

DESIGNATED MARKET AREAS

RANK	MARKET (DMA RANK)	DR SPOTS	RANK	MARKET (DMA RANK)	DR SPOTS
1	Boston (7)	3,697	26	Greenville-Asheville, N.C. (37)	1,339
2	New York (1)	3,425	27	Los Angeles (2)	1,314
3	Seattle-Tacoma (12)	3,010	28	St. Louis (21)	1,308
4	Pittsburgh (23)	2,622	29	Chicago (3)	1,279
5	Knoxville, Tenn. (61)	2,607	30	Tampa-St. Petersburg (14)	1,228
6	Las Vegas (40)	2,522	31	Jacksonville (50)	1,190
7	West Palm Beach, Fla. (38)	2,516	32	Houston (10)	1,172
8	New Orleans (51)	2,399	33	Oklahoma City (44)	1,154
9	Memphis (49)	2,305	34	Cleveland-Akron (18)	1,066
10	San Diego (28)	2,287	35	Raleigh-Durham, N.C. (24)	983
11	Washington (8)	2,284	36	Cincinnati (35)	938
12	Miami-Fort Lauderdale (16)	2,201	37	Sacramento (20)	915
13	Portland, Ore. (22)	2,180	38	Kansas City (31)	875
14	Detroit (11)	1,853	39	San Francisco Bay Area (6)	799
15	Atlanta (9)	1,826	40	Tulsa (59)	770
16	Denver (17)	1,813	41	Milwaukee (34)	755
17	Philadelphia (4)	1,809	42	Columbus, Ohio (32)	749
18	Phoenix (13)	1,802	43	Fresno-Visalia, Calif. (55)	738
19	Mobile, Ala./Pensacola, Fla. (60)	1,752	44	Orlando-Daytona Beach (19)	566
20	Nashville (29)	1,706	45	Dallas-Fort Worth (5)	516
21	Grand Rapids, Mich. (42)	1,620	46	Austin (47)	510
22	Minneapolis-St. Paul (15)	1,598	47	Greensboro, N.C. (46)	435
23	Little Rock-Pine Bluff, Ark. (56)	1,578	48	Charlotte (25)	420
24	Indianapolis (26)	1,487	49	Louisville (48)	405
25	Hartford-New Haven, Conn. (30)	1,358	50	San Antonio (36)	260

Nielsen operates as an information and measurement company worldwide. It offers critical media and marketing information, analytics and industry expertise about what consumers buy and what consumers watch on a global and local basis. The above data is from Nielsen Monitor-Plus™, a provider of competitive advertising intelligence. **Rankings from December 2011.** Nielsen Monitor-Plus™ delivers timely and insightful data necessary to assess advertising effectiveness across 18 media, including television in all 210 DMAs and Spanish-Language measurement across a growing number of media. Monitor-Plus™ Local Spot Cable data includes 50 DMAs and 15 cable/regional networks in each DMA. For more information on Monitor-Plus™, please E-mail: sigma@nielsen.com.

