

Market-by-Market Delivery for Your Network Radio Schedule

**Market-by-Market
Top 100 DMAs &
Network Details**
Available in PARTS

The release of Arbitron's RADAR® 83 in December 2004 marked a major milestone in network radio ratings. In response to client needs, RADAR for the first time enabled subscribers to go beyond national-level data to access network radio estimates for the individual top 10 DMA®s. *This important enhancement makes RADAR the only radio ratings service to offer audience-to-cleared-commercial data at the market level.*

As a direct result of our commitment to dramatically increase the sample size upon which RADAR is based, we have been able to offer even greater detail:

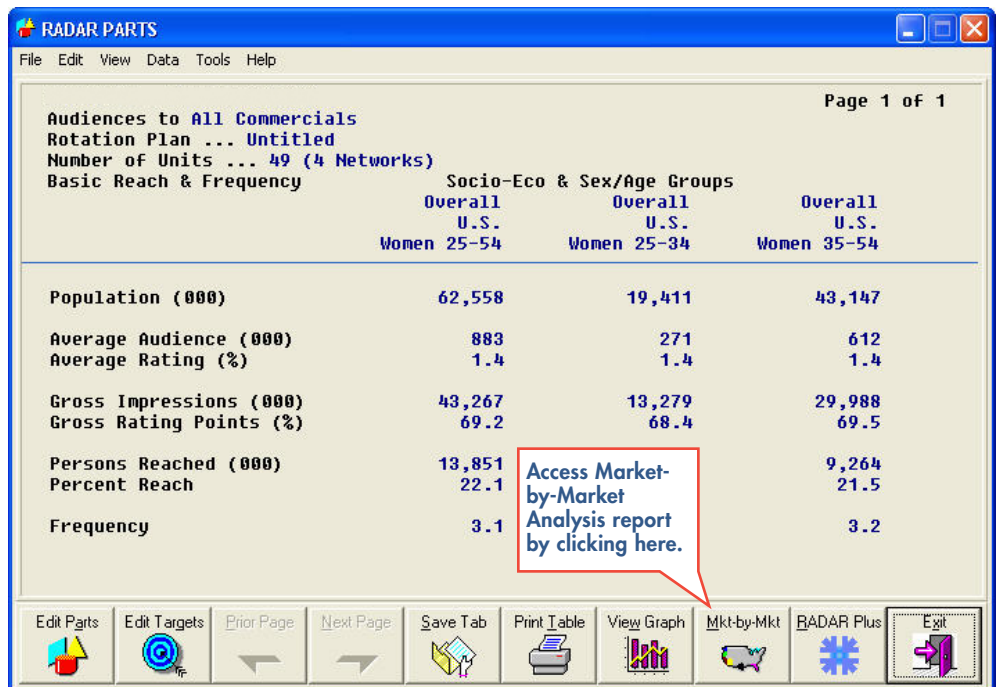
- Top 10 DMAs in RADAR 83.
- Network detail within market in RADAR 86.
- Top 50 DMAs in RADAR 91.
- Top 100 DMAs in RADAR 95.

The Value of Market-by-Market Analysis

The ability to look at network radio, market by market, gives radio networks, advertising agencies and advertisers the detail they need to determine a specific market's contribution to the overall national audience delivery. Media planners and buyers will find the Market-by-Market Analysis report feature an invaluable tool to aid with spot fill scheduling. With market- and network-specific information accessible through a quick click of a button, planners and buyers can easily analyze which markets are underperforming or overachieving, to decide where spot fills are essential in the schedules they're planning, building and buying.

continued...

