DESIGNATED MARKET AREAS

RANK	MARKET (DMA RANK)	DR SPOTS	LAST MONTH
1	New York (1)	3,550	1
2	Boston (7)	3,067	3
3	Pittsburgh (23)	2,908	2
4	West Palm Beach, Fla. (38)	2,338	15
5	Chicago (3)	2,095	9
6	Phoenix (13)	2,094	8
7	San Diego (28)	1,957	4
8	New Orleans (51)	1,870	7
9	Atlanta (9)	1,763	12
10	Las Vegas (40)	1,714	6
11	Mobile, Ala./Pensacola, Fla. (60)	1,683	5
12	Washington (8)	1,643	10
13	Columbus, Ohio (32)	1,564	42
14	Grand Rapids, Mich. (42)	1,506	14
15	Denver (17)	1,484	11
16	Knoxville, Tenn. (61)	1,445	13
17	Miami-Fort Lauderdale (16)	1,427	17
18	St. Louis (21)	1,414	24
19	Indianapolis (26)	1,393	20t
20	Nashville (29)	1,364	29
21	Detroit (11)	1,292	16
22	Memphis (49)	1,270	22
23	Hartford-New Haven, Conn. (30)	1,254	19
24	Seattle-Tacoma (12)	1,240	26
25	Cleveland-Akron (18)	1,236	25
26	Philadelphia (4)	1,207	27
27	Raleigh-Durham, N.C. (24)	1,203	23
28	Portland, Ore. (22)	1,183	33
29	Greenville-Asheville, N.C. (37)	1,074	20t
30	Milwaukee (34)	1,051	32
31	Sacramento (20)	984	37
32	Minneapolis-St. Paul (15)	955	18
33	Louisville (48)	947	31
34t	Kansas City (31)	875	38
34t	Little Rock-Pine Bluff, Ark. (56)	875	36
36	Tampa-St. Petersburg (14)	856	35
37	Dallas-Fort Worth (5)	820	45
38	Cincinnati (35)	819	41
39	Charlotte (25)	771	43
40	Oklahoma City (44)	753	30
41	Houston (10)	711	40
42	Greensboro, N.C. (46)	685	28
43	Fresno-Visalia, Calif. (55)	643	34
44	Austin (47)	635	50
45	Los Angeles (2)	629	46
46	Orlando-Daytona Beach, Fla. (19)	552	48
47	Jacksonville (50)	547	47
48	Tulsa (59)	541	39
49	San Francisco Bay Area (6)	514	44
50	San Antonio (36)	477	49

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 June 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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