



Virginia Gubernatorial Political Advertising Broadcast & Cable Spending

Creigh Deeds Market	RV%	2QCPP		5/4-5/10		5/11-5/17		5/18-5/24		5/25-5/31		6/1-6/9		6/25-7/3	
		A35+	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	
Charlottesville, VA	3%	\$36		0		0		0		\$ 6,235	174	\$ 12,830	359		
Charlottesville, VA cable	3%	\$39		0		0		0		\$ 1,713	44	\$ 9,788	253		
Harrisonburg, VA	3%	\$51		0		0		0		\$ 1,000	19	\$ 16,875	328		
Harrisonburg, VA cable	3%	\$62		0		0		0		\$ 1,840	30	\$ 10,661	172		
Norfolk, VA	22%	\$88	\$ 17,710	201	\$ 27,260	309	\$ 24,600	279	\$ 29,510	335	\$ 85,085	965			
Norfolk, VA cable	22%	\$124	\$ 25,650	207	\$ 19,672	159	\$ 18,285	147	\$ 10,558	85	\$ 10,558	85			
Richmond-Petersburg, VA	18%	\$67	\$ 35,495	534	\$ 40,980	616	\$ 38,185	574	\$ 29,600	445	\$ 88,435	1,329			
Richmond-Petersburg, VA cable	18%	\$77	\$ 24,465	318	\$ 20,543	267	\$ 20,511	267	\$ 10,648	138	\$ 10,648	138			
Roanoke-Lynchburg, VA	14%	\$55	\$ 11,345	207	\$ 19,805	361	\$ 15,215	277	\$ 14,775	269	\$ 67,490	1,230			
Roanoke-Lynchburg, VA cable	14%	\$53	\$ 7,020	133	\$ 7,975	151	\$ 7,500	142	\$ 10,782	204	\$ 1,253	24			
Tri-Cities, TN/VA	3%	\$41	\$ 6,500	157	\$ 7,115	172	\$ 6,472	157	\$ 12,170	294	\$ 21,774	527			
Tri-Cities, TN/VA cable	3%	\$53	\$ 6,440	120	\$ 6,447	121	\$ 3,253	61	\$ 7,550	141	\$ 4,299	80			
Washington, DC	36%	\$594		0		0		0		0	\$ 286,135	482			
Washington, DC cable	36%	\$756		0		0		0		0	\$ 66,748	88			
Grand Total			\$ 134,625		\$ 149,797		\$ 134,021		\$ 136,381		\$ 692,579				

Bob McDonnell Market	RV%	2QCPP		5/11-5/17		5/18-5/24		5/25-5/31		6/1-6/9		6/25-7/3		
		A35+	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP
Charlottesville, VA	3%	\$27			\$ 9,625	355	\$ 12,215	451	\$ 11,560	427	\$ 14,010	517	\$ 12,465	460
Charlottesville, VA cable	3%	\$29			\$ 2,697	92	\$ 2,619	89	\$ 2,882	98	\$ 3,456	118	\$ 3,360	115
Harrisonburg, VA	3%	\$39			\$ 10,470	268	\$ 13,015	334	\$ 10,965	281	\$ 13,505	346	\$ 12,370	317
Harrisonburg, VA cable	3%	\$47			\$ 3,195	68	\$ 4,008	85	\$ 5,790	123	\$ 7,199	154	\$ 4,538	97
Norfolk, VA	22%	\$67			\$ 37,960	568	\$ 39,950	598	\$ 40,080	600	\$ 54,430	815	\$ 56,860	851
Norfolk, VA cable	22%	\$94			\$ 14,387	153	\$ 14,299	152	\$ 14,209	151	\$ 16,384	174	\$ 20,811	222
Richmond-Petersburg, VA	18%	\$53			\$ 33,775	641	\$ 35,420	672	\$ 35,750	678	\$ 51,315	973	\$ 46,955	890
Richmond-Petersburg, VA cable	18%	\$61			\$ 12,640	207	\$ 12,467	205	\$ 12,640	207	\$ 15,092	248	\$ 18,511	304
Roanoke-Lynchburg, VA	14%	\$42			\$ 32,888	791	\$ 35,758	860	\$ 34,038	819	\$ 45,318	1,090	\$ 53,175	1,279
Roanoke-Lynchburg, VA cable	14%	\$40			\$ 4,999	125	\$ 9,721	243	\$ 7,863	196	\$ 7,042	176	\$ 10,489	262
Tri-Cities, TN/VA	3%	\$31			\$ 17,860	570	\$ 20,105	642	\$ 17,160	548	\$ 22,314	712	\$ 27,950	892
Tri-Cities, TN/VA cable	3%	\$41			\$ 5,656	140	\$ 5,866	145	\$ 5,908	146	\$ 6,707	165	\$ 7,809	193
Washington, DC	36%	\$430			\$ 195,244	454	\$ 215,314	501	\$ 225,779	525	\$ 317,879	739		0
Washington, DC cable	36%	\$547			\$ 38,431	70	\$ 38,431	70	\$ 38,431	70	\$ 153,725	281		0
Grand Total					\$ 419,827		\$ 459,188		\$ 463,055		\$ 728,376		\$ 275,293	

