

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

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

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

Arbitron surveyed Detroit 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 Detroit
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 Detroit PPM launch, go
to www.arbitron.com/ppm or contact your Arbitron
account manager.**