

Arbitron PPM® Commercialization Schedule

(June 2010)

2009 Rank ¹	Market	Year-End 2010 In-Tab Target ²	PPM Pre-Currency Period	PPM Currency	Last Diary Report
8	Philadelphia	1,652	Jan/Feb 2007	March 2007	Fall 2006
6	Houston-Galveston ³	1,470	Apr/May 2007	June 2007	Winter 2007
1	New York ⁴	4,193	Oct 2007-Aug 2008	September 2008	Spring 2008
18	Nassau-Suffolk (Long Island) ⁵	1,166	Oct 2007-Aug 2008	September 2008	Spring 2008
40	Middlesex-Somerset-Union ⁵	750	Oct 2007-Aug 2008	September 2008	Spring 2008
2	Los Angeles	2,652	July/Aug 2008	September 2008	Spring 2008
3	Chicago	2,102	July/Aug 2008	September 2008	Spring 2008
4	San Francisco ⁶	2,300	July/Aug 2008	September 2008	Spring 2008
26	Riverside-San Bernardino ³	863	July/Aug 2008	September 2008	Spring 2008
35	San Jose ⁵	935	July/Aug 2008	September 2008	Spring 2008
5	Dallas-Ft. Worth	1,361	Oct/Nov 2008	December 2008	Summer 2008
7	Atlanta	1,442	Oct/Nov 2008	December 2008	Summer 2008
9	Washington, DC	1,437	Oct/Nov 2008	December 2008	Summer 2008
11	Detroit	1,555	Oct/Nov 2008	December 2008	Summer 2008
10	Boston	1,641	Jan/Feb 2009	March 2009	Fall 2008
12	Miami-Ft. Lauderdale-Hollywood	1,677	Apr/May 2009	June 2009	Winter 2009
13	Seattle-Tacoma	1,317	Apr/May 2009	June 2009	Winter 2009
15	Phoenix	1,081	Apr/May 2009	June 2009	Winter 2009
16	Minneapolis-St. Paul ³	1,227	Apr/May 2009	June 2009	Winter 2009
17	San Diego	1,166	Apr/May 2009	June 2009	Winter 2009
19	Tampa-St. Petersburg-Clearwater	1,097	July/Aug 2009	September 2009	Spring 2009
21	St. Louis	1,191	July/Aug 2009	September 2009	Spring 2009
20	Denver-Boulder	1,045	July/Aug 2009	September 2009	Spring 2009
22	Baltimore	1,166	July/Aug 2009	September 2009	Spring 2009
25	Pittsburgh, PA	1,175	July/Aug 2009	September 2009	Spring 2009
23	Portland, OR	960	Oct/Nov 2009	December 2009	Summer 2009
27	Sacramento	1,045	Oct/Nov 2009	December 2009	Summer 2009
28	Cincinnati	1,021	Oct/Nov 2009	December 2009	Summer 2009
29	Cleveland	1,097	Oct/Nov 2009	December 2009	Summer 2009
30	Salt Lake City-Ogden-Provo	838	Oct/Nov 2009	December 2009	Summer 2009
31	San Antonio	956	Oct/Nov 2009	December 2009	Summer 2009
32	Kansas City	948	Oct/Nov 2009	December 2009	Summer 2009
33	Las Vegas	848	Oct/Nov 2009	December 2009	Summer 2009
24	Charlotte-Gastonia-Rock Hill	993	July/Aug 2010	September 2010	Spring 2010
34	Orlando	766	July/Aug 2010	September 2010	Spring 2010
36	Columbus, OH	870	July/Aug 2010	September 2010	Spring 2010
37	Milwaukee-Racine	951	July/Aug 2010	September 2010	Spring 2010
38	Austin	725	July/Aug 2010	September 2010	Spring 2010
39	Indianapolis	1,000	July/Aug 2010	September 2010	Spring 2010
41	Providence-Warwick-Pawtucket	630	July/Aug 2010	September 2010	Spring 2010
43	Norfolk-Virginia Beach-Newport News	859	July/Aug 2010	September 2010	Spring 2010
42	Raleigh-Durham	733	July/Aug 2010	September 2010	Spring 2010
44	Nashville	754	July/Aug 2010	September 2010	Spring 2010
45	Greensboro-Winston-Salem-High Point	802	Oct/Nov 2010	December 2010	Summer 2010
46	Jacksonville	729	Oct/Nov 2010	December 2010	Summer 2010
47	West Palm Beach-Boca Raton	757	Oct/Nov 2010	December 2010	Summer 2010
49	Memphis	630	Oct/Nov 2010	December 2010	Summer 2010
50	Hartford-New Britain-Middletown	826	Oct/Nov 2010	December 2010	Summer 2010

Information subject to change.

¹ Rank as of Fall 2009

² 75% of Installed Panel Target

³ PPM Radio Ratings Data accredited by MRC

⁴ Includes embedded markets (Nassau-Suffolk and Middlesex-Somerset-Union).

⁵ Embedded market

⁶ Includes embedded market (San Jose).

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