

Arbitron PPM™ Markets With Daily In-Tab Targets

| 2010 Rank ¹ | Market | 2009 Daily In-Tab Target | Year-End 2010 Daily In-Tab Target | Mid-Year 2011 Daily In-Tab Target | PPM Currency Month |
|------------------------|---|--------------------------|-----------------------------------|-----------------------------------|--------------------|
| 7 | Atlanta | 1,335 | 1,442 | 1,469 | December '08 |
| 37 | Austin | 671 | 725 | 750 | September '10 |
| 22 | Baltimore | 1,080 | 1,166 | 1,188 | September '09 |
| 10 | Boston | 1,519 | 1,641 | 1,671 | March '09 |
| 24 | Charlotte-Gastonia-Rock Hill | 919 | 993 | 1,011 | September '10 |
| 3 | Chicago | 1,946 | 2,102 | 2,141 | September '08 |
| 28 | Cincinnati | 945 | 1,021 | 1,040 | December '09 |
| 29 | Cleveland | 1,016 | 1,097 | 1,118 | December '09 |
| 36 | Columbus, OH | 806 | 870 | 887 | September '10 |
| 5 | Dallas-Ft. Worth | 1,361 | 1,470 | 1,497 | December '08 |
| 19 | Denver-Boulder | 968 | 1,045 | 1,065 | September '09 |
| 11 | Detroit | 1,440 | 1,555 | 1,584 | December '08 |
| 45 | Greensboro-Winston Salem-High Point | 743 | 802 | 817 | December '10 |
| 50 | Hartford-New Britain-Middletown | 765 | 826 | 842 | December '10 |
| 6 | Houston-Galveston ² | 1,361 | 1,470 | 1,497 | June '07 |
| 39 | Indianapolis | 926 | 1,000 | 1,019 | September '10 |
| 46 | Jacksonville | 675 | 729 | 750 | December '10 |
| 32 | Kansas City | 878 | 948 | 966 | December '09 |
| 33 | Las Vegas | 653 | 848 | 864 | December '09 |
| 2 | Los Angeles | 2,456 | 2,652 | 2,702 | September '08 |
| 49 | Memphis ⁶ | 510 | 630 | 675 | December '10 |
| 12 | Miami-Ft. Lauderdale-Hollywood | 1,553 | 1,677 | 1,708 | June '09 |
| 40 | Middlesex-Somerset-Union ⁴ | 694 | 750 | 763 | September '08 |
| 38 | Milwaukee-Racine | 881 | 951 | 969 | September '10 |
| 16 | Minneapolis-St. Paul ² | 1,136 | 1,227 | 1,250 | June '09 |
| 44 | Nashville | 698 | 754 | 768 | September '10 |
| 18 | Nassau-Suffolk (Long Island) ⁴ | 1,080 | 1,166 | 1,188 | September '08 |
| 1 | New York ³ | 3,882 | 4,193 | 4,270 | September '08 |
| 43 | Norfolk-Virginia Beach-Newport News | 795 | 859 | 875 | September '10 |
| 35 | Orlando | 709 | 766 | 780 | September '10 |
| 8 | Philadelphia | 1,530 | 1,652 | 1,683 | March '07 |
| 15 | Phoenix | 1,001 | 1,081 | 1,101 | June '09 |
| 25 | Pittsburgh, PA | 1,088 | 1,175 | 1,197 | September '09 |
| 23 | Portland, OR | 889 | 960 | 978 | December '09 |
| 41 | Providence-Warwick-Pawtucket ⁶ | 581 | 630 | 675 | September '10 |
| 42 | Raleigh-Durham | 679 | 733 | 750 | September '10 |
| 26 | Riverside-San Bernardino ² | 799 | 863 | 879 | September '08 |
| 27 | Sacramento | 968 | 1,045 | 1,065 | December '09 |
| 30 | Salt Lake City-Ogden-Provo | 776 | 838 | 854 | December '09 |
| 31 | San Antonio | 885 | 956 | 974 | December '09 |
| 17 | San Diego | 1,080 | 1,166 | 1,188 | June '09 |
| 4 | San Francisco ⁵ | 2,130 | 2,300 | 2,343 | September '08 |
| 34 | San Jose ⁵ | 866 | 935 | 953 | September '08 |
| 13 | Seattle-Tacoma | 1,219 | 1,317 | 1,341 | June '09 |
| 21 | St. Louis | 1,103 | 1,191 | 1,213 | September '09 |
| 20 | Tampa-St. Petersburg-Clearwater | 1,016 | 1,097 | 1,118 | September '09 |
| 9 | Washington, DC | 1,331 | 1,437 | 1,464 | December '08 |
| 48 | West Palm Beach-Boca Raton | 701 | 757 | 771 | December '10 |

¹ Rank as of Fall 2010

² PPM Radio Ratings Data accredited by Media Rating Council®

³ Includes embedded markets (Nassau-Suffolk and Middlesex-Somerset Union)

⁴ Embedded market

⁵ Includes embedded market (San Jose)

⁶ 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.

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| 2 | Los Angeles | 2,456 | 2,652 | 2,702 | September '08 |
| 3 | Chicago | 1,946 | 2,102 | 2,141 | September '08 |
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| 33 | Las Vegas | 653 | 848 | 864 | December '09 |
| 24 | Charlotte-Gastonia-Rock Hill | 919 | 993 | 1,011 | September '10 |
| 35 | Orlando | 709 | 766 | 780 | September '10 |
| 36 | Columbus, OH | 806 | 870 | 887 | September '10 |
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| 46 | Jacksonville | 675 | 729 | 750 | December '10 |
| 48 | West Palm Beach-Boca Raton | 701 | 757 | 771 | December '10 |
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