

Arbitron PPM™ Markets With Daily In-Tab Targets

2010 Rank ¹	Market	2009 Daily In-Tab Target	Year-End 2010 Daily In-Tab Target	Mid-Year 2011 Daily In-Tab Target	PPM Currency Month
7	Atlanta	1,335	1,442	1,469	December '08
37	Austin	671	725	750	September '10
22	Baltimore	1,080	1,166	1,188	September '09
10	Boston	1,519	1,641	1,671	March '09
24	Charlotte-Gastonia-Rock Hill	919	993	1,011	September '10
3	Chicago	1,946	2,102	2,141	September '08
28	Cincinnati	945	1,021	1,040	December '09
29	Cleveland	1,016	1,097	1,118	December '09
36	Columbus, OH	806	870	887	September '10
5	Dallas-Ft. Worth	1,361	1,470	1,497	December '08
19	Denver-Boulder	968	1,045	1,065	September '09
11	Detroit	1,440	1,555	1,584	December '08
45	Greensboro-Winston Salem-High Point	743	802	817	December '10
50	Hartford-New Britain-Middletown	765	826	842	December '10
6	Houston-Galveston ²	1,361	1,470	1,497	June '07
39	Indianapolis	926	1,000	1,019	September '10
46	Jacksonville	675	729	750	December '10
32	Kansas City	878	948	966	December '09
33	Las Vegas	653	848	864	December '09
2	Los Angeles	2,456	2,652	2,702	September '08
49	Memphis ⁶	510	630	675	December '10
12	Miami-Ft. Lauderdale-Hollywood	1,553	1,677	1,708	June '09
40	Middlesex-Somerset-Union ⁴	694	750	763	September '08
38	Milwaukee-Racine	881	951	969	September '10
16	Minneapolis-St. Paul ²	1,136	1,227	1,250	June '09
44	Nashville	698	754	768	September '10
18	Nassau-Suffolk (Long Island) ⁴	1,080	1,166	1,188	September '08
1	New York ³	3,882	4,193	4,270	September '08
43	Norfolk-Virginia Beach-Newport News	795	859	875	September '10
35	Orlando	709	766	780	September '10
8	Philadelphia	1,530	1,652	1,683	March '07
15	Phoenix	1,001	1,081	1,101	June '09
25	Pittsburgh, PA	1,088	1,175	1,197	September '09
23	Portland, OR	889	960	978	December '09
41	Providence-Warwick-Pawtucket ⁶	581	630	675	September '10
42	Raleigh-Durham	679	733	750	September '10
26	Riverside-San Bernardino ²	799	863	879	September '08
27	Sacramento	968	1,045	1,065	December '09
30	Salt Lake City-Ogden-Provo	776	838	854	December '09
31	San Antonio	885	956	974	December '09
17	San Diego	1,080	1,166	1,188	June '09
4	San Francisco ⁵	2,130	2,300	2,343	September '08
34	San Jose ⁵	866	935	953	September '08
13	Seattle-Tacoma	1,219	1,317	1,341	June '09
21	St. Louis	1,103	1,191	1,213	September '09
20	Tampa-St. Petersburg-Clearwater	1,016	1,097	1,118	September '09
9	Washington, DC	1,331	1,437	1,464	December '08
48	West Palm Beach-Boca Raton	701	757	771	December '10

¹ Rank as of Fall 2010

² PPM Radio Ratings Data accredited by Media Rating Council®

³ Includes embedded markets (Nassau-Suffolk and Middlesex-Somerset Union)

⁴ Embedded market

⁵ Includes embedded market (San Jose)

⁶ Memphis and Providence sample targets are lower than other markets because clients in these markets did not elect to take advantage of a previously offered sample increase proposal.

© 2011 Arbitron Inc. Arbitron PPM® is a mark of Arbitron Inc. Media Rating Council® is a registered trademark of the Media Rating Council

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Arbitron PPM™ Markets With Daily In-Tab Targets

2010 Rank ¹	Market	2009 Daily In-Tab Target	Year-End 2010 Daily In-Tab Target	Mid-Year 2011 Daily In-Tab Target	PPM Currency Month
8	Philadelphia	1,530	1,652	1,683	March '07
6	Houston-Galveston ²	1,361	1,470	1,497	June '07
1	New York ³	3,882	4,193	4,270	September '08
18	Nassau-Suffolk (Long Island) ⁴	1,080	1,166	1,188	September '08
40	Middlesex-Somerset-Union ⁴	694	750	763	September '08
2	Los Angeles	2,456	2,652	2,702	September '08
3	Chicago	1,946	2,102	2,141	September '08
4	San Francisco ⁵	2,130	2,300	2,343	September '08
26	Riverside-San Bernardino ²	799	863	879	September '08
34	San Jose ⁵	866	935	953	September '08
5	Dallas-Ft. Worth	1,361	1,470	1,497	December '08
7	Atlanta	1,335	1,442	1,469	December '08
9	Washington, DC	1,331	1,437	1,464	December '08
11	Detroit	1,440	1,555	1,584	December '08
10	Boston	1,519	1,641	1,671	March '09
12	Miami-Ft. Lauderdale-Hollywood	1,553	1,677	1,708	June '09
13	Seattle-Tacoma	1,219	1,317	1,341	June '09
15	Phoenix	1,001	1,081	1,101	June '09
16	Minneapolis-St. Paul ²	1,136	1,227	1,250	June '09
17	San Diego	1,080	1,166	1,188	June '09
20	Tampa-St. Petersburg-Clearwater	1,016	1,097	1,118	September '09
21	St. Louis	1,103	1,191	1,213	September '09
19	Denver-Boulder	968	1,045	1,065	September '09
22	Baltimore	1,080	1,166	1,188	September '09
25	Pittsburgh, PA	1,088	1,175	1,197	September '09
23	Portland, OR	889	960	978	December '09
27	Sacramento	968	1,045	1,065	December '09
28	Cincinnati	945	1,021	1,040	December '09
29	Cleveland	1,016	1,097	1,118	December '09
30	Salt Lake City-Ogden-Provo	776	838	854	December '09
31	San Antonio	885	956	974	December '09
32	Kansas City	878	948	966	December '09
33	Las Vegas	653	848	864	December '09
24	Charlotte-Gastonia-Rock Hill	919	993	1,011	September '10
35	Orlando	709	766	780	September '10
36	Columbus, OH	806	870	887	September '10
38	Milwaukee-Racine	881	951	969	September '10
37	Austin	671	725	750	September '10
39	Indianapolis	926	1,000	1,019	September '10
41	Providence-Warwick-Pawtucket ⁶	581	630	675	September '10
43	Norfolk-Virginia Beach-Newport News	795	859	875	September '10
42	Raleigh-Durham	679	733	750	September '10
44	Nashville	698	754	768	September '10
45	Greensboro-Winston Salem-High Point	743	802	817	December '10
46	Jacksonville	675	729	750	December '10
48	West Palm Beach-Boca Raton	701	757	771	December '10
49	Memphis ⁶	510	630	675	December '10
50	Hartford-New Britain-Middletown	765	826	842	December '10

¹ Rank as of Fall 2010

² PPM Radio Ratings Data accredited by Media Rating Council®

³ Includes embedded markets (Nassau-Suffolk and Middlesex-Somerset Union)

⁴ Embedded market

⁵ Includes embedded market (San Jose)

⁶ Memphis and Providence sample targets are lower than other markets because clients in these markets did not elect to take advantage of a previously offered sample increase proposal.

© 2011 Arbitron Inc. Arbitron PPM® is a mark of Arbitron Inc. Media Rating Council® is a registered trademark of the Media Rating Council

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.