

You Can't Spell
RADIO.R.O.I.SM
Without



Planning & Buying Radio Advertising in a PPMTM World

How 70 Meter Target Rating Points
Can Equal 100 Diary Rating Points



Welcome to the Next Generation of Electronic Measurement

The Arbitron Portable People Meter™ is the biggest development in radio audience measurement in the past 40 years. Indeed, PPM is the next generation of electronic ratings. If you have already planned and bought a PPM market, you know the process has changed. Adjustments to TRPs and CPPs will be needed.

Why the PPM?

Here are but a few reasons why the PPM offers new opportunities for advertisers:

- 1. Enhanced objectivity.** The PPM automatically detects the stations that panelists are exposed to, stores the information and sends it back to Arbitron each night.
- 2. More stable survey-to-survey trends.**
- 3. Faster data make radio more relevant.** PPM results are available within weeks following a broadcast.
- 4. The PPM will measure 6- to 11-year-olds.**
- 5. The PPM will measure HD Radio® multicasts, online streaming, podcasts and other time-shifted content.**
- 6. Radio commercial audiences are much larger than suspected.** On average, radio holds more than 92% of its lead-in audience during commercial breaks.
- 7. Working persons drive radio listening.** The PPM shows that working persons are the core of radio's listening base.
- 8. Stations with younger formats skew older than prior measurement indicated,** and stations with older formats skew younger.
- 9. Clearer understanding of the impact of play-by-play sports and special events for stations and advertisers.**
- 10. Nights and weekends are stronger dayparts.** You now have additional avenues to reach consumers.

How Does PPM Measurement Compare to the Diary?

The Diary		The Portable People Meter
Person records listening for 1 week.	↔	A household remains in the PPM panel for an average of 9 months.
4 reports a year.	↔	13 reports a year.
Diary records listening recall.	↔	PPM tracks actual station exposure.
Average Diary reports listening to 3.2 stations per week.	↔	Average PPM records exposure to 6 stations per week.

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

Different measurement methodologies can and do produce different results. We upgraded our measurement methodology, and the scale has changed accordingly. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.



What the Experts Are Saying About PPM

Ultimately, this migration from Diary to PPM will benefit all involved. Advertisers and agencies will have higher accountability for their advertising schedules, stations will be able to find new opportunities and strengths for their stations and the consumer will benefit from programming changes made by radio stations.

Stations, advertisers and agencies now have the ability to evaluate radio performance in a shorter post-airing timeframe and can make adjustments that maximize the investment each has made.

— **Jim Gaither**, Director of Media Negotiations
The Richards Group, Dallas, TX

In advertising and media, we are all facing a greater need for accountability and PPM data bring us that much closer to a better understanding of real R.O.I.

In PPM data we can see immediate evidence of format and programming changes and the effects of sports, promotions or marketing events, which should all increase our confidence about the role radio plays in our lives.

With PPM data we feel more comfortable than ever that we're seeing the truth that's always been there.

— **Lisa Pilger**, V.P., Director of Local Media
RPA, Atlanta, GA

The currency of measurement has changed...While change is always difficult to embrace, the opportunity to know more about a radio market and have better information makes me a stronger media buyer and steward of my client's investments in the medium.

PPM is the new currency to embrace.

— **Paula Hambrick**, President
Hambrick & Associates, Inc., Chicago, IL

PPM is an important step in bringing more accurate, accountable and robust audience measurement to the medium of radio.

While this new methodology may produce different results from what the industry is accustomed to seeing, PPM provides us with a sharper lens with which we can better view how individuals really use radio.

This step forward is critical in an ever changing and highly fragmented media marketplace.

— **Kyle Allen**, SVP Media Planner
FKM Advertising, Houston, TX

PPM Training for Stations and Agencies at www.arbitrontraining.com



On-Demand Training Available 24/7

We offer a variety of data and software training options. These self-paced introductory courses provide the knowledge you need to boost your skills!

Monthly Live Web Training

These live, interactive Web-based training classes specifically focus on how agencies and advertisers can use their Arbitron software suite of services in the media planning and buying process.

Custom Live Web Training

Arbitron offers the training you need at a time that fits your schedule! All programs delivered by professional Arbitron training consultants. For more information, contact your Arbitron account manager today!

Agency Readiness Checklist at www.arbitron.com/ad_agencies/ppmchecklist.htm

The change from Diary measurement will have a lasting impact on your agency's operations. Ensure that your agency is ready to hit the ground running with this checklist.

- Download the PPM Commercialization Schedule.
- Meet with your Arbitron Account Manager.
- Attend a PPM Breakfast (when available).
- Attend the monthly Arbitron PPM client calls.
- Download and read the PPM FAQs (PDF).
- Take a self-paced PPM training course.
- Download the media planning brochure and TRP conversion charts (PDF).
- Register for and complete the PPM Passport Training Program.
- Discuss stations' PPM conversion plans with your local station representatives.
- Speak with your software provider(s) to ensure that you can utilize the PPM data within the program(s).
- Sign your contracts early (prior to pre-currency), so you can reap all the benefits and educational opportunities that Arbitron offers.

Additional TRP Conversion Charts at www.arbitron.com/mediaplan



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Atlanta

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Atlanta: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.80	0.71	0.79	0.84	0.78	0.92
12-17 Teens	0.71	0.77	0.52	0.67	0.70	0.83
18-34 Women	0.81	0.68	0.76	0.87	0.69	0.85
Men	0.84	0.77	0.84	0.83	0.73	0.97
Persons	0.82	0.75	0.80	0.84	0.74	0.92
18-49 Women	0.79	0.69	0.74	0.90	0.79	0.84
Men	0.89	0.81	0.96	0.87	0.75	1.02
Persons	0.84	0.79	0.82	0.89	0.74	0.92
25-54 Women	0.78	0.66	0.76	0.88	0.78	0.85
Men	0.91	0.80	0.95	0.87	0.82	1.01
Persons	0.85	0.70	0.83	0.89	0.78	0.93

For each demo and daypart, the Top 20 PPM stations were selected from the Oct/Nov/Dec 2008 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Summer 2008 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.95 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 95 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Atlanta: Hispanic Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	1.29	0.83	1.33	1.31	1.10	1.76
12-17 Teens	0.73	0.83	0.53	0.67	0.78	1.06
18-34 Women	1.39	0.97	1.45	1.38	1.27	1.69
Men	1.07	0.81	0.95	1.08	1.20	1.81
Persons	1.16	0.86	1.09	1.21	1.29	1.76
18-49 Women	1.84	1.03	1.94	1.88	1.60	2.40
Men	1.18	0.83	1.13	1.25	1.24	1.73
Persons	1.44	0.91	1.50	1.48	1.53	2.16
25-54 Women	2.27	1.09	2.39	3.10	2.73	3.37
Men	1.20	0.85	1.08	1.43	1.38	1.67
Persons	1.63	0.96	1.61	2.01	1.70	2.11

For each Hispanic demo and daypart, the Top 10 PPM stations were selected from the Oct/Nov/Dec 2008 PPM survey period. The Top 10 stations' AQH rating was derived and then divided by the same Top 10 stations' AQH rating from the Summer 2008 Diary survey period.

Note: The Top 10 Hispanic Demo stations include Spanish formats, as well as other formats.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 1.08 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 108 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Atlanta

Spanish-Format Demos



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Atlanta: Spanish-Format Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	1.73	1.04	1.75	1.84	1.67	2.55
12-17 Teens	1.01	1.43	0.87	1.11	0.47	1.58
18-34 Women	1.82	1.43	1.90	1.68	2.05	2.39
Men	1.15	0.82	1.00	1.20	1.54	2.16
Persons	1.33	0.89	1.21	1.35	1.75	2.24
18-49 Women	3.08	1.82	3.51	2.80	2.88	4.49
Men	1.29	0.82	1.17	1.44	1.65	2.25
Persons	1.83	1.00	1.77	1.87	2.14	3.10
25-54 Women	6.58	2.89	5.92	11.21	11.07	10.06
Men	1.32	0.87	1.16	1.73	1.83	1.91
Persons	2.22	1.12	2.01	3.03	3.18	3.41

Spanish-format stations were selected from the Oct/Nov/Dec 2008 PPM survey periods. Within each demo/daypart, the Spanish-format AQH rating was divided by the same stations' AQH rating from the Summer 2008 Diary period.

