



# TOTAL LINE REPORTING INDIVIDUAL RADIO STATION ESTIMATES REPORTS

Audience estimates for simulcast radio stations that receive Total Line Reporting (TLR) reflect combined listening to the stations in the combo. These estimates are available to all authorized users of the applicable report.

TLR combos that are authorized users of Nielsen data may also request Individual Station Estimates Reports for the stations in their own combos, available exclusively for the combo's internal use.

## INDIVIDUAL RADIO STATION ESTIMATES— REPORT AVAILABILITY

- **PPM Markets:** Reports are available approximately two weeks after the release of monthly data.
  - » In order to receive timely monthly reports, the combo will need to renew its request each month.
  - » The combo must meet Minimum Reporting Standards for the Radio Market *Report*.
- **Diary Markets:** Reports are available quarterly, following the release of data for all markets.
  - » In order to receive timely quarterly reports, the combo will need to renew its request each quarter.
  - » The primary station must receive credited listening in at least 10 diaries.

AVAILABLE DEMOS	AVAILABLE DAYPARTS	AVAILABLE ESTIMATES
Persons 12+	Mon-Sun 6AM-Mid	AQH Persons
Persons 18+	Mon-Fri 6AM-10AM	AQH Rating
Persons 18-34	Mon-Fri 10AM-3PM	Cume Persons
Persons 25-54	Mon-Fri 3PM-7PM	Cume Ratings
Persons 35-64	Mon-Fri 7PM -Mid	
	Sat-Sun 6AM-Mid	
	Mon-Sun 6AM-Mid	

## AUTHORIZED USES AND ADDITIONAL INFORMATION

- Individual Station Estimates are not available to agencies, advertisers, networks, syndicators, rep firms, or other stations. Total Line estimates will remain available to all authorized users and will remain the currency for stations that receive TLR.
- *Reports are available only for the combo's internal analytical use.* Nielsen may withhold reports from any combo that uses a report for transactional or promotional purposes, or who distributes a report to an unauthorized party.
- Reports are available for the combo's home Metro. (If the home Metro is embedded, the combo chooses either the embedded Metro or the parent Metro.)
- Estimates for custom demos and dayparts may be available on a custom basis for a fee.

To order a report, contact your Nielsen representative.

**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.**