

e-ViP Online

The Nielsen Company 2009 Local Measurement Schedule



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<u>Report Month</u>	<u>Dates</u>	<u># Markets</u>
January 2009	Jan 8 - Feb 4, 2009	26 Markets
February 2009	Feb 5- Mar 4, 2009	LPM Only
March 2009	Mar 5 - Apr 1, 2009	210 Markets
April 2009	Apr 2 - Apr 22, 2009	LPM Only
May 2009	Apr 23 - May 20, 2009	210 Markets
June 2009	May 28 - June 24, 2009	LPM Only
July 2009	July 2 - July 29, 2009	207 Markets
August 2009	July 30 - Aug 26, 2009	LPM Only
September 2009	Aug 27 - Sept 23, 2009	LPM Only
October 2009	Oct 1 - Oct 28, 2009	30 Markets
November 2009	Oct 29 - Nov 25, 2009	210 Markets
December 2009	Dec 3 - Dec 30, 2009	LPM Only

Thanksgiving Day is not **included** in the November 2009 survey.
Christmas Day will be included in the December 2009 survey.

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Estimated ViP Report Mailing Schedule - November 2009

Call 1-888-698-BOOK for the most current information on markets mailing each day as well as rating advances release times.

These are the estimated dates that we expect to mail the Viewers in Profile® reports for all NSI™ local markets.

