

Don't Give Your Competition a Free Ride!

Guidelines for Using Arbitron Estimates

Follow these simple do's and don'ts to get the most out of your Arbitron license agreement while keeping copyrighted estimates away from those prying, nonsubscribing eyes! For a complete list of guidelines for using Arbitron estimates, contact your local Arbitron representative.

Do

1. Properly source Arbitron estimates on every page where they appear. (For example: © 2012 Arbitron Inc., All rights reserved, Spring Survey 2010, Persons 12+ Metro, AQH Share, Mon-Sun 6AM-MID).
2. Brief everyone at your station about the wisdom of keeping the Arbitron estimates out of the hands of nonsubscribers.
3. Keep your Arbitron user ID and passwords secure and up to date. Be sure to deactivate ex-employees promptly.
4. Direct reporters to Arbitron's website for 6+ PPM and 12+ Diary rankers for your market. If you provide discrete demographic data, do so only for your station and label it "For background only." Reporters should stick to what Arbitron publishes on their site for public use and confine their use of discrete demos and dayparts to discussion only.
5. Provide clients with only the estimates necessary to justify the buy.
6. Password-protect clients' access to Arbitron data if you are conducting business on your websites.
7. Be aware that Arbitron's intellectual property rights, including but not limited to copyrights, apply to all Arbitron data, reports, software, and information, regardless of the source you used to access them.
8. Remember that you may provide estimates to your client, but they cannot turn around and use the data or provide them to anyone else.
9. Actively relay these guidelines to your employees, clients, and consultants.
10. Alert your Arbitron representative if a non-subscribing station requests estimates from you.
11. Contact your Arbitron representative if there are any questions about how to use licensed data, software, reports, etc.

Don't

1. Share your user ID and password to my.arbitron.com with anyone.
2. Allow ex-employees to maintain access to their my.arbitron.com account.
3. Share Arbitron data with anyone who doesn't work for your station or for an agency you are pitching.
4. Send discrete demographic rankers at a market level to local newspapers or trade press reporters without letting them know that this is for background and verification only. Check with your Arbitron representative if you have questions about what is OK to send to the press.
5. Post discrete demographic estimates of any other stations on your freely available web pages or other social media tools.