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Media Alert

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NIELSEN'S PRESIDENTIAL SCORECARD FOR NEW HAMPSHIRE

On the eve of the 2008 New Hampshire Presidential primary, Nielsen is reporting on the total number of TV advertising spots run by the Presidential candidates in New Hampshire and the surrounding markets from January 1, 2007 through January 4, 2008.

Boston/Manchester market (Covering New Hampshire & Massachusetts)

TOTAL TV SPOTS IN MARKET = 16,250

Candidates	Jan '07	Feb '07	Mar '07	Apr '07	May '07	June '07	July '07	Aug '07	Sept '07	Oct '07	Nov '07	Dec '07	Jan 1-4 th '08	Total Candidate Spots
Bill Richardson (D)	0	0	0	65	151	168	97	98	5	28	67	68	10	757
Chris Dodd (D)	0	0	0	0	161	457	79	0	0	0	0	0	0	697
Barack Obama (D)	0	0	0	0	0	0	0	0	66	571	873	1,264	12	2,786
Hillary Clinton (D)	0	0	0	0	0	0	0	0	377	349	604	1,107	21	2,458
John Edwards (D)	0	0	0	0	0	0	481	0	0	0	306	450	23	1,260
Joe Biden (D)	0	0	0	0	0	0	0	0	0	0	0	0	4	4
Mike Gravel (D)	0	0	0	0	0	0	0	0	0	0	0	17	28	45
Mitt Romney (R)	0	61	94	120	201	137	139	145	158	542	857	1,115	262	3,831
Rudy Giuliani (R)	0	0	0	0	0	0	0	0	0	0	393	1,192	26	1,611
Ron Paul (R)	0	0	0	0	0	0	0	0	0	2	151	104	51	308
John McCain (R)	0	0	0	0	0	0	0	0	5	351	526	1,250	233	2,365
Duncan Hunter (R)	0	0	0	0	0	0	0	0	0	0	0	9	8	17



Tom Tancredo (R)	0	0	0	0	0	0	0	0	0	0	28	0	0	28
Mike Huckabee (R)	0	0	0	0	0	0	0	0	0	0	0	68	15	83

Source: The Nielsen Company

Burlington-Plattsburgh market (Covering Vermont, New York and New Hampshire)

TOTAL TV SPOTS IN MARKET = 6,747

Candidates	Jan '07	Feb '07	Mar '07	Apr '07	May '07	June '07	July '07	Aug '07	Sept '07	Oct '07	Nov '07	Dec '07	Jan 1-4 th '08	Total Candidate Spots
Bill Richardson (D)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Chris Dodd (D)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Barack Obama (D)	0	0	0	0	0	0	0	0	0	0	286	970	30	1,286
Hillary Clinton (D)	0	0	0	0	0	0	0	0	0	0	344	709	62	1,115
John Edwards (D)	0	0	0	0	0	0	0	0	0	0	0	109	4	113
Joe Biden (D)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mike Gravel (D)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mitt Romney (R)	0	55	111	110	211	132	111	120	113	203	437	509	87	2,199
Rudy Giuliani (R)	0	0	0	0	0	0	0	0	0	0	0	898	0	898
Ron Paul (R)	0	0	0	0	0	0	0	0	0	0	78	71	20	169
John McCain (R)	0	0	0	0	0	0	0	0	0	1	187	666	113	967
Duncan Hunter (R)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tom Tancredo (R)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mike Huckabee (R)	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Source: The Nielsen Company



Portland-Auburn market (Covering Maine and New Hampshire)

TOTAL TV SPOTS IN MARKET = 4,233

Candidates	Jan '07	Feb '07	Mar '07	Apr '07	May '07	June '07	July '07	Aug '07	Sept '07	Oct '07	Nov '07	Dec '07	Jan 1-4 th '08	Total Candidate Spots
Bill Richardson (D)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Chris Dodd (D)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Barack Obama (D)	0	0	0	0	0	0	0	0	0	0	176	293	28	497
Hillary Clinton (D)	0	0	0	0	0	0	0	0	0	0	266	1,155	116	1,537
John Edwards (D)	0	0	0	0	0	0	0	0	0	0	0	44	0	44
Joe Biden (D)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mike Gravel (D)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mitt Romney (R)	0	40	69	34	80	52	58	72	47	76	308	338	43	1,217
Rudy Giuliani (R)	0	0	0	0	0	0	0	0	0	0	0	288	0	288
Ron Paul (R)	0	0	0	0	0	0	0	0	0	0	106	161	45	312
John McCain (R)	0	0	0	0	0	0	0	0	0	0	0	300	38	338
Duncan Hunter (R)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tom Tancredo (R)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mike Huckabee (R)	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Source: The Nielsen Company

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com

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