

Election: 2009 Virginia Gubernatorial  
 Demographic: Adults 35+  
 TV Stations: WWBT, WTVR, WRLH, WRIC



## Broadcast Spending Detail Report - Richmond

### Richmond Weekly Buy Detail

Market Name	Candidate/Issue Group	WeekOf	Purch GRP	Purch \$	Purch CPP	Purch Spots
RICHMOND-PETERSBURG, VA	Creigh Deeds	5/4/2009	494.3	\$34,840	\$70.48	117
RICHMOND-PETERSBURG, VA	Terry McAuliffe	5/4/2009	634.1	\$35,155	\$55.44	160
RICHMOND-PETERSBURG, VA	Common Sense Virginia	5/4/2009	216.5	\$25,160	\$116.21	52
RICHMOND-PETERSBURG, VA	Creigh Deeds	5/11/2009	383	\$28,705	\$74.95	91
RICHMOND-PETERSBURG, VA	Terry McAuliffe	5/11/2009	732.3	\$49,235	\$67.23	174
RICHMOND-PETERSBURG, VA	Bob McDonnell	5/11/2009	649.5	\$33,710	\$51.90	167
RICHMOND-PETERSBURG, VA	Common Sense Virginia	5/11/2009	390.7	\$33,665	\$86.17	92
RICHMOND-PETERSBURG, VA	Creigh Deeds	5/18/2009	490.5	\$33,565	\$68.43	124
RICHMOND-PETERSBURG, VA	Terry McAuliffe	5/18/2009	825.3	\$53,970	\$65.39	189
RICHMOND-PETERSBURG, VA	Bob McDonnell	5/18/2009	674.5	\$35,190	\$52.17	178
RICHMOND-PETERSBURG, VA	Common Sense Virginia	5/18/2009	432.2	\$43,590	\$100.86	109
RICHMOND-PETERSBURG, VA	Creigh Deeds	5/25/2009	340.2	\$18,285	\$53.75	95
RICHMOND-PETERSBURG, VA	Terry McAuliffe	5/25/2009	557.9	\$29,705	\$53.24	134
RICHMOND-PETERSBURG, VA	Bob McDonnell	5/25/2009	685.1	\$36,205	\$52.85	187
RICHMOND-PETERSBURG, VA	Common Sense Virginia	5/25/2009	467	\$38,105	\$81.60	118
RICHMOND-PETERSBURG, VA	Creigh Deeds	6/1/2009	882.6	\$58,183	\$65.92	212
RICHMOND-PETERSBURG, VA	Terry McAuliffe	6/1/2009	1,440.00	\$88,045	\$61.14	402
RICHMOND-PETERSBURG, VA	Bob McDonnell	6/1/2009	774.1	\$41,325	\$53.38	206
RICHMOND-PETERSBURG, VA	Common Sense Virginia	6/1/2009	457.4	\$38,300	\$83.73	109
RICHMOND-PETERSBURG, VA	Creigh Deeds	6/8/2009	304.5	\$19,030	\$62.50	75
RICHMOND-PETERSBURG, VA	Terry McAuliffe	6/8/2009	441.8	\$30,235	\$68.44	138
RICHMOND-PETERSBURG, VA	Bob McDonnell	6/8/2009	184.7	\$10,070	\$54.52	50
RICHMOND-PETERSBURG, VA	Common Sense Virginia	6/8/2009	57.5	\$7,695	\$133.83	15

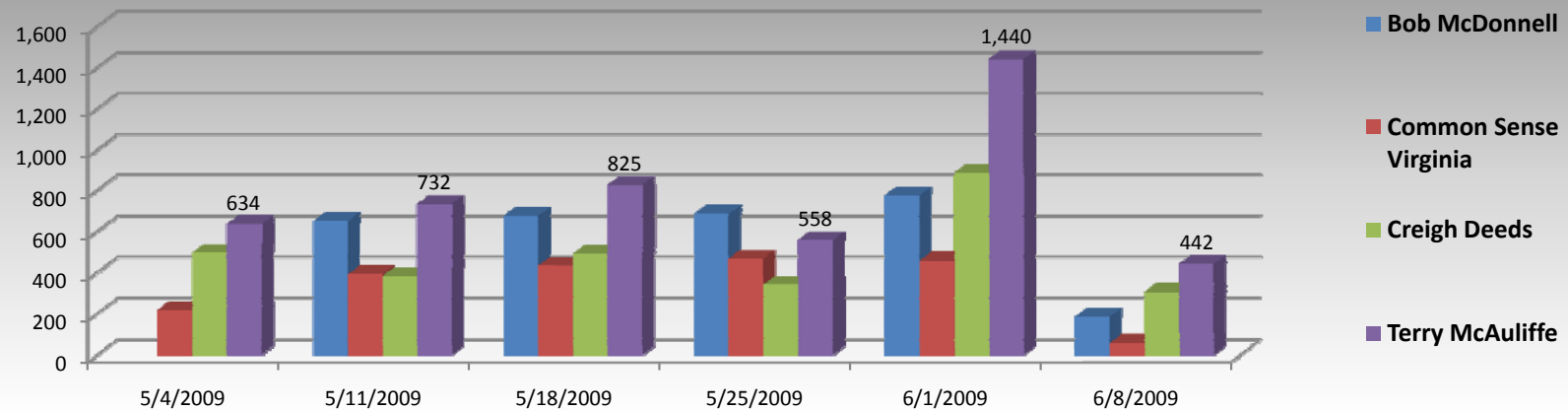
### Richmond Totals

Market Name	Candidate/Issue Group	Week of	Total Purch GRP	Total Purch \$	Purch CPP	Total Purch Spots
RICHMOND-PETERSBURG, VA	Creigh Deeds	5/4-6/8	2,895.1	\$192,608	\$66.53	714
RICHMOND-PETERSBURG, VA	Terry McAuliffe	5/4-6/8	4,631.4	\$286,345	\$61.83	1,197
RICHMOND-PETERSBURG, VA	Bob McDonnell	5/11-6/8	2,967.9	\$156,500	\$52.73	788
RICHMOND-PETERSBURG, VA	Common Sense VA	5/4-6/8	2,021.3	\$186,515	\$92.27	495



### Broadcast Spending Detail Report - Richmond

#### Candidate Gross Ratings Point Comparison, Week of 5/4-6/8



#### Candidate Cost Per Point Comparison, Week of 5/4-6/8

