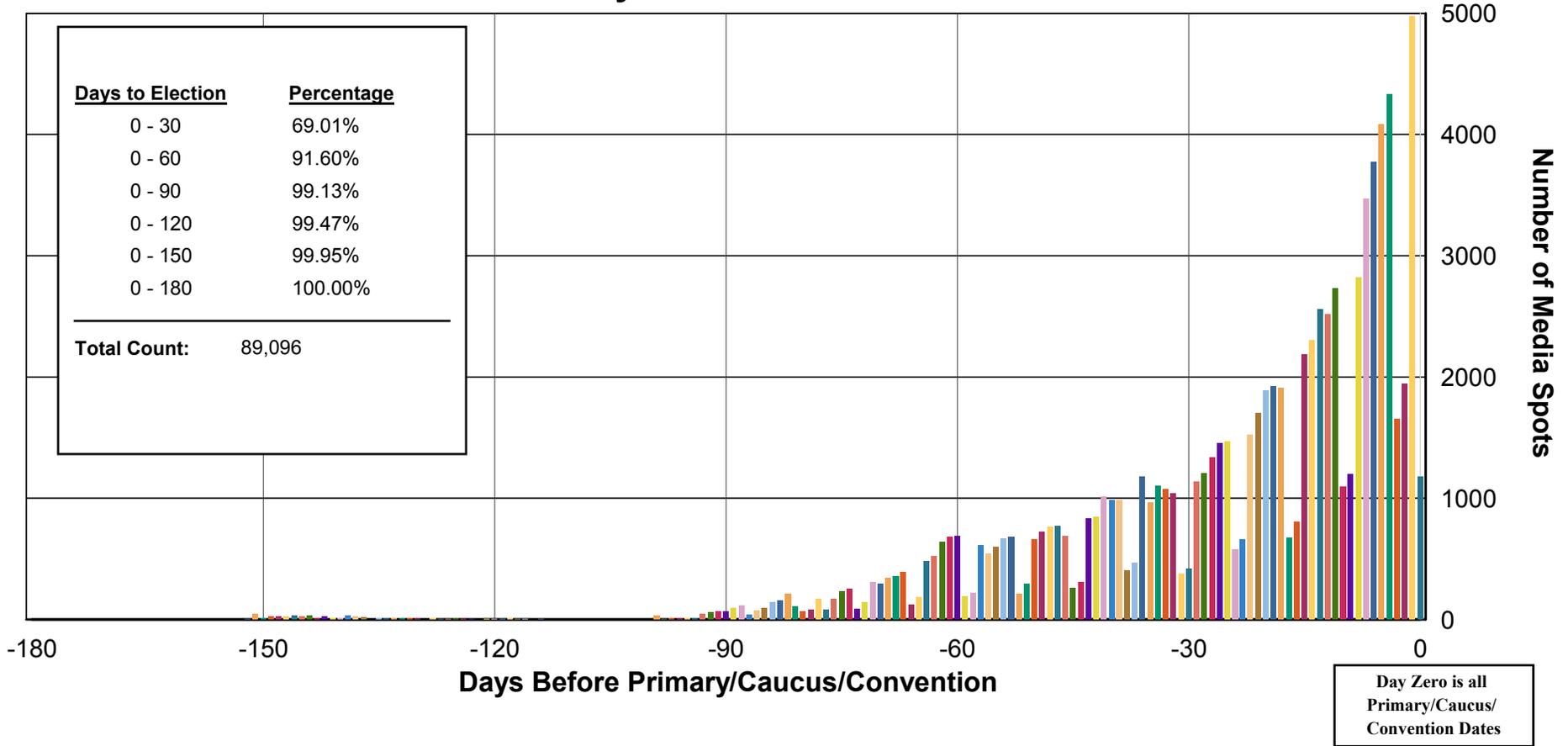
