

Table:
Political Advertising for Broadcasting Operations of Several Companies (2008)

Company	Total Revenues (\$M)	2008 Broadcast Group Revenues (\$M)	Political Advertising (\$M)	Political Advertising as % of Total Revenues (%)	Political Advertising as % of Broadcast Group Revenues (%)
Belo	820	820	46-50	5.6-6.1	5.6-6.1
Gannett	7033	876	120-125	1.7-1.8	13.7-14.3
Lin	428	728	36-40	8.4-9.4	4.9-5.5
Media General	928	391	45	4.8	11.5
Nexstar	305	305	38	12.5	12.5
Sinclair	803	684	38	4.7	5.6

Source: [Benchmark Company](#)