

# SQAD MONTHLY

**2008**  
**NOVEMBER**  
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## SQAD MARKET INDICATORS

### TV SMI November 2008

DP	Mkts	Mkts	Mkts	Mkts	Mkts	SMI
	++	+	0	-	--	
EM	5	13	123	55	14	0.96
DAY	10	20	111	60	9	1.00
EF	9	18	113	58	12	0.99
EN	11	14	114	54	17	0.97
PA	8	13	120	56	13	0.98
PR	2	4	118	62	24	0.89
LN	11	32	137	24	6	1.02
LF	9	32	123	36	10	1.00

SMI = (#PLUSSES + #SAME+1) / (#MINUSES + #SAME+1)  
 An SMI greater than 1.00 indicates a tightening of the daypart in general, while an SMI less than 1.00 indicates a softening of the daypart in general. This SMI represents the ratio of the 3 numbers reported for each daypart.

KEY: ++>=5%(higher), +>=2.5% but <5%(higher), 0 <2.5% change in either direction, ->=2.5% but <5% (lower), -->=5%(lower)

### Hispanic Spot TV SMI October 2008

DP	Mkts	Mkts	Mkts	Mkts	Mkts	SMI
	++	+	0	-	--	
EM	7	2	1	1	8	0.923
DAY	11	0	3	0	5	1.667
EF	10	1	1	2	5	1.500
EN	13	1	0	0	5	2.143
PR	9	0	2	3	5	1.364
LN	5	2	3	2	7	0.867

## WebCosts Development Continues

*Commercial release planned for 2009*

The WebCosts database for Internet display advertising has made significant progress. However, while advancements have been made, building WebCosts is taking longer than originally projected. As a result, WebCosts will be released in 2009. Two factors have contributed to our decision: data complexity and WebCosts coverage.

Delivering aggregated, display cost data to subscribers in a consistent and reliable manner is very complex, especially in organizing and staging multiple fields of data across a number of different server platforms and doing so on a scheduled basis. There has been an incredible amount of programming and organization that has already gone into the service - and if WebCosts were a building under construction, people passing by would be very impressed with the foundation and infrastructure now being put in place.

Some of the significant advances include:

- Ease of use:** WebCosts will be using the Nielsen MarketView site classification dictionary, providing WebCosts users with a recognizable category and site hierarchy.
- Comprehensive data:** Given SQAD's rigorous standards to protect the anonymity of contributors and the number of data points that need to be filled, a tremendous amount of data is needed. Category, Site, Ad Size, Creative Type, Time Span are a few data points that have already been identified as eligible fields which WebCosts can address. Each data source associated with these fields needs to be aggregated so an individual contributor is not exposed.
- Data reliability:** Considering there are hundreds of Web sites in the WebCosts database at this time, much data is needed to report the eligible fields described above. We're delighted that new contributors are signing on, creating a robust, comprehensive and reliable database.

One final note. SQAD just attended the ANA's annual conference, The Masters of Marketing, and the general take away was that the online space is becoming expensive as an advertising medium, yet continues to lack the standards and controls advertisers require. In discussing the upcoming WebCosts, advertisers felt the service represents an important step forward.

*If you have any questions, or would like to become a contributor, please contact Tom Adams at [tdams@sqad.com](mailto:tdams@sqad.com) or 914.703.6808.*

### OOH Metrics

What's new with Out-of-Home (OOH) metrics? Our guest columnist Tony Jarvis, Clear Channel EVP Global Research, gives us an update on page 2.

**INSIDE:** ■ WebCosts Development Update  
 ■ OOH Eyes On Metrics  
 ■ SQAD in the News

■ SQAD at the ANA  
 ■ PPM Update

**ROUTE TO:** \_\_\_\_\_

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## And now for something completely different!

