

PPM Data Is Now the *Only* Ratings Currency for Chicago!

PPM™ became the official ratings
currency in Chicago on
October 6, 2008.

All Arbitron clients who conduct
business in Chicago 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 Chicago Pre-Currency Data

Arbitron surveyed Chicago with PPM
during the July and August 2008 survey
months. Both of these months were
considered "Pre-Currency" because they
occurred before September 2008, the first
official release of PPM data.

Now that PPM official currency for Chicago
has been released, you may use July and
August 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 July, August
and September 2008 PPM data.

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