

Reach More Hispanic Consumers With Insights from RADAR and Nationwide

Two Distinct Tools to Help You Understand Hispanic Listening on a National Level

Radio is a proven way to reach Hispanic consumers, and no one can tell you more about Hispanic radio audiences than Arbitron. We've been measuring radio audiences for more than 40 years and providing detailed demographic and ethnic information for nearly as long.

Helping You Connect with Hispanic Listeners

Arbitron offers two long-established services for evaluating national radio: RADAR® (Radio's All Dimension Audience Research) and Nationwide.

Unique Insights

The audience estimates delivered by RADAR and Nationwide are gathered and compiled in different ways. This means that each service offers unique insights into radio's audience.



Audiences to Cleared Commercials

RADAR is the only national service that provides estimates for audiences exposed to commercials that aired on participating radio networks. Listening information for the networks is gathered by Arbitron and then merged with documented commercial clearance information provided by those radio networks to produce audience estimates.

RADAR produces audience estimates for Hispanics and for their language usage, as well as many other socio-economic characteristics. Special care is taken to balance the sample to ensure that the proportion of Spanish-Primary and

English-Primary Hispanics in the sample match the characteristics in the population.



Ratings for DMA®s and Stations

Nationwide provides general-market audience estimates at both the national and local market levels for 210 individual DMAs and the stations reported in them. Nationwide lets you look at radio stations in

the DMAs that correspond to an advertiser's marketing region.

Hispanic audience estimates may be produced from the Nationwide data by using third-party software applications, including ACT 1 Systems, Inc., which is used by many network and agency Nationwide subscribers.

Examples of the Different Ways RADAR and Nationwide Can Help You

Here are some examples of how each service can be used:

- ▶ You need to know how many Hispanic Men 25-54 were listening across the nation when your client's commercials ran on a particular network.

RADAR is the only service that measures audiences to cleared commercials.

- ▶ You want to determine the audience for a Spanish-language network in the Dallas-Ft. Worth area.

Nationwide enables you to analyze audiences to network or syndicated shows within all DMAs and at the station level.

RADAR provides market- and network-level audience estimates for the Top 100 DMAs. Additional markets will roll out during 2008.



continued...

- ▶ Your national client needs to reach Hispanic Women 25-54 across the country whose primary language is Spanish.
RADAR provides six Hispanic-audience language-usage categories (English and Spanish) for the participating RADAR networks.
- ▶ You think a syndicated Latino talk show would be ideal for your client, and you want to present audience information with station-level detail for multiple markets.
Nationwide will let you look at audience estimates for all of the stations that carry the talk show. You can also see the changes in audience size when additional markets add the program.

Find Out How RADAR and Nationwide Can Help Your Hispanic Strategy

You can find out more about RADAR and Nationwide on Arbitron's Web site at www.arbitron.com/national_radio.

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Unique Features of the National Radio Services From Arbitron

Service	RADAR	Nationwide
Releases Per Year	4	2
Release Dates	Mar, Jun, Sep, Dec	Mar, Sep
Sample Size	225,000+	450,000+
Sample Type	Rolling 12-Month	12-Week
Summary Data	Yes	Yes
Respondent Data	Yes	No
Networks	Reported	User Created as Needed
Station Clearances	Yes	No
Audiences to Cleared Commercials	Yes	No
National Audiences	Yes	Yes
DMA-Level Audiences	Top 100 DMAs	All DMAs
Station-Level Audiences	No	Yes
Media Rating Council® (MRC) Accredited	Yes, Since 1974	Yes, Since 2005
Software	PC 2010 Software Included	Separate Software Required (Many subscribers use ACT 1 Systems)

RADAR and Nationwide Side-by-Side

RADAR and Nationwide can help you refine your network and national planning and buying. This chart gives you a feature-by-feature comparison for each service.

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