

*Becoming an Arbitron-Rated Metro Market*

# What's in It for Your Station?

## Realize the Big Benefits of Moving Up to Full Arbitron Measurement

Upgrading your market to full Arbitron Metro measurement is a big step, but the payoff is dramatic. Arbitron ratings deliver opportunities to boost revenue—and insights to grow your audience.

### Paint a Picture of Your Audience with Qualitative Information

Standard coverage includes qualitative information on consumer lifestyles, media habits and planned purchases. This qualitative information helps you paint a picture of your audience and gets you beyond the ranker.

### Get Acceptance from Agencies

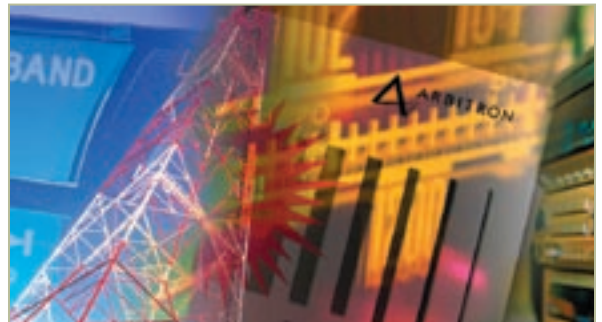
Large agencies demand Arbitron ratings. Arbitron ratings currency opens doors for your station and gets on buys nonrated markets are excluded from.

### Increase Your Pool of Potential Advertisers

Being in an Arbitron Metro expands your station's revenue opportunities to include buys from large agencies, national advertisers and rep firms.

### Show the Power of Your Audience

Full Arbitron coverage provides you with ratings that reflect the unique demographics of your Metro. You get more comprehensive, reliable, frequent and actionable measurement than you can get from any other source.



## Becoming an Arbitron-Rated Market Provides You with:

- Information on what your listeners plan to buy
- Attention from agencies
- Expanded revenue opportunities
- Programming insight into your audience
- Enhanced station resale value
- Training and support for your team

## Help Advertisers Reach Their Targets

The demographic and dayparts information in Arbitron ratings helps you solve prospect business challenges and shows how to reach specific demographic targets.

## Understand Your Audience, and Program More Effectively

Programmers benefit from being in a rated market, too. Ratings allow PDs to identify their station's strongest programming elements—and those that need work.



### The Real Value of Ratings

Average Revenue Growth

- New Markets: 5.8%\*
- Existing Markets: 3.6%\*\*

\* For new rated markets created between Spring 1998 and Fall 2000.

\*\* For Top 150 markets created prior to 1998.

### Get Training and Support to Help You Make the Most of Your Investment

Arbitron provides a wide array of services to help your staff understand how to best leverage your ratings and position your station for growth. Options include round-the-clock, year-round

telephone support, on-site training sessions, and customizable live training sessions over the Web.

In addition, diary analysts are available to help answer questions that may arise on diaries in your market—you can even schedule a formal in-person review at our Columbia, MD, facility of all the diaries collected in your market.

### Make the Move in Your Market

To find out more about how becoming an Arbitron-rated market can help take your station's success to a whole new level, contact your Arbitron account manager.

### Some Comments from Customers in Markets Who've Made the Move:

“We could not have grown our business the way we have without opening Jonesboro as a market. Becoming a rated Arbitron Metro helped set the geographic makeup of our market, motivated us to stay on top of our programming, and helped enable us to build a solid radio company... There's no magic formula for success—it's the total package of hard work, good programming and rate integrity.”

— Trey Stafford  
General Manager  
Saga Communications  
Jonesboro, AR  
**Market #289, Opened Fall 1999**

“Becoming a rated Arbitron Metro allowed our programming team to 'dig in' to the data. We had had only topline information before, but as a rated Metro area, we were able to evaluate programming by daypart. We could coach our on-air personalities. Opening the market doubled our billing within the first two years. It takes time to sell in the value of the new market, but patience does pay off.”

— Lance Saylor  
General Manager  
SE Kansas Broadcasters  
Pittsburg, KS  
**Market #238, Opened Fall 2001**