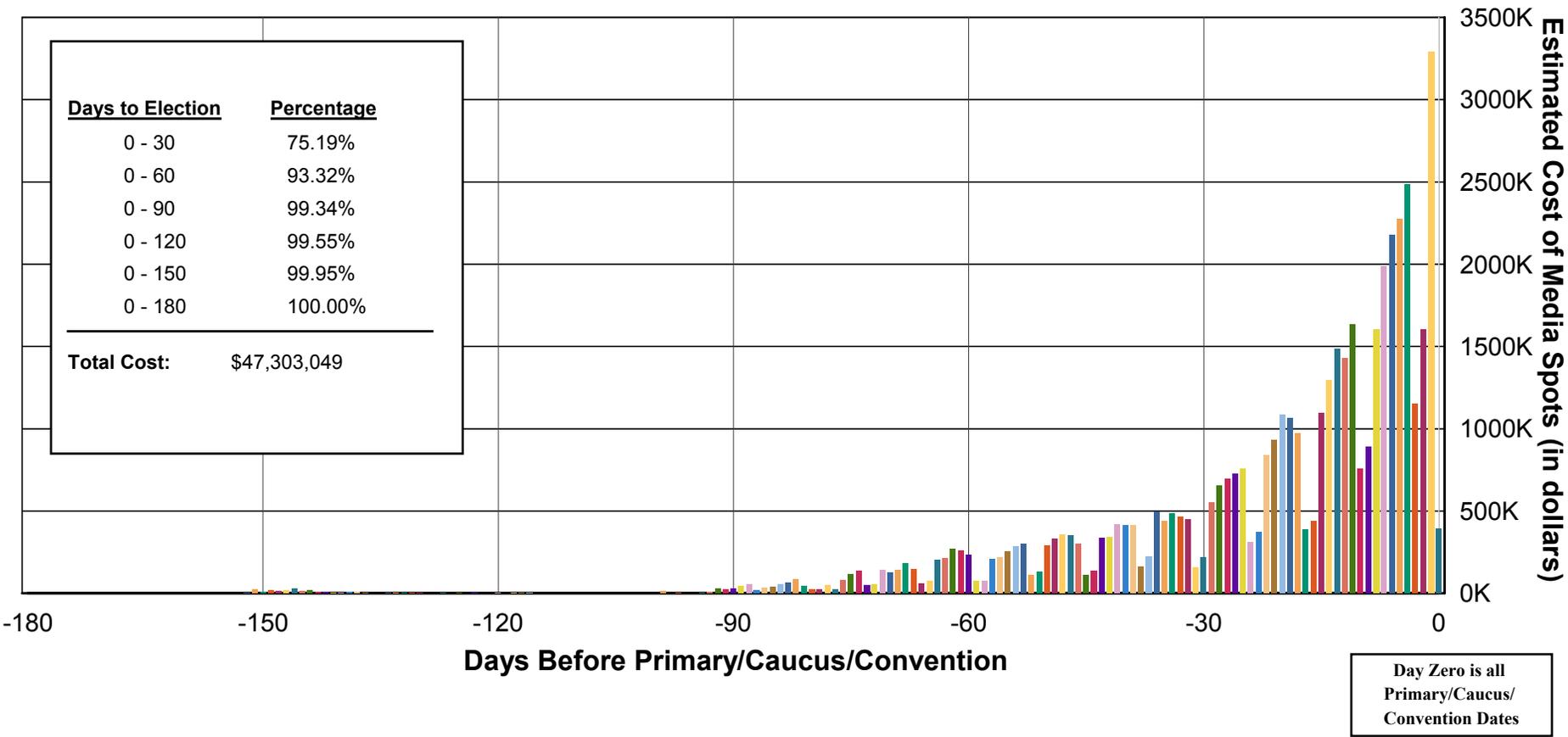


