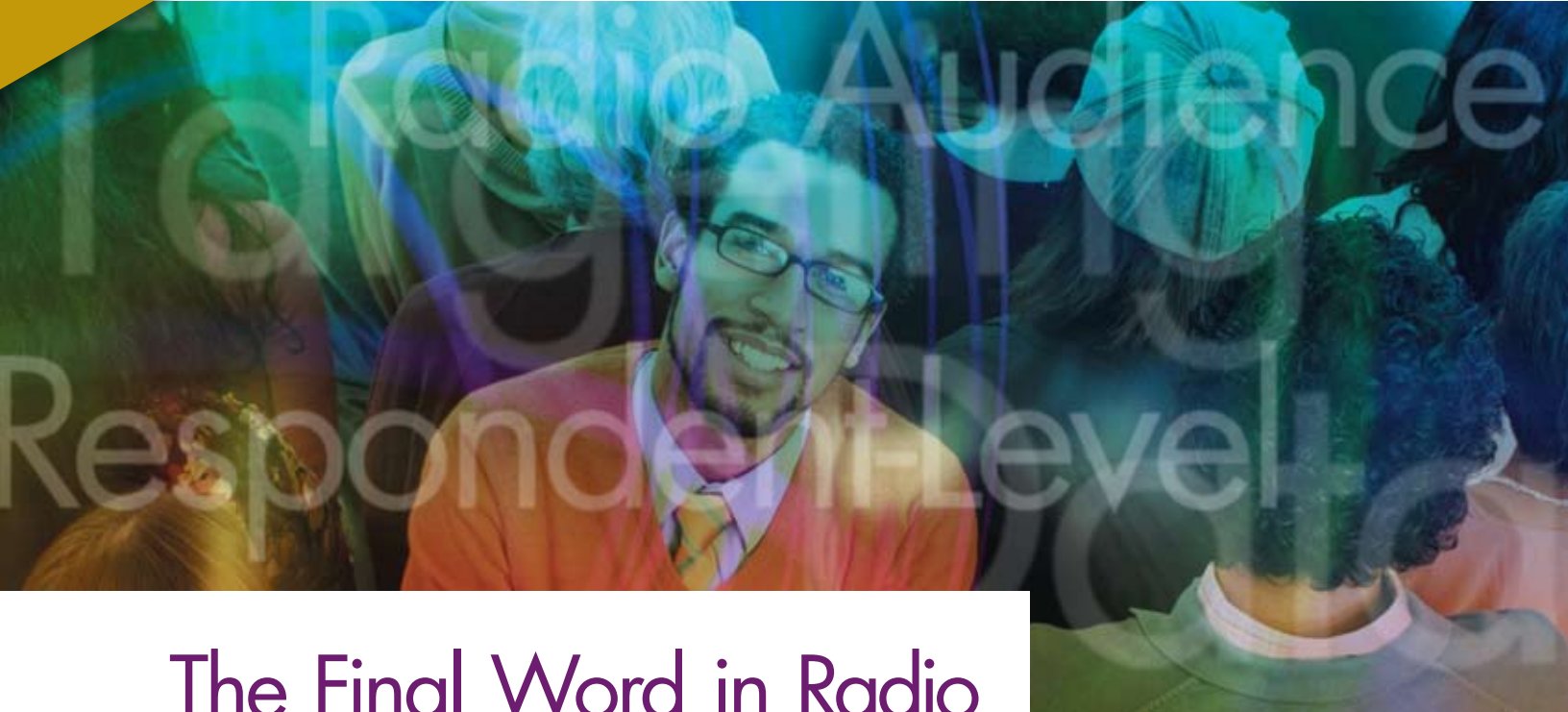


Respondent-Level Data
Now Available in SmartPlus®



The Final Word in Radio Audience Targeting: Respondent-Level Data!

TARGET YOUR LISTENING

AUDIENCES MORE PRECISELY

AND EASILY THAN EVER

The Final Word in Radio Audience Targeting

Target Your Listening Audiences More Precisely and Easily Than Ever



Respondent-Level Data (RLD) gives you the greatest flexibility available anywhere to know exactly who makes up your radio audience and how best to reach them.

With RLD, you feel confident that your intended audience is listening to the radio schedule you've planned and/or purchased. It gives you the power to analyze and select the stations best suited for your schedule by format, demo, daypart, gender, socioeconomic factors, ethnicity, geography and composition.

