

# PPM Data Is Now the *Only* Ratings Currency for San Francisco-San Jose!

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

All Arbitron clients who conduct business in San Francisco-San Jose 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 San Francisco-San Jose Pre-Currency Data

Arbitron surveyed San Francisco-San Jose 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 San Francisco-San Jose 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 San Francisco-San Jose PPM launch, go to [www.arbitron.com/ppm](http://www.arbitron.com/ppm) or contact your Arbitron account manager.**