

DESIGNATED MARKET AREAS

RANK	MARKET (DMA RANK)	DR SPOTS	LAST MONTH
1	New York (1)	3,646	1
2	Boston (7)	3,145	2
3	Pittsburgh (23)	2,529	3
4	New Orleans (51)	2,203	4
5	Raleigh-Durham, N.C. (24)	2,198	7
6	West Palm Beach, Fla. (38)	2,019	9
7	Phoenix (13)	1,883	8
8	Miami-Fort Lauderdale (16)	1,757	13
9	Cleveland-Akron (18)	1,756	12
10	Las Vegas (40)	1,719	14
11	St. Louis (21)	1,687	10
12	Chicago (3)	1,666	5
13	Cincinnati (35)	1,373	26
14	Atlanta (9)	1,283	6
15	Kansas City (31)	1,236	20
16	Tulsa (59)	1,213	15
17	Charlotte (25)	1,196	28
18	Greenville-Asheville, N.C. (37)	1,186	17
19	Milwaukee (34)	1,173	11
20	Greensboro, N.C. (46)	1,169	24
21	Columbus, Ohio (32)	1,095	25
22	Hartford-New Haven, Conn. (30)	1,087	23
23	Indianapolis (26)	1,036	18
24	Washington (8)	970	16
25	Oklahoma City (44)	955	22

RANK	MARKET (DMA RANK)	DR SPOTS	LAST MONTH
26	Denver (17)	898	19
27	Mobile, Ala./Pensacola, Fla. (60)	859	50
28	Memphis (49)	818	21
29	Grand Rapids, Mich. (42)	797	32
30	Detroit (11)	663	27
31	Tampa-St. Petersburg (14)	661	29
32	Little Rock-Pine Bluff, Ark. (56)	634	30
33	Los Angeles (2)	621	35
34	Philadelphia (4)	618	31
35	Knoxville, Tenn. (61)	574	39
36	Orlando-Daytona Beach, Fla. (19)	572	41
37	Jacksonville (50)	528	46
38	San Diego (28)	477	36
39	Nashville (29)	464	44
40	Portland, Ore. (22)	416	34
41	Austin (47)	363	40
42	Seattle-Tacoma (12)	355	38
43	Louisville (48)	351	43
44	Sacramento (20)	320	33
45	Houston (10)	272	37
46	Minneapolis-St. Paul (15)	252	45
47	Dallas-Fort Worth (5)	226	49
48	San Antonio (36)	195	48
49	Fresno-Visalia, Calif. (55)	178	47
50	San Francisco Bay Area (6)	116	42

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 September 2013.** 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.