

- Total mentions* of jobs, trade, and China trade, and total negative mentions of Bain Capital, in all ads tracked by CMAG
- Total estimated spending per issue on ads mentioning jobs, trade, and China trade, and ads making negative mentions of Bain Capital, for all such ads tracked by CMAG

Row Labels	Sum of SPOT COUNT	Sum of EST. COST
PRESIDENT		
ANTI-BAIN	101,364	\$57,121,142
JOBS	791,048	\$588,464,658
TRADE	82,635	\$68,250,738
TRADE: CHINA	68,703	\$45,666,556
US SENATE/OH		
JOBS	36,320	\$27,497,364
TRADE	5,546	\$3,723,123
TRADE: CHINA	5,452	\$3,654,220
US SENATE/PA		
JOBS	16,136	\$15,341,657
TRADE	4,353	\$4,068,977
TRADE: CHINA	2,745	\$2,061,692
US SENATE/WI		
JOBS	16,162	\$7,280,205
TRADE	5,065	\$1,925,443
TRADE: CHINA	5,065	\$1,925,443
USSEN/IN		
JOBS	18,689	\$11,714,333
TRADE	1,529	\$987,163
TRADE: CHINA	1,529	\$987,163

- Breakdowns of the two data sets listed above by total Democrat and total Republican

Row Labels	Sum of SPOT COUNT	Sum of EST. COST
PRESIDENT		
ANTI-BAIN		
DEMOCRAT	101,364	\$57,121,142
JOBS		
DEMOCRAT	338,640	\$219,783,467
REPUBLICAN	452,408	\$368,681,191
TRADE		
DEMOCRAT	32,463	\$34,452,892
REPUBLICAN	50,172	\$33,797,846
TRADE: CHINA		
DEMOCRAT	18,531	\$11,868,710
REPUBLICAN	50,172	\$33,797,846
US SENATE/OH		
JOBS		
DEMOCRAT	9,332	\$5,975,397
REPUBLICAN	26,988	\$21,521,967
TRADE		
DEMOCRAT	5,546	\$3,723,123
TRADE: CHINA		
DEMOCRAT	5,452	\$3,654,220
US SENATE/PA		
JOBS		
DEMOCRAT	3,169	\$3,704,409
REPUBLICAN	12,967	\$11,637,248
TRADE		
DEMOCRAT	2,428	\$2,674,598
REPUBLICAN	1,925	\$1,394,379
TRADE: CHINA		
DEMOCRAT	820	\$667,313
REPUBLICAN	1,925	\$1,394,379
US SENATE/WI		
JOBS		
DEMOCRAT	5,298	\$2,403,047
REPUBLICAN	10,864	\$4,877,158
TRADE		
DEMOCRAT	4,477	\$1,626,719
REPUBLICAN	588	\$298,724
TRADE: CHINA		
DEMOCRAT	4,477	\$1,626,719
REPUBLICAN	588	\$298,724
USSEN/IN		
JOBS		
DEMOCRAT	7,606	\$5,038,745
REPUBLICAN	11,083	\$6,675,588
TRADE		
DEMOCRAT	1,529	\$987,163
TRADE: CHINA		
DEMOCRAT	1,529	\$987,163

- Breakdown of the two data sets mentioned above by number of mentions and by estimated spend per market