Smart Media Group

Election: 2009 Virginia Gubernatorial

Demographic: Adults 35+



Virginia Gubernatorial Political Advertising Broadcast & Cable Spending

Creigh Deeds Market	RV%	3QCPP		8/25-8/31		8/31-9/2		9/3-9/6		9/7-9/14		9/15-9/21		9/22-9/29	
		A35+	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	
Charlottesville, VA	3%	\$33	\$ 11,175	335	\$ 9,370	281	\$ 8,120	243	\$ 16,305	489	\$ 13,655	409	\$ 17,090	512	
Charlottesville, VA cable	3%	\$36	\$ 5,750	160	\$ 2,760	77	\$ 2,990	83	\$ 5,750	160	\$ 2,000	56	\$ 2,400	67	
Harrisonburg, VA	3%	\$49	\$ 14,185	289	\$ 11,565	235	\$ 10,000	203	\$ 17,500	356	\$ 22,460	457	\$ 29,195	594	
Harrisonburg, VA cable	3%	\$53	\$ 6,250	119	\$ 2,991	57	\$ 3,392	64	\$ 6,240	118	\$ 2,780	53	\$ 3,280	62	
Norfolk, VA	22%	\$73	\$ 50,685	696	\$ 29,225	401	\$ 26,025	357	\$ 46,294	635	\$ 58,487	803	\$ 54,113	743	
Norfolk, VA cable	22%	\$102	\$ 17,479	172	\$ 8,737	86	\$ 10,300	101	\$ 7,883	77	\$ 12,300	121	\$ 12,290	121	
Richmond-Petersburg, VA	18%	\$66	\$ 49,260	748	\$ 30,835	468	\$ 24,260	368	\$ 37,950	576	\$ 53,165	808	\$ 65,425	994	
Richmond-Petersburg, VA cable	18%	\$76	\$ 19,190	251	\$ 9,595	126	\$ 11,996	157	\$ 15,149	198	\$ 10,947	143	\$ 18,244	239	
Roanoke-Lynchburg, VA	14%	\$46	\$ 39,220	859	\$ 26,080	571	\$ 24,895	545	\$ 37,025	811	\$ 52,005	1,139	\$ 84,925	1,861	
Roanoke-Lynchburg, VA cable	14%	\$39	\$ 11,589	300	\$ 5,784	150	\$ 6,793	176	\$ 10,672	276	\$ 6,675	173	\$ 7,558	196	
Tri-Cities, TN/VA	3%	\$35	\$ 18,965	540	\$ 13,850	394	\$ 11,875	338	\$ 25,340	722	\$ 29,220	832	\$ 32,690	931	
Tri-Cities, TN/VA cable	3%	\$46	\$ 3,874	85	\$ 3,718	81	\$ 2,065	45	\$ 3,875	85	\$ 2,999	66	\$ 3,599	79	
Washington, DC	36%	\$506		0		0		0	\$ 332,340	656	\$ 286,575	566	\$ 377,955	746	
Washington, DC cable	36%	\$644		0		0		0	\$ 51,072	79	\$ 79,914	124	\$ 99,052	154	
Grand Total			\$ 247,622		\$ 154,510		\$ 142,711		\$ 613,395		\$ 633,182		\$ 807,816		

