

PPM Data Are Now the *Only* Ratings Currency for Denver-Boulder!

PPM™ became the official ratings currency in Denver-Boulder on October 9, 2009.

All Arbitron clients who conduct business in Denver-Boulder are contractually required to use PPM data for their transactions; they may no longer use any Diary data, even for averaging.

You May Now Use Denver-Boulder Pre-Currency Data

Arbitron surveyed Denver-Boulder with PPM during the July and August survey months. Both of these months were considered "Pre-Currency" because they occurred before September 2009, the first official release of PPM data.

Now that PPM official currency for Denver-Boulder has been released, you may use July and August PPM data for media planning, buying and selling purposes.

You are *not permitted* to create multimonth averages by mixing Diary and PPM data. However, you are welcome to create multimonth averages using July, August and September 2009 data.

For more details about the Denver-Boulder PPM launch, go to www.arbitron.com/ppm or contact your Arbitron account manager.