Row Labels	Sum of SPOT COUNT	Sum of EST. COST
PRESIDENT		
ANTI-BAIN		
BOSTON	462	\$597,817
BURLINGTON	1,270	\$377,371
CEDAR RAPIDS	1,917	\$605,598
CHARLESTON, WV	942	\$379,111
CHARLOTTE	1,535	\$1,035,375
CHARLOTTESVILLE	1,396	\$218,305
CINCINNATI	2,973	\$1,860,367
CLEVELAND	5,676	\$4,821,195
COLORADO SPRINGS	2,640	\$750,199
COLUMBUS, OH	3,746	\$2,639,209
DAVENPORT	1,888	\$1,137,526
DAYTON	2,376	\$1,235,391
DENVER	4,217	\$3,803,219
DES MOINES	2,178	\$851,421
DOTHAN	44	\$20,052
ERIE	283	\$85,573
FT. MYERS	919	\$274,510
GAINESVILLE	440	\$115,718
GRAND JUNCTION	1,886	\$180,279
GREEN BAY	1,728	\$421,791
GREENSBORO	1,169	\$330,208
GREENVILLE, NC	964	\$247,085
GREENVILLE, SC	270	\$142,607
HARRISBURG	1,966	\$563,349
JACKSONVILLE	1,284	\$491,674
JOHNSTOWN	341	\$83,701
LA CROSSE	618	\$224,342
LAS VEGAS	5,173	\$3,820,949
LIMA	444	\$61,084
MADISON	1,189	\$457,878
MANCHESTER, NH	667	\$326,211
MIAMI	406	\$488,275
MILWAUKEE	1,501	\$798,924
NATIONAL CABLE	1,497	\$3,394,444
NORFOLK	4,999	\$2,112,150
OMAHA	688	\$346,189
ORLANDO	3,963	\$3,136,561
OTTUMWA	315	\$48,932
PANAMA CITY	211	\$45,814
PARKERSBURG	266	\$92,431
PITTSBURGH	1,840	\$1,191,970
PORTLAND, ME	1,021	\$308,120
QUINCY	321	\$58,163
RALEIGH	977	\$874,397
RENO	3,758	\$841,289
RICHMOND	4,392	\$1,593,577
ROANOKE	2,700	\$774,850
ROCHESTER, MN	1,234	\$262,759
SIOUX CITY	1,949	\$618,255
TALLAHASSEE	318	\$97,113
TAMPA	3,746	\$2,841,649
TOLEDO	2,199	\$796,822

TRI-CITIES	773	\$205,632
WASHINGTON DC	2,211	\$5,086,731
WAUSAU	496	\$147,532
WEST PALM BEACH	1,582	\$990,617
WHEELING-STEUBENVILLE	613	\$147,395
WILKES BARRE	1,679	\$498,982
WILMINGTON	502	\$102,120
YOUNGSTOWN	2,038	\$940,107
ZANESVILLE	568	\$120,227
JOBS		
ALBUQUERQUE	641	\$413,926
ALPENA	36	\$8,579
BANGOR	218	\$82,194
BOSTON	6,579	\$12,417,782
BURLINGTON	9,228	\$3,744,902
CEDAR RAPIDS	16,364	\$5,814,801
CHARLESTON, WV	5,306	\$2,174,785
CHARLOTTE	19,192	\$15,088,701
CHARLOTTESVILLE	10,195	\$2,314,427
CINCINNATI	23,730	\$16,557,341
CLEVELAND	33,877	\$37,487,326
COLORADO SPRINGS	20,003	\$6,321,531
COLUMBUS, OH	24,850	\$19,028,427
DAVENPORT	17,087	\$11,170,167
DAYTON	19,031	\$10,165,376
DENVER	33,644	\$36,946,019
DES MOINES	17,574	\$7,740,689
DETROIT	2,795	\$6,137,839
DOTHAN	437	\$222,765
DULUTH	1,801	\$711,409
EL PASO	211	\$117,092
ERIE	4,038	\$1,489,017
FARGO	441	\$141,663
FLINT	2,291	\$1,379,031
FT. MYERS	14,037	\$5,730,273
GAINESVILLE	3,737	\$1,130,389
GRAND JUNCTION	20,344	\$2,163,524
GRAND RAPIDS	3,164	\$2,386,182
GREEN BAY	7,945	\$2,937,350
GREENSBORO	13,871	\$4,646,812
GREENVILLE, NC	11,250	\$3,383,084
GREENVILLE, SC	6,068	\$3,385,087
HARRISBURG	7,940	\$3,634,913
JACKSONVILLE	17,409	\$7,825,729
JOHNSTOWN	4,199	\$1,300,200
LA CROSSE	5,821	\$2,429,677
LANSING	2,671	\$1,261,470
LAS VEGAS	36,745	\$32,432,328
LIMA	5,184	\$822,973
MADISON	7,656	\$4,148,920
MANCHESTER, NH	6,115	\$3,614,592
MANKATO	884	\$438,184
MARQUETTE	909	\$161,563
MIAMI	10,433	\$18,480,505
MILWAUKEE	8,549	\$7,402,303
MINNEAPOLIS	3,003	\$5,474,874
MOBILE	1,524	\$741,476
NATIONAL CABLE	8,840	\$21,327,473
NATIONAL NETWORK	294	\$32,920,073
NORFOLK	24,326	\$12,084,511

