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# Media Alert

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**NIELSEN UPDATES ADVERTISING REPORT FOR NEW HAMPSHIRE**

**New York, NY – January 7, 2008** -- Nielsen today updated its advertising report for the 2008 New Hampshire Presidential primary, issued earlier today, after identifying additional TV advertising spots run by the Presidential candidates in New Hampshire in January 2008 (and adding in January 5-6).

**Boston/Manchester market (Covering New Hampshire & Massachusetts)**

**TOTAL TV SPOTS IN MARKET = 17,167**

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 1-6 <sup>th</sup> '08	Total Candidate Spots
<b>Bill Richardson (D)</b>	0	0	0	65	151	168	97	98	5	28	67	68	11	<b>758</b>
<b>Chris Dodd (D)</b>	0	0	0	0	161	457	79	0	0	0	0	0	0	<b>697</b>
<b>Barack Obama (D)</b>	0	0	0	0	0	0	0	0	66	571	873	1,264	187	<b>2,961</b>
<b>Hillary Clinton (D)</b>	0	0	0	0	0	0	0	0	377	349	604	1,107	244	<b>2,681</b>
<b>John Edwards (D)</b>	0	0	0	0	0	0	481	0	0	0	306	450	63	<b>1,300</b>
<b>Joe Biden (D)</b>	0	0	0	0	0	0	0	0	0	0	0	0	8	<b>8</b>
<b>Mike Gravel (D)</b>	0	0	0	0	0	0	0	0	0	0	0	17	0	<b>17</b>
<b>Mitt Romney (R)</b>	0	61	94	120	201	137	139	145	158	542	857	1,115	471	<b>4,040</b>
<b>Rudy Giuliani (R)</b>	0	0	0	0	0	0	0	0	0	0	393	1,192	64	<b>1,649</b>
<b>Ron Paul (R)</b>	0	0	0	0	0	0	0	0	0	2	151	104	99	<b>356</b>
<b>John McCain (R)</b>	0	0	0	0	0	0	0	0	5	351	526	1,250	422	<b>2,554</b>
<b>Duncan Hunter (R)</b>	0	0	0	0	0	0	0	0	0	0	0	9	16	<b>27</b>



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	23	91

Source: The Nielsen Company

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

TOTAL TV SPOTS IN MARKET = 7,002

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 <sup>th</sup> '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	97	1,353
Hillary Clinton (D)	0	0	0	0	0	0	0	0	0	0	344	709	79	1,132
John Edwards (D)	0	0	0	0	0	0	0	0	0	0	0	109	7	116
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	150	2,262
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	49	198
John McCain (R)	0	0	0	0	0	0	0	0	0	1	187	666	189	1,043
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 = 4,311**

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 <sup>th</sup> '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	61	530
Hillary Clinton (D)	0	0	0	0	0	0	0	0	0	0	266	1,155	25	1,446
John Edwards (D)	0	0	0	0	0	0	0	0	0	0	0	44	7	51
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	84	1,258
Rudy Giuliani (R)	0	0	0	0	0	0	0	0	0	0	0	288	5	293
Ron Paul (R)	0	0	0	0	0	0	0	0	0	0	106	161	82	349
John McCain (R)	0	0	0	0	0	0	0	0	0	0	0	300	84	384
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](http://www.nielsen.com)

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