

DESIGNATED MARKET AREAS

RANK	MARKET (DMA RANK)	DR SPOTS	LAST MONTH
1	West Palm Beach, Fla. (38)	5,527	8
2	Miami-Fort Lauderdale (16)	4,641	13
3	New York (1)	4,562	1
4	Pittsburgh (23)	3,758	2
5	Boston (7)	3,688	4
6	Denver (17)	2,965	12
7	Las Vegas (40)	2,761	9
8	Mobile, Ala./Pensacola, Fla. (60)	2,566	7
9	Phoenix (13)	2,471	3
10	New Orleans (51)	2,199	6
11	Grand Rapids, Mich. (42)	2,192	19
12	Washington (8)	2,191	14
13	Indianapolis (26)	2,134	20
14	Detroit (11)	2,075	26
15	Columbus, Ohio (32)	2,057	32t
16	Chicago (3)	2,054	11
17	Seattle-Tacoma (12)	2,007	28
18	Philadelphia (4)	1,982	23
19	Oklahoma City (44)	1,966	18
20	St. Louis (21)	1,950	15
21	Memphis (49)	1,948	16
22	Knoxville, Tenn. (61)	1,919	25
23	San Diego (28)	1,795	5
24	Hartford-New Haven, Conn. (30)	1,679	27
25	Cleveland-Akron (18)	1,662	21

RANK	MARKET (DMA RANK)	DR SPOTS	LAST MONTH
26	Portland, Ore. (22)	1,659	29
27	Kansas City (31)	1,589	22
28	Los Angeles (2)	1,583	41
29	Minneapolis-St. Paul (15)	1,511	37
30	Tampa-St. Petersburg (14)	1,495	40
31	Nashville (29)	1,487	31
32	Little Rock-Pine Bluff, Ark. (56)	1,484	39
33	Tulsa (59)	1,379	36
34	Sacramento (20)	1,281	38
35	San Francisco Bay Area (6)	1,255	44
36	Greenville-Asheville, N.C. (37)	1,250	24
37	Cincinnati (35)	1,235	42
38	Raleigh-Durham, N.C. (24)	1,214	17
39	Houston (10)	1,191	30
40	Milwaukee (34)	1,165	45
41	Charlotte (25)	1,129	43
42	Dallas-Fort Worth (5)	1,119	35
43	Austin (47)	1,084	34
44	San Antonio (36)	812	46
45	Fresno-Visalia, Calif. (55)	807	49
46	Orlando-Daytona Beach, Fla. (19)	780	32t
47	Jacksonville (50)	774	48
48	Greensboro, N.C. (46)	740	47
49	Louisville (48)	345	50
50	Atlanta (9)	249	10

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 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.