OMAHA	7,021	\$4,541,527
ORLANDO	25,574	\$27,083,371
OTTUMWA	2,892	\$604,177
PANAMA CITY	1,305	\$299,242
PARKERSBURG	2,096	\$844,046
PHILADELPHIA	2,506	\$7,071,523
PITTSBURGH	6,532	\$6,219,709
PORTLAND, ME	8,220	\$3,817,743
PRESQUE ISLE	111	\$91,769
PROVIDENCE	87	\$21,255
QUINCY	2,273	\$481,921
RALEIGH	13,299	\$12,272,644
RENO	24,342	\$6,128,944
RICHMOND	23,775	\$10,649,894
ROANOKE	21,839	\$7,889,252
ROCHESTER, MN	8,537	\$2,066,412
SIOUX CITY	13,305	\$4,363,142
TALLAHASSEE	2,409	\$952,627
TAMPA	27,798	\$31,415,970
TOLEDO	19,342	\$7,685,054
TRAVERSE CITY	1,855	\$1,004,931
TRI-CITIES	6,742	\$2,936,805
TUCSON	9	\$4,119
WASHINGTON DC	19,498	\$47,164,194
WAUSAU	4,567	\$1,566,733
WEST PALM BEACH	13,753	\$10,556,779
WHEELING-STEUBENVILLE	3,506	\$863,710
WILKES BARRE	6,047	\$2,612,160
WILMINGTON	4,311	\$1,134,483
YOUNGSTOWN	12,032	\$5,334,799
ZANESVILLE	2,978	\$845,469
TRADE		
BOSTON	880	\$2,167,274
BURLINGTON	818	\$583,463
CEDAR RAPIDS	1,413	\$531,192
CHARLESTON, WV	498	\$256,839
CHARLOTTE	2,696	\$2,170,293
CHARLOTTESVILLE	160	\$89,057
CINCINNATI	3,948	\$2,674,590
CLEVELAND	5,138	\$5,807,614
COLORADO SPRINGS	2,049	\$668,152
COLUMBUS, OH	3,499	\$2,619,873
DAVENPORT	1,674	\$1,138,354
DAYTON	3,098	\$1,696,200
DENVER	2,754	\$3,353,484
DES MOINES	1,615	\$742,007
DETROIT	88	\$441,036
DOTHAN	15	\$8,915
DULUTH	141	\$143,035
ERIE	326	\$258,396
FT. MYERS	1,868	\$816,264
GAINESVILLE	286	\$103,315
GRAND JUNCTION	2,199	\$240,376
GREEN BAY	1,222	\$397,659
GREENSBORO	2,009	\$695,310
GREENVILLE, NC	1,275	\$315,595
HARRISBURG	367	\$309,429
JACKSONVILLE	1,857	\$829,314
JOHNSTOWN	186	\$101,750
LA CROSSE	686	\$242,078

LAS VEGAS	2,370	\$2,413,351
LIMA	562	\$146,467
MADISON	958	\$395,451
MANCHESTER, NH	618	\$314,226
MANKATO	141	\$135,273
MIAMI	825	\$1,679,501
MILWAUKEE	1,174	\$956,946
MINNEAPOLIS	412	\$1,267,944
NATIONAL CABLE	1,693	\$4,756,081
NATIONAL NETWORK	1	\$5,300
NORFOLK	2,751	\$1,491,445
OMAHA	455	\$416,264
ORLANDO	2,441	\$3,169,937
OTTUMWA	193	\$79,970
PANAMA CITY	62	\$25,194
PARKERSBURG	286	\$129,141
PHILADELPHIA	262	\$728,714
PITTSBURGH	210	\$447,915
PORTLAND, ME	555	\$524,830
QUINCY	72	\$40,106
RALEIGH	1,923	\$1,689,176
RENO	1,679	\$500,733
RICHMOND	2,315	\$992,941
ROANOKE	1,924	\$738,724
ROCHESTER, MN	838	\$317,876
SIOUX CITY	1,373	\$495,950
TALLAHASSEE	131	\$64,755
TAMPA	2,917	\$3,900,821
TOLEDO	3,203	\$1,265,692
TRI-CITIES	374	\$218,376
WASHINGTON DC	2,542	\$6,754,727
WAUSAU	575	\$188,243
WEST PALM BEACH	1,600	\$1,371,037
WHEELING-STEUBENVILLE	352	\$92,622
WILKES BARRE	221	\$204,403
WILMINGTON	6	\$160
YOUNGSTOWN	1,477	\$758,785
ZANESVILLE	379	\$170,797
TRADE: CHINA		
BOSTON	694	\$1,186,029
BURLINGTON	345	\$207,638
CEDAR RAPIDS	1,204	\$330,919
CHARLESTON, WV	370	\$151,360
CHARLOTTE	2,419	\$1,734,799
CHARLOTTESVILLE	19	\$6,190
CINCINNATI	3,599	\$2,115,634
CLEVELAND	4,722	\$4,633,718
COLORADO SPRINGS	1,673	\$395,575
COLUMBUS, OH	3,170	\$2,050,170
DAVENPORT	1,437	\$740,771
DAYTON	2,852	\$1,328,904
DENVER	2,304	\$2,026,058
DES MOINES	1,393	\$501,833
DETROIT	88	\$441,036
DULUTH	141	\$143,035
ERIE	164	\$176,742
FT. MYERS	1,571	\$543,405
GAINESVILLE	156	\$59,620
GRAND JUNCTION	1,740	\$145,057
GREEN BAY	1,051	\$300,739

