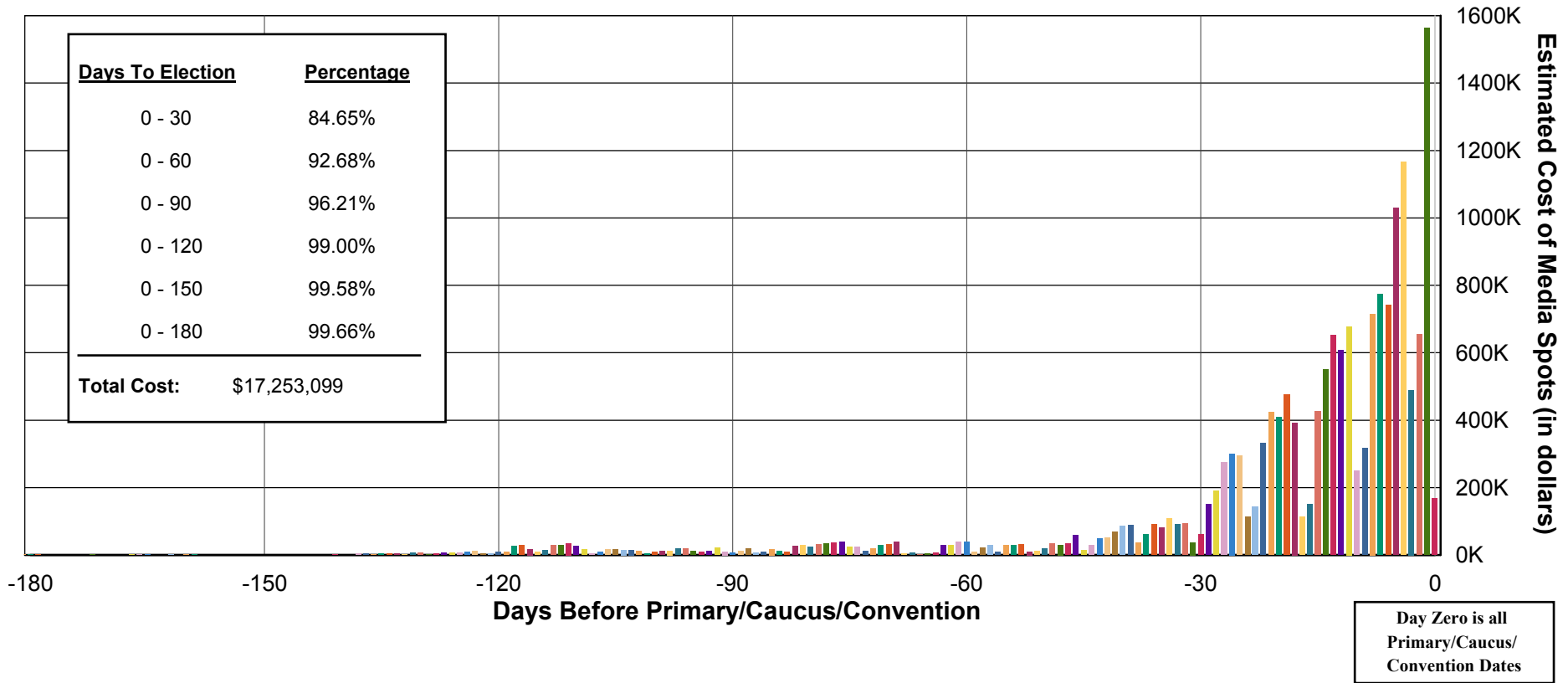