*OOH currency to move to Eyes-On metrics in 2009*

By Tony Jarvis  
Executive Vice President – Global Research  
Clear Channel Outdoor



Similar to radio, OOH (Out of Home) is moving to a more valuable and accurate measurement methodology which will provide advertisers and their agencies more relevant and accountable metrics. Developed and managed under the auspices of the TAB (Traffic Audit Bureau), Eyes-On audience will replace DEC's (Daily Effective Circulation) as the currency for OOH. Eyes-On provides advertisers a currency based on ad exposure rather than the conventional OTS (Opportunities-To-See) advertising measurement used by all other media. Eyes-On reflects a measure of noticing and consequently provides a much higher value measure than the traditional measure of OTS. Because of their richer value, Eyes-On audience metrics will be different from OOH's historical OTS measure based on DEC's. As Eyes-On will be completely "different," we must understand and accept that the new measures are not comparable to the old measures. (This parallels radio's move to a new currency, "hearing" based on PPM vs. the old currency, "recall," which was based on diaries.)

In progressing from one currency to another, what we must all understand and embrace are the equivalences as we move from old to new currencies (similar to radio) and not dwell on metrics that

are "higher" or "lower" because they are not! As an illustration, a daily 25 showing (DEC) in OOH against adults 18+ generated 700 GRPs (OTS) a month based on DEC's. The same campaign using approximately the same number of panels, producing the same impact and the same effect at about the same investment level will now reflect around 400\*<sup>1</sup> Eyes-On GRPs a month. This would be a weekly Eyes-On showing of 100. (Eyes-On audiences will be reported weekly rather than daily as was the case with DEC's.) As a Brit, currency changes like this can be explained as shopping for identical items in pounds rather than dollars. In pounds, the exact same items are £400, but \$700 in dollars.

Obviously, the Eyes-On CPP/CPMs will be different from the current OOH levels due to the different and higher value of the Eyes-On currency. However, OOH will still offer advertisers superior efficiencies compared to most other media despite their lower value basis, OTS.

Once the industry has moved to the Eyes-On currency, hopefully SQAD will start collecting and ultimately report Eyes-On CPPs and CPMs for planning purposes which will further underline OOH's efficiencies. These new out-of-home CPPs and CPMs will also beg the question as to what would happen to other media's CPPs and CPMs if they were measured based on ad exposure? But that is something completely different!

*Tony Jarvis joined Clear Channel Outdoor in 2006 as Executive Vice President – Global Research. Mediaweek recently honored him as one of "The Mediaweek 50" – Media's top 50 executives in 2008.* ●

## SQAD in the News - NetCosts

In the October 6th issue of *Advertising Age*, Brian Steinberg addressed a recent TargetCast tcm study on the networks' prime-time ratings changes in the 2007-08 season. Citing "continued audience erosion, combined with the effects of the writers strike," the average cost for a 30-second prime time commercial dropped 4.1% to \$130,089 according to independent media agency TargetCast TCM. Steinberg observed that "the drop marks the second consecutive seasonal decline in pricing for 30-second TV ads and represents a noticeable widening over last season's 0.7% drop."

NetCosts was used for the analysis by TargetCast, showing "the average price of a 30-second ad fell most on CBS. It dropped about 10.8%, falling to \$116,729 from \$130,896. At NBC, the average cost fell about 6.2% to \$102,928 from \$109,764. At Fox,

the average cost fell 2.3% to \$194,969 from \$199,637. Only ABC was able to muster a price increase. According to TargetCast, the average price of a 30-second spot on the Walt Disney network rose 1.1% to \$133,774 from \$132,368."

Gary Carr, senior VP-director of broadcast services at TargetCast tcm, observed "The major reason average unit costs are down is because of audience erosion -- call it what you will, normal audience erosion. Because there's [media] fragmentation, fewer scripted shows and the cable networks in the summertime have ratings that shoot up because they run their good programs." Adding in the considerable number of make-goods from the writers' strike fallout, Carr commented that "it is not surprising that broadcast pricing ebbed once again."

*The complete article, "Price of a 30-second spot slumps 4.1%" can be found at [http://adage.com/mediaworks/article?article\\_id=131483](http://adage.com/mediaworks/article?article_id=131483).* ●

\*<sup>1</sup> The ratio between campaign delivery based on DEC's versus Eyes-On audience will vary by format and panel locations.