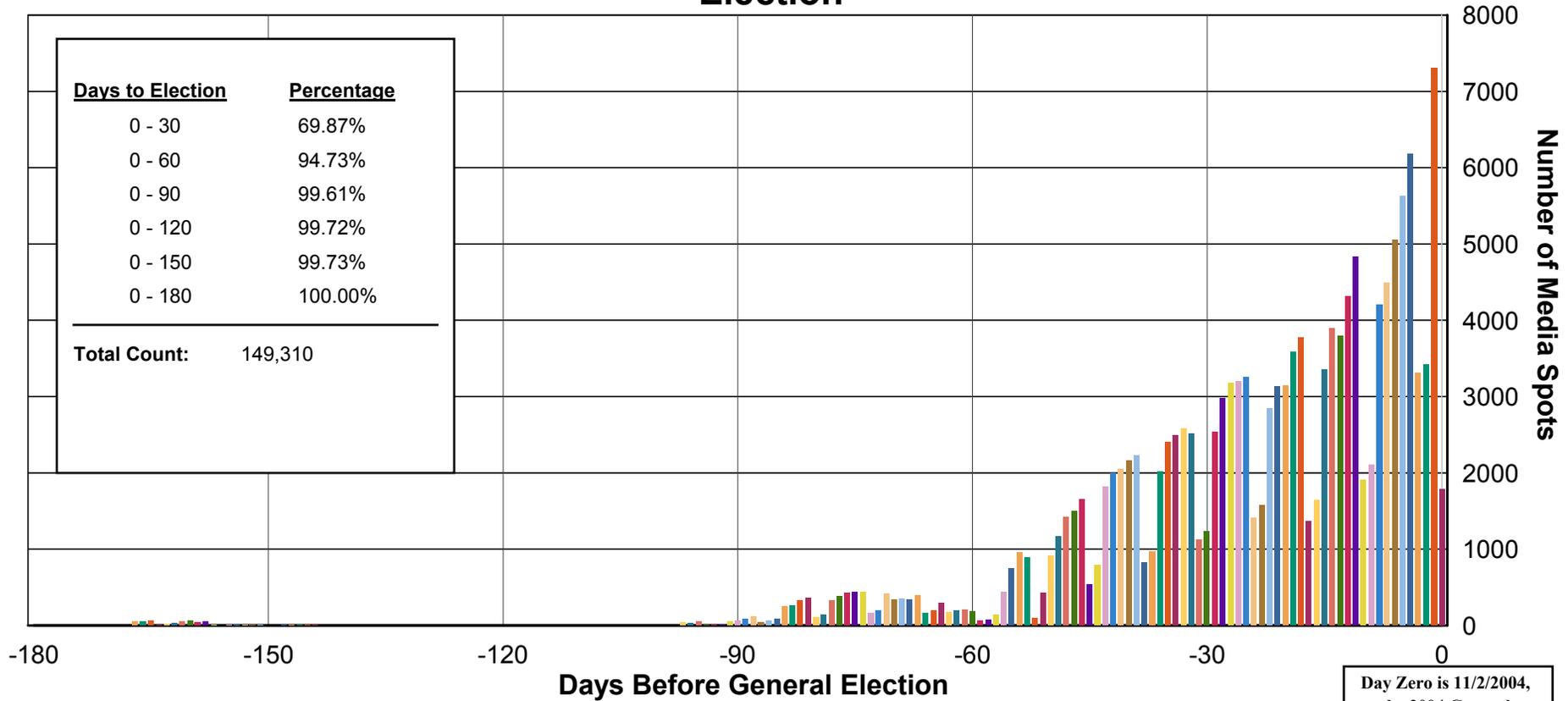
S1 - Total Number of Media Spots Airing On or Before Senate Primary/Caucus/Convention