GREENSBORO	1,856	\$564,540
GREENVILLE, NC	1,275	\$315,595
HARRISBURG	92	\$162,848
JACKSONVILLE	1,667	\$676,362
JOHNSTOWN	66	\$61,709
LA CROSSE	484	\$139,450
LAS VEGAS	2,025	\$1,748,612
LIMA	377	\$65,358
MADISON	744	\$245,568
MANCHESTER, NH	524	\$250,810
MANKATO	141	\$135,273
MIAMI	506	\$749,311
MILWAUKEE	906	\$690,848
MINNEAPOLIS	185	\$870,889
NATIONAL CABLE	1,225	\$2,586,725
NORFOLK	2,466	\$1,111,245
OMAHA	272	\$137,481
ORLANDO	2,062	\$2,305,432
OTTUMWA	68	\$12,049
PARKERSBURG	223	\$72,117
PITTSBURGH	210	\$447,915
PORTLAND, ME	309	\$190,303
RALEIGH	1,752	\$1,343,188
RENO	1,342	\$262,851
RICHMOND	2,077	\$757,474
ROANOKE	1,745	\$590,839
ROCHESTER, MN	575	\$176,348
SIOUX CITY	1,171	\$295,043
TAMPA	2,505	\$2,892,771
TOLEDO	2,963	\$995,661
TRI-CITIES	209	\$82,230
WASHINGTON DC	2,060	\$3,878,657
WAUSAU	388	\$86,295
WEST PALM BEACH	1,332	\$810,503
WHEELING-STEUBENVILLE	237	\$49,115
WILKES BARRE	51	\$72,126
WILMINGTON	4	\$72
YOUNGSTOWN	1,254	\$535,452
ZANESVILLE	243	\$78,259

US SENATE/OH

JOBS

CHARLESTON, WV	88	\$29,488
CINCINNATI	5,432	\$4,670,817
CLEVELAND	7,996	\$9,771,261
COLUMBUS, OH	7,700	\$6,346,917
DAYTON	4,781	\$3,092,108
LIMA	1,603	\$181,583
PARKERSBURG	76	\$35,106
TOLEDO	5,549	\$2,119,842
WHEELING-STEUBENVILLE	185	\$25,551
YOUNGSTOWN	2,286	\$1,100,315
ZANESVILLE	624	\$124,376

TRADE

CHARLESTON, WV	84	\$26,676
CINCINNATI	715	\$606,103
CLEVELAND	1,034	\$1,052,385
COLUMBUS, OH	1,542	\$1,151,875
DAYTON	731	\$387,459
PARKERSBURG	63	\$15,609