Reach &
Frequency
Screen



RADAR PARTS
File Edit View Data Tools Help

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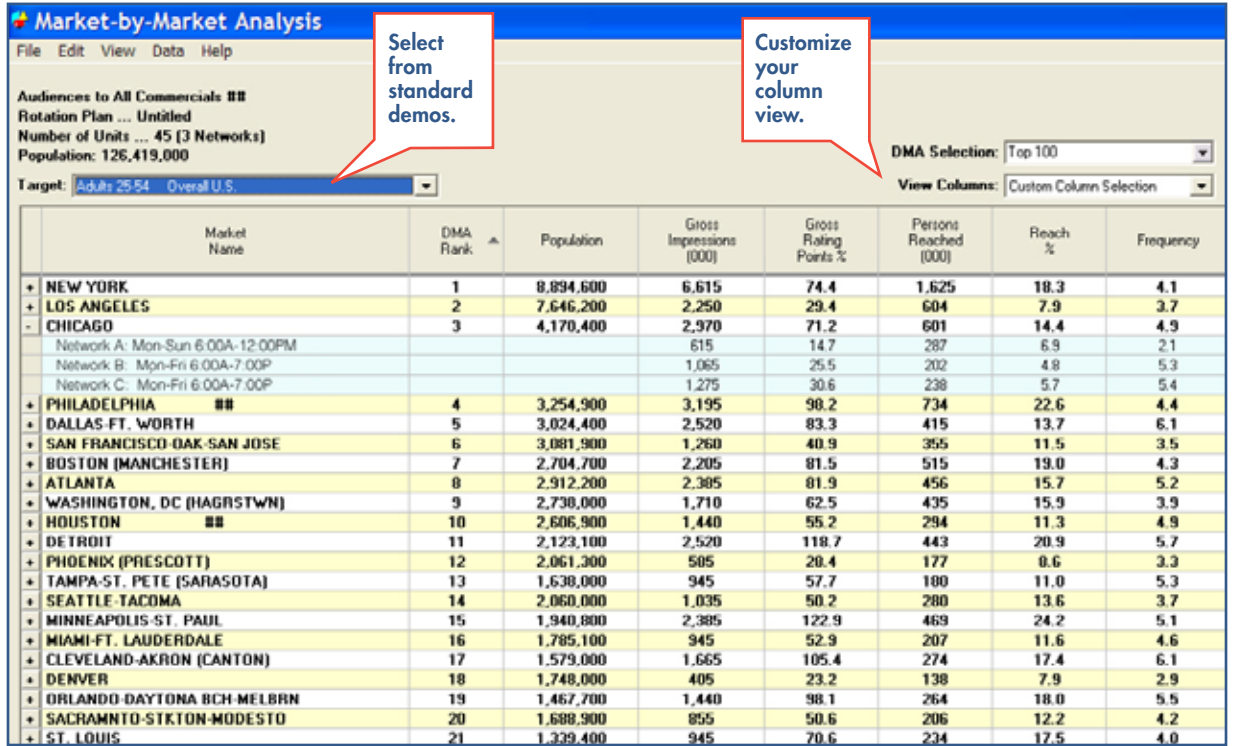
Audiences to All Commercials
Rotation Plan ... Untitled
Number of Units ... 49 (4 Networks)
Basic Reach & Frequency

	Overall		Overall		Overall
	U.S.	Women 25-54	U.S.	Women 25-34	U.S.
Population (000)	62,558		19,411		43,147
Average Audience (000)	883		271		612
Average Rating (%)	1.4		1.4		1.4
Gross Impressions (000)	43,267		13,279		29,988
Gross Rating Points (%)	69.2		68.4		69.5
Persons Reached (000)	13,851				9,264
Percent Reach	22.1				21.5
Frequency	3.1				3.2

Access Market-by-Market Analysis report by clicking here.

Reach & Frequency Screen

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Market-by-Market Analysis

File Edit View Data Help

Audiences to All Commercials ##
 Rotation Plan ... Untitled
 Number of Units ... 45 (3 Networks)
 Population: 126,419,000

Target: Adults 25-54 Overall U.S.