Bob McDonnell Market	RV%	3QCPP		8/25-8/31		8/31-9/6		9/7-9/14		9/14-9/20		9/21-9/28	
		A35+	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	
Charlottesville, VA	3%	\$25	\$ 8,140	322	\$ 9,445	374		\$ 9,480	375	\$ 10,995	435	\$ 14,155	560
Charlottesville, VA cable	3%	\$27	\$ 1,773	65	\$ 3,295	121		\$ 2,715	100	\$ 3,103	114	\$ 3,114	114
Harrisonburg, VA	3%	\$37	\$ 9,160	246	\$ 10,690	287		\$ 8,035	216	\$ 10,930	293	\$ 14,845	399
Harrisonburg, VA cable	3%	\$40	\$ 3,960	99	\$ 6,122	153		\$ 5,218	131	\$ 5,836	146	\$ 5,858	147
Norfolk, VA	22%	\$55	\$ 18,225	330	\$ 42,060	762		\$ 43,820	794	\$ 40,901	741	\$ 55,240	1,001
Norfolk, VA cable	22%	\$77	\$ 9,748	126	\$ 10,000	130		\$ 9,000	117	\$ 10,000	130	\$ 10,000	130
Richmond-Petersburg, VA	18%	\$50	\$ 31,515	632	\$ 40,765	817		\$ 37,895	760	\$ 39,725	796	\$ 50,830	1,019
Richmond-Petersburg, VA cable	18%	\$58	\$ 9,391	162	\$ 12,487	216		\$ 9,580	166	\$ 10,648	184	\$ 10,197	176
Roanoke-Lynchburg, VA	14%	\$35	\$ 26,800	775	\$ 33,960	982		\$ 22,075	638	\$ 31,240	903	\$ 35,385	1,023
Roanoke-Lynchburg, VA cable	14%	\$29	\$ 5,718	195	\$ 6,144	210		\$ 6,144	210	\$ 7,026	240	\$ 7,867	269
Tri-Cities, TN/VA	3%	\$27	\$ 13,535	509	\$ 18,644	701		\$ 12,410	466	\$ 12,480	469	\$ 14,835	558
Tri-Cities, TN/VA cable	3%	\$35	\$ 3,862	112	\$ 4,969	144		\$ 4,209	122	\$ 5,295	153	\$ 5,269	152
Washington, DC	36%	\$384		0		0		\$ 265,935	693	\$ 336,140	876	\$ 343,215	894
Washington, DC cable	36%	\$488		0		0		\$ 51,700	106	\$ 78,017	160	\$ 77,740	159
Grand Total			\$ 141,827		\$ 198,580			\$ 488,216		\$ 602,336		\$ 648,550	

Smart Media Group

Election: 2009 Virginia Gubernatorial

Demographic: Adults 35+



Virginia Gubernatorial Political Advertising Broadcast & Cable Spending

Creigh Deeds Market	RV%	4QCPP		9/30-10/6		10/6-10/12		10/13-10/19		10/20-10/26		10/27-11/3		Grand Total	
		A35+	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	
Charlottesville, VA	3%	\$41	\$ 17,865	436	\$ 25,325	618	\$ 24,610	600	\$ 23,575	575	\$ 14,655	357	\$ 200,810	5,614	
Charlottesville, VA cable	3%	\$44	\$ 2,400	54	\$ 2,800	63	\$ 2,800	63	\$ 3,200	72	\$ 3,500	79	\$ 47,851	1,239	
Harrisonburg, VA	3%	\$53	\$ 28,500	538	\$ 37,605	710	\$ 27,855	526	\$ 28,825	544	\$ 18,000	340	\$ 263,565	5,119	
Harrisonburg, VA cable	3%	\$64	\$ 3,278	51	\$ 3,828	60	\$ 3,998	63	\$ 4,098	64	\$ 4,000	63	\$ 56,636	915	
Norfolk, VA	22%	\$88	\$ 62,405	709	\$ 83,395	948	\$ 90,140	1,024	\$ 93,110	1,058	\$ 78,325	890	\$ 856,369	9,712	
Norfolk, VA cable	22%	\$124	\$ 12,299	99	\$ 14,001	113	\$ 15,321	124	\$ 14,338	116	\$ 17,370	140	\$ 227,041	1,831	
Richmond-Petersburg, VA	18%	\$81	\$ 54,355	671	\$ 75,470	932	\$ 79,695	984	\$ 75,300	930	\$ 67,490	833	\$ 845,900	12,715	
Richmond-Petersburg, VA cable	18%	\$94	\$ 10,950	117	\$ 13,492	144	\$ 15,997	171	\$ 15,949	170	\$ 16,000	171	\$ 244,321	3,177	
Roanoke-Lynchburg, VA	14%	\$53	\$ 52,365	988	\$ 83,712	1,579	\$ 104,975	1,981	\$ 99,490	1,877	\$ 43,070	813	\$ 776,392	14,152	
Roanoke-Lynchburg, VA cable	14%	\$51	\$ 5,695	111	\$ 8,062	158	\$ 9,947	195	\$ 10,672	209	\$ 7,595	149	\$ 125,572	2,374	
Tri-Cities, TN/VA	3%	\$39	\$ 34,825	893	\$ 42,145	1,081	\$ 26,440	678	\$ 30,490	782	\$ 22,555	578	\$ 342,426	8,282	
Tri-Cities, TN/VA cable	3%	\$50	\$ 3,596	71	\$ 4,251	84	\$ 4,816	95	\$ 3,508	70	\$ 4,796	95	\$ 69,085	1,291	
Washington, DC	36%	\$600	\$ 434,305	724	\$ 507,615	846	\$ 622,610	1,038	\$ 563,155	939	\$ 415,540	693	\$ 3,826,230	6,441	
Washington, DC cable	36%	\$763	\$ 114,720	150	\$ 125,242	164	\$ 141,116	185	\$ 126,232	165	\$ 51,949	68	\$ 856,045	1,133	
Grand Total			\$ 837,558		\$ 1,026,943		\$ 1,170,320		\$ 1,091,942		\$ 764,845		\$ 8,738,243		

