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In today's world, Joanna, ad agencies can't make buying decisions with ratings that are delivered only once a year. No kidding, Lung. All Arbitron Diary markets are measured at least twice a year and many four times a year. That's why more than 2,500 agencies and advertisers use Arbitron ratings as currency. So your clients can focus on selling their stations not a ratings service. Plus, we offer best-in-class training and 24/7 support to help them make the sale. Our station and agency clients know they can turn to Arbitron to help them compete to win.

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