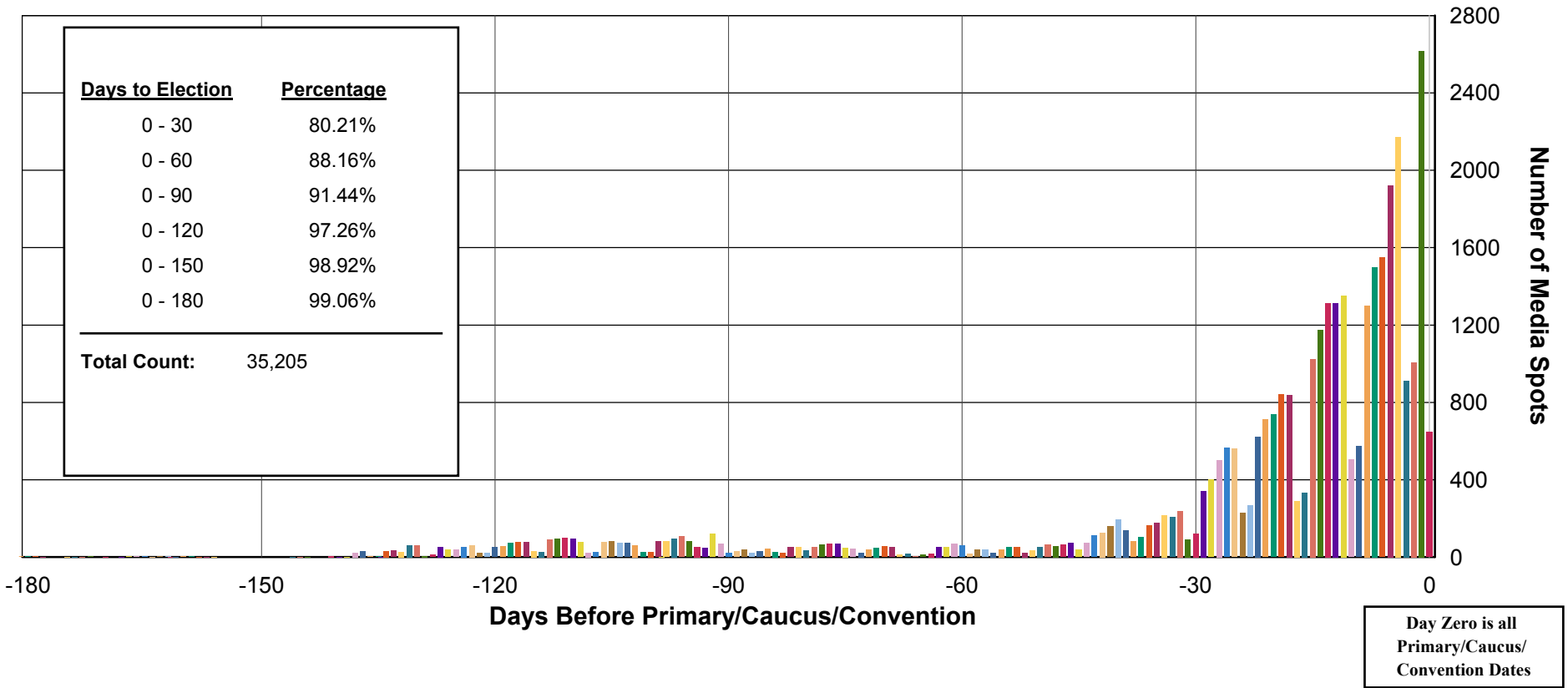
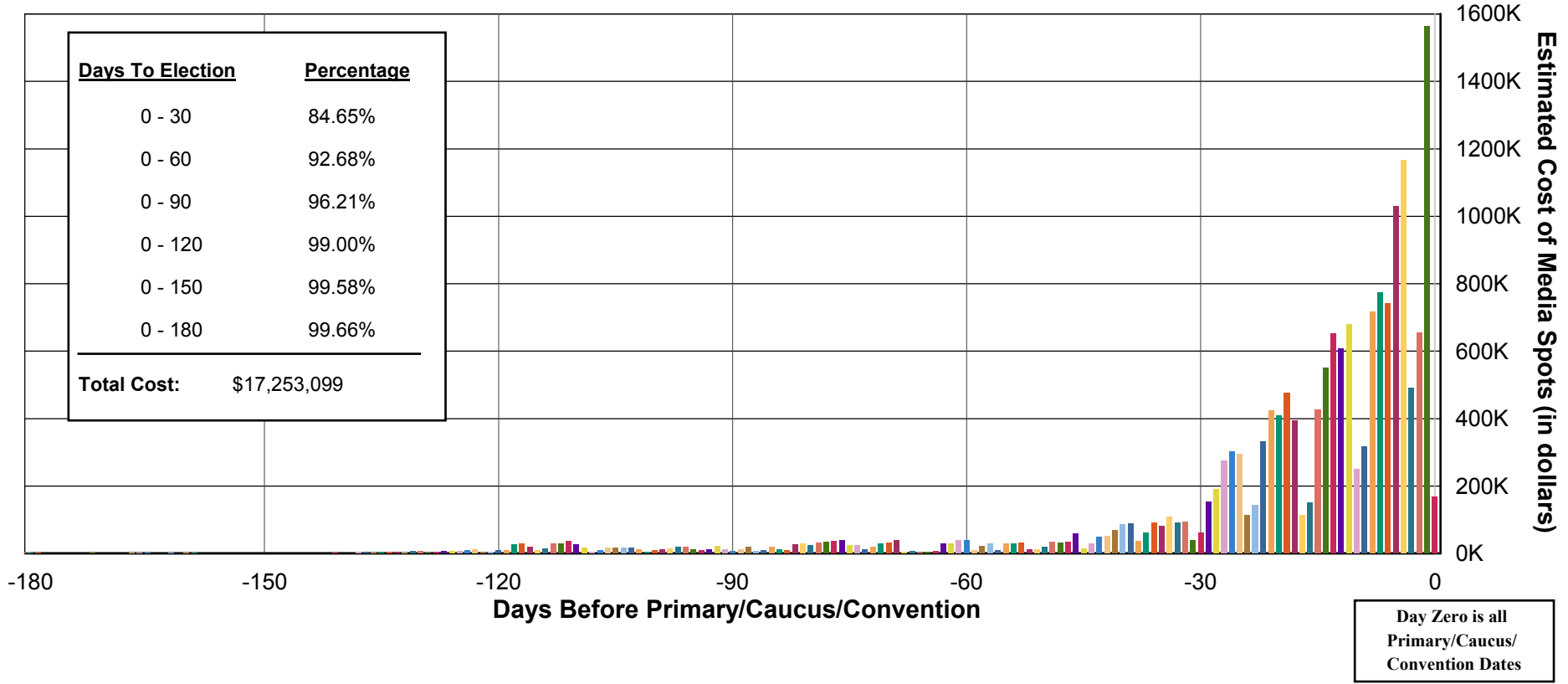


