



AN UNCOMMON SENSE  
OF THE CONSUMER™



# NIELSEN RADIO PPM® MARKETS WITH DAILY IN-TAB TARGETS

SORTED BY MARKET NAME

October 2016 P12+ RANK	MARKET	DAILY IN-TAB TARGET	PPM CURRENCY MONTH
8	Atlanta <sup>1</sup>	1,600	Dec. 08
34	Austin	975	Sept. 10
21	Baltimore <sup>1</sup>	1,188	Sept. 09
10	Boston	1,671	Mar. 09
24	Charlotte-Gastonia-Rock Hill <sup>1</sup>	1,011	Sept. 10
3	Chicago <sup>1</sup>	2,141	Sept. 08
31	Cincinnati <sup>1</sup>	1,040	Dec. 09
33	Cleveland <sup>1</sup>	1,118	Dec. 09
37	Columbus, OH	975	Sept. 10
5	Dallas-Ft. Worth <sup>1</sup>	1,600	Dec. 08
18	Denver-Boulder <sup>1</sup>	1,200	Sept. 09
12	Detroit <sup>1</sup>	1,584	Dec. 08
46	Greensboro-Winston Salem-High Point	975	Dec. 10
52	Hartford-New Britain-Middletown	975	Dec. 10
6	Houston-Galveston <sup>1</sup>	1,600	Jun. 07
39	Indianapolis	1,019	Sept. 10
48	Jacksonville	975	Dec. 10
35	Kansas City <sup>1</sup>	975	Dec. 09
30	Las Vegas	975	Dec. 09
2	Los Angeles <sup>1</sup>	2,702	Sept. 08
51	Memphis	975	Dec. 10
11	Miami-Ft. Lauderdale-Hollywood <sup>1</sup>	1,708	Jun. 09
42	Middlesex-Somerset-Union <sup>3</sup>	975	Sept. 08
41	Milwaukee-Racine <sup>1</sup>	975	Sept. 10

October 2016 P12+ RANK	MARKET	DAILY IN-TAB TARGET	PPM CURRENCY MONTH
16	Minneapolis-St. Paul <sup>1</sup>	1,250	Jun. 09
43	Nashville	975	Sept. 10
20	Nassau-Suffolk (Long Island) <sup>1,3</sup>	1,200	Sept. 08
1	New York <sup>2</sup>	4,494	Sept. 08
45	Norfolk-Virginia Beach-Newport News	975	Sept. 10
32	Orlando	975	Sept. 10
9	Philadelphia <sup>1</sup>	1,683	Mar. 07
14	Phoenix <sup>1</sup>	1,200	Jun. 09
27	Pittsburgh, PA <sup>1</sup>	1,197	Sept. 09
23	Portland, OR <sup>1</sup>	978	Dec. 09
44	Providence-Warwick-Pawtucket	975	Sept. 10
38	Raleigh-Durham	975	Sept. 10
25	Riverside-San Bernardino <sup>1</sup>	975	Sept. 08
28	Sacramento	1,065	Dec. 09
29	Salt Lake City-Ogden-Provo	975	Dec. 09
26	San Antonio <sup>1</sup>	975	Dec. 09
17	San Diego <sup>1</sup>	1,200	Jun. 09
4	San Francisco <sup>1,4</sup>	2,366	Sept. 08
36	San Jose <sup>3</sup>	975	Sept. 08
13	Seattle-Tacoma	1,341	Jun. 09
22	St. Louis <sup>1</sup>	1,214	Sept. 09
19	Tampa-St. Petersburg-Clearwater <sup>1</sup>	1,200	Sept. 09
7	Washington, DC	1,600	Dec. 08
47	West Palm Beach-Boca Raton	975	Dec. 10

1 PPM Radio Ratings Data accredited by Media Rating Council<sup>†</sup>  
2 Includes embedded markets (Nassau Suffolk and Middlesex Somerset Union)

3 Embedded market  
4 Includes embedded market San Jose, which is not accredited by the MRC.

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



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SORTED BY FA16 P12+ RANK

October 2016 P12+ RANK	MARKET	DAILY IN-TAB TARGET	PPM CURRENCY MONTH
1	New York <sup>2</sup>	4,494	Sept. 08
2	Los Angeles <sup>1</sup>	2,702	Sept. 08
3	Chicago <sup>1</sup>	2,141	Sept. 08
4	San Francisco <sup>1,4</sup>	2,366	Sept. 08
5	Dallas-Ft. Worth <sup>1</sup>	1,600	Dec. 08
6	Houston-Galveston <sup>1</sup>	1,600	Jun. 07
7	Washington, DC	1,600	Dec. 08
8	Atlanta <sup>1</sup>	1,600	Dec. 08
9	Philadelphia <sup>1</sup>	1,683	Mar. 07
10	Boston	1,671	Mar. 09
11	Miami-Ft. Lauderdale-Hollywood <sup>1</sup>	1,708	Jun. 09
12	Detroit <sup>1</sup>	1,584	Dec. 08
13	Seattle-Tacoma	1,341	Jun. 09
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<sup>3</sup> Embedded market  
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