S2 - Total Estimated Cost of Media Spots Airing On or Before Senate Primary Election/Caucus/Convention



S3 - Total Number of Media Spots Airing On or Before Senate General Election



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

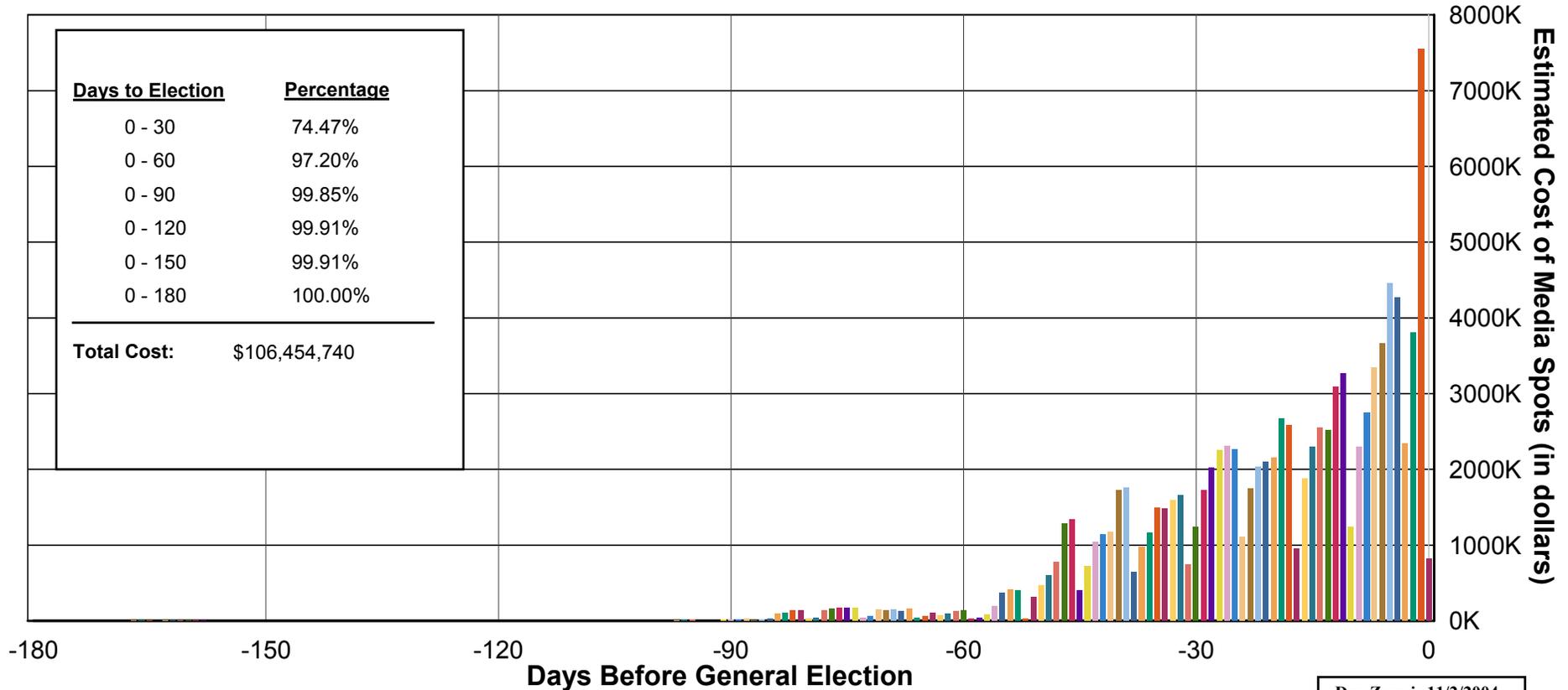
Primary/Caucus/Conv. 60 to 31 Days Before General Election

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

S4 - Total Estimated Cost of Media Spots Airing On or Before Senate General Election



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

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

SENATE GRAPHS – NOTES

Primary/Caucus/Convention Graphs

- Because primaries/caucuses/conventions are held on several different dates, in order to compare media spots aired before each primary/caucus/convention, the primary/caucus/convention date is represented on the x-axis as day “0”.
- For example, the Ohio primary was held on 3/2/04 and the Pennsylvania primary was held on 4/27/04. Both of these primaries are represented as day “0” on the graph. Accordingly, a media spot that aired in Ohio on 2/21/04 (10 days before the Ohio primary) would be represented on the graph at day “– 10”. Similarly, a media spot that aired in Pennsylvania on 4/17/04 (10 days before the Pennsylvania primary) would also appear on the graph at day “–10”.
- Any data for media spots paid for by a Senate 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”).
- 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 Senate 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”).
- The dates of each primary/caucus/convention are listed below each graph. These dates reflect joint Democratic, Republican, and Other Party primaries unless otherwise noted. The number of days each primary/caucus/convention occurred before the general election is indicated, as a negative number, in parentheses after the date.
- Two States held “primary runoff” elections (SC on 6/22/04 and GA on 8/10/04). Any data regarding media spots aired after these States’ primary dates (SC on 6/9/04 and GA on 7/20/04), but before these States’ 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
			5/24 (R) District 1	162
Delaware		9/11		52
D.C.		9/14		49
Florida	S	8/31		63
Georgia	S	7/20		105
Guam		9/4		59
Hawaii	S	9/18		45
Idaho	S	5/25		161
Illinois	S	3/16		231
Indiana	S	5/4		182
			4/24 (Other)	192
Iowa	S	6/8		147
Kansas	S	8/3		91
			3/6 (Other)	241
			5/15 (Other)	171
Kentucky	S	5/18		168
Louisiana ²	S	n/a		
Maine		6/8		147
Maryland	S	3/2		245
Massachusetts		9/14		49
Michigan		8/3		91
			4/17 (Other)	199
			5/23 (Other)	163
			6/5 (Other)	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.