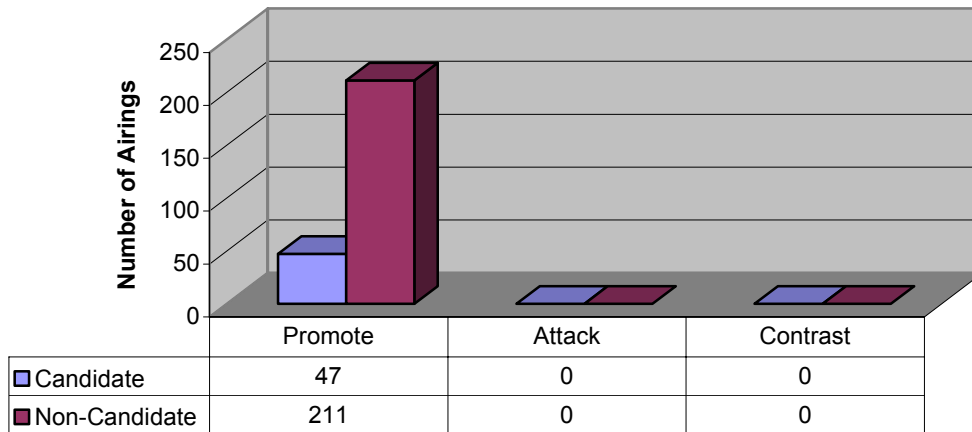


Michigan
January 1 – October 26, 2002

Figure 1. Spending on Ads Naming Candidates, by Sponsor

	Number of Ads	Number of Airings	Cost of Airtime
Weaver	3	47	\$15,741
Michigan Chamber of Commerce	1	211	\$148,736
TOTAL	4	258	\$164,477

Figure 2. Tone of Ads, by Sponsor



Michigan (continued)

Figure 3. Theme of Ads, by Sponsor