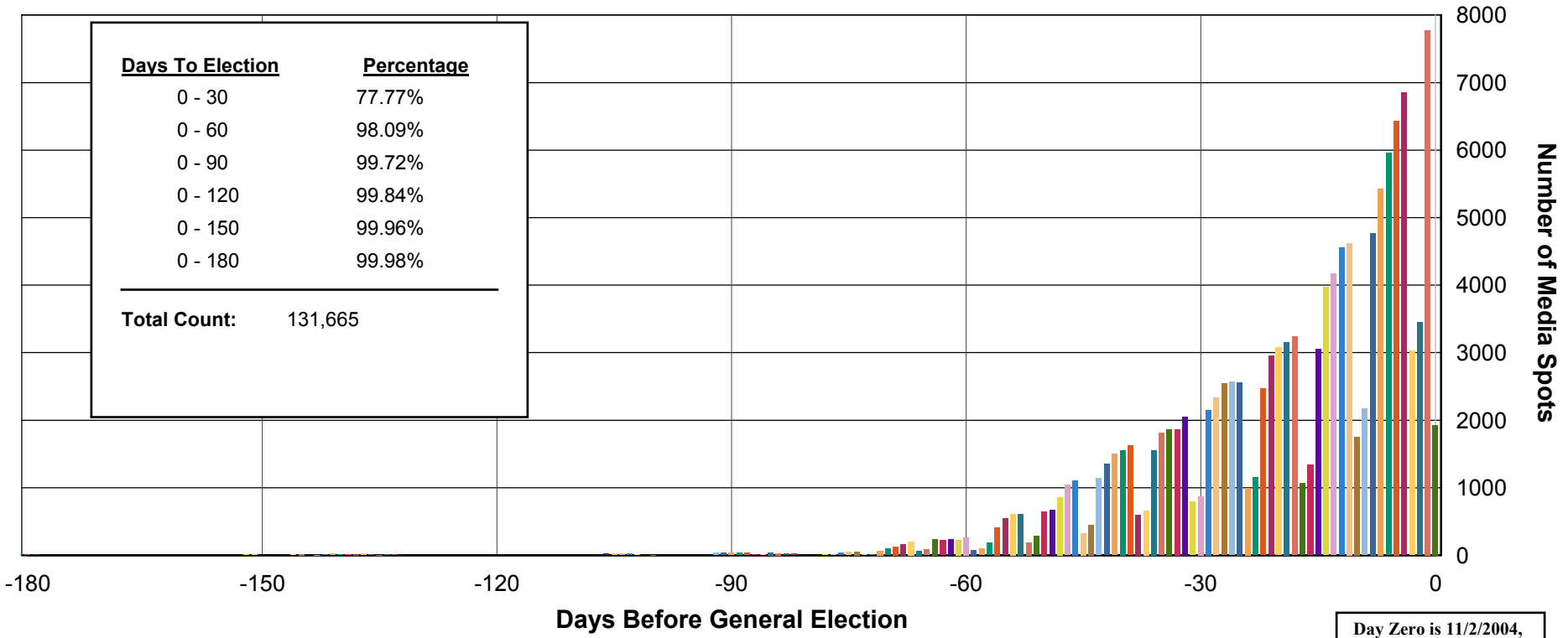