Spanish-format PPM stations AQH Rating/same Spanish-format stations' Diary AQH Rating.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 1.16 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 116 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Baltimore

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Baltimore: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.75	0.67	0.80	0.77	0.85	0.89
12-17 Teens	0.88	0.77	1.19	0.74	0.64	1.01
18-34 Women	0.76	0.64	0.73	0.87	0.84	0.94
Men	0.80	0.75	0.91	0.82	0.75	0.86
Persons	0.79	0.69	0.82	0.83	0.79	0.88
18-49 Women	0.78	0.63	0.78	0.79	1.04	0.92
Men	0.77	0.64	0.82	0.77	0.84	0.85
Persons	0.77	0.65	0.80	0.79	0.92	0.89
25-54 Women	0.74	0.59	0.73	0.77	0.98	0.89
Men	0.80	0.67	0.85	0.74	0.96	0.86
Persons	0.76	0.62	0.78	0.75	0.96	0.87

For each demo and daypart, the Top 20 PPM stations were selected from the July/Aug/Sept 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.85 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 85 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Boston: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.77	0.67	0.80	0.77	0.78	0.85
12-17 Teens	0.68	0.53	0.96	0.61	0.65	0.78
18-34 Women	0.75	0.63	0.74	0.81	0.80	0.81
Men	0.75	0.61	0.73	0.73	0.80	0.95
Persons	0.74	0.60	0.74	0.75	0.79	0.86
18-49 Women	0.79	0.70	0.81	0.85	0.77	0.81
Men	0.86	0.72	0.89	0.83	0.93	0.99
Persons	0.81	0.69	0.84	0.83	0.86	0.89
25-54 Women	0.79	0.73	0.80	0.83	0.77	0.85
Men	0.92	0.78	0.95	0.87	1.10	1.05
Persons	0.85	0.74	0.88	0.84	0.94	0.97

For each demo and daypart, the Top 20 PPM stations were selected from the Jan/Feb/Mar 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Fall 2008 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.95 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 95 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

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Portable People Meter TRP Conversion Table

Chicago: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.84	0.74	0.82	0.79	0.82	0.91
12-17 Teens	0.75	0.65	1.21	0.56	0.56	0.76
18-34 Women	0.60	0.58	0.69	0.57	0.61	0.70
Men	0.67	0.63	0.75	0.72	0.71	0.94
Persons	0.61	0.60	0.62	0.64	0.61	0.78
18-49 Women	0.65	0.57	0.69	0.70	0.63	0.73
Men	0.82	0.70	0.87	0.82	0.88	1.04
Persons	0.74	0.66	0.77	0.75	0.68	0.92
25-54 Women	0.66	0.58	0.73	0.71	0.65	0.74
Men	0.90	0.69	0.93	0.91	1.05	1.13
Persons	0.81	0.66	0.80	0.83	0.84	0.93

For each demo and daypart, the Top 20 PPM stations were selected from the Jul/Aug/Sep 2008 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2008 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.93 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 93 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

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Portable People Meter TRP Conversion Table

Chicago: Hispanic Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.60	0.52	0.63	0.66	0.58	0.66
12-17 Teens	0.55	0.34	0.97	0.47	0.54	0.61
18-34 Women	0.45	0.38	0.54	0.48	0.45	0.48
Men	0.58	0.46	0.50	0.72	0.72	0.59
Persons	0.53	0.42	0.52	0.59	0.57	0.54
18-49 Women	0.48	0.43	0.54	0.52	0.42	0.52
Men	0.69	0.61	0.70	0.82	0.69	0.73
Persons	0.61	0.54	0.65	0.67	0.53	0.61
25-54 Women	0.53	0.42	0.58	0.53	0.47	0.58
Men	0.84	0.68	0.88	0.94	0.85	0.87
Persons	0.67	0.53	0.72	0.73	0.68	0.70

For each Hispanic demo and daypart, the Top 10 PPM stations were selected from the Jul/Aug/Sep 2008 PPM survey period. The Top 10 stations' AQH rating was derived and then divided by the same Top 10 stations' AQH rating from the Spring 2008 Diary survey period.

Note: The Top 10 Hispanic Demo stations include Spanish formats, as well as other formats.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.88 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 88 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Chicago: Spanish-Format Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.52	0.43	0.52	0.57	0.55	0.63
12-17 Teens	0.50	0.45	1.10	0.38	0.24	0.49
18-34 Women	0.38	0.24	0.38	0.49	0.43	0.49
Men	0.58	0.62	0.49	0.51	0.50	0.72
Persons	0.50	0.45	0.44	0.52	0.46	0.59
18-49 Women	0.45	0.28	0.43	0.47	0.47	0.57
Men	0.58	0.55	0.51	0.58	0.51	0.67
Persons	0.52	0.43	0.48	0.55	0.50	0.62
25-54 Women	0.45	0.27	0.43	0.48	0.62	0.64
Men	0.57	0.53	0.55	0.56	0.51	0.65
Persons	0.54	0.43	0.51	0.52	0.60	0.65

Spanish-format stations were selected from the July/Aug/Sept 2008 PPM survey periods. Within each demo/daypart, the Spanish-format AQH rating was divided by the same stations' AQH rating from the Spring 2008 Diary period.

Spanish-format PPM stations AQH Rating/same Spanish-format stations' Diary AQH Rating.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.55 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 55 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts,

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Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Cincinnati: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.90	0.86	0.85	0.97	0.83	0.97
12-17 Teens	0.81	1.00	0.51	0.81	0.79	1.13
18-34 Women	0.77	0.86	0.62	0.80	0.89	0.82
Men	0.79	0.89	0.71	0.79	0.70	0.95
Persons	0.77	0.85	0.67	0.78	0.78	0.89
18-49 Women	0.83	0.78	0.78	0.91	0.89	0.84
Men	0.93	0.91	0.84	0.97	0.98	1.05
Persons	0.89	0.86	0.82	0.93	0.92	0.95
25-54 Women	0.87	0.80	0.83	0.95	0.91	0.85
Men	0.91	0.87	0.84	0.96	0.97	1.00
Persons	0.88	0.84	0.85	0.94	0.94	0.93

For each demo and daypart, the Top 20 PPM stations were selected from the Oct/Nov/Dec 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Summer 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.84 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 84 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Cleveland

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Cleveland: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.80	0.72	0.76	0.87	0.85	0.88
12-17 Teens	0.72	0.94	0.52	0.73	0.62	0.88
18-34 Women	0.89	0.76	0.85	0.91	0.98	0.98
Men	0.89	0.82	0.94	0.96	0.83	0.85
Persons	0.87	0.79	0.90	0.93	0.91	0.89
18-49 Women	0.88	0.77	0.80	0.94	0.98	0.96
Men	0.92	0.84	0.86	1.02	1.08	0.96
Persons	0.89	0.81	0.82	0.97	1.01	0.96
25-54 Women	0.86	0.77	0.79	0.92	0.97	0.94
Men	0.86	0.75	0.81	0.99	1.10	0.90
Persons	0.85	0.76	0.78	0.95	1.02	0.92

For each demo and daypart, the Top 20 PPM stations were selected from the Oct/Nov/Dec 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Summer 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.81 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 81 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Dallas-Ft. Worth

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Dallas-Ft. Worth: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.88	0.80	0.80	0.86	0.87	0.89
12-17 Teens	0.68	0.90	0.47	0.74	0.58	0.86
18-34 Women	0.65	0.62	0.65	0.79	0.67	0.70
Men	0.81	0.83	0.78	0.88	0.90	0.75
Persons	0.75	0.74	0.69	0.84	0.79	0.75
18-49 Women	0.79	0.75	0.70	0.84	0.94	0.85
Men	0.91	0.85	0.91	0.92	1.11	1.11
Persons	0.89	0.82	0.84	0.87	0.96	0.92
25-54 Women	0.78	0.80	0.69	0.84	1.03	0.88
Men	0.92	0.91	0.95	0.93	1.19	1.09
Persons	0.85	0.79	0.80	0.83	1.06	0.92

For each demo and daypart, the Top 20 PPM stations were selected from the Oct/Nov/Dec 2008 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Summer 2008 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.95 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 95 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Dallas-Ft. Worth

Hispanic Demos



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Dallas-Ft. Worth: Hispanic Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.92	0.82	0.84	1.12	0.88	0.99
12-17 Teens	0.54	0.78	0.31	0.64	0.39	0.69
18-34 Women	0.66	0.56	0.57	0.89	0.66	0.67
Men	0.91	0.93	0.89	1.18	0.91	0.86
Persons	0.80	0.77	0.76	1.01	0.78	0.76
18-49 Women	0.79	0.69	0.67	1.04	0.85	0.85
Men	1.07	0.91	1.00	1.27	1.12	1.01
Persons	0.94	0.80	0.87	1.12	0.92	0.93
25-54 Women	0.75	0.74	0.64	0.91	0.80	0.86
Men	0.99	0.80	0.95	1.11	1.29	1.10
Persons	0.88	0.73	0.82	1.10	1.05	0.93

For each Hispanic demo and daypart, the Top 10 PPM stations were selected from the Oct/Nov/Dec 2008 PPM survey period. The Top 10 stations' AQH rating was derived and then divided by the same Top 10 stations' AQH rating from the Summer 2008 Diary survey period.

