940	\$808	474
WASHINGTON, DC	Creigh Deeds	6/1-6/8	480.2	\$285,285	\$594	278

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Candidate Gross Ratings Point Comparison, Week of 5/11-6/8



Candidate Cost Per Point Comparison, Week of 5/11-5/8

