



PARTS Market-by-Market—More Markets!

Now view the Top 100 DMA® Markets in the PARTS Market-by-Market (MxM) report. The MxM report has expanded to include the Top 100 Markets in addition to the Top 10, Top 25, Top 50, Top 75 and User Selected Markets.

Market Name	DMA Rank	Reach %
TRI-CITIES, TN-VA	91	17.2
BATON ROUGE	92	31.1
COLORADO SPRINGS-PUEBLO	93	19.0
WACO-TEMPLE-BRYAN	94	20.5
DAVENPORT-R.ISLAND-MOLINE	95	46.0
SAVANNAH	96	33.4
JOHNS TOWN-ALTOONA	97	27.6
EL PASO (LAS CRUCES)	98	35.4
CHARLESTON, SC	99	34.6
EVANSVILLE	100	19.5
TOTAL Top 100 DMAs	***	27.0
SCHEDULE TOTAL	***	27.0

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E-mail this newsletter to colleagues

Feel free to forward this newsletter to colleagues who may find the information useful!

How do I use Custom Dayparts?

Use the File menu at the top of the PARTS main screen to access the Custom Dayparts option.

What's a Custom Daypart? It's a set of user-selected broadcasts for one or more days for a particular network. Perhaps the client only wants to advertise on Wednesdays and Thursdays or only wants two out of the four broadcasts in the regular daypart. You can create a custom daypart, save it and then include it in the rotation plan.

First select a Network at the top of the screen. Click either on the name of the broadcast on the left, which selects all available days for that broadcast, or in the box for an individual day. Your selection will be indicated by asterisks.

Use the **Select** button for another way to choose Custom Dayparts. Then choose between "All in Daypart Data" or the "All in Daypart" option, which will include any xd broadcasts—those normally not included in regular dayparts. This can be a quick way to pick and choose broadcasts.

After selecting all the broadcasts for your custom daypart, click the Save button, give the set of broadcasts a name that will appear when you Add Parts under Custom Dayparts and then *be sure to click OK to save the name*. When you're done with selecting broadcasts, click the option to Clear the screen.

Tip: Remember to click the Custom option for Type of Daypart when Adding Parts.

Suggest a Tip!



Do you have a RADAR PC 2010 shortcut that you'd care to share? Can we help you with a software challenge? You might have the inspiration for our next RADAR Tip. Submit your ideas to judy.kantor@arbitron.com.

How do I see all the networks included in a MxM DMA Market?

The Details option in the PARTS Market-by-Market report is the ticket for showing the audience estimates for each of the networks you've selected for the schedule.

To view detailed analyses of the contribution made by each network in the plan to each selected market, either **click the plus sign** button at the bottom of the screen for all markets or the plus sign in front of one or more individual markets.

Market Name	DMA Rank	Persons Reached (000)	Reach %
NEW YORK	1	6,016	34.5
LOS ANGELES	2	4,828	33.2
CHICAGO	3	2,120	26.5
ABC FM Connection : Mon-Fri 6:00A-12:00M		313	3.9
Dial Global Contemporary : Mon-Fri 6:00A-7:00P		546	6.8
Jones MAJ Adult Power : Mon-Fri 6:00A-7:00P		754	9.4
Premiere Sapphire : Mon-Fri 6:00A-12:00M		511	6.4
Westwood FM Weekday : Mon-Fri 6:00A-12:00M		271	3.4
PHILADELPHIA ###	4	1,464	22.1
SAN FRANCISCO- OAK- SAN JOSE	5	1,150	19.8
DALLAS-FT. WORTH	6	1,140	21.0

Tip: Use the View Columns option to determine which columns should be displayed or hidden. Customize the column view by right-mouse clicking on individual columns.

PPM™ Data now included in RADAR, new location options

RADAR 95 is the first study to include both PPM and Diary respondents. The footnote symbol, “##,” denotes that “Audience estimates may be based on a combination of PPM and Diary respondents.” Houston and Philadelphia are the first two PPM-measured markets included in RADAR.

Location options are now At Home and Out of Home.

Form of Data: Ratings (%)	Persons 12+	Adults 18+	Adults 25-54
Radio Usage ##			
Daypart: Mon-Fri 6A-12M			
Location: At Home	56.6	55.6	52.1
Location: Out of Home	81.7	82.9	88.4

- At Home, a variable previously included in the RADAR socio-economic variables, will be trended.
- Out of Home replaces the prior Auto, Work and Other Location socio-economic variables and will not be trended.

Tip: To find more information on PPM data, access the *RADAR Reference Guide* on the RADAR 95 CD or on the RADAR website at http://www.arbitron.com/national_radio/radar.htm.

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