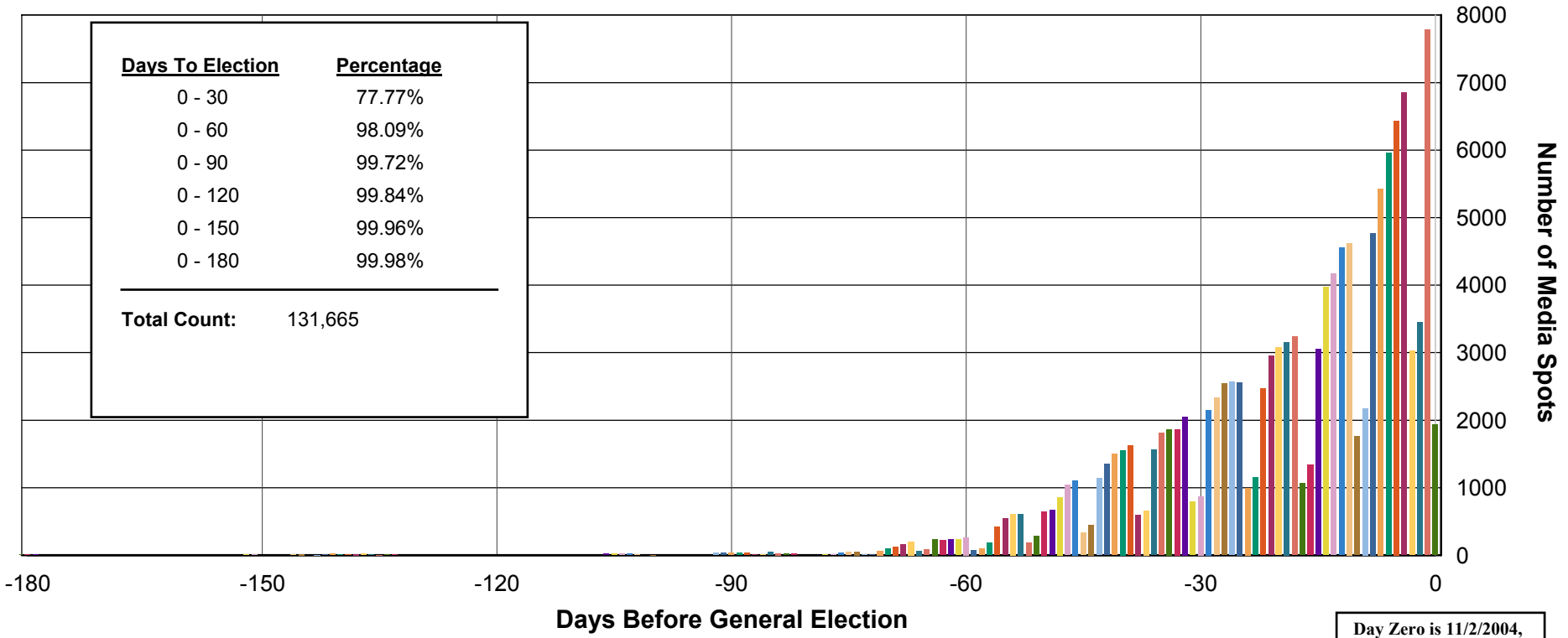
H1 - Total Number of Media Spots Airing On or Before House Primary/Caucus/Convention