## SQAD at the ANA

As we mentioned in the September issue of SQAD Monthly, SQAD was a sponsor of the ANA's annual conference, held in Orlando, October 16th – 19th. The conference focused on growth and a number of the sessions discussed the challenges of branding in a converging media world. ANA President Bob Liodice observed that, "The focus needs to be on building brands because all of your results come from that, whether it's growing top-line revenue, bottom-line profitability, or shareholder value," and cited the different approaches:

- Jim Stengel, P&G: addressed the five core values that allowed him and P&G to adopt a common philosophy.
- Mike Mendenhall, HP: marketers need to rapidly evolve, move to a wide array of digital marketing.
- Anne Finucane, Bank of America: in the middle of an incredible storm, their company has shown great discipline.
- Tony Hsieh, Zappos: treat your customers how you want to be treated by your friends, neighbors, and family.
- Joe Tripodi, Coca-Cola: you can reinvent your brand - and bring it back to greatness by embracing the consumer.
- Claire Bennett, AmEx: changed focus to engagement and created a community with shared membership values.
- Jez Frampton, Interbrand: marketing and finance teams must measure brand value or it's going to be hard to manage the brand and build your business.

Finally, we found their meeting summaries – "Key Takeaways" (published in *The Advertiser* magazine) very valuable. More information on the conference is available at [www.theadvertiser.com](http://www.theadvertiser.com). ●

### October 18, 2008

#### Top 10 Key Takeaways

- 1 **Bring purpose to life.** Purpose-based branding is about having an inspirational, motivational reason for your brand's being. It's the only way to move forward and drive change.
- 2 **Focus on rituals.** Look at consumer behaviors from different perspectives rather than from your own branding category. By assessing consumer rituals, growth opportunities will emerge.
- 3 **Harness the power of digital conversations.** Digital conversations happen 24/7. Continuously monitor blogs and news sites for customer complaints and false rumors, and develop ways to respond accordingly.
- 4 **Know your brand champions.** Understand how your customers interact with brands. Enable brand champions to tell you where your brand can go and what role it can play in their lives.
- 5 **Be externally focused.** Take a close look at your competition. Understand which brands consumers count on, why, and how you can engage them with your brands.
- 6 **Cue the content.** How are you managing your flow of information to consumers? Information is useless unless it goes to the right person at the right time.
- 7 **Don't hunker down.** In tough economic times, it's especially important to take risks. Fight the urge to pull back and go with what's comfortable. Push boundaries to keep pace.
- 8 **Keep them coming back.** Focusing on repeat business and excellent customer service can generate bigger profits than trying to acquire new customers as quickly as possible.
- 9 **Think culture club.** What criteria do you use for hiring and firing employees? Developing your company's core values and culture from the bottom up can help get everyone in the company aligned and heading in the same direction.
- 10 **Recognize relevance.** As a marketer, recognize that you play a role as a corporate citizen. Take it seriously, and understand that the relationship you share with customers is not a one-way street.

### October 19, 2008

#### Top 10 Key Takeaways

- 1 **Do it with feeling.** When you have a well-defined brand, your customers will feel it and not just think about it. Your brand will become a part of their lives.
- 2 **Build a bridge.** Consumers no longer differentiate between the digital and physical worlds. As a marketer, you need to create a bridge between the two. There is tremendous power in creating a digital-physical connection.
- 3 **Broaden the conversation.** Sustainability can equal good business — the two are not mutually exclusive. When you think about how to grow your business, sustainability should be part of the core conversation.
- 4 **Make it a group effort.** Consumer engagement is all about community and membership, the ability to share ideas and do things together as a group.
- 5 **Get centered.** Put the customer in the middle of everything you do by creating innovative products and truly meaningful experiences. Amplifying the consumer's voice will lead to trust in the brand.
- 6 **See the value.** Brands drive a customer's choice and create value. Brand value is the key competitive asset and a power catalyst for growth. It can lead to both a higher level and higher security of future earnings.
- 7 **Do your homework.** Understand how and where brands create value. You will have greater influence across the organization.
- 8 **Practice precision.** Marketing must move away from a spray-and-pray model — putting your products and services out there and hoping someone responds — to precision-based messaging.
- 9 **Stay focused.** Don't obsess over your competitors, but continue to try to stay one step ahead of them. Focus on your own plan and your own strategy.
- 10 **Innovate everything.** Stop chasing the Holy Grail — the silver bullet that will solve all business challenges. Understand how you can leverage your core business.

