

cmag eye on '08

The Advertising Research Newsletter for Politics, Public Affairs and Advocacy Professionals

While The Eye is typically used as a medium to convey recent trends in TV advertising and other political ad spending, the good folks at CMAG will use this issue to promote its new features for

tracking the upcoming election. Read below to learn the latest changes we've made to better analyze the election and allow for a more comprehensive understanding of the political marketplace.

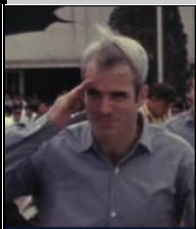
Hunting for Ads, CMAG Follows the Ducks

CMAG now uses TNS spider technology – the same technology used by major search engines – to track ads on the Internet. Almost 2,800 web sites from

a significant increase in advertising online in the race for the White House. In fact, more than \$5 million has been spent by presidential candidates on Internet advertising this election.

around the country are monitored and ad data is collected within 24 hours. This coverage is provided to our clients via web-based reports that display the ad and related information such as the site it appears on, run dates and how many times it has been captured. While television still remains the most popular medium used to reach voters, there has been

CMAG is also working with other TNS partners to monitor consumer-generated media and track opinions on the blogosphere. Using this new technology, CMAG will be able to track political discourse found on blogs, message boards and comment sections and relate this chatter to new ad themes.



JOHN MCCAIN
FOR PRESIDENT

JOIN OUR TEAM

PAID FOR BY JOHN MCCAIN 2008



MEET BARACK OBAMA
SIGN-UP FOR INVITATIONS TO CAMPAIGN EVENTS

JOIN US

PAID FOR BY OBAMA FOR AMERICA

CMAG TRACKS ADS ACROSS THE COUNTRY



When CMAG first started tracking ads in 1996, only 75 markets were covered, or approximately 80 percent of TV households. Today, 180 markets are tracked, providing coverage in all 50 states. By the end of 2008, all 210 markets will be monitored by CMAG.

CMAG recently updated its media market maps to show clear boundary lines by congressional districts. These maps are included in every report sent to clients and can be opened as pdf file. The maps are color-coded to show which districts are included in each market so clients can quickly define the target of an ad.



New Morning Report

At the beginning of this year, CMAG developed a "Morning Update" report. This report is sent first thing in the morning and is a condensed version of the complete afternoon report. This feature allows important data to reach clients even faster.



— These are just some of the many upgrades CMAG is working on to continually bring you up-to-date information and provide a complete analysis of political advertising trends for this fall and years to come.

In This Corner: MoveOn.org vs. Citizens United



[Announcer]: In Chicago, in St. Louis and Seattle, the American people are demanding



a timetable for withdrawal from Iraq. In Baghdad, in Basrah and Tikrit,



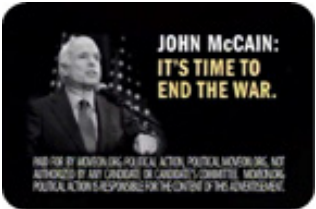
the Iraqi people, and now the Iraqi prime minister, are also demanding a timetable.



But John McCain doesn't want a timetable. He'll spend hundreds of billions of dollars more to keep our troops



in Iraq for years and years. John McCain, it's time to end the war



and move on. MoveOn.org political action is responsible for the content of this advertisement.

Ad Sponsor: **MoveOn.org**
Ad Title: "Timetable"



[Obama]: We are the change that we seek.
[Ken Blackwell]: "It is only when



you begin to peel back the layers that you begin to see a disturbing pattern."



[Tucker Carlson]: "Well the press loves Obama. I mean, not just love,



but sort of like an early teenage crush."
[Dick Morrison]: "He is representative of the ultimate left



of the Democratic party — vast increases in taxes."
[Rev. Joe Watkins]: "Big government doesn't help



hasn't helped the people of my congregation."
[Obama]: We are the ones we've been waiting for.

Ad Sponsor: **Citizens United**
Ad Title: "Hype"

A Closer Look: Race for the White House

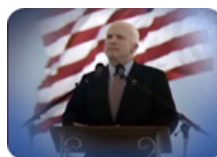
Top 5 Programs with Most Presidential Ad Spots in June	
1.	News
2.	Jeopardy
3.	Today Show
4.	Good Morning America
5.	Oprah Winfrey Show

Top 5 Internet Companies with Most Presidential Advertising	
1.	Microsoft Network
2.	Google
3.	Kos Media
4.	Yahoo
5.	RollingStone.com

Top 5 Presidential General Election Markets by # of Spots	
1.	Cleveland, OH
2.	Philadelphia, PA
3.	Columbus, OH
4.	Detroit, MI
5.	Youngstown, OH



PFB: Obama For America



PFB: John McCain 2008

eye

Interested in seeing other issues in the cmag eye?

Keep up with the latest political advertising data and issues across the country

Find out more by visiting us at tnsmi-cmag.com or calling us at (703) 379-8906