H2 - Total Estimated Cost of Media Spots Airing On or Before House Primary/Caucus/Convention



H3 - Total Number of Media Spots Airing On or Before House General Election



Day Zero is 11/2/2004,
the 2004 General
Election Date

Primary/Caucus/Conv. 180 to 151 Days Before General Election

- 5/6 (-180) SC-Other
- 5/8 (-178) CT, UT, VA-Dem
- 5/10 (-176) CT
- 5/11 (-175) NE, WV
- 5/15 (-171) CT-Rep, KS-Other, VA
- 5/18 (-168) AR, KY, OR
- 5/22 (-164) CT-Rep, UT-Other, VA
- 5/23 (-163) MI-Other
- 5/24 (-162) CT-Rep
- 5/25 (-161) ID
- 6/1 (-154) AL, NM, SD

Primary/Caucus/Conv. 150 to 121 Days Before General Election

- 6/5 (-150) MI-Other
- 6/8 (-147) IA, ME, MT, NJ, ND, SC, VA
- 6/22 (-133) UT

Primary/Caucus/Conv. 120 to 91 Days Before General Election

- 7/20 (-105) GA, NC
- 7/27 (-98) OK
- 8/3 (-91) KS, MI, MO

Primary/Caucus/Conv. 90 to 61 Days Before General Election

- 8/5 (-89) TN
- 8/10 (-84) CO, CT
- 8/17 (-77) WY
- 8/24 (-70) AK
- 8/31 (-63) FL

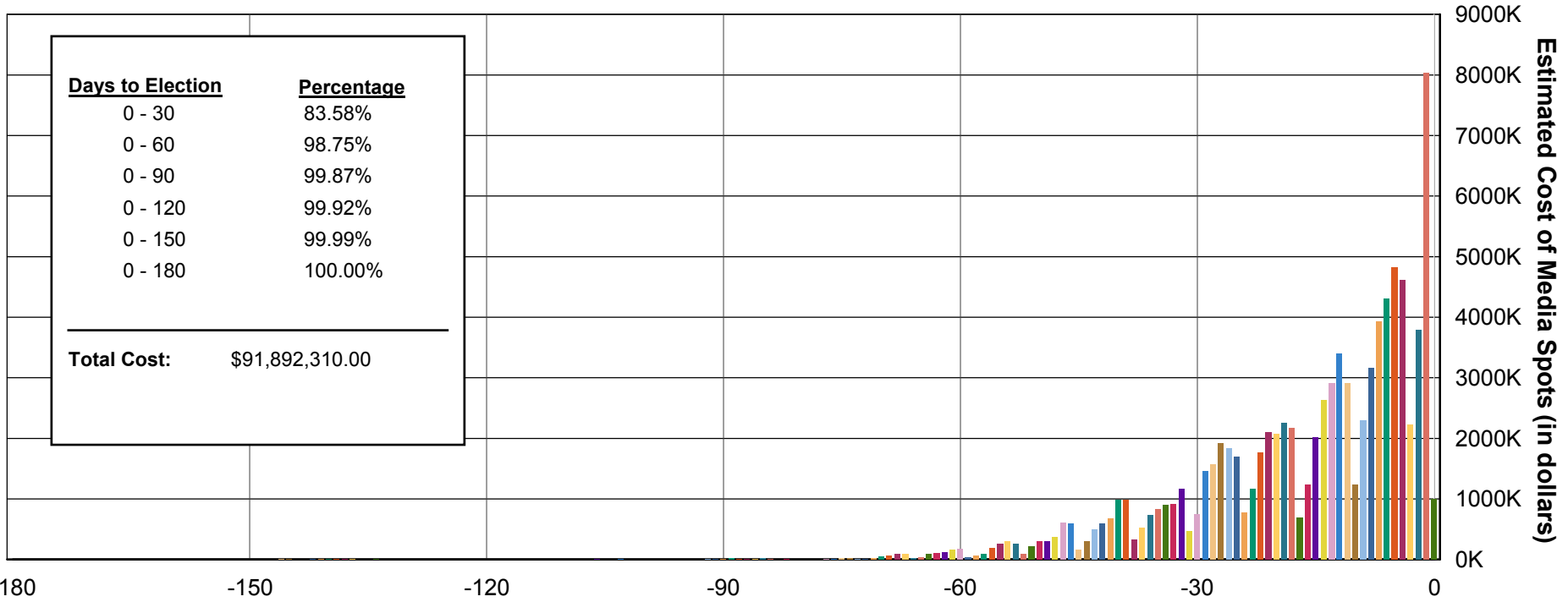
Primary/Caucus/Conv. 60 to 31 Days Before General Election

- 9/4 (-59) GU
- 9/7 (-56) AZ, NV
- 9/11 (-52) DE, VI
- 9/14 (-49) DC, MA, MN, NH, NY, RI, VT, WA, WI
- 9/18 (-45) HI

Primary/Caucus/Conv. 181+ Days Before General Election

- 11/9/03 (-359) PR
- 3/6 (-241) KS-Other
- 3/13 (-234) TX-Other
- 3/16 (-231) IL
- 4/17 (-199) MI-Other, UT-Other
- 4/27 (-189) PA
- 5/2 (-184) SSC-Other
- 3/2 (-245) CA, MD, OH
- 3/9 (-238) MS, TX
- 3/14 (-233) UT-Other
- 3/20 (-227) TX-Other
- 4/24 (-173) IN-Other, SC-Other
- 5/1 (-185) WV-Other
- 5/4 (-182) IN

