

DESIGNATED MARKET AREAS

RANK	MARKET (DMA RANK)	DR SPOTS	LAST MONTH
1	New York (1)	4,180	1
2	Pittsburgh (23)	3,824	2
3	Boston (7)	3,653	3
4	San Diego (28)	2,444	5
5	Mobile, Ala./Pensacola, Fla. (60)	2,380	10
6	Las Vegas (40)	2,328	6
7	New Orleans (51)	2,251	4
8	Phoenix (13)	2,191	9
9	Chicago (3)	1,860	7
10	Washington (8)	1,856	11
11	Denver (17)	1,674	13
12	Atlanta (9)	1,579	12
13	Knoxville, Tenn. (61)	1,490	19
14	Grand Rapids, Mich. (42)	1,489	6
15	West Palm Beach, Fla. (38)	1,456	8
16	Detroit (11)	1,441	18
17	Miami-Fort Lauderdale (16)	1,412	15
18	Minneapolis-St. Paul (15)	1,389	33
19	Hartford-New Haven, Conn. (30)	1,366	17
20t	Indianapolis (26)	1,350	25
20t	Greenville-Asheville, N.C. (37)	1,350	22
22	Memphis (49)	1,343	26
23	Raleigh-Durham, N.C. (24)	1,276	23
24	St. Louis (21)	1,233	14
25	Cleveland-Akron (18)	1,232	21

RANK	MARKET (DMA RANK)	DR SPOTS	LAST MONTH
26	Seattle-Tacoma (12)	1,197	28
27	Philadelphia (4)	1,181	40
28	Greensboro, N.C. (46)	1,171	34
29	Nashville (29)	1,118	31
30	Oklahoma City (44)	1,089	20
31	Louisville (48)	1,066	35
32	Milwaukee (34)	1,055	30
33	Portland, Ore. (22)	1,008	24
34	Fresno-Visalia, Calif. (55)	969	46
35	Tampa-St. Petersburg (14)	896	39
36	Little Rock-Pine Bluff, Ark. (56)	893	43
37	Sacramento (20)	868	27
38	Kansas City (31)	840	29
39	Tulsa (59)	825	38
40	Houston (10)	812	37
41	Cincinnati (35)	781	41
42	Columbus, Ohio (32)	779	32
43	Charlotte (25)	759	36
44	San Francisco Bay Area (6)	696	42
45	Dallas-Fort Worth (5)	669	48
46	Los Angeles (2)	643	44
47	Jacksonville (50)	619	45
48	Orlando-Daytona Beach, Fla. (19)	584	47
49	San Antonio (36)	514	50
50	Austin (47)	299	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 May 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.