The Metro just isn't specific enough?

You can use RLD to determine which stations people are listening to by creating a custom geography at the county or zip code level.

Does your client have 10 locations throughout the metropolitan area? Create a custom trading area at the zip code level to obtain the station listening patterns of the audience that resides in that specific trading area.

Knowing which stations are hot—and which are not—in your specific area, gives you the cost-effective advantage you need to buy radio more efficiently.

RLD gives you the power to go beyond standard Metro ratings to negotiate the best rates using custom ratings based on the geographies you choose.

(MSA) P 25-54 Pop: 79,993
Daypart: Custom
Days: Mon-Fri
Time: 6:00 am - 12:00 mid

Configure... Persons 25-54.Geo: Metro

Daypart P 25-54 (M) Spring2006 AQH00

Ranked on AQH00

Station	Rating
(1) WAAA-FM	869
(2) WDDD-FM	768
(3) WFFF-FM	669
(4) WJJJ-FM	584
(5) WCCC-FM	545
(6) WBBB-FM	473
(7) WEEE-FM	459
(8) WMMM-FM	417
(9) WOOO-FM	409
(10) WPPP-FM	405

(CUS) P 25-54 Pop: 18,100

Configure... Persons 25-54.Geo: Client Trading Zone

Daypart P 25-54 (CUS) Spring2006 AQH00

Ranked on AQH00

Station	Rating
(1) WBBB-FM	249
(2) WEEE-FM	204
(3) WCCC-FM	173
(4) WAAA-FM	160
(5) WDDD-FM	121
(6) WQQQ-FM	100
(7) WFFF-FM	90
(8) WZZZ-FM	83
(9) WRRR-FM	83
(10) WSSS-FM	81

Respondent-Level Data!

Have ethnic considerations in your market?

Use RLD to gain access to 191 markets of Black data and/or Hispanic data. Only half of those markets are available for twice-yearly measurement through other processors. RLD is the only way to gain access to ethnic data in so many more of your markets. Through RLD, you can tap into Black and Hispanic data year-round in all ethnically weighted markets.

(MSA) P 25-54 Pop: 79,993
(MSA) P 25-54 H&H (SP) 11,659

Configure...
Persons 25-54 ETHNIC: Hispanic/Spanish Primary.

Daypart	P 25-54 (M) Spring2006 AQH00	P 25-54 H&H (SP) Spring 2006 AQH00
Ranked on AQH00		
(M-F / 6 a - 12 mid)		
(1) WAAA-FM	869	70
(2) WBBB-FM	768	644
(3) WCCC-FM	669	10
(4) WDDD-FM	584	7
(5) WEEE-FM	545	16
(6) WFFF-FM	473	423

Have a client using nonstandard dayparts?

RLD allows you to customize your dayparts down to the quarter-hour and pick your day(s). You can then save your custom dayparts in a client folder, eliminating the need to re-create your efforts when additional data are needed. Just choose your daypart set and hit "Enter."

(MSA) P 25-54 Pop: 79,993
(MSA) P 25-54 H&H (SP) 11,659

Configure...
Custom (Wed / 7 a - 7:15 a)

Daypart	P 25-54 (M) Spring2006 AQH00	P 25-54 H&H (SP) Spring 2006 AQH00
Ranked on AQH00		
Custom (Wed / 7 a - 7:15 a)		
(1) WPPP-FM	1910	66
(2) WQQQ-FM	1685	1390
(3) WRRR-FM	1188	0
(4) WSSS-FM	1115	27
(5) WTTT-FM	1032	72
(6) WUUU-FM	817	53

Have a station with new numbers due to a format change?

Don't wait for the next ratings cycle for the numbers to be verified. RLD allows you to choose which weeks of the 12-week survey you want to look at and run a savable summary report. Available in Media Professional®.

Go beyond the ratings.

Socioeconomic information is available in RLD based on five criteria:

- Household Income Levels
- Employment Status
- Presence of Children
- Total Number of People in the Home
- Place Listened to Radio

Use these qualifiers when you need to find the best stations for your targeted campaign and bring the buy closer to the plan's designated target audience. Available in MediaProfessional, TAPSCAN™, and soon to be in SmartPlus®.

