

**Gordon Smith
2008 Primary Competitive Report**

Smith Totals:							\$431,440
Market		Bend	Eugene	Medford	Portland	Eastern OR Rural Radio	Weekly Totals
PE Contribution		3.6%	19.3%	8.8%	66.9%		
April 30-May 2, 2008							
Smith							
TV	GRP's	15	100	100	100		
	Cost	\$215	\$4,205	\$2,490	\$12,375		\$19,285
Cable:	Cost	\$0	\$0	\$0	\$0		\$0
Totals		\$215	\$4,205	\$2,490	\$12,375	\$0	\$19,285
May 2-7, 2008							
Smith							
TV	GRP's	700	702	700	700		
	Cost	\$13,332	\$38,615	\$14,765	\$101,645		\$168,357
Cable:	Cost	\$0	\$2,725	\$0	\$4,959		\$7,684
Totals		\$13,332	\$41,340	\$14,765	\$106,604	\$0	\$176,041
May 8-20, 2008							
Smith							
TV	GRP's	800	900	800	800		
	Cost	\$18,014	\$63,450	\$24,175	\$130,475		\$236,114
Cable:	Cost	\$0	\$0	\$0	\$0		\$0
Totals		\$18,014	\$63,450	\$24,175	\$130,475	\$0	\$236,114
Smith Totals							
TV	GRP's	1,515	1,702	1,600	1,600		
	Cost	\$31,561	\$106,270	\$41,430	\$244,495		\$423,756
Cable:	Cost	\$0	\$2,725	\$0	\$4,959		\$7,684
Combined Totals		\$31,561	\$108,995	\$41,430	\$249,454	\$0	\$431,440