

AT&T/T-Mobile Merger Media Spending							
	May	June	July	August	September	October	Grand Total (in sums of \$000s)
Total Spending	973.9	14,801.7	11,779.6	9,497.5	1,075.3	2,306.7	40,434.7
Total Online Spending			1.0	14.3	39.8	32.7	87.7
Chicago				2.8			2.8
Miami-Fort Lauderdale				4.4			4.4
National			1.0	5.7	39.8	32.7	79.2
Tampa-Saint Petersburg				1.4			1.4
Total Print Spending	445.6	648.2	1,103.3	360.1	331.5	210.9	3,099.5
Atlanta						23.3	23.3
Bakersfield		3.9					3.9
Baton Rouge			13.9	7.0			20.9
Boston						11.6	11.6
Charleston-Huntington			18.0	9.0			26.9
Charlotte						11.1	11.1
Cleveland-Akron (Canton)		15.2					15.2
Dallas-Fort Worth						23.6	23.6
Denver			22.5	11.4			33.9
Duluth-Superior			16.4	8.2			24.5
Florida						8.9	8.9
Fort Smith-Fayetteville			8.9	4.4			13.3
Fresno-Visalia		24.9	36.5	5.8			67.2
Georgia					7.1		7.1
Houston						7.7	7.7
Jackson, MS			14.9				14.9
Kansas City			58.0	29.0			87.0
Little Rock-Pine Bluff			49.7	24.9			74.6
Los Angeles		134.3	133.8			71.4	339.5

	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>	<u>Grand Total (in sums of \$000s)</u>
Madison			33.0	22.0			54.9
Miami-Fort Lauderdale						11.6	11.6
Monterey-Salinas		7.2	14.4	7.2			28.8
National	445.6	346.6	267.3	139.7	142.0		1,341.2
New York City						28.0	28.0
Orlando-Daytona Beach						7.1	7.1
Sacramento						6.6	6.6
San Diego		47.0	47.0				94.0
San Francisco		69.1	69.1				138.1
Seattle-Tacoma			15.2	7.6			22.8
Tampa-Saint Petersburg			263.7	73.5			337.2
Topeka			21.0	10.5			31.6
Washington, DC					182.4		182.4
Radio				7.0		115.0	122.1
Philadelphia				0.2			0.2
Washington, DC				6.8		115.0	121.9
Total TV Spending	528.4	14,153.6	10,675.2	9,116.0	704.0	1,948.1	37,125.3
Atlanta	12.1	255.1	237.1	228.0	2.3		734.7
Austin		1.0					1.0
Baltimore	6.8	100.5	80.6	83.0			270.9
Boston	9.0	195.7	235.0	232.8	1.5		674.1
Charlotte	3.4	42.8	45.5	53.6	0.8		146.2
Chicago	35.6	283.6	455.1	330.5	6.9		1,111.6
Cleveland-Akron (Canton)		52.9	56.6	56.0			165.5
Columbus, OH	1.5	20.4	30.6	27.0			79.6
Dallas-Fort Worth	10.6	191.4	292.2	271.1			765.3
Denver	9.2	140.4	132.6	119.3	2.5		404.0
Detroit	8.0	93.1	92.9	98.5	1.8		294.3
Hartford & New Haven	5.2	41.9	45.6	50.7	1.6		145.0

	May	June	July	August	September	October	Grand Total (in sums of \$000s)
Houston	25.2	257.8	303.7	305.6			892.4
Indianapolis	2.4	29.4	21.2	23.9			76.8
Kansas City		15.1	12.8	23.9	8.3		60.2
Los Angeles	116.9	1,325.0	1,221.0	1,144.0			3,806.8
Miami-Fort Lauderdale	4.8	220.6	356.1	330.2	4.3		915.9
Minneapolis-Saint Paul	13.5	116.5	95.0	101.3	2.6		328.8
National Cable	4.3	2,165.9	1,566.4	1,511.0			5,247.6
National Syndication		67.5	90.0	22.5			180.0
Network		5,598.1	2,616.1	1,345.8			9,559.9
New York City	125.2	947.4	1,003.2	1,075.9	13.6		3,165.3
Orlando-Daytona Beach	5.5	85.1	81.6	124.0	1.8		298.1
Philadelphia	7.2	173.7	176.5	226.5	11.1		595.0
Phoenix	12.3	149.4	189.7	155.0			506.4
Pittsburgh	3.5	56.2	67.7	62.6	1.1		191.0
Sacramento	11.3	168.7	133.1	148.5	2.6		464.3
Saint Louis	6.5	45.4	40.4	53.3			145.6
San Antonio	1.0	48.0	55.9	56.5			161.4
San Diego	4.7	63.5	59.4	67.2			194.8
San Francisco	26.0	388.4	268.9	279.1			962.5
Seattle-Tacoma	6.7	113.5	87.6	80.2			287.9
Tampa-Saint Petersburg	11.2	100.7	73.0	107.1			291.9
Washington, DC	38.8	599.2	452.1	321.4	641.1	1,948.1	4,000.6
Grand Total (in sums of \$000s)	973.9	14,801.7	11,779.6	9,497.5	1,075.3	2,306.7	\$40,435