



**Advertising About Samuel Alito
(October 31, 2005 through January 29, 2006)**

Ads		National Airings	Local Airings	Cost
Progressive	PFAW / Alito Radical Right	0	51	\$20,382
	ICO / Right Wing Takeover	29	207	\$209,815
	ICO / Alito Keep Your Word	30	121	\$346,428
	ICO / Alito Wiretapping	17	0	\$228,666
	ICO / Alito Your Rights	9	367	\$224,862
	MoveOn / Plays One on TV	6	103	\$142,828
	ICO / Alito If	22	5	\$192,876
	Total	113	854	\$1,365,857
Conservative	PFA / Alito Fair Vote	48	0	\$111,147
	PFA / Know Him Best	11	0	\$40,863
	PFA / Alito Praise	8	0	\$15,336
	PFA / Steady Drip	47	5	\$342,523
	PFA / Shameful	69	0	\$531,666
	Total	183	5	\$1,041,535
Total		296	859	\$2,407,392