DESIGNATED MARKET AREAS

RANK	MARKET (DMA RANK)	DR SPOTS	LAST MONTH
1	New York (1)	4,063	1
2	Pittsburgh (23)	3,220	6
3	Boston (7)	3,141	5
4	Seattle-Tacoma (12)	2,945	4
5	New Orleans (51)	2,538	3
6	Indianapolis (26)	2,386	16
7	Washington (8)	2,192	9
8	West Palm Beach, Fla. (38)	2,128	7
9	San Diego (28)	2,058	2
10	Columbus, Ohio (32)	1,855	27
11	Chicago (3)	1,841	25
12	Mobile, Ala./Pensacola, Fla. (60)	1,738	12
13	Denver (17)	1,721	13
14	Hartford-New Haven, Conn. (30)	1,712	21
15	Las Vegas (40)	1,548	8
16	Detroit (11)	1,522	28
17	Miami-Fort Lauderdale (16)	1,515	11
18	Cleveland-Akron (18)	1,502	29
19	Knoxville, Tenn. (61)	1,447	22
20	Atlanta (9)	1,441	18
21	Philadelphia (4)	1,386	15
22	Greenville-Asheville, N.C. (37)	1,362	20
23	Grand Rapids, Mich. (42)	1,353	24
24	Nashville (29)	1,349	34
25	St. Louis (21)	1,275	17
26	Phoenix (13)	1,265	10
27	Kansas City (31)	1,239	26
28	Portland, Ore. (22)	1,194	14
29	Raleigh-Durham, N.C. (24)	1,192	33
30	Memphis (49)	1,159	19
31	Oklahoma City (44)	1,145	23
32	Houston (10)	1,128	36
34	Minneapolis-St. Paul (15)	1,083	32
34	Tulsa (59)	1,039	31
35	Los Angeles (2)	986	37
36	Jacksonville (50)	891	38
37	Sacramento (20)	862	30
38t	Austin (47)	830	43
38t	Little Rock-Pine Bluff, Ark. (56)	830	35
40	Milwaukee (34)	808	46
41	Tampa-St. Petersburg (14)	762	39
42	Cincinnati (35)	732	45
43	San Francisco Bay Area (6)	713	42
44	San Antonio (36)	650	44
45	Fresno-Visalia, Calif. (55)	584	41
46	Dallas-Fort Worth (5)	578	49
47	Louisville (48)	496	40
48	Greensboro, N.C. (46)	449	47
49	Charlotte (25)	359	48
50	Orlando-Daytona Beach, Fla. (19)	339	50

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 February 2012.** 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.*

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