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OF THE CONSUMER™



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# NIELSEN RADIO SERVICES AND MARKETS ACCREDITED BY THE MEDIA RATING COUNCIL® (MRC)

## LOCAL RADIO SERVICES

Atlanta Monthly PPM® Radio Ratings Data\*

Baltimore Monthly PPM Radio Ratings Data\*

Charlotte-Gastonia-Rock Hill Monthly PPM Radio Ratings Data\*

Chicago Monthly PPM Radio Ratings Data\*

Cincinnati Monthly PPM Radio Ratings Data\*

Cleveland Monthly PPM Radio Ratings Data\*

Dallas-Ft. Worth Monthly PPM Radio Ratings Data\*

Denver-Boulder Monthly PPM Radio Ratings Data\*

Detroit Monthly PPM Radio Ratings Data\*

Houston-Galveston Monthly PPM Radio Ratings Data\*

Kansas City Monthly PPM Radio Ratings Data\*

Los Angeles Monthly PPM Radio Ratings Data\*

Miami-Ft. Lauderdale-Hollywood Monthly PPM Radio Ratings Data\*

Milwaukee-Racine Monthly PPM Radio Ratings Data\*

Minneapolis-St. Paul Monthly PPM Radio Ratings Data\*

Nassau-Suffolk (Long Island) Monthly PPM Radio Ratings Data\*

Philadelphia Monthly PPM Radio Ratings Data\*

Phoenix Monthly PPM Radio Ratings Data\*

Pittsburgh, PA Monthly PPM Radio Ratings Data\*

Portland, OR Monthly PPM Radio Ratings Data\*

Riverside-San Bernardino Monthly PPM Radio Ratings Data\*

St. Louis Monthly PPM Radio Ratings Data\*

San Antonio Monthly PPM Radio Ratings Data\*

San Diego Monthly PPM Radio Ratings Data\*

San Francisco Monthly PPM Radio Ratings Data\*†

Tampa-St. Petersburg-Clearwater Monthly PPM Radio Ratings Data\*

Radio—Continuous Market Service (excluding Puerto Rico)  
Radio—Standard Market Service  
Radio—Condensed Market Service

## NATIONAL RADIO SERVICES

Radio County Coverage

## SOFTWARE AND APPLICATIONS

MaximiSer®  
Media Professional<sup>SM</sup>  
PPM Analysis Tool<sup>SM\*</sup>  
RADAR® Software Suite  
TAPSCAN™

## QUALITATIVE SERVICES

Nielsen Radio Qualitative Diary Service

*\*Nielsen preliminary weekly respondent-level radio data are not MRC accredited.*

*†San Jose is currently not accredited.*



## MRC ACCREDITED RADIO MARKETS

- Abilene, TX
- Akron
- Albany, GA
- Albany-Schenectady-Troy
- Albuquerque
- Alexandria, LA
- Allentown-Bethlehem
- Altoona
- Amarillo, TX
- Anchorage
- Ann Arbor, MI
- Appleton-Oshkosh
- Asheville
- Atlanta
- Atlantic City-Cape May
- Augusta, GA
- Augusta-Waterville, ME
- Bakersfield
- Baltimore
- Bangor
- Baton Rouge
- Battle Creek, MI
- Beaumont-Port Arthur, TX
- Beckley, WV
- Bend, OR
- Billings, MT
- Biloxi-Gulfport-Pascagoula
- Binghamton
- Birmingham
- Bismarck, ND
- Bloomington
- Bluefield, WV
- Boise
- Bridgeport
- Brunswick, GA
- Bryan-College Station, TX
- Buffalo-Niagara Falls
- Burlington-Plattsburgh
- Canton
- Cape Cod, MA
- Casper, WY
- Cedar Rapids
- Champaign, IL
- Charleston, SC
- Charleston, WV
- Charlotte-Gastonia-Rock Hill
- Chattanooga
- Cheyenne, WY
- Chicago
- Chico, CA
- Cincinnati
- Cleveland
- Colorado Springs
- Columbia, MO
- Columbia, SC
- Columbus, GA
- Concord (Lakes Region)
- Corpus Christi
- Dallas-Ft. Worth
- Danbury, CT
- Dayton
- Daytona Beach
- Decatur, IL
- Denver-Boulder
- Des Moines
- Detroit
- Dothan, AL
- Duluth-Superior
- Eau Claire, WI
- El Paso
- Elmira-Corning, NY
- Erie
- Eugene-Springfield
- Evansville
- Fargo-Moorhead
- Fayetteville (North West Arkansas)
- Fayetteville, NC
- Flagstaff-Prescott, AZ
- Flint
- Florence, SC
- Florence-Muscle Shoals, AL
- Frederick, MD
- Fredericksburg
- Fresno
- Ft. Collins-Greeley, CO
- Ft. Myers-Naples-Marco Island
- Ft. Pierce-Stuart-Vero Beach
- Ft. Smith, AR
- Ft. Walton Beach-Destin, FL
- Ft. Wayne
- Gainesville-Ocala
- Grand Forks, ND-MN
- Grand Island-Kearney-Hastings, NE
- Grand Junction, CO
- Grand Rapids
- Green Bay
- Greenville-New Bern-Jacksonville
- Greenville-Spartanburg
- Hagerstown-Chambersburg-Waynesboro, MD-PA
- Harrisburg-Lebanon-Carlisle
- Harrisonburg, VA
- Honolulu
- Hot Springs, AR
- Houston-Galveston
- Hudson Valley
- Huntington-Ashland
- Huntsville
- Jackson, MS
- Jackson, TN
- Johnson City-Kingsport-Bristol
- Jonesboro, AR
- Joplin, MO
- Kalamazoo



