

DESIGNATED MARKET AREAS

RANK	MARKET (DMA RANK)	DR SPOTS	LAST MONTH
1	New York (1)	4,410	1
2	Pittsburgh (23)	3,020	3
3	Phoenix (13)	2,413	8
4	Boston (7)	2,343	4
5	San Diego (28)	2,287	6
6	New Orleans (51)	2,243	11
7	Mobile, Ala./Pensacola, Fla. (60)	2,239	7
8	West Palm Beach, Fla. (38)	2,231	5
9	Las Vegas (40)	2,212	9
10	Atlanta (9)	1,902	12
11	Chicago (3)	1,852	10
12	Denver (17)	1,817	13
13	Miami-Fort Lauderdale (16)	1,815	2
14	Washington (8)	1,545	16
15	St. Louis (21)	1,525	15
16	Memphis (49)	1,444	23
17	Raleigh-Durham, N.C. (24)	1,409	25
18	Oklahoma City (44)	1,394	32
19	Grand Rapids, Mich. (42)	1,351	17
20	Indianapolis (26)	1,318	21
21	Cleveland-Akron (18)	1,245	19
22	Kansas City (31)	1,173	29
23	Philadelphia (4)	1,152	31
24	Greenville-Asheville, N.C. (37)	1,137	14
25	Knoxville, Tenn. (61)	1,129	18

RANK	MARKET (DMA RANK)	DR SPOTS	LAST MONTH
26	Detroit (11)	1,106	20
27	Hartford-New Haven, Conn. (30)	1,076	24
28	Seattle-Tacoma (12)	1,066	30
29	Portland, Ore. (22)	1,015	26
30	Houston (10)	998	35
31	Nashville (29)	961	22
32t	Columbus, Ohio (32)	957	28
32t	Orlando-Daytona Beach, Fla. (19)	957	43
34	Austin (47)	916	41
35	Dallas-Fort Worth (5)	891	45
36	Tulsa (59)	889	44
37	Minneapolis-St. Paul (15)	862	37
38	Sacramento (20)	861	42
39	Little Rock-Pine Bluff, Ark. (56)	849	36
40	Tampa-St. Petersburg (14)	845	33
41	Los Angeles (2)	813	46
42	Cincinnati (35)	775	38
43	Charlotte (25)	760	39
44	San Francisco Bay Area (6)	716	40
45	Milwaukee (34)	710	27
46	San Antonio (36)	689	48
47	Greensboro, N.C. (46)	551	50
48	Jacksonville (50)	410	47
49	Fresno-Visalia, Calif. (55)	337	49
50	Louisville (48)	334	34

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 August 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](mailto:sigma@nielsen.com).