Note: The Top 10 Hispanic Demo stations include Spanish formats, as well as other formats.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.95 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 95 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Dallas-Ft. Worth

Spanish-Format Demos



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Dallas-Ft. Worth: Spanish-Format Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.88	0.78	0.76	1.11	0.93	0.94
12-17 Teens	0.54	0.78	0.27	0.72	0.36	0.69
18-34 Women	0.68	0.56	0.60	0.87	0.66	0.71
Men	0.94	0.89	0.82	1.20	1.06	0.85
Persons	0.83	0.77	0.74	1.08	0.88	0.81
18-49 Women	0.76	0.65	0.65	0.96	0.77	0.84
Men	1.01	0.89	0.94	1.23	1.12	0.98
Persons	0.92	0.80	0.82	1.13	0.97	0.91
25-54 Women	0.69	0.64	0.58	0.85	0.75	0.77
Men	0.94	0.76	0.88	1.12	1.21	1.00
Persons	0.84	0.71	0.76	1.01	0.99	0.87

Spanish-format stations were selected from the Oct/Nov/Dec 2008 PPM survey periods. Within each demo/daypart, the Spanish-format AQH rating was divided by the same stations' AQH rating from the Summer 2008 Diary period.

Spanish-format PPM stations AQH Rating/same Spanish-format stations' Diary AQH Rating.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.88 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 88 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Denver-Boulder

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Denver-Boulder: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.86	0.70	0.82	0.89	1.05	1.03
12-17 Teens	1.03	0.82	1.23	0.91	1.07	1.19
18-34 Women	0.84	0.70	0.74	0.89	0.93	1.11
Men	0.83	0.85	0.78	0.91	1.02	0.93
Persons	0.83	0.75	0.73	0.88	0.95	1.01
18-49 Women	0.85	0.68	0.81	0.89	1.01	1.04
Men	0.88	0.79	0.79	0.94	1.30	1.07
Persons	0.86	0.71	0.78	0.90	1.16	1.04
25-54 Women	0.83	0.66	0.81	0.91	1.13	0.97
Men	0.91	0.75	0.81	0.96	1.43	1.14
Persons	0.86	0.67	0.78	0.91	1.31	1.06

For each demo and daypart, the Top 20 PPM stations were selected from the July/Aug/Sept 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.81 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 81 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Denver-Boulder

Hispanic Demos



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Denver-Boulder: Hispanic Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	1.05	0.86	1.00	1.07	1.39	1.20
12-17 Teens	1.22	0.79	1.96	1.08	1.14	1.47
18-34 Women	0.88	0.77	0.78	0.92	0.94	1.05
Men	0.95	0.79	0.89	1.05	1.26	1.09
Persons	0.88	0.80	0.77	0.94	1.13	0.98
18-49 Women	0.91	0.76	0.88	0.95	0.97	1.06
Men	1.08	0.90	0.93	1.17	1.69	1.20
Persons	0.99	0.85	0.85	1.04	1.35	1.10
25-54 Women	0.88	0.68	0.87	0.99	1.28	1.01
Men	1.10	0.85	0.90	1.23	2.55	1.34
Persons	1.00	0.77	0.88	1.13	1.97	1.24

For each demo and daypart, the Top 20 PPM stations were selected from the July/Aug/Sept 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2009 Diary survey period.

Note: The Top 10 Hispanic Demo stations include Spanish formats, as well as other formats.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.90 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 90 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Denver-Boulder

Spanish-Format Demos



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Denver-Boulder: Spanish-Format Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.96	0.84	0.84	0.98	1.51	1.09
12-17 Teens	0.93	0.75	1.80	0.71	1.40	0.85
18-34 Women	0.51	0.69	0.34	0.45	0.74	0.69
Men	1.15	0.86	1.04	1.45	1.43	1.28
Persons	0.81	0.79	0.63	0.88	1.14	0.94
18-49 Women	0.60	0.70	0.50	0.49	0.81	0.77
Men	1.15	0.96	0.99	1.38	2.03	1.16
Persons	0.90	0.85	0.75	0.96	1.46	0.96
25-54 Women	0.65	0.58	0.54	0.58	1.22	0.90
Men	1.06	0.72	0.86	1.36	3.50	1.18
Persons	0.88	0.66	0.72	0.99	2.32	1.05

Spanish-format stations were selected from the July 2009 PPM survey periods. Within each demo/daypart, the Spanish-format AQH rating was divided by the same stations' AQH rating from the Spring 2009 Diary period.

Spanish-format PPM stations AQH Rating/same Spanish-format stations' Diary AQH Rating.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.86 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 86 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Detroit: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.81	0.73	0.84	0.88	0.79	0.94
12-17 Teens	0.68	0.88	0.43	0.73	0.60	0.88
18-34 Women	0.74	0.70	0.68	0.76	0.61	0.85
Men	0.93	0.65	0.85	1.07	1.13	1.16
Persons	0.81	0.67	0.76	0.92	0.83	1.05
18-49 Women	0.77	0.75	0.73	0.86	0.73	0.88
Men	0.97	0.81	0.95	1.02	1.12	1.11
Persons	0.83	0.77	0.82	0.88	0.86	0.97
25-54 Women	0.81	0.77	0.78	0.91	0.76	0.90
Men	0.93	0.85	0.95	0.97	0.94	1.02
Persons	0.90	0.79	0.87	0.94	0.81	0.94

For each demo and daypart, the Top 20 PPM stations were selected from the Oct/Nov/Dec 2008 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Summer 2008 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.95 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 95 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Houston-Galveston

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Houston-Galveston: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.77	0.65	0.79	0.82	0.77	0.93
12-17 Teens	0.73	0.60	1.73	0.65	0.52	0.74
18-34 Women	0.65	0.49	0.65	0.69	0.67	0.82
Men	0.86	0.84	0.82	0.91	0.77	0.89
Persons	0.75	0.64	0.74	0.80	0.71	0.85
18-49 Women	0.67	0.51	0.67	0.73	0.77	0.77
Men	0.91	0.76	0.88	0.91	0.94	1.02
Persons	0.79	0.65	0.77	0.84	0.85	0.95
25-54 Women	0.71	0.52	0.65	0.76	0.93	0.85
Men	0.93	0.68	0.85	0.96	1.12	1.17
Persons	0.82	0.59	0.76	0.88	1.04	0.95

For each demo and daypart, the Top 20 PPM stations were selected from the Apr/May/June 2007 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Winter 2007 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.85 (obtained from the chart).
- The resulting figure is your PPM target rating point.** The result is 85 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Houston-Galveston

Hispanic Demos



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

<i>Houston-Galveston: Hispanic Demos</i>						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.78	0.68	0.76	0.76	0.67	0.89
12-17 Teens	0.66	0.67	1.33	0.58	0.47	0.63
18-34 Women	0.70	0.61	0.69	0.72	0.66	0.82
Men	0.81	0.79	0.73	0.86	0.67	0.84
Persons	0.76	0.71	0.70	0.82	0.67	0.83
18-49 Women	0.68	0.57	0.66	0.69	0.68	0.76
Men	0.83	0.82	0.77	0.85	0.85	0.95
Persons	0.74	0.72	0.70	0.78	0.79	0.86
25-54 Women	0.65	0.52	0.61	0.65	0.76	0.75
Men	0.97	0.77	0.82	1.00	1.07	1.27
Persons	0.79	0.70	0.69	0.82	0.93	0.97

For each Hispanic demo and daypart, the Top 10 PPM stations were selected from the Apr/May/ Jun 2007 PPM survey period. The Top 10 stations' AQH rating was derived and then divided by the same Top 10 stations' AQH rating from the Winter 2007 Diary survey period.

Note: The Top 10 Hispanic Demo stations include Spanish formats, as well as other formats.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.82 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 82 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Houston-Galveston

Spanish-Format Demos



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

<i>Houston-Galveston: Spanish-Format Demos</i>						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.74	0.68	0.70	0.76	0.66	0.90
12-17 Teens	0.72	0.75	1.52	0.56	0.48	0.72
18-34 Women	0.74	0.63	0.72	0.80	0.73	0.86
Men	0.80	0.81	0.70	0.87	0.71	0.87
Persons	0.78	0.74	0.70	0.85	0.70	0.87
18-49 Women	0.64	0.55	0.59	0.69	0.69	0.74
Men	0.81	0.78	0.70	0.82	0.86	0.92
Persons	0.73	0.69	0.64	0.78	0.80	0.84
25-54 Women	0.59	0.53	0.53	0.58	0.68	0.66
Men	0.88	0.74	0.72	0.90	1.06	1.19
Persons	0.73	0.65	0.62	0.76	0.84	0.91

Spanish-format stations were selected from the Apr/May/June 2007 PPM survey periods. Within each demo/daypart, the Spanish-format AQH rating was divided by the same stations' AQH rating from the Winter 2007 Diary period.

