

# PPM Data Are Now the *Only* Ratings Currency for Tampa-St. Petersburg-Clearwater!

PPM™ became the official ratings currency in Tampa-St. Petersburg-Clearwater on October 8, 2009.

All Arbitron clients who conduct business in Tampa-St. Petersburg-Clearwater 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 Tampa-St. Petersburg-Clearwater Pre-Currency Data**

Arbitron surveyed Tampa-St. Petersburg-Clearwater 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 Tampa-St. Petersburg-Clearwater 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 Tampa-St. Petersburg-Clearwater PPM launch, go to [www.arbitron.com/ppm](http://www.arbitron.com/ppm) or contact your Arbitron account manager.**