

OCTOBER 2017

# NIELSEN RADIO PPM<sup>®</sup> MARKETS WITH DAILY IN-TAB TARGETS

SORTED BY MARKET NAME

October 2017 P12+ Rank	Market	Daily In-Tab Target	PPM Currency Month
8	Atlanta <sup>1</sup>	1,600	Dec. 08
33	Austin	975	Sept. 10
21	Baltimore <sup>1</sup>	1,188	Sept. 09
10	Boston	1,671	Mar. 09
24	Charlotte-Gastonia-Rock Hill <sup>1</sup>	1,011	Sept. 10
3	Chicago <sup>1</sup>	2,141	Sept. 08
32	Cincinnati <sup>1</sup>	1,040	Dec. 09
34	Cleveland <sup>1</sup>	1,118	Dec. 09
36	Columbus, OH	975	Sept. 10
5	Dallas-Ft. Worth <sup>1</sup>	1,600	Dec. 08
18	Denver-Boulder <sup>1</sup>	1,200	Sept. 09
13	Detroit <sup>1</sup>	1,584	Dec. 08
47	Greensboro-Winston Salem-High Point	975	Dec. 10
52	Hartford-New Britain-Middletown	975	Dec. 10
6	Houston-Galveston <sup>1</sup>	1,600	Jun. 07
39	Indianapolis	1,019	Sept. 10
46	Jacksonville	975	Dec. 10
35	Kansas City <sup>1</sup>	975	Dec. 09
30	Las Vegas	975	Dec. 09
2	Los Angeles <sup>1</sup>	2,702	Sept. 08
51	Memphis	975	Dec. 10
11	Miami-Ft. Lauderdale-Hollywood <sup>1</sup>	1,708	Jun. 09
42	Middlesex-Somerset-Union <sup>3</sup>	975	Sept. 08
41	Milwaukee-Racine <sup>1</sup>	975	Sept. 10

October 2017 P12+ Rank	Market	Daily In-Tab Target	PPM Currency Month
15	Minneapolis-St. Paul <sup>1</sup>	1,250	Jun. 09
43	Nashville	975	Sept. 10
20	Nassau-Suffolk (Long Island) <sup>1,3</sup>	1,200	Sept. 08
1	New York <sup>2</sup>	4,494	Sept. 08
45	Norfolk-Virginia Beach-Newport News	975	Sept. 10
31	Orlando	975	Sept. 10
9	Philadelphia <sup>1</sup>	1,683	Mar. 07
14	Phoenix <sup>1</sup>	1,200	Jun. 09
28	Pittsburgh, PA <sup>1</sup>	1,197	Sept. 09
22	Portland, OR <sup>1</sup>	978	Dec. 09
44	Providence-Warwick-Pawtucket	975	Sept. 10
38	Raleigh-Durham	975	Sept. 10
25	Riverside-San Bernardino <sup>1</sup>	975	Sept. 08
27	Sacramento	1,065	Dec. 09
29	Salt Lake City-Ogden-Provo	975	Dec. 09
26	San Antonio <sup>1</sup>	975	Dec. 09
17	San Diego <sup>1</sup>	1,200	Jun. 09
4	San Francisco <sup>1,4</sup>	2,366	Sept. 08
37	San Jose <sup>3</sup>	975	Sept. 08
12	Seattle-Tacoma	1,341	Jun. 09
23	St. Louis <sup>1</sup>	1,214	Sept. 09
19	Tampa-St. Petersburg-Clearwater <sup>1</sup>	1,200	Sept. 09
7	Washington, DC	1,600	Dec. 08
48	West Palm Beach-Boca Raton	975	Dec. 10

<sup>1</sup> PPM Radio Ratings Data accredited by Media Rating Council<sup>®</sup>

<sup>2</sup> Includes embedded markets (Nassau-Suffolk and Middlesex-Somerset-Union)

<sup>3</sup> Embedded market

<sup>4</sup> Includes embedded market San Jose, which is not accredited by the MRC.

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

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OCTOBER 2017

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SORTED BY P12+ RANK

October 2017 P12+ Rank	Market	Daily In-Tab Target	PPM Currency Month
1	New York <sup>2</sup>	4,494	Sept. 08
2	Los Angeles <sup>1</sup>	2,702	Sept. 08
3	Chicago <sup>1</sup>	2,141	Sept. 08
4	San Francisco <sup>1,4</sup>	2,366	Sept. 08
5	Dallas-Ft. Worth <sup>1</sup>	1,600	Dec. 08
6	Houston-Galveston <sup>1</sup>	1,600	Jun. 07
7	Washington, DC	1,600	Dec. 08
8	Atlanta <sup>1</sup>	1,600	Dec. 08
9	Philadelphia <sup>1</sup>	1,683	Mar. 07
10	Boston	1,671	Mar. 09
11	Miami-Ft. Lauderdale-Hollywood <sup>1</sup>	1,708	Jun. 09
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