Spanish-format PPM stations AQH Rating/same Spanish-format stations' Diary AQH Rating.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.72 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 72 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Kansas City: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.89	0.81	0.89	0.96	0.77	0.95
12-17 Teens	0.95	1.00	0.79	1.08	0.79	1.02
18-34 Women	0.80	0.74	0.82	0.90	0.68	0.76
Men	1.07	0.96	1.20	0.99	0.86	1.30
Persons	0.91	0.83	0.99	0.94	0.77	0.99
18-49 Women	0.79	0.75	0.77	0.91	0.67	0.76
Men	0.94	0.83	1.02	0.94	0.75	1.02
Persons	0.85	0.79	0.89	0.91	0.73	0.91
25-54 Women	0.82	0.79	0.79	0.89	0.76	0.79
Men	0.90	0.78	0.88	0.93	0.85	1.03
Persons	0.86	0.77	0.86	0.91	0.80	0.92

For each demo and daypart, the Top 20 PPM stations were selected from the Oct/Nov/Dec 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Summer 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.88 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 88 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Las Vegas

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Las Vegas: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.94	0.83	0.89	0.99	0.97	1.08
12-17 Teens	0.78	0.99	0.44	0.78	0.66	1.01
18-34 Women	1.07	0.91	1.17	1.12	0.89	1.23
Men	1.05	0.98	1.19	1.18	0.99	1.12
Persons	1.07	0.93	1.21	1.15	0.98	1.15
18-49 Women	0.99	0.86	1.00	1.11	0.92	1.17
Men	1.01	0.93	1.05	1.02	1.16	1.11
Persons	1.01	0.90	1.01	1.06	1.00	1.13
25-54 Women	0.96	0.80	0.85	1.09	1.16	1.20
Men	0.96	0.87	0.93	0.95	1.10	1.12
Persons	0.98	0.84	0.90	1.04	1.12	1.13

For each demo and daypart, the Top 20 PPM stations were selected from the Oct/Nov/Dec 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Summer 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.93 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 93 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Los Angeles

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Los Angeles: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.69	0.51	0.73	0.69	0.78	0.85
12-17 Teens	0.72	0.59	1.65	0.54	0.50	0.83
18-34 Women	0.63	0.39	0.70	0.76	0.67	0.78
Men	0.68	0.45	0.68	0.68	0.82	0.81
Persons	0.66	0.40	0.67	0.72	0.74	0.81
18-49 Women	0.69	0.49	0.71	0.72	0.71	0.82
Men	0.69	0.50	0.71	0.75	0.90	0.85
Persons	0.68	0.47	0.70	0.75	0.82	0.89
25-54 Women	0.66	0.48	0.68	0.70	0.73	0.80
Men	0.78	0.54	0.77	0.80	0.97	0.92
Persons	0.73	0.50	0.75	0.75	0.85	0.93

For each demo and daypart, the Top 20 PPM stations were selected from the Jul/Aug/Sep 2008 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2008 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.77 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 77 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Los Angeles

Hispanic Demos



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

<i>Los Angeles: Hispanic Demos</i>						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.61	0.41	0.68	0.59	0.70	0.76
12-17 Teens	0.75	0.62	2.14	0.52	0.45	0.83
18-34 Women	0.51	0.32	0.57	0.59	0.56	0.65
Men	0.59	0.36	0.65	0.61	0.83	0.75
Persons	0.55	0.32	0.59	0.58	0.70	0.70
18-49 Women	0.57	0.34	0.63	0.57	0.58	0.68
Men	0.64	0.39	0.63	0.66	1.01	0.79
Persons	0.58	0.36	0.63	0.61	0.79	0.72
25-54 Women	0.54	0.35	0.59	0.58	0.58	0.70
Men	0.73	0.46	0.69	0.71	1.16	0.86
Persons	0.62	0.41	0.64	0.63	0.92	0.79

For each Hispanic demo and daypart, the Top 10 PPM stations were selected from the Jul/Aug/Sep 2008 PPM survey period. The Top 10 stations' AQH rating was derived and then divided by the same Top 10 stations' AQH rating from the Spring 2008 Diary survey period.

Note: The Top 10 Hispanic Demo stations include Spanish formats, as well as other formats.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.69 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 69 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

<i>Los Angeles: Spanish-Format Demos</i>						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.59	0.42	0.62	0.60	0.77	0.73
12-17 Teens	1.73	1.75	3.55	1.14	0.77	1.60
18-34 Women	0.51	0.27	0.54	0.57	0.54	0.66
Men	0.63	0.40	0.68	0.61	0.96	0.78
Persons	0.58	0.33	0.61	0.61	0.74	0.73
18-49 Women	0.50	0.34	0.52	0.52	0.53	0.64
Men	0.67	0.43	0.66	0.68	1.07	0.79
Persons	0.58	0.39	0.59	0.62	0.75	0.71
25-54 Women	0.47	0.34	0.50	0.48	0.50	0.60
Men	0.68	0.46	0.66	0.71	1.13	0.80
Persons	0.58	0.41	0.58	0.60	0.80	0.70

Spanish-format stations were selected from the July/Aug/Sept 2008 PPM survey periods. Within each demo/daypart, the Spanish-format AQH rating was divided by the same stations' AQH rating from the Spring 2008 Diary period.

Spanish-format PPM stations AQH Rating/same Spanish-format stations' Diary AQH Rating.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.66 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 66 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Miami-Ft. Lauderdale-Hollywood

Top 20 Stations

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Miami-Ft. Lauderdale-Hollywood: Top 20 Stations

Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.82	0.61	0.91	0.85	0.95	0.95
12-17 Teens	0.78	0.56	1.78	0.75	0.67	0.76
18-34 Women	0.79	0.51	0.95	0.84	0.69	0.85
Men	0.78	0.54	0.79	0.83	0.86	0.92
Persons	0.76	0.53	0.92	0.81	0.80	0.91
18-49 Women	0.81	0.61	0.89	0.86	0.83	0.92
Men	0.82	0.57	0.87	0.84	1.03	1.00
Persons	0.83	0.58	0.88	0.87	0.94	0.95
25-54 Women	0.82	0.63	0.85	0.86	0.87	0.95
Men	0.84	0.62	0.93	0.83	1.11	1.00
Persons	0.84	0.60	0.88	0.85	1.03	0.98

For each demo and daypart, the Top 20 PPM stations were selected from the April/May/June 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Winter 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.93 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 93 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Miami-Ft. Lauderdale-Hollywood

Hispanic Demos

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

<i>Miami-Ft. Lauderdale-Hollywood: Hispanic Demos</i>						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.91	0.81	0.93	0.87	0.95	1.02
12-17 Teens	0.70	0.55	1.40	0.58	0.53	0.81
18-34 Women	0.82	0.60	1.08	0.83	0.64	0.93
Men	0.89	0.69	0.92	0.81	0.85	0.98
Persons	0.79	0.61	1.00	0.83	0.76	0.97
18-49 Women	0.84	0.65	0.93	0.89	0.77	0.90
Men	0.96	0.70	0.88	0.92	1.10	1.06
Persons	0.87	0.70	0.93	0.87	0.99	1.01
25-54 Women	0.83	0.68	0.89	0.80	0.83	0.96
Men	1.00	0.74	0.98	0.99	1.20	1.06
Persons	0.86	0.72	0.96	0.90	0.97	1.02

For each Hispanic demo and daypart, the Top 10 PPM stations were selected from the April/May/June 2009 PPM survey period. The Top 10 stations' AQH rating was derived and then divided by the same Top 10 stations' AQH rating from the Winter 2009 Diary survey period.

Note: The Top 10 Hispanic Demo stations include Spanish formats, as well as other formats.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.98 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 98 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Miami-Ft. Lauderdale-Hollywood

Spanish-Format Demos

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Miami-Ft. Lauderdale-Hollywood: Spanish-Format Demos

Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.83	0.66	0.78	0.85	1.02	1.00
12-17 Teens	2.00	1.29	4.00	1.50	0.93	1.61
18-34 Women	1.00	0.55	1.41	0.89	1.04	0.84
Men	1.12	1.09	1.02	0.98	1.15	1.30
Persons	0.99	0.80	1.19	1.00	1.15	1.03
18-49 Women	0.79	0.58	0.84	0.80	0.89	0.77
Men	1.02	0.76	0.84	1.16	1.60	1.14
Persons	0.87	0.69	0.84	0.96	1.26	0.89
25-54 Women	0.65	0.49	0.65	0.63	0.63	0.73
Men	1.02	0.71	0.95	1.11	1.67	1.02
Persons	0.84	0.59	0.83	0.87	1.11	0.87

Spanish-format stations were selected from the April/May/June 2009 PPM survey periods. Within each demo/daypart, the Spanish-format AQH rating was divided by the same stations' AQH rating from the Winter 2009 Diary period.

