

DESIGNATED MARKET AREAS

RANK	MARKET (DMA RANK)	DR SPOTS	LAST MONTH
1	New York (1)	4,763	3
2	West Palm Beach, Fla. (38)	4,317	1
3	Miami-Fort Lauderdale (16)	4,194	2
4	Pittsburgh (23)	3,321	4
5	Boston (7)	2,922	5
6	Denver (17)	2,896	6
7	Memphis (49)	2,785	21
8	Grand Rapids, Mich. (42)	2,696	11
9	New Orleans (51)	2,640	10
10	Minneapolis-St. Paul (15)	2,531	29
11	Detroit (11)	2,529	14
12	Chicago (3)	2,439	16
13	Indianapolis (26)	2,245	13
14	Knoxville, Tenn. (61)	2,108	22
15	Washington (8)	2,072	12
16	Las Vegas (40)	2,050	7
17	Seattle-Tacoma (12)	2,044	17
18	Nashville (29)	2,023	31
19	St. Louis (21)	1,896	20
20	Mobile, Ala./Pensacola, Fla. (60)	1,860	8
21	Phoenix (13)	1,817	9
22	Hartford-New Haven, Conn. (30)	1,669	24
23	Kansas City (31)	1,584	27
24	Philadelphia (4)	1,535	18
25	Little Rock-Pine Bluff, Ark. (56)	1,522	32

RANK	MARKET (DMA RANK)	DR SPOTS	LAST MONTH
26	Oklahoma City (44)	1,397	19
27	Cleveland-Akron (18)	1,295	25
28	Columbus, Ohio (32)	1,220	15
29	Tulsa (59)	1,172	33
30	Raleigh-Durham, N.C. (24)	1,142	38
31	Tampa-St. Petersburg (14)	1,056	30
32	Jacksonville (50)	1,022	47
33	Greenville-Asheville, N.C. (37)	1,019	36
34	Charlotte (25)	989	41
35	San Diego (28)	965	23
36	Houston (10)	896	39
37	Portland, Ore. (22)	894	26
38	Austin (47)	884	43
39	Sacramento (20)	831	34
40	Los Angeles (2)	812	28
41	San Antonio (36)	757	44
42	San Francisco Bay Area (6)	738	35
43	Cincinnati (35)	731	37
44	Dallas-Fort Worth (5)	723	42
45	Greensboro, N.C. (46)	704	48
46	Milwaukee (34)	632	40
47	Fresno-Visalia, Calif. (55)	507	45
48	Louisville (48)	398	49
49	Orlando-Daytona Beach, Fla. (19)	325	46
50	Atlanta (9)	0*	50

*Nielsen believes there may have been a problem with its monitoring equipment in the Atlanta market.

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 October 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.