Spot TV MarketTrend Report - November 2008 Input Compared to October 2008 SQAD Issue – Fourth Quarter 2008

<u>RANK</u>	<u>MARKET</u>	<u>EM</u>	<u>DA</u>	<u>EF</u>	<u>EN</u>	<u>PA</u>	<u>PR</u>	<u>LN</u>	<u>LF</u>
165	ABILENE-SWEETWATER	0	0	-	0	-	0	0	0
147	ALBANY, GA	--	0	0	+	-	0	0	0
57	ALBANY-SCHENECTADY-TR	0	0	-	-	0	-	0	0
44	ALBUQUERQUE-SANTA FE	0	+	0	0	-	0	0	+
179	ALEXANDRIA, LA	-	-	0	--	0	--	-	++
208	ALPENA	0	0	0	0	0	0	0	0
131	AMARILLO	-	++	+	++	+	0	0	+
150	ANCHORAGE	-	0	0	0	0	-	+	++
8	ATLANTA	0	0	0	+	0	0	0	0
115	AUGUSTA	-	0	0	+	0	0	0	0
49	AUSTIN	-	-	-	--	+	0	0	0
125	BAKERSFIELD	-	0	+	+	0	0	0	0
26	BALTIMORE	0	0	-	-	-	0	0	0
153	BANGOR	0	-	-	0	-	-	-	-
95	BATON ROUGE	-	0	-	-	-	-	-	-
141	BEAUMONT-PORT ARTHUR	-	-	0	-	0	0	0	0
192	BEND, OR	+	++	+	0	+	+	++	-
170	BILLINGS	+	0	0	-	-	0	0	0
163	BILOXI-GULFPORT	-	-	--	--	-	--	--	0
157	BINGHAMTON	0	0	0	+	0	0	0	+
40	BIRMINGHAM (ANN AND T	+	0	0	+	0	0	+	0
155	BLUEFIELD-BECKLEY-OAK	0	0	+	0	-	0	0	0
112	BOISE	--	--	-	-	-	--	0	-
7	BOSTON (MANCHESTER)	0	-	0	-	-	0	0	0
182	BOWLING GREEN	0	0	0	0	+	0	-	-
51	BUFFALO	0	-	-	0	-	-	0	-
93	BURLINGTON-PLATTSBURG	0	0	0	0	0	0	0	0
190	BUTTE-BOZEMAN	--	-	0	+	-	-	-	0
197	CASPER-RIVERTON	0	-	++	++	0	--	++	+
88	CEDAR RAPIDS-WTRLO-IW	0	0	-	0	0	0	0	0
83	CHAMPAIGN&SPRNGFLD-DE	0	0	-	-	0	0	-	0
99	CHARLESTON, SC	0	+	0	0	0	0	+	0
65	CHARLESTON-HUNTINGTON	-	-	-	-	0	-	0	0
24	CHARLOTTE	0	+	0	0	0	0	0	0
183	CHARLOTTESVILLE	0	++	+	++	-	0	++	+
86	CHATTANOOGA	0	0	0	0	0	0	0	0
198	CHEYENNE-SCOTTSBLUF	0	0	0	-	0	-	0	++
3	CHICAGO	-	-	0	-	0	-	-	-
130	CHICO-REDDING	0	+	0	+	++	+	+	+
34	CINCINNATI	0	0	-	0	-	-	0	-
168	CLARKSBURG-WESTON	+	+	++	0	-	0	0	0
17	CLEVELAND-AKRON (CANT	0	0	0	0	0	0	+	+
91	COLORADO SPRINGS-PUEB	0	0	+	0	++	0	0	0
79	COLUMBIA, SC	0	++	0	0	0	0	0	+
137	COLUMBIA-JEFFERSON CI	-	0	-	0	-	--	0	0
128	COLUMBUS, GA	0	0	0	0	0	0	0	-
32	COLUMBUS, OH	0	0	0	-	0	0	0	+
133	COLUMBUS-TUPELO-WEST	-	0	0	0	0	-	0	0
129	CORPUS CHRISTI	0	-	0	0	0	0	0	0
5	DALLAS-FT. WORTH	-	-	0	0	0	0	0	0
97	DAVENPORT-R.ISLAND-MO	+	0	0	0	0	0	+	0
64	DAYTON	-	0	0	-	0	-	0	0
18	DENVER	0	0	+	+	0	0	+	+
71	DES MOINES-AMES	0	0	0	0	0	0	+	+

