

What You Can Do with the National Regional Database

Media Professional PlusSM is the Arbitron National Regional Database (NRD) service that allows you to create custom trade areas using radio Metros, DMA[®]s and/or counties from multiple markets. This service is available to full-service and regional Media ProfessionalSM/ Respondent-Level Data subscribers.

Build Custom Geographies

With Media Professional Plus, you can combine markets and counties without the limitations of Metro, Total Survey Area (TSA) or DMA local market boundaries. This allows you to create custom geographies that more precisely match advertisers' trading areas. Custom geographies can be constructed from among more than 3,500 counties, nationally.

For example, using Respondent-Level Data within Media Professional Plus, you can create a superregion for California, eliminating the counties in that region that are not relevant to your plan.

Look at Standard Custom Dayparts

Select standard dayparts, or create your own down to the quarter-hour and/or single-day level. Audience estimates are based on the full, 12-week survey.

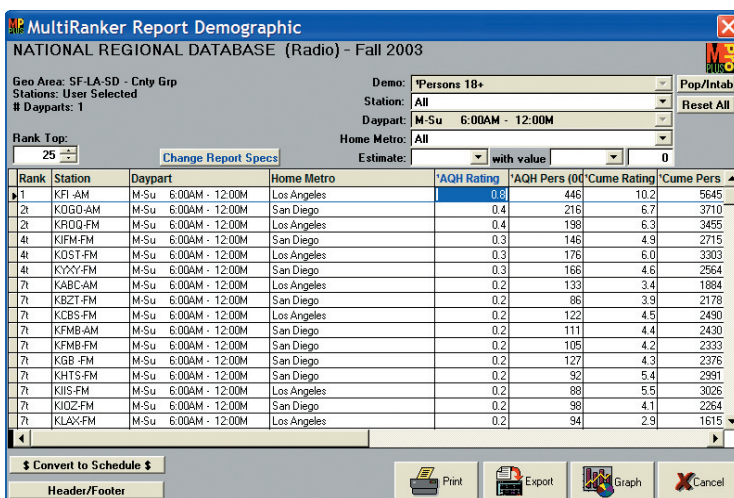
Demonstrate Total Listenership

Media Professional Plus reports on 12,000+ stations with a Minimum Reporting Standard of one mention. To qualify for reporting, a station has to be credited with five or more minutes of listening in a quarter-hour in at least one in-tab diary in the United States during the total week, regardless of whether the station has met Minimum Reporting Standards in the diarykeeper's local market.

Show Standard and Nonstandard Demographic Groups

Once the geography is defined, stations can be ranked and listenership can be analyzed according to demographic and socioeconomic categories such as age, income, education and the presence of children. Standard demographic groups are available, including race/ethnicity for blacks and Hispanics. Nonstandard sex/age ranges (e.g., 21+) are also available.

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MultiRanker Report Demographic
 NATIONAL REGIONAL DATABASE (Radio) - Fall 2003

Geo Area: SF-LA-SD - Cnty Grp
 Stations: User Selected
 # Dayparts: 1

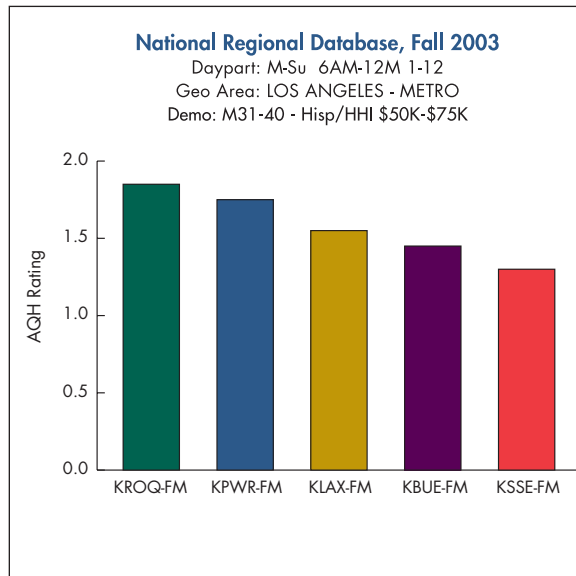
Demo: *Persons 18+
 Station: All
 Daypart: M-Su 6:00AM - 12:00M
 Home Metro: All
 Estimate: with value 0

Rank	Station	Daypart	Home Metro	'AQH Rating	'AQH Pers (00'	Cume Rating	Cume Pers
1	KFI-AM	M-Su 6:00AM - 12:00M	Los Angeles	0.8	446	10.2	5645
2t	KOGO-AM	M-Su 6:00AM - 12:00M	San Diego	0.4	216	6.7	3710
2t	KROQ-FM	M-Su 6:00AM - 12:00M	Los Angeles	0.4	198	6.3	3455
4t	KJFM-FM	M-Su 6:00AM - 12:00M	San Diego	0.3	146	4.9	2715
4t	KDST-FM	M-Su 6:00AM - 12:00M	Los Angeles	0.3	176	6.0	3303
4t	KYYY-FM	M-Su 6:00AM - 12:00M	San Diego	0.3	166	4.6	2564
7t	KABC-AM	M-Su 6:00AM - 12:00M	Los Angeles	0.2	133	3.4	1884
7t	KBZT-FM	M-Su 6:00AM - 12:00M	San Diego	0.2	86	3.9	2178
7t	KCBS-FM	M-Su 6:00AM - 12:00M	Los Angeles	0.2	122	4.5	2490
7t	KFMB-AM	M-Su 6:00AM - 12:00M	San Diego	0.2	111	4.4	2430
7t	KFMB-FM	M-Su 6:00AM - 12:00M	San Diego	0.2	105	4.2	2333
7t	KGB-FM	M-Su 6:00AM - 12:00M	San Diego	0.2	127	4.3	2376
7t	KHITS-FM	M-Su 6:00AM - 12:00M	San Diego	0.2	92	5.4	2991
7t	KIS-FM	M-Su 6:00AM - 12:00M	Los Angeles	0.2	98	5.5	3026
7t	KIOZ-FM	M-Su 6:00AM - 12:00M	San Diego	0.2	98	4.1	2264
7t	KLAX-FM	M-Su 6:00AM - 12:00M	Los Angeles	0.2	94	2.9	1615

Buttons: \$ Convert to Schedule \$, Print, Export, Graph, Cancel

Show Standard and Nonstandard Demographic Groups *(continued)*

The following example shows the top five stations based on Hispanic Males 31-40 with a household income of \$50K-\$75K in the Los Angeles Metro.



Access Flexible Station Selection

Select from 12,000+ stations for MultiRanker or Schedule Builder reports, or create and modify station combinations. Make selections based on format, station owner, DMA or Metro. Grids can easily be hidden, resized and sorted by any column and efficiently handle the large number of stations. Although audience credited to some individual stations may not be enough for reportable audience estimates, users of this service (such as station groups) can see audience estimates based on an aggregate of stations.

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