

PPM Data Is Now the *Only* Ratings Currency for Riverside-San Bernardino!

PPM™ became the official ratings currency in Riverside-San Bernardino on October 6, 2008.

All Arbitron clients who conduct business in Riverside-San Bernardino 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 Riverside-San Bernardino Pre-Currency Data

Arbitron surveyed Riverside-San Bernardino with PPM during the July and August 2008 survey months. Both of these months were considered "Pre-Currency" because they occurred before September 2008, the first official release of PPM data.

Now that PPM official currency for Riverside-San Bernardino has been released, you may use July and August 2008 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 2008 PPM data.

For more details about the Riverside-San Bernardino PPM launch, go to www.arbitron.com/ppm or contact your Arbitron account manager.