TV market trend

Spot TV MarketTrend Report - November 2008 Input Compared to October 2008 SQAD Issue – Fourth Quarter 2008

<u>RANK</u>	<u>MARKET</u>	<u>EM</u>	<u>DA</u>	<u>EF</u>	<u>EN</u>	<u>PA</u>	<u>PR</u>	<u>LN</u>	<u>LF</u>
11	DETROIT	0	-	-	0	-	-	0	0
172	DOTHAN	-	0	-	-	-	0	0	+
139	DULUTH-SUPERIOR	--	-	-	--	-	-	-	-
98	EL PASO	0	0	0	+	+	0	+	0
175	ELMIRA	++	++	+	+	0	0	0	+
146	ERIE	0	0	--	0	-	0	0	0
119	EUGENE	0	-	-	0	-	--	0	0
195	EUREKA	--	++	--	++	+	0	++	++
102	EVANSVILLE	0	-	-	0	-	-	++	--
202	FAIRBANKS	+	0	0	+	0	0	+	-
120	FARGO-VALLEY CITY	0	-	-	-	0	-	0	-
66	FLINT-SAGINAW-BAY CIT	0	0	-	0	0	0	+	+
104	FLORENCE-MYRTLE BEACH	-	-	-	-	0	0	+	0
55	FRESNO-VISALIA	0	0	0	0	0	0	0	-
62	FT. MYERS-NAPLES	0	0	0	0	0	0	0	-
100	FT. SMITH-FAY-SPRNGDL	0	--	+	0	+	0	+	0
107	FT. WAYNE	+	0	0	0	0	0	+	0
160	GAINESVILLE	-	-	--	-	-	0	0	+
210	GLENDIVE	++	++	++	++	++	++	++	++
184	GRAND JUNCTION-MONTRO	-	-	0	--	--	--	0	0
39	GRAND RAPIDS-KALMZOO-	-	+	0	0	0	0	0	+
191	GREAT FALLS	-	0	-	++	+	--	0	0
70	GREEN BAY-APPLETON	-	-	0	0	-	-	0	0
46	GREENSBORO-H.POINT-W.	+	0	0	0	0	0	0	+
103	GREENVILLE-N.BERN-WAS	0	-	0	-	-	--	0	-
36	GREENVLL-SPART-ASHEVL	0	-	0	-	0	0	0	0
187	GREENWOOD-GREENVILLE	0	0	+	--	--	--	--	0
87	HARLINGEN-WSLCO-BRNSV	0	0	0	0	--	0	-	0
41	HARRISBURG-LNCSTR-LEB	0	-	0	-	0	-	0	-
178	HARRISONBURG	--	0	0	0	-	0	0	0
30	HARTFORD & NEW HAVEN	0	-	-	-	-	0	0	0
167	HATTIESBURG-LAUREL	--	--	-	--	--	-	0	--
206	HELENA	0	0	0	-	--	-	0	0
72	HONOLULU	0	0	0	-	0	0	0	0
10	HOUSTON	0	0	0	0	+	-	0	0
82	HUNTSVILLE-DECATUR (F	0	-	0	-	-	0	0	-
162	IDAHO FALLS-POCATELLO	-	--	0	-	-	--	-	-
25	INDIANAPOLIS	-	-	-	-	-	-	0	0
90	JACKSON, MS	-	-	-	--	0	-	--	-
173	JACKSON, TN	0	+	++	0	-	0	+	+
47	JACKSONVILLE	-	0	0	-	0	0	-	0
101	JOHNSTOWN-ALTOONA	0	0	--	0	0	0	+	0
181	JONESBORO	--	--	--	-	--	--	-	--
148	JOPLIN-PITTSBURG	0	+	0	+	0	0	++	+
207	JUNEAU	++	++	++	++	++	0	++	++
31	KANSAS CITY	0	-	0	0	0	-	0	0
59	KNOXVILLE	0	0	0	-	0	0	0	0
127	LA CROSSE-EAU CLAIRE	-	-	--	--	-	-	0	0
189	LAFAYETTE, IN	+	+	++	-	0	0	0	+
123	LAFAYETTE, LA	0	-	-	-	-	0	0	0
176	LAKE CHARLES	0	-	-	0	++	-	0	--
114	LANSING	0	+	0	0	0	0	0	0
188	LAREDO	0	0	0	++	0	-	0	0
42	LAS VEGAS	0	0	0	0	0	0	+	0

