

PPM Data Are Now the *Only* Ratings Currency for San Diego!

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

All Arbitron clients who conduct
business in San Diego 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 San Diego Pre-Currency Data

Arbitron surveyed San Diego 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 San
Diego 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 San Diego PPM launch,
go to www.arbitron.com/ppm or contact your
Arbitron account manager.**