H4 - Total Estimated Cost of Media Spots Airing On or Before House General Election



Days Before General Election

Day Zero is 11/2/2004,
the 2004 General
Election Date

Primary/Caucus/Conv. 180 to 151 Days Before General Election
 5/6 (-180) SC-Other
 5/8 (-178) CT, UT, VA-Dem
 5/10 (-176) CT
 5/11 (-175) NE, WV
 5/15 (-171) CT-Rep, KS-Other, VA
 5/18 (-168) AR, KY, OR
 5/22 (-164) CT-Rep, UT-Other, VA
 5/23 (-163) MI-Other
 5/24 (-162) CT-Rep
 5/25 (-161) ID
 6/1 (-154) AL, NM, SD

Primary/Caucus/Conv. 150 to 121 Days Before General Election
 6/5 (-150) MI-Other
 6/8 (-147) IA, ME, MT, NJ, ND, SC, VA
 6/22 (-133) UT

Primary/Caucus/Conv. 120 to 91 Days Before General Election
 7/20 (-105) GA, NC
 7/27 (-98) OK
 8/3 (-91) KS, MI, MO

Primary/Caucus/Conv. 90 to 61 Days Before General Election
 8/5 (-89) TN
 8/10 (-84) CO, CT
 8/17 (-77) WY
 8/24 (-70) AK
 8/31 (-63) FL

Primary/Caucus/Conv. 60 to 31 Days Before General Election
 9/4 (-59) GU
 9/7 (-56) AZ, NV
 9/11 (-52) DE, VI
 9/14 (-49) DC, MA, MN, NH, NY, RI, VT, WA, WI
 9/18 (-45) HI

Primary/Caucus/Conv. 181+ Days Before General Election
 11/9/03 (-359) PR
 3/6 (-241) KS-Other
 3/13 (-234) TX-Other
 3/16 (-231) IL
 4/17 (-199) MI-Other, UT-Other
 4/27 (-189) PA
 5/2 (-184) SSC-Other
 3/2 (-245) CA, MD, OH
 3/9 (-238) MS, TX
 3/14 (-233) UT-Other
 3/20 (-227) TX-Other
 4/24 (-173) IN-Other, SC-Other
 5/1 (-185) WV-Other
 5/4 (-182) IN

HOUSE GRAPHS – NOTES

Primary/Caucus/Convention Graphs

- Each primary/caucus/convention date is represented on the x-axis as day “0”.
- Any data for media spots paid for by a House candidate on a primary ballot, or caucus/convention candidate list, that aired on or before that primary/caucus/convention date are represented on the graphs. The data for each such media spot appear on the graphs in relation to that primary/caucus/convention date (day “0”).
- “Special elections” were held in five States in 2003 and 2004. Three of these were held before that State's primary (HI, TX, KY) and two were held on the same date as that State's primary (SD, NC). Any data for media spots paid for by candidates on the ballot for these “special elections” appear on the graphs in relation to these States’ primary election dates (day “0”).

State	Special Election Date	Primary Election Date	Days Before Primary Election
HI	1/4/03	9/18/04	623
TX	5/3/03	3/9/04	311
	6/3/03		280
KY	2/17/04	5/18/04	91
SD	6/1/04	6/1/04	0
NC	7/20/04	7/20/04	0

- Any candidate identified both as either a Democratic or Republican Party candidate *and* as an Other party candidate was treated as only a Democratic or Republican Party candidate with respect to primaries/caucuses/conventions.