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

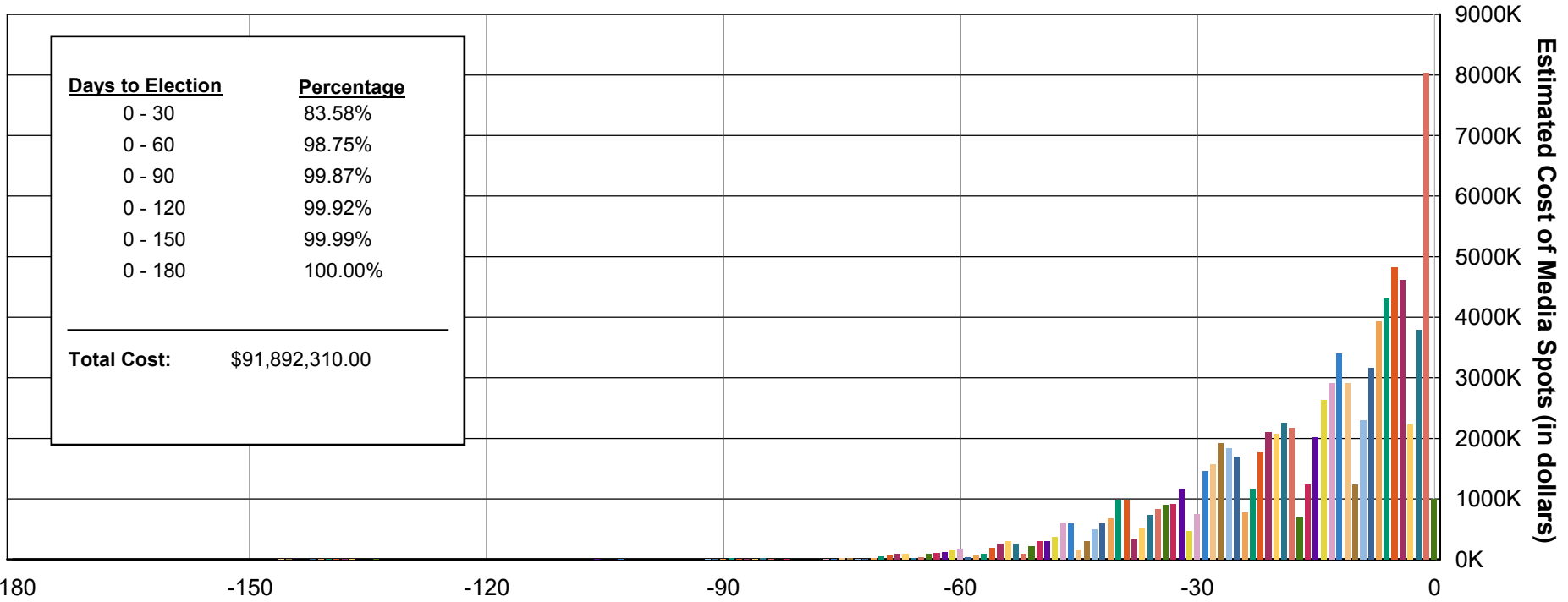
Primary/Caucus/Conv. 60 to 31 Days Before General Election

- 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

- Because primaries/caucuses/conventions are held on 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 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 6/3/03	3/9/04	311 280
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”).
- 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.
- 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
			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.