TOLEDO	832	\$318,152
WHEELING-STEUBENVILLE	48	\$11,865
YOUNGSTOWN	469	\$146,442
ZANESVILLE	28	\$6,557
TRADE: CHINA		
CHARLESTON, WV	84	\$26,676
CINCINNATI	715	\$606,103
CLEVELAND	1,034	\$1,052,385
COLUMBUS, OH	1,448	\$1,082,972
DAYTON	731	\$387,459
PARKERSBURG	63	\$15,609
TOLEDO	832	\$318,152
WHEELING-STEUBENVILLE	48	\$11,865
YOUNGSTOWN	469	\$146,442
ZANESVILLE	28	\$6,557
US SENATE/PA		
JOBS		
ERIE	1,671	\$482,914
HARRISBURG	2,692	\$1,489,277
JOHNSTOWN	2,256	\$611,028
PHILADELPHIA	3,689	\$6,991,200
PITTSBURGH	3,553	\$4,619,282
WILKES BARRE	2,275	\$1,147,956
TRADE		
ERIE	259	\$68,119
HARRISBURG	571	\$305,105
JOHNSTOWN	716	\$168,318
PHILADELPHIA	874	\$1,721,983
PITTSBURGH	1,352	\$1,534,777
WILKES BARRE	581	\$270,675
TRADE: CHINA		
ERIE	193	\$40,153
HARRISBURG	368	\$168,476
JOHNSTOWN	516	\$110,989
PHILADELPHIA	435	\$566,956
PITTSBURGH	918	\$1,036,793
WILKES BARRE	315	\$138,325
US SENATE/WI		
JOBS		
DULUTH	120	\$34,256
GREEN BAY	4,689	\$1,371,430
LA CROSSE	2,556	\$884,076
MADISON	2,423	\$1,146,808
MARQUETTE	1	\$189
MILWAUKEE	4,069	\$3,138,554
MINNEAPOLIS	163	\$138,900
WAUSAU	2,141	\$565,992
TRADE		
DULUTH	38	\$12,287
GREEN BAY	1,315	\$339,337
LA CROSSE	1,313	\$430,328
MADISON	526	\$208,950
MILWAUKEE	1,005	\$698,451
WAUSAU	868	\$236,090
TRADE: CHINA		
DULUTH	38	\$12,287
GREEN BAY	1,315	\$339,337
LA CROSSE	1,313	\$430,328
MADISON	526	\$208,950

MILWAUKEE	1,005	\$698,451
WAUSAU	868	\$236,090
USSEN/IN		
JOBS		
CHICAGO	68	\$171,958
EVANSVILLE	2,861	\$933,999
FT. WAYNE	3,703	\$1,170,469
INDIANAPOLIS	6,276	\$7,266,240
LAFAYETTE, IN	417	\$99,997
LOUISVILLE	781	\$625,248
SOUTH BEND	2,917	\$996,754
TERRE HAUTE	1,666	\$449,668
TRADE		
CHICAGO	10	\$26,502
EVANSVILLE	334	\$90,670
FT. WAYNE	143	\$45,504
INDIANAPOLIS	664	\$668,145
LAFAYETTE, IN	9	\$2,332
LOUISVILLE	125	\$67,894
SOUTH BEND	120	\$52,453
TERRE HAUTE	124	\$33,663
TRADE: CHINA		
CHICAGO	10	\$26,502
EVANSVILLE	334	\$90,670
FT. WAYNE	143	\$45,504
INDIANAPOLIS	664	\$668,145
LAFAYETTE, IN	9	\$2,332
LOUISVILLE	125	\$67,894
SOUTH BEND	120	\$52,453
TERRE HAUTE	124	\$33,663

- Video files for 10 advertisements on the issues mentioned above, four ads from the presidential race and two from each US Senate race

[PRES/OBAMA FIRMS](#)

[PRES/RNC BIG PLANS](#)

[PRES/ROMNEY FAILING AMERICAN WORKERS](#)

[PRES/OBAMA THE CHEATERS](#)

[USSEN/OH MANDEL NOT PAYING HIS TAXES](#)

[USSEN/OH DSCC CAN'T TRUST THIS GUY](#)

[USSEN/WI AMERICANCROSSROADS HARD TO CALCULATE](#)

[USSEN/WI BALDWIN TOMMY INC](#)

[USSEN/PA SMITH TROUBLES MOUNTING](#)

[USSEN/PA SMITH FAILED CAREER POLITICIAN](#)

[USSEN/IN CROSSROADSGPS UNEMPLOYMENT RATE](#)

[USSEN/IN DONNELLY COMMON SENSE MIDDLE](#)

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