

PPM Data Are Now the *Only* Ratings Currency for Las Vegas!

PPM™ became the official ratings currency in Las Vegas on December 31, 2009.

All Arbitron clients who conduct business in Las Vegas 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 Las Vegas Pre-Currency Data

Arbitron surveyed Las Vegas with PPM during the October and November survey months. Both of these months were considered "Pre-Currency" because they occurred before December 2009, the first official release of PPM data.

Now that PPM official currency for Las Vegas has been released, you may use October and November 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 October, November and December 2009 data.

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