

DIVISION OF C-E-I-R INC.
**AMERICAN
RESEARCH
BUREAU**



More television time is now bought on the basis of ARB reports than ever before... and with good reason. With the increased sample size, twice as many families are providing vital audience information for media planning and buying decisions... based on more than 600 local surveys in 240 television markets... and seven national surveys of network audience. If you haven't investigated the many advantages of ARB research services available this season, let us bring you up-to-date soon!

When it comes to television audience research, ARB does have the coverage. PROOF. Of the Top Twelve advertising agencies in terms of television billing, eleven are full-package subscribers. Thirty-seven of the Top Fifty are also ARB full-package clients. Yet, that's only part of the story. Regional and partial package subscribers to ARB research include important advertisers and agencies across the country.

But Our Coverage Is Tremendous!