## MRC ACCREDITED RADIO MARKETS (CONTINUED)

- Kansas City
- Killeen-Temple, TX
- Knoxville
- La Crosse, WI
- LaSalle-Peru, IL
- Lafayette, IN
- Lafayette, LA
- Lake Charles, LA
- Lakeland-Winter Haven
- Lancaster
- Lansing-East Lansing
- Laredo, TX
- Las Cruces, NM
- Laurel-Hattiesburg, MS
- Lawton, OK
- Lebanon-Hanover-White River Junction, NH-VT
- Lexington-Fayette
- Lima, OH
- Lincoln
- Little Rock
- Los Angeles
- Louisville
- Lubbock
- Lufkin-Nacogdoches, TX
- Macon
- Madison
- Manchester
- McAllen-Brownsville-Harlingen
- Medford-Ashland, OR
- Melbourne-Titusville-Cocoa
- Merced, CA
- Miami-Ft. Lauderdale-Hollywood
- Milwaukee-Racine
- Minneapolis-St. Paul
- Mobile
- Modesto
- Monmouth-Ocean
- Monroe, LA
- Monterey-Salinas-Santa Cruz
- Montgomery
- Montpelier-Barre-St. Johnsbury
- Morgantown-Clarksburg-Fairmont, WV
- Morristown, NJ
- Muncie-Marion, IN
- Muskegon, MI
- Myrtle Beach, SC
- Nassau-Suffolk (Long Island)
- New Bedford-Fall River, MA
- New Haven
- New London, CT
- New Orleans
- Odessa-Midland, TX
- Oklahoma City
- Olean, NY
- Omaha-Council Bluffs
- Oxnard-Ventura
- Palm Springs
- Panama City, FL
- Parkersburg-Marietta, WV-OH
- Pensacola
- Peoria
- Philadelphia
- Phoenix
- Pittsburgh, PA
- Portland, ME
- Portland, OR
- Portsmouth-Dover-Rochester
- Poughkeepsie, NY
- Pueblo
- Quad Cities (Davenport-Rock Island-Moline)
- Rapid City, SD
- Reading, PA
- Redding, CA
- Reno
- Richmond
- Riverside-San Bernardino
- Roanoke-Lynchburg
- Rochester, MN
- Rochester, NY
- Rockford
- Salina-Manhattan, KS
- Salisbury-Ocean City
- San Angelo, TX
- San Antonio
- San Diego
- San Francisco
- San Luis Obispo, CA
- Santa Barbara, CA
- Santa Maria-Lompoc, CA
- Santa Rosa
- Sarasota-Bradenton
- Savannah
- Sheboygan, WI
- Shreveport
- Sioux City, IA
- South Bend
- Spokane
- Springfield, MA
- Springfield, MO
- St. Cloud, MN
- St. Louis
- Stamford-Norwalk, CT
- Stockton
- Sussex, NJ
- Syracuse
- Tallahassee
- Tampa-St. Petersburg-Clearwater
- Terre Haute
- Texarkana, TX-AR
- Toledo
- Topeka



MRC ACCREDITED RADIO MARKETS (CONTINUED)

- Traverse City-Petoskey, MI
- Trenton
- Tri-Cities, WA (Richland-Kennewick-Pasco)
- Tucson
- Tulsa
- Tupelo, MS
- Tuscaloosa, AL
- Twin Falls (Sun Valley), ID
- Tyler-Longview
- Utica-Rome
- Valdosta, GA
- Victor Valley
- Visalia-Tulare-Hanford
- Waco, TX
- Watertown, NY
- Wausau-Stevens Point, WI (Central WI)
- Wheeling
- Wichita
- Wichita Falls, TX
- Wilkes Barre-Scranton
- Williamsport, PA
- Wilmington, DE
- Winchester, VA
- Worcester
- Yakima, WA
- York
- Youngstown-Warren



## NON-ACCREDITED RADIO MARKETS

- Austin
- Boston
- Columbus, OH
- Greensboro-Winston-Salem-High Point
- Hartford-New Britain-Middletown
- Indianapolis
- Jacksonville
- Las Vegas
- Memphis
- Middlesex-Somerset-Union
- Nashville
- New York
- Norfolk-Virginia Beach-Newport News
- Orlando
- Providence-Warwick-Pawtucket
- Puerto Rico
- Raleigh-Durham
- Sacramento
- Salt Lake City-Ogden-Provo
- San Jose
- Seattle-Tacoma
- Washington, DC
- West Palm Beach-Boca Raton

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