Spanish-format PPM stations AQH Rating/same Spanish-format stations' Diary AQH Rating.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.95 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 95 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Middlesex-Somerset-Union

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Middlesex-Somerset-Union: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.87	0.69	0.88	0.81	0.98	1.13
12-17 Teens	0.89	0.78	2.75	0.65	0.67	0.91
18-34 Women	0.71	0.47	0.68	0.75	0.90	1.04
Men	0.88	0.64	0.99	0.93	0.98	1.14
Persons	0.76	0.53	0.77	0.79	0.94	1.06
18-49 Women	0.75	0.53	0.71	0.76	0.91	1.04
Men	0.89	0.67	0.86	0.83	1.03	1.22
Persons	0.82	0.61	0.79	0.77	0.96	1.16
25-54 Women	0.71	0.53	0.66	0.71	0.89	0.97
Men	0.92	0.69	0.86	0.80	1.07	1.47
Persons	0.81	0.60	0.74	0.78	1.04	1.13

For each demo and daypart, the Top 20 PPM stations were selected from the Jul/Aug/Sep 2008 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2008 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.86 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 86 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Minneapolis-St. Paul

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

<i>Minneapolis-St. Paul: Top 20 Stations</i>						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.84	0.70	0.80	0.83	0.97	1.00
12-17 Teens	1.02	0.83	1.63	1.01	0.88	1.11
18-34 Women	0.95	0.86	0.88	0.91	1.13	1.30
Men	0.89	0.71	0.88	0.88	1.08	1.07
Persons	0.91	0.80	0.89	0.92	0.99	1.17
18-49 Women	0.84	0.73	0.80	0.82	1.11	1.11
Men	0.93	0.72	0.91	0.91	1.13	1.15
Persons	0.87	0.72	0.83	0.88	1.08	1.15
25-54 Women	0.82	0.72	0.75	0.89	1.07	0.95
Men	0.91	0.74	0.92	0.90	1.07	1.17
Persons	0.88	0.73	0.86	0.88	1.05	1.12

For each demo and daypart, the Top 20 PPM stations were selected from the April/May/June 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Winter 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.92 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 92 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Nassau-Suffolk (Long Island)

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

<i>Nassau-Suffolk (Long Island): Top 20 Stations</i>						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.89	0.68	0.90	0.86	0.94	1.14
12-17 Teens	1.11	0.95	2.31	0.89	0.82	1.20
18-34 Women	0.91	0.72	0.98	0.86	0.96	1.17
Men	0.78	0.61	0.88	0.88	1.07	0.90
Persons	0.83	0.62	0.92	0.88	0.88	0.97
18-49 Women	0.79	0.61	0.76	0.82	1.05	1.09
Men	0.92	0.77	0.90	0.87	1.18	1.09
Persons	0.84	0.67	0.79	0.85	1.05	1.04
25-54 Women	0.76	0.57	0.66	0.77	1.04	1.01
Men	0.90	0.77	0.98	0.93	1.12	1.03
Persons	0.84	0.64	0.80	0.84	1.02	1.04

For each demo and daypart, the Top 20 PPM stations were selected from the Jul/Aug/Sep 2008 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2008 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.98 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 98 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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New York

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

New York: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.77	0.60	0.76	0.70	0.75	0.87
12-17 Teens	0.63	0.54	1.52	0.58	0.46	0.66
18-34 Women	0.65	0.50	0.69	0.69	0.62	0.82
Men	0.65	0.48	0.71	0.61	0.69	0.79
Persons	0.65	0.48	0.68	0.66	0.66	0.83
18-49 Women	0.68	0.51	0.74	0.70	0.69	0.80
Men	0.69	0.55	0.73	0.69	0.78	0.84
Persons	0.71	0.52	0.71	0.69	0.67	0.83
25-54 Women	0.67	0.51	0.74	0.69	0.72	0.77
Men	0.77	0.61	0.77	0.73	0.89	0.91
Persons	0.72	0.54	0.74	0.73	0.80	0.83

For each demo and daypart, the Top 20 PPM stations were selected from the Jul/Aug/Sep 2008 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2008 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.77 (obtained from the chart).
- The resulting figure is your PPM target rating point.** The result is 77 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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New York

Hispanic Demos



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

New York: Hispanic Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.54	0.41	0.60	0.59	0.53	0.60
12-17 Teens	0.43	0.37	0.72	0.37	0.28	0.43
18-34 Women	0.44	0.28	0.47	0.48	0.41	0.54
Men	0.52	0.38	0.54	0.53	0.64	0.56
Persons	0.48	0.32	0.50	0.51	0.52	0.55
18-49 Women	0.48	0.32	0.56	0.57	0.45	0.54
Men	0.53	0.39	0.56	0.55	0.67	0.57
Persons	0.51	0.35	0.55	0.56	0.55	0.56
25-54 Women	0.52	0.32	0.55	0.61	0.50	0.53
Men	0.58	0.42	0.63	0.62	0.73	0.60
Persons	0.55	0.36	0.63	0.61	0.60	0.57

For each Hispanic demo and daypart, the Top 10 PPM stations were selected from the Jul/Aug/Sep 2008 PPM survey period. The Top 10 stations' AQH rating was derived and then divided by the same Top 10 stations' AQH rating from the Spring 2008 Diary survey period.

Note: The Top 10 Hispanic Demo stations include Spanish formats, as well as other formats.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.63 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 63 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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New York

Spanish-Format Demos



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

New York: Spanish-Format Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.44	0.35	0.47	0.43	0.48	0.48
12-17 Teens	0.39	0.36	0.58	0.37	0.26	0.40
18-34 Women	0.30	0.17	0.34	0.33	0.25	0.39
Men	0.47	0.37	0.48	0.48	0.68	0.46
Persons	0.39	0.28	0.41	0.42	0.45	0.42
18-49 Women	0.36	0.22	0.43	0.41	0.31	0.40
Men	0.43	0.35	0.45	0.42	0.63	0.44
Persons	0.40	0.29	0.43	0.42	0.45	0.42
25-54 Women	0.34	0.22	0.41	0.41	0.33	0.38
Men	0.44	0.36	0.48	0.43	0.61	0.46
Persons	0.40	0.29	0.45	0.42	0.47	0.43

Spanish-format stations were selected from the July/Aug/Sept 2008 PPM survey periods. Within each demo/daypart, the Spanish-format AQH rating was divided by the same stations' AQH rating from the Spring 2008 Diary period.

Spanish-format PPM stations AQH Rating/same Spanish-format stations' Diary AQH Rating.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.48 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 48 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Philadelphia

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Philadelphia: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.77	0.63	0.76	0.83	0.64	0.89
12-17 Teens	0.83	0.83	1.28	0.75	0.53	0.93
18-34 Women	0.75	0.63	0.80	0.89	0.58	0.82
Men	0.70	0.52	0.74	0.78	0.74	0.83
Persons	0.74	0.58	0.81	0.84	0.67	0.80
18-49 Women	0.69	0.58	0.71	0.80	0.64	0.80
Men	0.81	0.65	0.79	0.90	0.95	0.93
Persons	0.74	0.62	0.74	0.84	0.76	0.82
25-54 Women	0.64	0.56	0.65	0.73	0.65	0.84
Men	0.85	0.70	0.83	0.92	1.17	0.97
Persons	0.76	0.64	0.71	0.82	0.78	0.85

For each demo and daypart, the Top 20 PPM stations were selected from the Mar 2007 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Fall 2006 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.83 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 83 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Phoenix

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Phoenix: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.87	0.74	0.90	0.92	0.91	1.08
12-17 Teens	0.85	0.68	2.06	0.70	0.66	0.92
18-34 Women	1.07	0.86	1.17	1.19	0.92	1.23
Men	0.86	0.74	0.79	0.86	0.92	1.13
Persons	0.94	0.76	0.95	1.00	0.93	1.10
18-49 Women	0.93	0.82	0.94	0.99	0.90	1.14
Men	0.95	0.84	0.91	0.99	1.10	1.22
Persons	0.95	0.79	0.90	1.00	1.02	1.16
25-54 Women	0.90	0.82	0.90	0.99	0.96	1.12
Men	0.97	0.85	0.92	1.01	1.25	1.20
Persons	0.94	0.83	0.90	0.98	1.21	1.15

For each demo and daypart, the Top 20 PPM stations were selected from the April/May/June 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Winter 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.92 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 92 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Phoenix: Hispanic Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.94	0.84	0.95	0.99	0.86	1.03
12-17 Teens	0.79	0.56	2.37	0.58	0.63	0.95
18-34 Women	0.84	0.72	0.85	0.98	0.72	0.91
Men	0.80	0.67	0.64	0.92	0.82	0.87
Persons	0.80	0.68	0.79	0.93	0.72	0.92
18-49 Women	0.86	0.74	0.88	0.97	0.87	0.97
Men	1.03	0.82	0.96	1.18	1.21	1.13
Persons	0.93	0.76	0.91	1.10	1.05	1.14
25-54 Women	0.96	0.95	0.91	1.17	1.41	1.26
Men	1.25	1.11	1.22	1.44	1.86	1.35
Persons	1.15	0.95	1.01	1.32	1.51	1.26

For each Hispanic demo and daypart, the Top 10 PPM stations were selected from the April/May/June 2009 PPM survey period. The Top 10 stations' AQH rating was derived and then divided by the same Top 10 stations' AQH rating from the Winter 2009 Diary survey period.