Bob McDonnell Market	RV%	4QCPP		10/28-10/4		10/5-10/11		10/12-10/18		10/19-10/25		10/26-11/3		Grand Total	
		A35+	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP	
Charlottesville, VA	3%	\$41	\$ 15,470	377	\$ 20,780	507	\$ 21,915	535	\$ 23,385	570	\$ 32,655	796	\$ 226,295	8,350	
Charlottesville, VA cable	3%	\$44	\$ 3,083	70	\$ 5,299	120	\$ 5,299	120	\$ 5,482	124	\$ 7,329	166	\$ 55,506	1,896	
Harrisonburg, VA	3%	\$53	\$ 15,395	290	\$ 20,610	389	\$ 32,045	605	\$ 24,181	456	\$ 29,435	555	\$ 235,651	6,041	
Harrisonburg, VA cable	3%	\$64	\$ 5,758	90	\$ 9,039	142	\$ 9,039	142	\$ 9,331	146	\$ 10,978	172	\$ 95,869	2,045	
Norfolk, VA	22%	\$88	\$ 58,600	666	\$ 86,630	984	\$ 113,745	1,293	\$ 92,075	1,046	\$ 134,565	1,529	\$ 915,141	13,698	
Norfolk, VA cable	22%	\$124	\$ 10,000	81	\$ 16,000	129	\$ 20,010	162	\$ 21,000	170	\$ 21,000	170	\$ 216,848	2,309	
Richmond-Petersburg, VA	18%	\$81	\$ 55,275	682	\$ 79,290	979	\$ 80,755	997	\$ 82,075	1,013	\$ 104,255	1,287	\$ 805,595	15,278	
Richmond-Petersburg, VA cable	18%	\$94	\$ 9,426	101	\$ 17,904	191	\$ 19,831	212	\$ 20,546	219	\$ 27,981	299	\$ 219,340	3,598	
Roanoke-Lynchburg, VA	14%	\$53	\$ 28,390	536	\$ 50,215	947	\$ 76,385	1,441	\$ 57,085	1,077	\$ 83,215	1,570	\$ 645,927	15,539	
Roanoke-Lynchburg, VA cable	14%	\$51	\$ 7,726	151	\$ 10,435	204	\$ 12,960	254	\$ 17,040	334	\$ 19,020	372	\$ 140,194	3,499	
Tri-Cities, TN/VA	3%	\$39	\$ 17,070	438	\$ 25,800	662	\$ 31,250	801	\$ 34,040	873	\$ 39,995	1,026	\$ 325,448	10,389	
Tri-Cities, TN/VA cable	3%	\$50	\$ 5,432	108	\$ 6,464	128	\$ 6,464	128	\$ 6,923	137	\$ 7,639	151	\$ 88,472	2,183	
Washington, DC	36%	\$600	\$ 470,195	784	\$ 393,695	656	\$ 459,150	765	\$ 459,970	767	\$ 916,125	1,527	\$ 4,598,640	10,695	
Washington, DC cable	36%	\$763	\$ 80,641	106	\$ 84,606	111	\$ 91,227	120	\$ 124,392	163	\$ 152,339	200	\$ 1,009,681	1,846	
Grand Total			\$ 782,461		\$ 826,767		\$ 980,075		\$ 977,525		\$ 1,586,531		\$ 9,578,607		