



Virginia Broadcast & Cable Competitive

Creigh Deeds Market	RV%	3QCPP		8/31-9/2		9/3-9/6		9/7-9/14		9/15-9/21		9/22-9/29	
		A35+	Total	GRP	Total	GRP	Total	GRP	Total	GRP	Total	GRP	
Charlottesville, VA	3%	\$33	\$ 9,370	281	\$ 8,120	243	\$ 16,305	489	\$ 13,655	409	\$ 17,090	512	
Charlottesville, VA cable	3%	\$36	\$ 2,760	77	\$ 2,990	83	\$ 5,750	160	\$ 2,000	56	\$ 2,400	67	
Harrisonburg, VA	3%	\$49	\$ 11,565	235	\$ 10,000	203	\$ 17,500	356	\$ 22,460	457	\$ 29,195	594	
Harrisonburg, VA cable	3%	\$53	\$ 2,991	57	\$ 3,392	64	\$ 6,240	118	\$ 2,780	53	\$ 3,280	62	
Norfolk, VA	22%	\$73	\$ 29,225	401	\$ 26,025	357	\$ 46,294	635	\$ 58,487	803	\$ 54,113	743	
Norfolk, VA cable	22%	\$102	\$ 8,737	86	\$ 10,300	101	\$ 7,883	77	\$ 12,300	121	\$ 12,290	121	
Richmond-Petersburg, VA	18%	\$66	\$ 30,835	468	\$ 24,260	368	\$ 37,950	576	\$ 53,165	808	\$ 65,425	994	
Richmond-Petersburg, VA cable	18%	\$76	\$ 9,595	126	\$ 11,996	157	\$ 15,149	198	\$ 10,947	143	\$ 18,244	239	
Roanoke-Lynchburg, VA	14%	\$46	\$ 26,080	571	\$ 24,895	545	\$ 37,025	811	\$ 52,005	1,139	\$ 84,925	1,861	
Roanoke-Lynchburg, VA cable	14%	\$39	\$ 5,784	150	\$ 6,793	176	\$ 10,672	276	\$ 6,675	173	\$ 7,558	196	
Tri-Cities, TN/VA	3%	\$35	\$ 13,850	394	\$ 11,875	338	\$ 25,340	722	\$ 29,220	832	\$ 32,690	931	
Tri-Cities, TN/VA cable	3%	\$46	\$ 3,718	81	\$ 2,065	45	\$ 3,875	85	\$ 2,999	66	\$ 3,599	79	
Washington, DC	36%	\$506		0		0	\$ 332,340	656	\$ 286,575	566	\$ 377,955	746	
Washington, DC cable	36%	\$644		0		0	\$ 51,072	79	\$ 79,914	124	\$ 99,052	154	
Grand Total			\$ 154,510		\$ 142,711		\$ 613,395		\$ 633,182		\$ 807,816		

Bob McDonnell Market	RV%	3QCPP		8/31-9/6		9/7-9/14		9/14-9/20		9/21-9/28	
		A35+	Total	GRP	Total	GRP	Total	GRP	Total	GRP	
Charlottesville, VA	3%	\$25	\$ 9,445	374	\$ 9,480	375	\$ 10,995	435	\$ 14,155	560	
Charlottesville, VA cable	3%	\$27	\$ 3,295	121	\$ 2,715	100	\$ 3,103	114	\$ 3,114	114	
Harrisonburg, VA	3%	\$37	\$ 10,690	287	\$ 8,035	216	\$ 10,930	293	\$ 14,845	399	
Harrisonburg, VA cable	3%	\$40	\$ 6,122	153	\$ 5,218	131	\$ 5,836	146	\$ 5,858	147	
Norfolk, VA	22%	\$55	\$ 42,060	762	\$ 43,820	794	\$ 40,901	741	\$ 55,240	1,001	
Norfolk, VA cable	22%	\$77	\$ 10,000	130	\$ 9,000	117	\$ 10,000	130	\$ 10,000	130	
Richmond-Petersburg, VA	18%	\$50	\$ 40,765	817	\$ 37,895	760	\$ 39,725	796	\$ 50,830	1,019	
Richmond-Petersburg, VA cable	18%	\$58	\$ 12,487	216	\$ 9,580	166	\$ 10,648	184	\$ 10,197	176	
Roanoke-Lynchburg, VA	14%	\$35	\$ 33,960	982	\$ 22,075	638	\$ 31,240	903	\$ 35,385	1,023	
Roanoke-Lynchburg, VA cable	14%	\$29	\$ 6,144	210	\$ 6,144	210	\$ 7,026	240	\$ 7,867	269	
Tri-Cities, TN/VA	3%	\$27	\$ 18,644	701	\$ 12,410	466	\$ 12,480	469	\$ 14,835	558	
Tri-Cities, TN/VA cable	3%	\$35	\$ 4,969	144	\$ 4,209	122	\$ 5,295	153	\$ 5,269	152	
Washington, DC	36%	\$384		0	\$ 265,935	693	\$ 336,140	876	\$ 343,215	894	
Washington, DC cable	36%	\$488		0	\$ 51,700	106	\$ 78,017	160	\$ 77,740	159	
Grand Total			\$ 198,580		\$ 488,216		\$ 602,336		\$ 648,550		

