

DESIGNATED MARKET AREAS

RANK	MARKET (DMA RANK)	DR SPOTS
1	New York (1)	4,023
2	Boston (7)	3,461
3	West Palm Beach, Fla. (38)	2,932
4	Seattle-Tacoma (12)	2,586
5	Pittsburgh (23)	2,473
6	New Orleans (51)	2,424
7	San Diego (28)	2,284
8	Phoenix (13)	2,082
9	Portland, Ore. (22)	2,043
10	Washington (8)	1,862
11	Detroit (11)	1,861
12	Miami-Fort Lauderdale (16)	1,820
13	Grand Rapids, Mich. (42)	1,811
14	Knoxville, Tenn. (61)	1,770
15	Memphis (49)	1,761
16	Las Vegas (40)	1,638
17	Philadelphia (4)	1,612
18	Denver (17)	1,608
19	Mobile, Ala./Pensacola, Fla. (60)	1,578
20	Little Rock-Pine Bluff (56)	1,484
21	Nashville (29)	1,413
22	St. Louis (21)	1,330
23	Chicago (3)	1,164
24	Atlanta (9)	1,127
25	Minneapolis-St. Paul (15)	1,104

RANK	MARKET (DMA RANK)	DR SPOTS
26	Cleveland-Akron (18)	1,100
27	Milwaukee (34)	1,097
28	Houston (10)	1,086
29	Indianapolis (26)	994
30	Greenville-Asheville, N.C. (37)	989
31	Oklahoma City (44)	960
32	Kansas City (31)	872
33	Los Angeles (2)	863
34	Jacksonville (50)	857
35	Fresno-Visalia, Calif. (55)	838
36	Hartford-New Haven, Conn. (30)	832
37	Columbus, Ohio (32)	824
38	Tampa-St. Petersburg (14)	821
39	Tulsa (59)	806
40	Raleigh-Durham, N.C. (24)	753
41	Cincinnati (35)	737
42	Austin (47)	706
43	San Francisco Bay Area (6)	701
44	Sacramento (20)	696
45	Orlando-Daytona Beach (19)	629
46	Charlotte (25)	552
47	Dallas-Fort Worth (5)	526
48	Louisville (48)	477
49	San Antonio (36)	427
50	Greensboro, N.C. (46)	335

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 November 2011.** 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).

