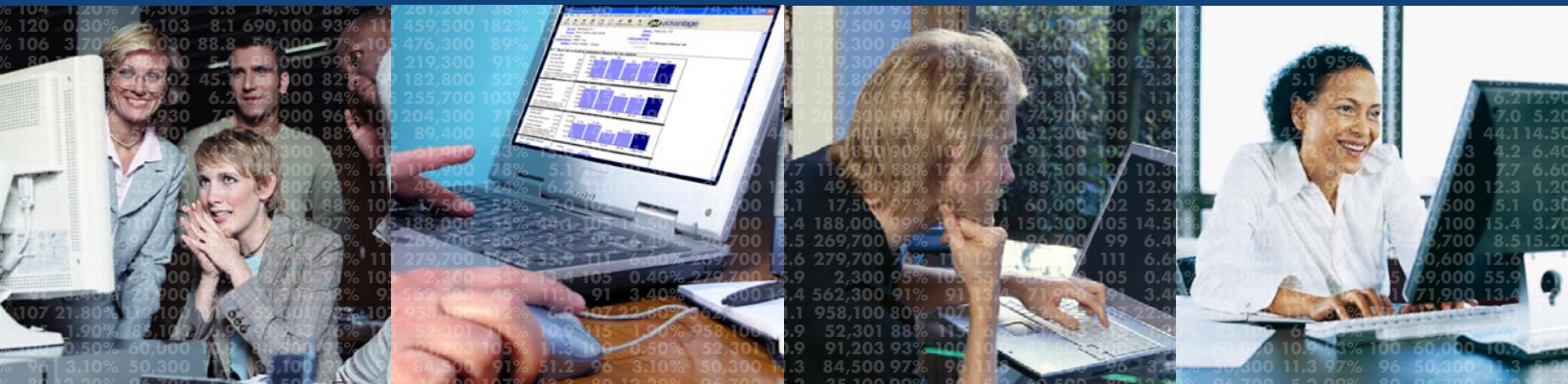


The Pressure Is On for Higher Ratings

Identify Your Best Opportunities for Growth With PD Advantage



We Hear You:

Diary Distribution Is Back for Two-Book Average Markets

Now two-book average markets join larger markets in being able to see the impact of promotions on listening.

With this report, you can see Diary distribution information on a week-by-week or month-by-month basis.

It's a challenge every programmer faces: You've got mounds of listening data, but no way to make sense of it all. PD Advantage® software turns the data into insights about your audience and helps you program smarter, identify new opportunities and grow share.

PD Advantage reports help you understand your market better and develop a strategy to grow your share of audience.

Identify your station's best opportunities for growth: Find the best areas for boosting share by comparing your station against the "best of the best" in the Top Performers report. For the first time, you can see your station's TSL, share, tune-ins, time spent per tune-in, P1s, ultra-core listeners, gender composition, age cell composition and daypart trends stacked against the top performers in more than 40 formats nationwide.

Find out what it takes to boost your share: Determine how much Cume or TSL your station needs to increase your share with the Cume/TSL grid. See your station's share charted over the last five surveys and see how tweaking your Cume or TSL will impact your share.

Understand your station's performance quickly and easily: Get an easy-to-read overview of your station's most critical performance measures in the Leading Indicators report.

 **pd advantage**

continued...

The Pressure Is On for Higher Ratings



In addition to the new reports, PD Advantage includes all the reports that programmers have come to rely on to understand and grow their audience. Here's how they can help you program more effectively:

Track the Heartbeat of Your Station With the Vital Signs Report

Get a detailed look at your station's health with the Vital Signs report. In one report, Vital Signs shows you your station's performance over multiple surveys or against your competitors in key areas such as share, AQH, P1 and more.

Many programmers say this report is the single most important piece of market intelligence they have because it tracks almost every component of their station's health and enables them to identify fluctuations early.

PD Advantage also introduces several enhancements to the popular Vital Signs report. You can now use Vital Signs to compare nearly every station in your market for a single survey. In addition, if your radio group subscribes to Arbitron data in multiple markets, you can now compare up to 250 stations in as many as 100 different markets.

See the Impact of Promotions on Listening

With the Diary Distribution report, see your station's week-by-week or month-by-month quarter-hour and diary

Available Only in PD Advantage!

Some of the insights that you can't get anywhere but PD Advantage:

- Read actual diary comments from listeners
- See where listeners go to when they leave a station
- See exactly how listeners identify your station in diaries
- See who's P2 when you're P1
- See who's P1 when you're P2
- See the zip codes where your P1-P4+ live and work
- Examine how your "ultra-core" listening is trending
- See what your P1s listened to most six months ago
- Trend hour-by-hour listening over five surveys
- See listening broken out by individual age
- See the age range that accounts for most of your listening
- See how often listeners tune in and how long they stay
- Track quarter-hours by week or month

performance graphically to identify how your promotions are impacting your numbers.

Find Out Where Your New Listeners Are Coming From

See what stations you're stealing listeners from—and which ones you're losing them to—with the Prior P1 report.

Find Out How "Sticky" Your Slogan or ID Is

See exactly how listeners are identifying your station in diaries. The information might surprise you—and make you reconsider the way you are branding your station.

Get a "Mini Focus Group" of Your Listeners

See exactly what diary-keepers are writing in their Arbitron diaries using Diary

Comments. Reviewing listener comments is a great way for you and your air staff to check the pulse of listener attitudes in your market—it's like a mini focus group of your listeners.

PD Advantage: Your Shortcut to Listener Insight

The competition for your listeners is getting tougher every day. PD Advantage helps you cut through data and program better. To learn how PD Advantage can help you, contact your Arbitron account manager or Gary Marince at (412) 859-3740 or visit www.arbitron.com/radio_stations/pdadvantage.htm.

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