TV MarketTrend

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63	LEXINGTON	0	0	0	0	0	-	+	++
186	LIMA	0	0	+	++	0	++	++	+
106	LINCOLN & HASTINGS-KR	-	0	-	0	0	0	0	0
56	LITTLE ROCK-PINE BLUF	-	+	-	0	0	-	0	0
2	LOS ANGELES	-	+	+	0	0	0	0	0
50	LOUISVILLE	0	0	0	0	0	0	0	0
143	LUBBOCK	-	0	0	0	-	0	0	0
122	MACON	-	-	-	0	0	0	0	-
85	MADISON	0	0	0	0	0	-	0	+
199	MANKATO	0	+	-	0	0	0	+	0
180	MARQUETTE	0	-	--	-	-	-	0	-
140	MEDFORD-KLAMATH FALLS	0	-	-	0	0	-	-	0
48	MEMPHIS	0	+	+	0	0	0	0	-
185	MERIDIAN	--	0	0	--	0	0	0	0
16	MIAMI-FT. LAUDERDALE	0	-	0	+	+	0	+	0
35	MILWAUKEE	0	0	0	-	0	0	0	0
15	MINNEAPOLIS-ST. PAUL	0	0	0	0	0	0	0	0
158	MINOT-BISMARCK-DICKIN	0	0	0	0	-	-	0	0
166	MISSOULA	0	+	0	++	++	0	+	++
60	MOBILE-PENSACOLA (FT	0	0	0	--	0	-	0	0
136	MONROE-EL DORADO	-	0	--	--	-	0	-	-
124	MONTEREY-SALINAS	+	0	0	0	0	0	0	+
118	MONTGOMERY (SELMA)	--	-	++	--	++	-	--	0
29	NASHVILLE	0	-	-	-	-	0	0	0
53	NEW ORLEANS	-	0	0	0	0	0	0	0
1	NEW YORK	0	-	0	0	0	0	0	-
43	NORFOLK-PORTSMTH-NEWP	0	0	-	0	-	-	0	0
209	NORTH PLATTE	0	0	0	0	0	0	0	--
156	ODESSA-MIDLAND	0	0	+	0	0	-	0	0
45	OKLAHOMA CITY	0	+	0	-	0	0	0	0
76	OMAHA	-	-	-	-	--	--	-	0
19	ORLANDO-DAYTONA BCH-M	-	--	-	0	-	-	-	-
200	OTTUMWA-KIRKSVILLE	0	0	0	--	-	0	+	0
78	PADUCAH-C.GIRD-HARBG-	0	0	0	0	0	-	0	0
142	PALM SPRINGS	--	0	0	-	--	--	-	0
151	PANAMA CITY	+	++	0	++	0	0	0	++
193	PARKERSBURG	--	--	--	--	-	--	-	0
116	PEORIA-BLOOMINGTON	0	0	+	0	0	0	0	0
4	PHILADELPHIA	-	0	-	-	-	0	0	0
12	PHOENIX	0	-	0	0	0	0	0	0
23	PITTSBURGH	0	0	0	-	0	0	0	0
22	PORTLAND, OR	0	-	-	0	0	-	0	-
77	PORTLAND-AUBURN	0	++	0	0	+	+	+	+
204	PRESQUE ISLE	-	0	0	-	-	--	-	--
52	PROVIDENCE-NEW BEDFOR	-	-	0	-	0	-	0	-
171	QUINCY-HANNIBAL-KEOKU	-	-	--	0	0	--	0	0
27	RALEIGH-DURHAM (FAYET	0	0	-	-	0	0	0	0
174	RAPID CITY	0	+	0	0	0	--	0	0
108	RENO	0	-	0	-	0	-	-	0
58	RICHMOND-PETERSBURG	-	0	0	0	0	0	0	0
67	ROANOKE-LYNCHBURG	0	+	0	0	0	0	+	0



