

PPM Data Are Now the *Only* Ratings Currency for Seattle-Tacoma!

PPM™ became the official ratings currency in Seattle-Tacoma on July 16, 2009.

All Arbitron clients who conduct business in Seattle-Tacoma 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 Seattle-Tacoma Pre-Currency Data

Arbitron surveyed Seattle-Tacoma 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 Seattle-Tacoma 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 Seattle-Tacoma PPM launch, go to www.arbitron.com/ppm or contact your Arbitron account manager.