DMA Selection: Top 100
 View Columns: Custom Column Selection

Market Name	DMA Rank	Population	Gross Impressions (000)	Gross Rating Points %	Persons Reached (000)	Reach %	Frequency
+ NEW YORK	1	8,894,600	6,615	74.4	1,625	18.3	4.1
+ LOS ANGELES	2	7,646,200	2,250	29.4	604	7.9	3.7
- CHICAGO	3	4,170,400	2,970	71.2	601	14.4	4.9
Network A: Mon-Sun 6:00A-12:00PM							
			615	14.7	287	6.9	2.1
Network B: Mon-Fri 6:00A-7:00P							
			1,065	25.5	202	4.8	5.3
Network C: Mon-Fri 6:00A-7:00P							
			1,275	30.6	238	5.7	5.4
+ PHILADELPHIA ##	4	3,254,900	3,195	98.2	734	22.6	4.4
+ DALLAS-FT. WORTH	5	3,024,400	2,520	83.3	415	13.7	6.1
+ SAN FRANCISCO-OAK-SAN JOSE	6	3,081,900	1,260	40.9	355	11.5	3.5
+ BOSTON (MANCHESTER)	7	2,704,700	2,205	81.5	515	19.0	4.3
+ ATLANTA	8	2,912,200	2,385	81.9	456	15.7	5.2
+ WASHINGTON, DC (HAGRSTWN)	9	2,738,000	1,710	62.5	435	15.9	3.9
+ HOUSTON ##	10	2,606,900	1,440	55.2	294	11.3	4.9
+ DETROIT	11	2,123,100	2,520	118.7	443	20.9	5.7
+ PHOENIX (PRESCOTT)	12	2,061,300	505	28.4	177	8.6	3.3
+ TAMPA-ST. PETE (SARASOTA)	13	1,638,000	945	57.7	180	11.0	5.3
+ SEATTLE-TACOMA	14	2,060,000	1,035	50.2	280	13.6	3.7
+ MINNEAPOLIS-ST. PAUL	15	1,940,800	2,385	122.9	469	24.2	5.1
+ MIAMI-FT. LAUDERDALE	16	1,785,100	945	52.9	207	11.6	4.6
+ CLEVELAND-AKRON (CANTON)	17	1,579,000	1,665	105.4	274	17.4	6.1
+ DENVER	18	1,748,000	405	23.2	138	7.9	2.9
+ ORLANDO-DAYTONA BCH-MELBRN	19	1,467,700	1,440	98.1	264	18.0	5.5
+ SACRAMENTO-ST. JOHNS VALLEY	20	1,688,900	855	50.6	206	12.2	4.2
+ ST. LOUIS	21	1,339,400	945	70.6	234	17.5	4.0

Market-by-Market Analysis Report screen

Market-by-Market Analysis Report—Accessible Through RADAR and Easy to Use

Effective with RADAR 95, the Top 100 individual DMAs are available through the Market-by-Market Analysis report inside RADAR's PC 2010 application. Once you've completed your schedule in Parts, just select the "Market-by-Market Analysis" option within PC 2010's Parts program to access the data.

For each market, you'll be able to evaluate network radio delivery according to key audience measures, including:

- Average Audience
- Average Audience Rating
- DMA Rank
- Frequency
- Gross Impressions
- Gross Impressions Share
- Gross Rating Points
- Gross Rating Points Index
- Persons Reached
- Population
- Population Share
- Reach Percentage Index
- Reach Rating
- Reach Share

More to Come...Future Market Rollout

Stay tuned! Additional markets will roll out during 2008.

For more information on how to make the best use of RADAR's Market-by-Market Analysis feature, contact:

Michael Klein
 Vice President
 RADAR Client Services
 (908) 497-2430
 michael.klein@arbitron.com

Jeanette Schaller
 Account Manager
 National Radio Services
 (212) 887-1516
 jeanette.schaller@arbitron.com

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New York 142 West 57th Street New York, NY 10019 (212) 887-1300	Chicago 222 South Riverside Plaza Suite 630 Chicago, IL 60606 (312) 542-1900	Atlanta 9000 Central Parkway Suite 300 Atlanta, GA 30328 (770) 668-5400	Los Angeles 10877 Wilshire Boulevard Suite 1400 Los Angeles, CA 90024 (310) 824-6600	Dallas 13355 Noel Road Suite 1120 Dallas, TX 75240 (972) 385-5388	Washington/Baltimore 9705 Patuxent Woods Drive Columbia, MD 21046 (410) 312-8000	New Jersey 6 Commerce Drive Suite 200 Cranford, NJ 07016 (908) 497-2400
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