

PPM Data Are Now the *Only* Ratings Currency for Phoenix!

PPM™ became the official ratings
currency in Phoenix on
July 16, 2009.

All Arbitron clients who conduct
business in Phoenix 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 Phoenix Pre-Currency Data

Arbitron surveyed Phoenix with PPM
during the April and May survey months.
Both of these months were considered "Pre-
Currency" because they occurred before
June 2009, the first official release of PPM
data.

Now that PPM official currency for Phoenix
has been released, you may use April and
May 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 April, May and
June 2009 data.

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