Note: The Top 10 Hispanic Demo stations include Spanish formats, as well as other formats.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 1.22 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 122 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Phoenix: Spanish-Format Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	1.17	1.00	0.99	1.32	1.28	1.35
12-17 Teens	2.08	1.22	9.11	1.09	1.52	3.59
18-34 Women	0.92	0.99	0.70	1.22	0.97	1.09
Men	0.87	0.79	0.83	1.10	0.93	1.02
Persons	0.92	0.88	0.77	1.10	0.91	1.01
18-49 Women	0.91	0.85	0.64	1.20	1.07	1.02
Men	1.19	1.02	1.10	1.39	1.39	1.31
Persons	1.04	0.94	0.90	1.32	1.21	1.20
25-54 Women	0.98	0.86	0.68	1.57	1.52	1.15
Men	1.31	1.25	1.28	1.54	1.97	1.43
Persons	1.23	1.06	0.97	1.52	1.83	1.26

Spanish-format stations were selected from the April/May/June 2009 PPM survey periods. Within each demo/daypart, the Spanish-format AQH rating was divided by the same stations' AQH rating from the Winter 2009 Diary period.

Spanish-format PPM stations AQH Rating/same Spanish-format stations' Diary AQH Rating.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 1.28 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 128 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Pittsburgh, PA

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Pittsburgh, PA: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.91	0.79	0.93	0.93	0.95	0.94
12-17 Teens	1.09	1.00	2.21	0.83	0.82	1.15
18-34 Women	0.78	0.70	0.80	0.80	0.84	0.80
Men	0.77	0.74	0.72	0.75	0.79	0.91
Persons	0.77	0.71	0.76	0.78	0.81	0.86
18-49 Women	0.83	0.71	0.80	0.91	1.03	0.88
Men	0.94	0.86	0.99	0.93	0.86	1.03
Persons	0.88	0.78	0.89	0.92	0.93	0.94
25-54 Women	0.89	0.72	0.84	0.96	1.27	0.95
Men	0.98	0.88	1.07	0.96	0.97	1.09
Persons	0.94	0.79	0.95	0.94	1.11	1.01

For each demo and daypart, the Top 20 PPM stations were selected from the July/Aug/Sept 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 1.07 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 107 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Portland, OR

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Portland, OR: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.83	0.78	0.79	0.87	0.83	0.84
12-17 Teens	0.90	1.15	0.42	0.93	1.22	1.05
18-34 Women	0.68	0.56	0.67	0.73	0.62	0.79
Men	0.63	0.69	0.65	0.56	0.45	0.78
Persons	0.63	0.62	0.65	0.62	0.49	0.76
18-49 Women	0.86	0.82	0.77	0.89	0.90	0.96
Men	0.73	0.70	0.74	0.71	0.66	0.83
Persons	0.78	0.75	0.74	0.78	0.76	0.90
25-54 Women	0.84	0.79	0.71	0.86	0.97	0.99
Men	0.80	0.74	0.82	0.83	0.73	0.83
Persons	0.81	0.77	0.76	0.83	0.84	0.92

For each demo and daypart, the Top 20 PPM stations were selected from the Oct/Nov/Dec 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Summer 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.82 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 82 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Riverside-San Bernardino

Top 20 Stations

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Riverside-San Bernardino: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.72	0.61	0.73	0.74	0.85	0.90
12-17 Teens	0.72	0.59	1.26	0.70	0.62	0.81
18-34 Women	0.82	0.77	0.94	0.80	0.87	0.90
Men	0.72	0.53	0.66	0.76	0.87	1.02
Persons	0.73	0.59	0.79	0.71	0.80	0.90
18-49 Women	0.73	0.68	0.79	0.76	0.75	0.81
Men	0.80	0.65	0.79	0.76	1.03	1.04
Persons	0.78	0.62	0.78	0.74	0.91	0.93
25-54 Women	0.80	0.74	0.84	0.80	1.01	0.77
Men	0.82	0.70	0.86	0.85	1.04	1.11
Persons	0.81	0.67	0.81	0.79	1.07	0.87

For each demo and daypart, the Top 20 PPM stations were selected from the Jul/Aug/Sep 2008 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2008 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.86 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 86 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Riverside-San Bernardino

Hispanic Demos

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Riverside-San Bernardino: Hispanic Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.85	0.62	0.83	0.79	0.83	1.04
12-17 Teens	0.85	0.62	1.39	0.67	0.63	0.96
18-34 Women	0.81	0.64	0.83	0.78	0.67	0.86
Men	0.80	0.57	0.72	0.68	0.83	1.24
Persons	0.80	0.57	0.79	0.68	0.72	1.03
18-49 Women	0.82	0.69	0.81	0.77	0.78	0.95
Men	0.90	0.70	0.84	0.82	0.94	1.27
Persons	0.86	0.66	0.86	0.81	0.86	1.15
25-54 Women	0.82	0.70	0.81	0.78	0.97	0.99
Men	0.96	0.75	0.91	0.95	1.23	1.25
Persons	0.90	0.68	0.84	0.91	1.14	1.13

For each Hispanic demo and daypart, the Top 10 PPM stations were selected from the Jul/Aug/Sep 2008 PPM survey period. The Top 10 stations' AQH rating was derived and then divided by the same Top 10 stations' AQH rating from the Spring 2008 Diary survey period.

Note: The Top 10 Hispanic Demo stations include Spanish formats, as well as other formats.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.91 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 91 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Riverside-San Bernardino

Spanish-Format Demos

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

<i>Riverside-San Bernardino: Spanish-Format Demos</i>						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.89	0.65	0.84	0.91	1.06	1.17
12-17 Teens	1.87	1.28	2.92	1.71	2.52	1.84
18-34 Women	0.81	0.48	0.97	0.90	0.73	0.91
Men	0.91	0.74	0.70	0.83	0.96	1.34
Persons	0.86	0.62	0.78	0.81	0.83	1.15
18-49 Women	0.80	0.59	0.86	0.85	0.80	0.98
Men	0.90	0.69	0.74	0.83	1.10	1.23
Persons	0.83	0.65	0.81	0.87	0.93	1.14
25-54 Women	0.76	0.55	0.75	0.84	0.79	0.93
Men	0.82	0.60	0.76	0.87	1.27	1.04
Persons	0.80	0.58	0.75	0.86	1.10	1.06

Spanish-format stations were selected from the July/Aug/Sept 2008 PPM survey periods. Within each demo/daypart, the Spanish-format AQH rating was divided by the same stations' AQH rating from the Spring 2008 Diary period.

Spanish-format PPM stations AQH Rating/same Spanish-format stations' Diary AQH Rating.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.76 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 76 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Sacramento

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Sacramento: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.83	0.69	0.79	1.00	0.86	0.91
12-17 Teens	0.85	1.12	0.60	0.91	0.75	0.93
18-34 Women	0.94	0.77	1.01	0.99	0.81	0.90
Men	0.94	0.78	0.86	1.19	1.07	1.02
Persons	0.92	0.79	0.89	1.12	0.93	0.94
18-49 Women	0.90	0.70	0.84	1.08	0.97	0.92
Men	0.95	0.75	0.84	1.13	1.07	1.09
Persons	0.93	0.71	0.86	1.10	1.06	1.03
25-54 Women	0.88	0.67	0.79	1.01	0.96	0.94
Men	0.87	0.73	0.78	1.03	0.94	1.05
Persons	0.82	0.69	0.77	1.01	0.98	0.99

For each demo and daypart, the Top 20 PPM stations were selected from the Oct/Nov/Dec 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Summer 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.78 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 78 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Salt Lake City-Ogden-Provo

Top 20 Stations

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Salt Lake City-Ogden-Provo: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	1.02	1.05	1.04	1.03	0.94	1.00
12-17 Teens	0.92	0.93	0.61	1.09	1.07	1.04
18-34 Women	1.12	1.14	1.18	1.09	1.01	1.13
Men	1.15	1.15	1.25	1.18	1.02	1.12
Persons	1.14	1.16	1.20	1.12	1.02	1.13
18-49 Women	1.03	1.13	1.06	1.03	0.89	1.03
Men	1.04	1.04	1.03	1.05	0.96	1.07
Persons	1.03	1.08	1.05	1.04	0.93	1.04
25-54 Women	1.02	1.11	1.05	1.04	0.83	0.96
Men	1.02	1.01	1.01	1.02	0.97	1.07
Persons	1.02	1.06	1.03	1.03	0.89	1.02

For each demo and daypart, the Top 20 PPM stations were selected from the Oct/Nov/Dec 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Summer 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 1.01 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 101 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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San Antonio

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

San Antonio: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.79	0.72	0.77	0.87	0.81	0.80
12-17 Teens	0.62	0.86	0.51	0.71	0.61	0.74
18-34 Women	0.93	0.88	0.84	1.04	0.86	1.14
Men	1.04	1.17	1.09	1.19	0.90	0.97
Persons	0.98	1.03	0.96	1.11	0.85	1.04
18-49 Women	0.79	0.75	0.77	0.84	0.78	0.91
Men	0.95	0.91	0.96	1.05	0.86	0.89
Persons	0.88	0.80	0.89	0.94	0.82	0.91
25-54 Women	0.75	0.68	0.74	0.79	0.71	0.82
Men	0.99	0.90	1.01	1.02	0.98	0.89
Persons	0.85	0.80	0.88	0.92	0.84	0.85

