

Arbitron PPM[™] Markets With Daily In-Tab Targets

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2010 Rank ¹	Market	2009 Daily In-Tab Target	Year-End 2010 Daily In-Tab Target	Mid-Year 2011 Daily In-Tab Target	PPM Currency Month	
7	Atlanta	1,335	1,442	1,469	December '08	
37	Austin	671	725	750	September '10	1
22	Baltimore	1,080	1,166	1,188	September '09	
10	Boston	1,519	1,641	1,671	March '09	
24	Charlotte-Gastonia-Rock Hill	919	993	1,011	September '10	
3	Chicago	1,946	2,102	2,141	September '08	
28	Cincinnati	945	1,021	1,040	December '09	
29	Cleveland	1,016	1,097	1,118	December '09	
36	Columbus, OH	806	870	887	September '10	
5	Dallas-Ft. Worth	1,361	1,470	1,497	December '08	
19	Denver-Boulder	968	1,045	1,065	September '09	
11	Detroit	1,440	1,555	1,584	December '08	
45	Greensboro-Winston Salem-High Point	743	802	817	December '10	
50	Hartford-New Britain-Middletown	765	826	842	December '10	
6	Houston-Galveston ²	1,361	1,470	1,497	June '07	
39	Indianapolis	926	1,000	1,019	September '10	
46	Jacksonville	675	729	750	December '10	
32	Kansas City	878	948	966	December '09	
33	Las Vegas	653	848	864	December '09	
2	Los Angeles	2,456	2,652	2,702	September '08	
49	Memphis ⁶	510	630	675	December '10	
12	Miami-Ft. Lauderdale-Hollywood	1,553	1,677	1,708	June '09	
40	Middlesex-Somerset-Union ⁴	694	750	763	September '08	
38	Milwaukee-Racine	881	951	969	September '10	-
16	Minneapolis-St. Paul ²	1,136	1,227	1,250	June '09	
44	Nashville	698	754	768	September '10	
18	Nassau-Suffolk (Long Island) ⁴	1,080	1,166	1,188	September '08	
1	New York ³	3,882	4,193	4,270	September '08	¹ Rc
43	Norfolk-Virginia Beach-Newport News	795	859	875	September '10	2 PP
35	Orlando	709	766	780	September '10	
8	Philadelphia	1,530	1,652	1,683	March '07	Co
15	Phoenix	1,001	1,032	1,101	June '09	³ Inc
25	Pittsburgh, PA	1,088	1,175	1,197	September '09	(N
23	Portland, OR	889	960	978	December '09	Ŵ
41	Providence-Warwick-Pawtucket ⁶	581	630	675	September '10	4 En
41	Raleigh-Durham	679	733	750	September '10	⁵ Ine
26	Riverside-San Bernardino ²	799	863	879	September '08	(S
20	Sacramento	968		1,065	December '09	• M
30	Salt Lake City-Ogden-Provo	776	1,045 838	854	December '09	sa
30	Sali Lake City-Ogaen-Provo	885	956	974	December '09	th
17	San Diego	1,080	1,166	1,188	June '09	cli
4	San Francisco ⁵	2,130	2,300	2,343	September '08	nc of
34	San Jose ⁵	866	935	953	September '08	sa
13	San Jose Seattle-Tacoma	1,219	1,317	1,341	June '09	
21	Seattle-Tacoma St. Louis				September '09	© 20
		1,103	1,191	1,213		Arb
20 9	Tampa-St. Petersburg-Clearwater Washington, DC	1,016 1,331	1,097 1,437	1,118 1,464	September '09 December '08	of A Cou
48	West Palm Beach-Boca Raton	701	757			trad
48	vvesi raim deach-doca katon	701	/3/	771	December '10	Cou

¹ Rank as of Fall 2010

- ² PPM Radio Ratings Data accredited by Media Rating Council[®]
- ³ Includes embedded markets (Nassau-Suffolk and Middlesex-Somerset Union)
- ⁴ Embedded market
- ⁵ Includes embedded market (San Jose)

Memphis and Providence sample targets are lower than other markets because clients in these markets did not elect to take advantage of a previously offered sample increase proposal.

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PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market. SORTED BY RELEASE DATE



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