Election: 2009 Virginia Gubernatorial
 Demographic: Adults 35+

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Virginia Common Sense Market	RV%	3QCPP A35+					9/10-9/18		9/22-10/1	
							Cost	GRP	Cost	GRP
Charlottesville, VA	3%	\$44					\$ 23,150	526	\$ 22,070	502
Charlottesville, VA cable	3%	\$48					\$ 2,500	53	\$ 2,500	53
Harrisonburg, VA	3%	\$62					\$ 26,310	424	\$ 26,495	427
Harrisonburg, VA cable	3%	\$75					\$ 3,000	40	\$ 3,000	40
Norfolk, VA	22%	\$92					\$ 58,620	637	\$ 36,770	400
Norfolk, VA cable	22%	\$129					\$ 9,270	72	\$ 9,940	77
Richmond-Petersburg, VA	18%	\$86					\$ 58,713	683	\$ 39,414	458
Richmond-Petersburg, VA cable	18%	\$99					\$ 15,245	153	\$ 17,935	180
Roanoke-Lynchburg, VA	14%	\$56					\$ 52,127	931	\$ 48,063	858
Roanoke-Lynchburg, VA cable	14%	\$54					\$ 7,993	148	\$ 7,993	148
Tri-Cities, TN/VA	3%	\$44					\$ 29,443	669	\$ 23,009	523
Tri-Cities, TN/VA cable	3%	\$57					\$ -	0	\$ -	0
Washington, DC	36%	\$665					\$ -	0	\$ -	0
Washington, DC cable	36%	\$846					\$ -	0	\$ -	0
Grand Total							\$ 286,371		\$ 237,189	

Election: 2009 Virginia Gubernatorial
 Demographic: Adults 35+

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Ken Cuccinelli for Attorney General		A35+	9/29-10/5		10/6-10/12		10/13-10/19		10/20-10/26		10/27-11/2		TOTAL	
Market	%RV	CPP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP
Norfolk, VA	22%	\$55	\$ 35,725	647	\$ 35,725	647	\$ 50,995	924	\$ 63,310	1,147	\$ 61,980	1,123	\$ 247,735	3,708
Richmond-Petersburg, VA	18%	\$50	\$ 35,175	705	\$ 35,175	705	\$ 55,225	1,107	\$ 64,635	1,296	\$ 63,395	1,271	\$ 253,605	4,810
Roanoke-Lynchburg, VA	14%	\$35	\$ 25,825	747	\$ 25,825	747	\$ 39,610	1,145	\$ 40,450	1,170	\$ 39,445	1,141	\$ 171,155	4,118
Grand Total			\$ 96,725		\$ 96,725		\$ 145,830		\$ 168,395		\$ 164,820		\$ 672,495	

Bill Bolling for Lt. Gov		A35+	9/22-9/28		TOTAL	
Market	%RV	CPP	Cost	GRP	Cost	GRP
Norfolk, VA	22%	\$55	\$ 27,790		\$ 27,790	416
Norfolk, VA cable	22%	\$77	\$ 1,216		\$ 1,216	13
Richmond-Petersburg, VA	18%	\$50	\$ 19,950		\$ 19,950	378
Roanoke-Lynchburg, VA	14%	\$35	\$ 19,290		\$ 19,290	464
Washington, DC cable	36%	\$488	\$ 6,354		\$ 6,354	12
Grand Total			\$ 74,600		\$ 74,600	

Shannon for Attorney Genreal		A35+	9/22-9/27		TOTAL	
Market	%RV	CPP	Cost	GRP	Cost	GRP
Norfolk, VA	22%	\$55	\$ 35,685		\$ 35,685	534
Norfolk, VA cable	22%	\$77	\$ 3,678		\$ 3,678	39
Richmond-Petersburg, VA	18%	\$50	\$ 42,955		\$ 42,955	815
Richmond-Petersburg, VA cable	18%	\$58	\$ 6,600		\$ 6,600	108
Roanoke-Lynchburg, VA	14%	\$35	\$ 21,440		\$ 21,440	516
Roanoke-Lynchburg, VA cable	14%	\$29	\$ 3,586		\$ 3,586	89
Tri-Cities, TN/VA cable	3%	\$35	\$ 2,503		\$ 2,503	62
Washington, DC cable	36%	\$488	\$ 24,500		\$ 24,500	45
Grand Total			\$ 140,947		\$ 140,947	