General Election Graphs

- The general election date, 11/2/04, is represented on the x-axis as day “0”.
- Any data for media spots paid for by a House candidate on the general election ballot that aired on or before the general election date, but after that candidate’s primary/caucus/convention date, are represented on the graphs. The data for each such media spot appear on the graphs in relation to the general election date (day “0”).
- Primary “runoff” elections were held in four States (TX Dist. 1, 10, 15, 17, 28 on 4/13/04; AL Dist. 5 on 6/29/04; GA Dist. 6, 8 on 8/10/04; NC Dist. 5, 10 on 8/17/04). Any data regarding media spots that aired after these States’ primary dates (TX on 3/9; AL on 6/1/04; GA on 7/20/04; NC on 7/20/04) but before these primary “runoff” dates, are not represented on the graphs.

2004 CONGRESSIONAL PRIMARY DATES

Note: **S** Indicates Senate Election

STATE		PRIMARY DATE	CONVENTION DATE	DAYS BEFORE GENERAL ELECTION 11/2/04
Alabama	S	6/1		154
Alaska	S	8/24		70
American Samoa ¹		n/a		
Arizona	S	9/7		56
Arkansas	S	5/18		168
California	S	3/2		245
Colorado	S	8/10		84
Connecticut	S	8/10	5/10 (D)	84
			5/10 (R) District 4	176
			5/15 (R) Districts 2, 3	176
			5/22 (R) District 5	171
			5/24 (R) District 1	164
Delaware		9/11		162
D.C.		9/14		52
Florida	S	8/31		49
Georgia	S	7/20		63
Guam		9/4		105
Hawaii	S	9/18		59
Idaho	S	5/25		45
Illinois	S	3/16		161
Indiana	S	5/4	4/24 (Other)	231
				182
Iowa	S	6/8		192
Kansas	S	8/3	3/6 (Other)	147
			5/15 (Other)	91
				241
Kentucky	S	5/18		171
Louisiana ²	S	n/a		168
Maine		6/8		147
Maryland	S	3/2		245
Massachusetts		9/14		49
Michigan		8/3	4/17 (Other)	91
			5/23 (Other)	199
			6/5 (Other)	163
				150
Minnesota		9/14		49
Mississippi		3/9		238
Missouri	S	8/3		91
Montana		6/8		147
Nebraska		5/11		175
Nevada	S	9/7		56
New Hampshire	S	9/14		49
New Jersey		6/8		147

STATE		PRIMARY DATE	CONVENTION DATE	DAYS BEFORE GENERAL ELECTION 11/2/04
New Mexico		6/1		157
New York	S	9/14		49
North Carolina	S	7/20		105
North Dakota	S	6/8		147
Ohio	S	3/2		245
Oklahoma	S	7/27		98
Oregon	S	5/18		168
Pennsylvania	S	4/27		189
Puerto Rico		11/9/03		359
Rhode Island		9/14		49
South Carolina	S	6/8		147
			4/24 (Other)	192
			5/6 (Other)	180
South Dakota	S	6/1		154
Tennessee		8/5		89
Texas		3/9		238
			3/13 (Other) Districts 7, 16, 18, 20, 29, 30, 32	234
			3/20 (Other) All Remaining Districts	227
Utah ³	S	6/22		133
			5/8 (D), (R)	178
			5/22 (Other)	164
			3/14 (Other)	233
			4/17 (Other)	199
Vermont	S	9/14		49
Virginia ⁴		6/8		147
			5/8 (D) District 5	178
			5/15 (D) Districts 1, 6, 7, 9, 10	171
			5/15 (R) Districts 3, 8	171
			5/22 (D) District 4	164
			5/22 (R) District 9	164
Virgin Islands		9/11		52
Washington	S	9/14		49
West Virginia		5/11		175
			5/1 (Other)	185
Wisconsin	S	9/14		49
Wyoming		8/17		77

Notes:

1. In American Samoa, no Primary Election was held. A General Election was held on 11/2/04.
2. In Louisiana, no Primary Election was held. The election for candidates seeking Federal office is the General Election, which was held on 11/2/04. A General Runoff Election was held on 12/4/04.
3. In Utah, nominating Conventions are held by the parties prior to the Primary.
4. In Virginia, parties may choose to nominate candidates by Convention rather than by Primary.