



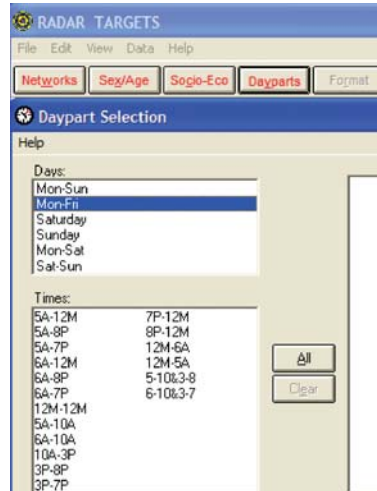
New Dayparts Enhance RADAR 99

Beginning with RADAR 99, released on December 16, 2008, RADAR users will be able to select from 98 dayparts, double the number available in the past.

New expanded dayparts include:

- Combined time ranges: 5A-12M, 5A-8P, 5A-7P and 6A-8P
- Discrete time ranges: 5A-10A, 3P-8P, 8P-12M and 12M-5A
- Additional Drivetime Mon-Fri only: 5A-10A plus 3P-8P

This screen shot from Targets shows the time ranges now available for Mon-Fri.

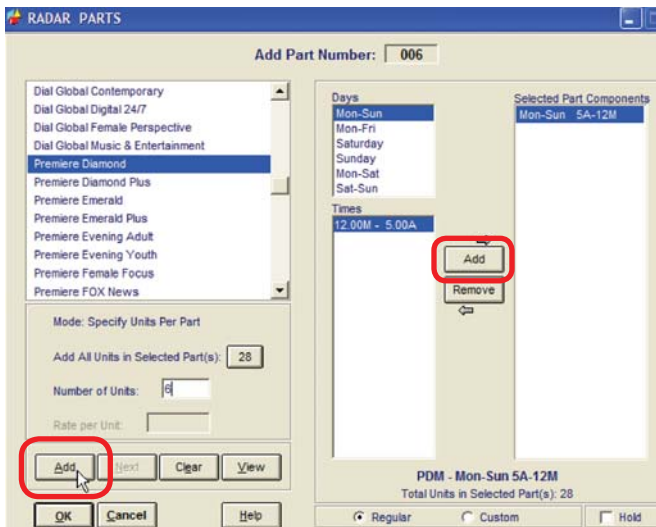


Prior studies will provide data for only those dayparts available in those studies.

SCAN and Scan-One have been enhanced with new Daypart report layouts to display all 98 dayparts. The Scan Duplication Analysis report also provides additional dayparts (increased from eight to 20) for your specifications.

PARTS and SOS Add Parts Screens Updated

For easier Networks and Dayparts selections that combine to form Parts in both PARTS and SOS, the screens used to Add, Revise or Insert Parts have been updated.



Tips: Be sure to click the Day and Time options on the right side, then **Add**.

Next, after selecting Number of Units or GRPS, click **Add** on the left side to add the Part.

Click **Hold** to select the same dayparts for more than one network.

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- PARTS and SOS Add Parts Screens Updated
- Can I Select More Than One Network at a Time in Targets?
- How Do I Know if a PPM™-Surveyed Market Is Included in the Market-by-Market Report?

E-mail this newsletter to colleagues

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

Suggest a Tip!



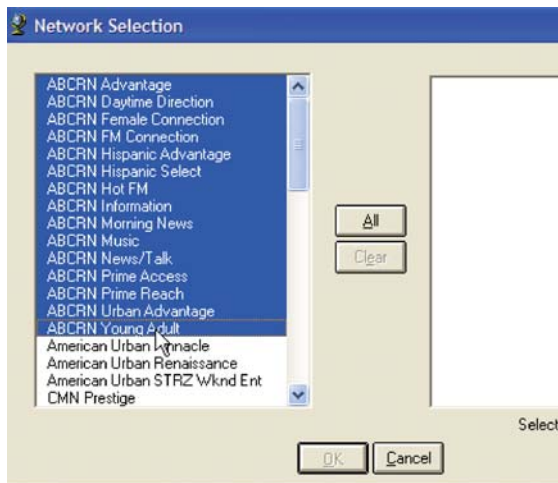
Do you have a RADAR PC 2010 shortcut that you'd care to share? Can we help you with a software challenge? You might be the inspiration for our next RADAR Tip. Submit your ideas to judy.kantor@arbitron.com.

Can I Select More Than One Network at a Time in Targets?

Absolutely!

Just **click** the first network you'd like to select, then press the **Shift** key while double-clicking on the last network in the group. All the networks in the group will then appear in the Selected box.

If you'd like to select various networks that are not next to each other, just hold down the Control key as you click on each network—you'll see that the networks stay highlighted. When you reach the last network, just double-click in addition to pressing the Control key. The selected networks will then appear in the Selected box.



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To read our past *RADAR Tips*, go to: www.arbitron.com/national_radio/RADARtips.htm.

How Do I Know if a PPM-Surveyed Market Is Included in the Market-by-Market Report?

The “##” symbol following the Market Name in the PARTS Market-by-Market Analysis report indicates that the audience estimates may be based on a combination of PPM and Diary respondents.

Market Name	DMA Rank	Average Audience (000)	Average Audience Rating
NEW YORK ##	1	308	1.5
LOS ANGELES ##	2	91	0.7
CHICAGO ##	3	142	2.0
PHILADELPHIA ##	4	105	1.8
DALLAS-FT. WORTH	5	46	0.5
SAN FRAN-OAK-SAN JOSE ##	6	74	1.4
BOSTON (MANCHESTER)	7	58	1.2
ATLANTA	8	34	0.7
WASHINGTON, DC (HAGSTWN)	9	44	0.5
HOUSTON ##	10	17	0.4
TOTAL Top 10 DMAs	***	919	1.3
SCHEDULE TOTAL	***	2,926	1.3

Tips: Click on the second button on the bottom row to Export the data to a .csv file for reading in Excel.

Click on the last button (which resembles a magnifying glass with a plus) to open all markets to see Network Details in each market.