

PPM Data Are Now the *Only* Ratings Currency for St. Louis!

PPM™ became the official ratings currency in St. Louis on October 8, 2009.

All Arbitron clients who conduct business in St. Louis 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 St. Louis Pre-Currency Data

Arbitron surveyed St. Louis 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 St. Louis 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 St. Louis PPM launch, go to www.arbitron.com/ppm or contact your Arbitron account manager.