For each demo and daypart, the Top 20 PPM stations were selected from the Oct/Nov/Dec 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Summer 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 1.01 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 101 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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San Diego

Top 20 Stations

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

San Diego: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.83	0.68	0.84	0.88	1.06	1.03
12-17 Teens	0.75	0.53	1.36	0.65	0.62	0.82
18-34 Women	0.81	0.65	0.82	0.91	1.02	0.98
Men	0.81	0.65	0.80	0.89	1.18	0.95
Persons	0.80	0.63	0.82	0.90	0.98	0.90
18-49 Women	0.89	0.73	0.85	0.95	1.39	1.10
Men	0.84	0.59	0.86	0.92	1.21	1.09
Persons	0.88	0.64	0.84	0.93	1.24	1.10
25-54 Women	1.00	0.79	0.93	1.07	1.90	1.30
Men	0.90	0.67	0.94	1.01	1.25	1.18
Persons	0.98	0.74	0.92	1.01	1.30	1.25

For each demo and daypart, the Top 20 PPM stations were selected from the April/May/June 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Winter 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.94 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 94 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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San Diego

Hispanic Demos

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

San Diego: Hispanic Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.91	0.64	0.97	0.98	0.89	0.98
12-17 Teens	0.67	0.54	1.07	0.58	0.54	0.73
18-34 Women	0.72	0.55	0.74	0.85	0.76	0.79
Men	0.77	0.68	0.73	0.97	1.19	1.04
Persons	0.76	0.53	0.77	0.85	0.93	0.86
18-49 Women	0.95	0.58	1.05	1.07	1.40	0.97
Men	0.83	0.63	0.81	0.82	1.25	1.17
Persons	0.80	0.59	0.80	1.02	1.23	1.08
25-54 Women	1.06	0.70	1.12	1.17	2.02	1.25
Men	0.96	0.70	1.07	0.96	1.61	1.30
Persons	0.93	0.68	1.06	1.08	1.58	1.31

For each Hispanic demo and daypart, the Top 10 PPM stations were selected from the April/May/June 2009 PPM survey period. The Top 10 stations' AQH rating was derived and then divided by the same Top 10 stations' AQH rating from the Winter 2009 Diary survey period.

Note: The Top 10 Hispanic Demo stations include Spanish formats, as well as other formats.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 1.07 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 107 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

San Diego: Spanish-Format Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.88	0.58	0.88	0.92	0.94	0.93
12-17 Teens	1.39	1.44	1.20	0.88	1.33	2.11
18-34 Women	0.63	0.42	0.68	0.51	0.46	0.68
Men	0.71	0.68	0.59	0.90	0.72	0.74
Persons	0.63	0.51	0.62	0.65	0.56	0.75
18-49 Women	0.69	0.41	0.77	0.66	0.75	0.68
Men	0.92	0.70	0.79	1.00	1.10	1.04
Persons	0.76	0.54	0.79	0.83	0.79	0.89
25-54 Women	0.83	0.51	0.96	0.94	0.92	1.00
Men	0.99	0.73	0.92	1.06	2.00	1.37
Persons	0.86	0.58	0.87	0.96	1.26	1.14

Spanish-format stations were selected from the April/May/June 2009 PPM survey periods. Within each demo/daypart, the Spanish-format AQH rating was divided by the same stations' AQH rating from the Winter 2009 Diary period.

Spanish-format PPM stations AQH Rating/same Spanish-format stations' Diary AQH Rating.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.92 (obtained from the chart).
- The resulting figure is your PPM target rating point.** The result is 92 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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San Francisco

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

San Francisco: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.78	0.68	0.75	0.79	0.77	0.85
12-17 Teens	0.80	0.79	1.42	0.62	0.59	1.02
18-34 Women	0.79	0.54	0.72	0.94	0.80	0.96
Men	0.74	0.65	0.79	0.72	0.70	0.87
Persons	0.75	0.57	0.76	0.82	0.79	0.86
18-49 Women	0.86	0.60	0.88	0.90	0.91	0.95
Men	0.82	0.71	0.78	0.77	0.93	0.93
Persons	0.79	0.62	0.76	0.85	0.91	0.99
25-54 Women	0.87	0.64	0.86	0.93	0.97	1.06
Men	0.79	0.74	0.85	0.78	0.92	0.98
Persons	0.81	0.66	0.82	0.81	0.91	0.96

For each demo and daypart, the Top 20 PPM stations were selected from the Jul/Aug/Sep 2008 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2008 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.85 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 85 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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San Francisco

Hispanic Demos



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

San Francisco: Hispanic Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.66	0.56	0.69	0.66	0.66	0.79
12-17 Teens	0.69	0.76	1.27	0.46	0.49	0.85
18-34 Women	0.57	0.40	0.58	0.69	0.58	0.70
Men	0.60	0.56	0.60	0.57	0.61	0.67
Persons	0.59	0.49	0.58	0.61	0.57	0.69
18-49 Women	0.63	0.45	0.67	0.76	0.72	0.82
Men	0.64	0.63	0.63	0.66	0.65	0.78
Persons	0.65	0.55	0.67	0.67	0.67	0.79
25-54 Women	0.73	0.53	0.71	0.84	0.91	0.90
Men	0.62	0.60	0.66	0.58	0.57	0.72
Persons	0.65	0.57	0.65	0.66	0.69	0.80

For each Hispanic demo and daypart, the Top 10 PPM stations were selected from the Jul/Aug/Sep 2008 PPM survey period. The Top 10 stations' AQH rating was derived and then divided by the same Top 10 stations' AQH rating from the Spring 2008 Diary survey period.

Note: The Top 10 Hispanic Demo stations include Spanish formats, as well as other formats.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.66 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 66 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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San Francisco

Spanish-Format Demos



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

San Francisco: Spanish-Format Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.69	0.54	0.70	0.68	0.73	0.81
12-17 Teens	0.95	1.11	1.67	0.59	0.82	0.98
18-34 Women	0.55	0.36	0.53	0.59	0.49	0.70
Men	0.60	0.56	0.63	0.57	0.57	0.67
Persons	0.58	0.48	0.59	0.58	0.53	0.71
18-49 Women	0.62	0.43	0.63	0.68	0.71	0.84
Men	0.65	0.58	0.63	0.64	0.62	0.78
Persons	0.66	0.52	0.65	0.65	0.67	0.81
25-54 Women	0.69	0.45	0.70	0.70	0.94	0.91
Men	0.59	0.55	0.63	0.57	0.57	0.70
Persons	0.64	0.52	0.65	0.62	0.66	0.79

Spanish-format stations were selected from the July/Aug/Sept 2008 PPM survey periods. Within each demo/daypart, the Spanish-format AQH rating was divided by the same stations' AQH rating from the Spring 2008 Diary period.

Spanish-format PPM stations AQH Rating/same Spanish-format stations' Diary AQH Rating.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.63 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 63 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

San Jose: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.97	0.77	0.95	0.98	0.96	1.12
12-17 Teens	0.71	0.60	1.63	0.73	0.39	0.79
18-34 Women	0.84	0.68	0.73	0.90	1.22	1.02
Men	1.00	0.95	0.84	0.90	1.36	1.33
Persons	0.91	0.83	0.75	0.90	1.23	1.18
18-49 Women	0.91	0.70	0.89	0.89	1.01	1.08
Men	1.01	0.93	0.89	0.98	1.25	1.46
Persons	0.98	0.79	0.86	0.90	0.98	1.21
25-54 Women	0.96	0.74	0.90	0.91	1.10	1.13
Men	1.09	0.92	1.00	1.04	1.28	1.43
Persons	1.00	0.80	0.91	0.95	1.17	1.38

For each demo and daypart, the Top 20 PPM stations were selected from the Jul/Aug/Sep 2008 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2008 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 1.00 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 100 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

San Jose: Hispanic Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.59	0.46	0.59	0.65	0.67	0.71
12-17 Teens	0.51	0.29	1.08	0.43	0.27	0.61
18-34 Women	0.50	0.39	0.49	0.61	0.91	0.61
Men	0.73	0.71	0.58	0.65	0.90	0.95
Persons	0.63	0.54	0.52	0.64	0.75	0.78
18-49 Women	0.54	0.39	0.51	0.55	0.67	0.63
Men	0.67	0.61	0.58	0.70	0.75	0.85
Persons	0.60	0.47	0.56	0.65	0.72	0.75
25-54 Women	0.53	0.45	0.54	0.61	0.68	0.67
Men	0.70	0.61	0.69	0.74	0.81	0.88
Persons	0.64	0.48	0.61	0.66	0.79	0.81

For each Hispanic demo and daypart, the Top 10 PPM stations were selected from the Jul/Aug/Sep 2008 PPM survey period. The Top 10 stations' AQH rating was derived and then divided by the same Top 10 stations' AQH rating from the Spring 2008 Diary survey period.

