

# Arbitron Ratings— Have Confidence in Your Radio Buy



*Arbitron is the proven, timely service for radio audience estimates in Diary markets. Here's why you can confidently use Arbitron ratings—the gold standard in radio audience currency.*

**Radio Delivers Results More Than Once a Year; So Should Its Measurement**

All of our Diary markets are measured at least twice a year and more than 70 markets are measured four times a year. That's important because changes in station formats, on-air personalities, special events, sporting events and call letters can change radio listening. Between July 2008 and January 2009 there were more than 500 changes in call letters, formats and frequencies. You can rely on Arbitron radio ratings to be timely and to reflect the most current listening and station information available.

**Comprehensive Market Coverage and Rich Historical Data to Help You Plan and Buy**

Arbitron measures nearly 300 radio markets across the U.S., so we are likely to cover the geographies where you have customers. If your client expands into new markets, we have the historical trending data to help you plan and execute your buy across your markets.

**More Current Data and More Timely Results**

Arbitron radio audience estimates for June 25 through September 16 were received within weeks of the last day of the



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Summer Survey. Arbitron's Fall Survey—September 17 through December 9—is underway in 268 markets, and you can look forward to again receiving updated audience estimates beginning in January.



Accredited by  
Media  
Rating Council®

## MRC Accredited Ratings You Can Rely On

The Arbitron ratings are accredited by the Media

Rating Council (MRC). MRC accreditation means you can have greater confidence in the Arbitron estimates.

## Thousands of Agency and Advertiser Customers

Arbitron's radio audience estimates are used by more than 2,500 agencies and advertisers to plan and buy radio. Wide usage and broad acceptance means you can focus on using the ratings rather than spending time trying to understand a new methodology.

## Arbitron Radio Data Work in Most Buying and Planning Systems

Arbitron data are available in the software programs used by most agencies, including SmartPlus®, TAPSCAN™, Strata and Donovan. Integration with your buying and planning software system saves you time and gives you quick access to the ratings so you can get down to work.

## We've Raised the Bar on Sample Quality

Arbitron has implemented cell-phone-only sampling in all Diary markets in the 50 states. We're not stopping there. By the end of 2010, 15 percent of our Diary sample—on average—will come from cell-phone-only homes. This helps us better represent young adults and other people who have "cut the cord" in our sample.

We've stepped up our transparency and accountability with Diary market benchmarks for Persons 18-54 and 18-34. Each survey, we report our sample performance in every market. If the In-Tab sample falls below the benchmarks, we will take steps to increase the In-Tab sample. These and other programs enhance the quality of our samples and provide greater confidence in the currency.

## Consumer Information

The Arbitron Diary also gives you insights about what people buy, where they shop and the media they use to help target your advertising and maximize return on your marketing investment. In addition, we offer other tailored consumer and life-style information: from the Scarborough service for larger markets, to Scarborough's Mid-Tier service for medium-sized Diary markets to RetailDirect® for smaller markets.

## Unparalleled Training From Experts in Radio and Advertising

Your Arbitron support team knows and understands radio and advertising. They stand ready to help you deliver results for your clients and help you get the most out of your Arbitron investment. We have 24/7 telephone support and a wide range of self-paced courses and online classes to make sure you don't have to wait to get the training and support you need. In addition, we offer a wide array of free media and consumer studies and other resources at [www.arbitron.com](http://www.arbitron.com).

## Dedication to Helping Advertisers on Main Street and Madison Avenue

Businesses located on Main Street are just as important to Arbitron as agencies on Madison Avenue and in big cities. Arbitron is dedicated to helping you maximize the return on your advertising investment by providing best-in-class radio ratings and consumer information for towns of every size across America.

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