Sex: Persons Men Women

Ethnic: All Black Hispanic Other

Work: All Work Full Time Work Part Time Don't Work

Age Options: Standard Demos Non-Standard Demos

Low Age: 12, 18, 21, 25, 35, 45, 50, 55, 65, 75

High Age: 17, 24, 34, 44, 49, 54, 64, 74, +

Socioeconomic: All <\$25K \$25K - \$50K \$50K - \$75K \$75K +

Education: All <12th Grade HS Graduate Some College College Graduate +

of Children < 12 in HH: All None 1 2 3 4 +

HH Size: All 1 2 3 4 +

Listening Location: P1/Exclusive

Add Demo

Selected: 2

Persons 12+
Persons 25-54

OK Cancel

Maximum: 3 Demos

NATIONAL REGIONAL DATABASE (Radio)

Geo Area: Your Market - Metro Grp
 Stations: User Selected
 # Dayparts: 1

Rank Top: 0

Change Report Specs

Demo: Persons 12+ Pop/Intab
 Station: All Reset All
 Daypart: M-Su 6:00AM - 12:00M
 Format: All
 Estimate: with value 0

Rank	Station	Daypart	Format	AQH Rating	AQH Pers (00)	Cume Rating	Cume Pers
1	WAAA-FM	M-Su 6:00AM - 12:00M	News Talk Information	0.4	438	8.7	8946
2	WZZZ-FM	M-Su 6:00AM - 12:00M	Rhythmic Contemporary Hit	0.4	422	8.6	8909
3	WBBB-FM	M-Su 6:00AM - 12:00M	All Sports	0.4	406	6.7	6943
4	WYYY-FM	M-Su 6:00AM - 12:00M	Pop Contemporary Hit Radi	0.3	319	7.9	8145
5	WCCC-FM	M-Su 6:00AM - 12:00M	Adult Contemporary	0.3	300	5.5	5683
6	WDDD-FM	M-Su 6:00AM - 12:00M	Talk/Personality	0.3	274	3.4	3476
7	WUUU-FM	M-Su 6:00AM - 12:00M	News Talk Information	0.3	260	4.6	4744
8	WEEE-FM	M-Su 6:00AM - 12:00M	Oldies	0.3	258	5.7	5830
9	WGGG-FM	M-Su 6:00AM - 12:00M	Talk/Personality	0.2	244	4.0	4155
10	WTTT-FM	M-Su 6:00AM - 12:00M	Classical	0.2	234	4.6	4754
11	WSSS-FM	M-Su 6:00AM - 12:00M	Alternative	0.2	231	5.1	5297
12	WLLL-FM	M-Su 6:00AM - 12:00M	Classic Hits	0.2	224	4.3	4455
13	WFFF-FM	M-Su 6:00AM - 12:00M	Classic Rock	0.2	213	4.3	4462
14	WJJJ-FM	M-Su 6:00AM - 12:00M	Hot Adult Contemporary	0.2	210	5.5	5673
15	WMMM-FM	M-Su 6:00AM - 12:00M	Country	0.2	197	3.3	3374
16	WOOO-FM	M-Su 6:00AM - 12:00M	Adult Contemporary	0.2	178	2.6	2700

Regional versatility.

You can take advantage of regional versatility through Arbitron's National Regional Database (NRD) system. You can combine RLD markets and counties without the limitations of Metro, TSA or DMA® local market boundaries. As a result, you can create regions that more precisely match advertisers' trading areas. Create a super-region (e.g., all of New England) or simply look at parts of a region (e.g., individual counties within a single state). Then rank stations and analyze listenership of more than 12,000 radio stations according to a variety of demographic and socioeconomic categories offered. Available in Media Professional.

RLD—the final word in radio audience targeting.

- Data are collected with every survey, so information is always current.
- Includes all noncommercial stations and stations that didn't meet the Minimum Reporting Standards to be listed in the Radio

Market Report (RMR). For example, in Spring 2008 data for Charlotte-Gastonia-Rock Hill, 93 stations were listed in RLD and only 22 made the RMR, or summary-level data set.

- Allows you to break out ethnicity and socioeconomic criteria.
- Allows you to look at English-Primary vs. Spanish-Primary Hispanic radio listeners.
- Allows you to look at actual respondent-level information instead of averages for dayparts and custom time periods.
- Allows you to break out data by multiple demos and dayparts, providing the sample size is large enough.

Get in touch with your Arbitron representative.

Find out more about all the ways RLD can help you target audiences more efficiently and effectively than ever.

*Not all functionality described in this brochure available in SmartPlus 8.0.

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