Note: The Top 10 Hispanic Demo stations include Spanish formats, as well as other formats.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.69 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 69 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

San Jose: Spanish-Format Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.52	0.43	0.52	0.57	0.55	0.63
12-17 Teens	0.50	0.45	1.10	0.38	0.24	0.49
18-34 Women	0.38	0.24	0.38	0.49	0.43	0.49
Men	0.58	0.62	0.49	0.51	0.50	0.72
Persons	0.50	0.45	0.44	0.52	0.46	0.59
18-49 Women	0.45	0.28	0.43	0.47	0.47	0.57
Men	0.58	0.55	0.51	0.58	0.51	0.67
Persons	0.52	0.43	0.48	0.55	0.50	0.62
25-54 Women	0.45	0.27	0.43	0.48	0.62	0.64
Men	0.57	0.53	0.55	0.56	0.51	0.65
Persons	0.54	0.43	0.51	0.52	0.60	0.65

Spanish-format stations were selected from the July/Aug/Sept 2008 PPM survey periods. Within each demo/daypart, the Spanish-format AQH rating was divided by the same stations' AQH rating from the Spring 2008 Diary period.

Spanish-format PPM stations AQH Rating/same Spanish-format stations' Diary AQH Rating.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.55 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 55 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Seattle-Tacoma

Top 20 Stations



Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Seattle-Tacoma: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.89	0.83	0.95	0.91	1.14	1.10
12-17 Teens	0.98	0.98	2.17	0.95	0.79	1.17
18-34 Women	0.74	0.61	0.67	0.82	0.85	0.96
Men	0.94	0.89	0.87	0.97	1.24	0.94
Persons	0.80	0.69	0.73	0.85	1.06	1.00
18-49 Women	0.88	0.69	0.83	0.93	1.16	1.07
Men	0.97	0.84	1.10	0.93	1.10	1.31
Persons	0.93	0.75	0.90	0.96	1.20	1.14
25-54 Women	0.95	0.76	0.90	1.00	1.37	1.20
Men	0.99	0.82	0.98	0.98	1.25	1.30
Persons	0.97	0.82	0.96	0.97	1.30	1.28

For each demo and daypart, the Top 20 PPM stations were selected from the April/May/June 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Winter 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.98 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 98 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

St. Louis: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.90	0.72	0.87	0.94	1.05	1.03
12-17 Teens	0.95	0.78	1.18	0.78	0.92	1.14
18-34 Women	0.90	0.60	0.95	1.01	1.03	0.98
Men	0.91	0.67	0.88	0.85	1.11	1.13
Persons	0.91	0.64	0.92	0.93	1.04	1.04
18-49 Women	0.87	0.63	0.80	0.96	1.15	1.03
Men	0.98	0.76	0.94	0.98	1.18	1.14
Persons	0.93	0.70	0.88	0.97	1.16	1.08
25-54 Women	0.83	0.64	0.69	0.94	1.30	1.03
Men	1.02	0.78	1.00	1.06	1.24	1.22
Persons	0.93	0.71	0.85	0.99	1.28	1.11

For each demo and daypart, the Top 20 PPM stations were selected from the July/Aug/Sept 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 1.00 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 100 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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Tampa-St. Petersburg-Clearwater

Top 20 Stations

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Tampa-St. Petersburg-Clearwater: Top 20 Stations

Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.76	0.62	0.76	0.79	0.86	0.84
12-17 Teens	0.80	0.60	1.26	0.83	0.66	0.97
18-34 Women	0.74	0.58	0.77	0.80	0.66	0.80
Men	0.77	0.61	0.69	0.84	1.08	0.92
Persons	0.72	0.56	0.72	0.82	0.85	0.86
18-49 Women	0.68	0.54	0.71	0.75	0.76	0.77
Men	0.76	0.59	0.68	0.83	1.06	0.89
Persons	0.71	0.57	0.68	0.80	0.90	0.84
25-54 Women	0.79	0.67	0.87	0.82	0.84	0.81
Men	0.77	0.64	0.69	0.81	1.05	0.96
Persons	0.77	0.62	0.74	0.80	0.95	0.89

For each demo and daypart, the Top 20 PPM stations were selected from the July/Aug/Sept 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2009 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.69 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 69 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Tampa-St. Petersburg-Clearwater

Hispanic Demos

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Tampa-St. Petersburg-Clearwater: Hispanic Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.82	0.57	0.76	0.94	1.03	0.89
12-17 Teens	1.19	0.54	2.64	0.99	0.79	1.23
18-34 Women	0.68	0.54	0.68	0.72	0.75	0.89
Men	0.73	0.38	0.56	1.03	1.49	0.89
Persons	0.70	0.42	0.60	0.78	1.03	0.91
18-49 Women	0.69	0.49	0.66	0.69	0.98	0.78
Men	0.77	0.57	0.68	0.85	1.17	0.96
Persons	0.73	0.53	0.62	0.80	1.15	0.81
25-54 Women	0.78	0.59	0.87	0.82	1.10	0.76
Men	0.85	0.67	0.67	0.94	1.23	1.01
Persons	0.78	0.59	0.72	0.89	1.12	0.86

For each demo and daypart, the Top 20 PPM stations were selected from the July/Aug/Sept 2009 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Spring 2009 Diary survey period.

Note: The Top 10 Hispanic Demo stations include Spanish formats, as well as other formats.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.67 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 67 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Washington, DC

Top 20 Stations

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Washington, DC: Top 20 Stations						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.88	0.79	0.79	0.83	1.08	1.01
12-17 Teens	0.91	1.30	0.56	0.61	1.19	1.31
18-34 Women	0.85	0.75	0.92	0.92	0.75	0.94
Men	0.92	0.93	0.77	0.84	1.17	1.09
Persons	0.88	0.84	0.87	0.88	0.83	1.07
18-49 Women	0.81	0.76	0.78	0.87	0.85	0.92
Men	0.95	0.87	0.91	0.90	1.26	1.19
Persons	0.91	0.81	0.82	0.85	1.01	1.06
25-54 Women	0.85	0.77	0.75	0.84	0.96	1.04
Men	1.04	0.89	0.96	0.89	1.44	1.28
Persons	0.91	0.81	0.85	0.86	1.18	1.10

For each demo and daypart, the Top 20 PPM stations were selected from the Oct/Nov/Dec 2008 PPM survey period. The Top 20 stations' AQH rating was derived and then divided by the same Top 20 stations' AQH rating from the Summer 2008 Diary survey period.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 0.96 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 96 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



If you'd like additional copies of any of the conversion charts, download electronic versions from www.arbitron.com/mediaplan.

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Washington, DC

Hispanic Demos

Why Is There a Change in PPM Target Rating Points (TRPs) vs. Diary TRPs?

We have changed our measurement methodology. Different measurement methodologies can and do produce different results. For example, each of the following describes the same quantity:

- 62 miles per hour = 100 kilometers per hour
- 32 degrees Fahrenheit = 0 degrees Celsius
- A 10K race = 6.2 miles

In the case of radio, the same-sized audience may be described with a 1.0 rating using the Diary scale and a 0.7 rating using the PPM™ scale. Therefore, you may see that 100 Diary TRPs = 70 PPM TRPs. The results you get (store visits, product sold, change in brand impression) with your normal schedule will be the same regardless of the scale we use to describe the audience.

The bottom line: The results are the same regardless of the measurement system. We are using a new measurement scale that enhances confidence in the ratings.

Portable People Meter TRP Conversion Table

Washington, DC: Hispanic Demos						
Demographic	Mon-Sun 6A-12M	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-12M	Sat-Sun 6A-12M
P12+	0.96	0.90	0.86	1.15	1.03	0.96
12-17 Teens	0.92	1.40	0.46	0.75	1.16	1.50
18-34 Women	0.69	0.68	0.71	0.87	0.64	0.79
Men	0.83	1.07	0.73	1.06	0.74	1.14
Persons	0.76	0.87	0.67	0.90	0.64	0.83
18-49 Women	0.85	0.69	0.71	1.05	0.95	0.91
Men	1.15	1.06	0.93	1.40	1.00	1.34
Persons	0.96	0.85	0.79	1.11	0.86	1.02
25-54 Women	0.90	0.79	0.83	1.18	0.90	0.72
Men	1.67	1.52	1.69	1.98	1.74	1.93
Persons	1.12	1.06	1.12	1.48	1.24	1.13

For each Hispanic demo and daypart, the Top 10 PPM stations were selected from the Oct. 2008 PPM survey period. The Top 10 stations' AQH rating was derived and then divided by the same Top 10 stations' AQH rating from the Summer 2008 Diary survey period.

Note: The Top 10 Hispanic Demo stations include Spanish formats, as well as other formats.

This tool provides a market-level analysis only; it should not be used to evaluate specific stations.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Here's how to adjust the ratings using the Portable People Meter™:

- 1. Using the demo and daypart, start with Diary TRPs.** Example (25-54 Men, Mon-Fri 10A-3P): Start with 100 TRPs (or insert the TRPs you need for this demo).
- 2. Multiply that figure by the appropriate conversion figure from the table.** Multiply by 1.69 (obtained from the chart).
- 3. The resulting figure is your PPM target rating point.** The result is 169 PPM target ratings points equal 100 Diary target ratings points for this daypart, demo and market.



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