



NIELSEN RADIO PPM® MARKETS WITH DAILY IN-TAB TARGETS

SORTED BY MARKET NAME

FA 13 P12+ RANK	MARKET	DAILY IN-TAB TARGET	PPM CURRENCY MONTH
9	Atlanta ¹	1,469	Dec. 08
37	Austin	750	Sept. 10
21	Baltimore ¹	1,188	Sept. 09
10	Boston	1,671	Mar. 09
24	Charlotte-Gastonia-Rock Hill ¹	1,011	Sept. 10
3	Chicago ¹	2,141	Sept. 08
29	Cincinnati ¹	1,040	Dec. 09
30	Cleveland ¹	1,118	Dec. 09
35	Columbus, OH	887	Sept. 10
5	Dallas-Ft. Worth ¹	1,497	Dec. 08
20	Denver-Boulder ¹	1,065	Sept. 09
12	Detroit ¹	1,584	Dec. 08
46	Greensboro-Winston Salem-High Point	818	Dec. 10
52	Hartford-New Britain-Middletown	842	Dec. 10
6	Houston-Galveston ¹	1,497	June 07
40	Indianapolis	1,019	Sept. 10
50	Jacksonville	750	Dec. 10
33	Kansas City ¹	966	Dec. 09
32	Las Vegas	863	Dec. 09
2	Los Angeles ¹	2,702	Sept. 08
51	Memphis ⁵	675	Dec. 10
11	Miami-Ft. Lauderdale-Hollywood ¹	1,709	June 09
41	Middlesex-Somerset-Union ³	764	Sept. 08
38	Milwaukee-Racine ¹	969	Sept. 10

FA 13 P12+ RANK	MARKET	DAILY IN-TAB TARGET	PPM CURRENCY MONTH
16	Minneapolis-St. Paul ¹	1,250	June 09
45	Nashville	768	Sept. 10
19	Nassau-Suffolk (Long Island) ^{1, 3}	1,188	Sept. 08
1	New York ²	4,271	Sept. 08
44	Norfolk-Virginia Beach-Newport News	875	Sept. 10
34	Orlando	780	Sept. 10
8	Philadelphia ¹	1,683	Mar. 07
14	Phoenix ¹	1,101	June 09
25	Pittsburgh, PA ¹	1,197	Sept. 09
23	Portland, OR ¹	978	Dec. 09
43	Providence-Warwick-Pawtucket ⁵	675	Sept. 10
42	Raleigh-Durham	750	Sept. 10
26	Riverside-San Bernardino ¹	879	Sept. 08
27	Sacramento	1,065	Dec. 09
31	Salt Lake City-Ogden-Provo	854	Dec. 09
28	San Antonio ¹	974	Dec. 09
17	San Diego ¹	1,188	June 09
4	San Francisco ^{1, 4}	2,344	Sept. 08
36	San Jose ³	953	Sept. 08
13	Seattle-Tacoma	1,341	June 09
22	St. Louis ¹	1,214	Sept. 09
18	Tampa-St. Petersburg-Clearwater ¹	1,118	Sept. 09
7	Washington, DC	1,464	Dec. 08
48	West Palm Beach-Boca Raton	771	Dec. 10

1 PPM Radio Ratings Data accredited by Media Rating Council[®]
 2 Includes embedded markets (Nassau Suffolk and Middlesex Somerset Union)
 3 Embedded market

4 Includes embedded market San Jose, which is not accredited by the MRC.
 5 Memphis and Providence sample targets are lower than other markets because clients in these markets did not elect to take advantage of a previously offered sample increase proposal.

continued...

PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.



NIELSEN RADIO PPM® MARKETS WITH DAILY IN-TAB TARGETS

SORTED BY FA13 P12+ RANK

FA 13 P12+ RANK	MARKET	DAILY IN-TAB TARGET	PPM CURRENCY MONTH
1	New York ²	4,271	Sept. 13
2	Los Angeles ¹	2,702	Sept. 13
3	Chicago ¹	2,141	Sept. 13
4	San Francisco ^{1,4}	2,344	Sept. 13
5	Dallas-Ft. Worth ¹	1,497	Dec. 13
6	Houston-Galveston ¹	1,497	June 13
7	Washington, DC	1,464	Dec. 13
8	Philadelphia ¹	1,683	Mar. 13
9	Atlanta ¹	1,469	Dec. 13
10	Boston	1,671	Mar. 13
11	Miami-Ft. Lauderdale-Hollywood ¹	1,709	June 13
12	Detroit ¹	1,584	Dec. 13
13	Seattle-Tacoma	1,341	June 13
14	Phoenix ¹	1,101	June 13
16	Minneapolis-St. Paul ¹	1,250	June 13
17	San Diego ¹	1,188	June 13
18	Tampa-St. Petersburg-Clearwater ¹	1,118	Sept. 13
19	Nassau-Suffolk (Long Island) ^{1,3}	1,188	Sept. 13
20	Denver-Boulder ¹	1,065	Sept. 13
21	Baltimore ¹	1,188	Sept. 13
22	St. Louis ¹	1,214	Sept. 13
23	Portland, OR ¹	978	Dec. 13
24	Charlotte-Gastonia-Rock Hill ¹	1,011	Sept. 13
25	Pittsburgh, PA ¹	1,197	Sept. 13

FA 13 P12+ RANK	MARKET	DAILY IN-TAB TARGET	PPM CURRENCY MONTH
26	Riverside-San Bernardino ¹	879	Sept. 13
27	Sacramento	1,065	Dec. 13
28	San Antonio ¹	974	Dec. 13
29	Cincinnati ¹	1,040	Dec. 13
30	Cleveland ¹	1,118	Dec. 13
31	Salt Lake City-Ogden-Provo	854	Dec. 13
32	Las Vegas	863	Dec. 13
33	Kansas City ¹	966	Dec. 13
34	Orlando	780	Sept. 13
35	Columbus, OH	887	Sept. 13
36	San Jose ³	953	Sept. 13
37	Austin	750	Sept. 13
38	Milwaukee-Racine ¹	969	Sept. 13
40	Indianapolis	1,019	Sept. 13
41	Middlesex-Somerset-Union ³	764	Sept. 13
42	Raleigh-Durham	750	Sept. 13
43	Providence-Warwick-Pawtucket ⁵	675	Sept. 13
44	Norfolk-Virginia Beach-Newport News	875	Sept. 13
45	Nashville	768	Sept. 13
46	Greensboro-Winston Salem-High Point	818	Dec. 13
48	West Palm Beach-Boca Raton	771	Dec. 13
50	Jacksonville	750	Dec. 13
51	Memphis ⁵	675	Dec. 13
52	Hartford-New Britain-Middletown	842	Dec. 13

1 PPM Radio Ratings Data accredited by Media Rating Council[®]

2 Includes embedded markets (Nassau Suffolk and Middlesex Somerset Union)

3 Embedded market

4 Includes embedded market San Jose, which is not accredited by the MRC.

5 Memphis and Providence sample targets are lower than other markets because clients in these markets did not elect to take advantage of a previously offered sample increase proposal.

PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.