

SORTED BY MARKET NAME

Arbitron PPM® Markets With Daily In-Tab Targets

SP 2012 Rank	Market	Daily In-Tab Target	PPM Currency Month
9	Atlanta ¹	1,469	December-08
37	Austin	750	September-10
21	Baltimore ¹	1,188	September-09
10	Boston	1,671	March-09
24	Charlotte-Gastonia-Rock Hill	1,011	September-10
3	Chicago	2,141	September-08
29	Cincinnati ¹	1,040	December-09
30	Cleveland	1,118	December-09
35	Columbus, OH	887	September-10
5	Dallas-Ft. Worth	1,497	December-08
20	Denver-Boulder	1,065	September-09
11	Detroit	1,584	December-08
46	Greensboro-Winston Salem-High Point	818	December-10
52	Hartford-New Britain-Middletown	842	December-10
6	Houston-Galveston ¹	1,497	June-07
40	Indianapolis	1,019	September-10
49	Jacksonville	750	December-10
33	Kansas City ¹	966	December-09
32	Las Vegas	863	December-09
2	Los Angeles ¹	2,702	September-08
51	Memphis ⁵	675	December-10
12	Miami-Ft. Lauderdale-Hollywood	1,709	June-09
41	Middlesex-Somerset-Union ³	763	September-08
38	Milwaukee-Racine ¹	969	September-10
16	Minneapolis-St. Paul ¹	1,250	June-09
45	Nashville	768	September-10
19	Nassau-Suffolk (Long Island) ³	1,188	September-08
1	New York ²	4,265	September-08
44	Norfolk-Virginia Beach-Newport News	875	September-10
34	Orlando	780	September-10
8	Philadelphia ¹	1,683	March-07
14	Phoenix ¹	1,101	June-09
25	Pittsburgh, PA	1,197	September-09
23	Portland, OR	978	December-09
42	Providence-Warwick-Pawtucket ⁵	675	September-10
43	Raleigh-Durham	750	September-10
26	Riverside-San Bernardino ¹	879	September-08
27	Sacramento	1,065	December-09
31	Salt Lake City-Ogden-Provo	854	December-09
28	San Antonio ¹	974	December-09
17	San Diego	1,188	June-09
4	San Francisco ⁴	2,347	September-08
36	San Jose ³	953	September-08
13	Seattle-Tacoma	1,341	June-09
22	St. Louis ¹	1,214	September-09
18	Tampa-St. Petersburg-Clearwater ¹	1,118	September-09
7	Washington, DC	1,464	December-08
48	West Palm Beach-Boca Raton	771	December-10

¹ PPM Radio Ratings Data accredited by Media Rating Council®

² Includes embedded markets (Nassau-Suffolk and Middlesex-Somerset Union)

³ Embedded market

⁴ Includes embedded market (San Jose)

⁵ 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.

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