

PPM Data Are Now the *Only* Ratings Currency for Atlanta!

PPM™ became the official ratings
currency in Atlanta on
December 31, 2008.

All Arbitron clients who conduct
business in Atlanta are contractually
required to use PPM data for their
transactions; they may no longer use
any Diary data, even for averaging.

You May Now Use Atlanta Pre-Currency Data

Arbitron surveyed Atlanta with PPM during
the October and November 2008 survey
months. Both of these months were
considered "Pre-Currency" because they
occurred before December 2008, the first
official release of PPM data.

Now that PPM official currency for Atlanta
has been released, you may use October
and November 2008 PPM data for media
planning, buying and selling purposes.

You are *not permitted* to create multimonth
averages by mixing Diary and PPM data.
However, you are welcome to create
multimonth averages using October,
November and December 2008 PPM data.

**For more details about the Atlanta PPM launch, go
to www.arbitron.com/ppm or contact your Arbitron
account manager.**