Market	Date	Market	Date	Market	Date
Abilene-Sweetwater	12/28/2009	Gainesville	12/22/2009	Panama City	12/31/2009
Albany, GA	12/30/2009	Glendive	12/24/2009	Parkersburg	12/18/2009
Albany-Schenectady-Troy	12/14/2009	Grand Junction-Montrose	12/26/2009	Peoria-Bloomington	12/21/2009
Albuquerque-Santa Fe	12/28/2009	Grand Rapids-Kalamazoo-Battle Creek	12/17/2009	Philadelphia – Local People Meter	12/14/2009
Alexandria, LA	12/30/2009	Great Falls	12/26/2009	Phoenix (Prescott) – Local People Meter	12/28/2009
Alpena	12/16/2009	Green Bay-Appleton	12/23/2009	Phoenix (Prescott) – LPM Preview (PDF File)	12/10/2009
Amarillo	12/28/2009	Greensboro-High Point-Winston Salem	12/17/2009	Pittsburgh	12/15/2009
Anchorage	12/23/2009	Greenville-New Bern-Washington	12/17/2009	Portland, OR - Local People Meter	12/29/2009
Atlanta - Local People Meter	12/23/2009	Greenville-Spartanburg-Asheville-Anderson	12/24/2009	Portland, OR - LPM Preview (PDF File)	12/10/2009
<i>Atlanta - LPM Preview (PDF File)</i>	12/10/2009	Greenwood-Greenville	12/26/2009	Portland-Auburn	12/14/2009
Augusta	12/23/2009	Harlingen-Weslaco-Brownsville-McAllen	12/19/2009	Presque Isle	12/15/2009
<i>Austin</i>	12/19/2009	Harrisburg-Lancaster-Lebanon-York	12/15/2009	Providence-New Bedford	12/14/2009
Bakersfield	12/28/2009	Harrisonburg	12/15/2009	Quincy-Hannibal-Keokuk	12/22/2009
Baltimore	12/14/2009	Hartford & New Haven	12/14/2009	Raleigh-Durham (Fayetteville)	12/18/2009
Bangor	12/14/2009	Hattiesburg-Laurel	12/30/2009	Rapid City	12/26/2009
Baton Rouge	12/30/2009	Helena	12/26/2009	Reno	12/24/2009
Beaumont-Port Arthur	12/30/2009	Honolulu	12/21/2009	Richmond-Petersburg	12/15/2009
Bend, OR	12/28/2009	<i>Houston - Local People Meter</i>	12/19/2009	Roanoke-Lynchburg	12/18/2009
Billings	12/26/2009	Huntsville-Decatur (Florence)	12/26/2009	Rochester, NY	12/16/2009
Biloxi-Gulfport	12/30/2009	Idaho Falls-Pocatello	12/28/2009	Rochester-Mason City-Austin	12/21/2009
Binghamton	12/15/2009	Indianapolis	12/17/2009	Rockford	12/22/2009
Birmingham (Anniston & Tuscaloosa)	12/26/2009	Jackson, MS	12/30/2009	Sacramento-Stockton-Modesto-Local People Meter	12/31/2009
Bluefield-Beckley-Oak Hill	12/18/2009	Jackson, TN	12/24/2009	Sacramento-Stockton-Modesto-LPM Preview (PDF File)	12/10/2009
Boise	12/28/2009	Jacksonville	12/22/2009	Salisbury	12/15/2009
Boston, MA (Manchester) - Local People Meter	12/14/2009	Johnstown-Altoona-State College	12/16/2009	Salt Lake City	12/26/2009
Bowling Green	12/22/2009	Jonesboro	12/22/2009	San Angelo	12/21/2009
Buffalo	12/16/2009	Joplin-Pittsburgh	12/19/2009	San Antonio	12/19/2009
Burlington-Plattsburgh	12/16/2009	Juneau	12/23/2009	San Diego	12/29/2009
Butte-Bozeman	12/26/2009	Kansas City	12/22/2009	San Francisco-Oakland-San Jose - Local People Meter	12/31/2009
Casper-Riverton	12/26/2009	Knoxville	12/18/2009	San Francisco-Oakland-San Jose-LPM Preview (PDF File)	12/10/2009
Cedar Rapids-Waterloo-Iowa City & Dubuque	12/22/2009	La Crosse-Eau Claire	12/21/2009	Santa Barbara-Santa Maria-San Luis Obispo	12/31/2009
Champaign & Springfield-Decatur	12/21/2009	Lafayette, IN	12/21/2009	Savannah	12/23/2009
Charleston, SC	12/23/2009	Lafayette, LA	12/30/2009	Seattle-Tacoma - Local People Meter	12/29/2009
Charleston-Huntington	12/18/2009	Lake Charles	12/30/2009	Seattle-Tacoma - LPM Preview (PDF File)	12/10/2009
Charlotte	12/17/2009	Lansing	12/15/2009	Sherman-Ada	12/19/2009
Charlotte Preliminary	12/28/2009	Laredo	12/21/2009	Shreveport	12/19/2009
Charlottesville	12/15/2009	Las Vegas	12/28/2009	Sioux City	12/22/2009
Chattanooga	12/24/2009	Lexington	12/18/2009	Sioux Falls (Mitchell)	12/24/2009
Cheyenne-Scottsbluff	12/26/2009	Lima	12/17/2009	South Bend-Elkhart	12/21/2009
Chicago - Local People Meter	12/30/2009	Lincoln & Hastings-Kearny	12/24/2009	Spokane	12/29/2009
Chicago - LPM Preview (PDF File)	12/10/2009	Little Rock-Pine Bluff	12/24/2009	Springfield, MO	12/21/2009
Chico-Redding	12/30/2009	Los Angeles - Local People Meter	12/29/2009	Springfield-Holyoke	12/14/2009
Cincinnati	12/16/2009	Los Angeles-LPM Preview (PDF File)	12/10/2009	St. Joseph	12/22/2009
Clarksburg-Weston	12/18/2009	Louisville	12/18/2009	St. Louis-Local People Meter	12/16/2009
Cleveland-Akron (Canton) - Local People Meter	12/15/2009	Lubbock	12/28/2009	Syracuse	12/16/2009
Colorado Springs- Pueblo	12/26/2009	Macon	12/23/2009	Tallahassee- Thomasville	12/30/2009
Columbia, SC	12/24/2009	Madison	12/23/2009	Tampa-St. Petersburg (Sarasota) - Local People Meter	12/16/2009
Columbia-Jefferson City	12/16/2009	Mankato	12/22/2009	Terre Haute	12/17/2009
Columbus, GA (Opelika, AL)	12/30/2009	Marquette	12/21/2009	Toledo	12/17/2009
<i>Columbus, OH</i>	12/18/2009	Medford-Klamath Falls	12/30/2009	Topeka	12/22/2009
Columbus-Tupelo-West Point	12/26/2009	Memphis	12/24/2009	Traverse City-Cadillac	12/15/2009
Corpus Christi	12/19/2009	Meridian	12/30/2009	Tri-Cities TN-VA	12/18/2009
Dallas-Ft. Worth - Local People Meter	12/19/2009	Miami-Ft. Lauderdale-Local People Meter	12/16/2009	Tucson (Sierra Vista)	12/26/2009
Davenport-Rock Island-Moline	12/21/2009	Milwaukee	12/22/2009	<i>Tulsa</i>	12/23/2009
Dayton	12/17/2009	Minneapolis-St. Paul-Local People Meter	12/21/2009	Twin Falls	12/28/2009
Denver- Local People Meter	12/26/2009	Minot-Bismarck-Dickinson	12/24/2009	Tyler-Longview (Lufkin-Nocogdoches)	12/21/2009
Denver- LPM Preview (PDF File)	12/10/2009	Missoula	12/26/2009	Utica	12/16/2009
Des Moines-Ames	12/23/2009	Mobile-Pensacola (Ft. Walton Beach)	12/30/2009	Victoria	12/19/2009
Detroit – Local People Meter	12/15/2009	Monroe-El Dorado	12/30/2009	Waco-Temple-Bryan	12/19/2009
Dothan	12/31/2009	Monterey-Salinas	12/31/2009	Washington, DC – Local People Meter	12/14/2009
Duluth-Superior	12/21/2009	Montgomery –Selma	12/31/2009	Watertown	12/16/2009
El Paso (Las Cruces)	12/18/2009	Myrtle Beach-Florence	12/18/2009	Wausau-Rhineland	12/22/2009
Elmira (Corning)	12/15/2009	Nashville	12/24/2009	West Palm Beach-Ft. Pierce	12/17/2009
Erie	12/15/2009	New Orleans	12/29/2009	Wheeling-Steubenville	12/18/2009
Eugene	12/28/2009	New York - Local People Meter	12/17/2009	Wichita Falls & Lawton	12/19/2009
Eureka	12/30/2009	Norfolk-Portsmouth-Newport News	12/15/2009	Wichita-Hutchinson Plus	12/24/2009
Evansville	12/18/2009	North Platte	12/24/2009	Wilkes Barre-Scranton	12/16/2009
Fairbanks	12/18/2009	Odessa-Midland	12/28/2009	Wilmington	12/18/2009
Fargo-Valley City	12/23/2009	Oklahoma City	12/23/2009	Yakima-Pasco-Richland-Kennewick	12/29/2009
Flint-Saginaw-Bay City	12/15/2009	Omaha	12/23/2009	Youngstown	12/15/2009
Fresno-Visalia	12/24/2009	Orlando-Daytona Beach-Melbourne-Local People Meter	12/22/2009	Yuma-El Centro	12/28/2009
<i>Ft. Myers-Naples</i>	12/17/2009	Ottumwa-Kirksville	12/22/2009	Zanesville	12/18/2009
Ft. Smith-Fayetteville-Springdale-Rogers	12/21/2009	Paducah-Cape Girardeau-Harrisburg	12/21/2009		
Ft. Wayne	12/16/2009	Palm Springs	12/29/2009		

Bold and Italicize Indicates Metered Market Service