

Don't Give Your Competition a Free Ride!

Some important guidelines for using Arbitron estimates

Just follow these simple dos 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: © 2009 Arbitron Inc., All rights reserved, Spring Survey 2009, Persons 12+ Metro, AQH Share, Mon-Sun 6AM-MID).
2. Brief everyone at your station or agency about the wisdom of keeping the Arbitron estimates out of the hands of nonsubscribers.
3. Provide reporters with 12+ rankers for your market. If you provide discrete demographic data, do so only for your station and label it "For background only." They should stick to 12+ for any published tables, and confine their use of discrete demos and dayparts to discussion only.
4. Password-protect clients' access to Arbitron data if you are conducting business on your Web page.
5. 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.
6. Provide clients with only the estimates necessary to justify the buy.
7. Remember that you may provide estimates to your client, but they cannot turn around and use the data or provide it to anyone else.
8. Actively relay this information to your employees, your clients and your station colleagues.
9. Alert your Arbitron representative if a non-subscribing station requests estimates from you.
10. Contact your Arbitron representative if there are any questions about how to use licensed data, software, reports, etc.

Don't

1. Give or lend a copy of your market report to anyone who doesn't work for your station or agency.
2. Fax or e-mail ArbitrendsSM, Maximi\$er[®] respondent-level radio data or another ranker to anyone who works for a nonsubscribing station.
3. Send discrete demographic rankers at a market level to local newspapers or trade press reporters. Check with your Arbitron representative if you have questions about what is OK to send to the press.
4. Post discrete demographic estimates of any other stations on your freely available Web pages or other social networking tool.