Spot TV MarketTrend Report - November 2008 Input Compared to October 2008 SQAD Issue – Fourth Quarter 2008

<u>RANK</u>	<u>MARKET</u>	<u>EM</u>	<u>DA</u>	<u>EF</u>	<u>EN</u>	<u>PA</u>	<u>PR</u>	<u>LN</u>	<u>LF</u>
80	ROCHESTER, NY	0	0	0	0	0	0	0	+
154	ROCHESTR-MASON CITY-A	0	-	-	0	0	0	0	0
132	ROCKFORD	0	-	-	-	-	--	--	--
20	SACRAMNTO-STKTON-MODE	-	-	-	-	0	0	0	0
144	SALISBURY	0	0	0	0	0	0	0	0
33	SALT LAKE CITY	-	0	-	-	--	-	0	0
196	SAN ANGELO	-	--	-	-	--	-	-	0
37	SAN ANTONIO	--	-	0	0	0	0	0	--
28	SAN DIEGO	0	-	0	0	0	0	0	0
6	SAN FRANCISCO-OAK-SAN	0	0	0	0	0	0	-	0
121	SANTABARBRA-SANMAR-SA	++	0	+	0	0	-	0	-
96	SAVANNAH	0	0	0	0	-	0	+	+
14	SEATTLE-TACOMA	0	0	0	0	0	0	0	-
161	SHERMAN-ADA	-	0	-	0	0	0	+	0
84	SHREVEPORT	0	0	0	0	0	0	0	0
149	SIOUX CITY	-	-	--	0	+	--	-	0
113	SIOUX FALLS(MITCHELL)	0	0	-	0	-	--	0	0
89	SOUTH BEND-ELKHART	-	-	0	-	-	0	+	0
75	SPOKANE	0	0	-	-	-	-	0	-
74	SPRINGFIELD, MO	0	0	0	0	-	-	0	0
111	SPRINGFIELD-HOLYOKE	0	-	0	--	0	-	0	-
201	ST. JOSEPH	+	-	-	0	0	-	0	-
21	ST. LOUIS	0	0	0	0	-	-	0	-
81	SYRACUSE	0	0	0	-	0	0	0	0
105	TALLAHASSEE-THOMASVIL	0	+	0	0	0	0	0	0
13	TAMPA-ST. PETE (SARAS	-	--	0	0	0	-	0	--
152	TERRE HAUTE	--	-	-	-	--	-	0	0
73	TOLEDO	0	0	0	0	-	0	0	0
138	TOPEKA	++	0	-	0	-	-	0	+
117	TRAVERSE CITY-CADILLA	0	0	-	0	--	-	+	--
92	TRI-CITIES, TN-VA	0	0	+	0	0	0	+	+
68	TUCSON (SIERRA VISTA)	-	0	0	0	0	0	+	+
61	TULSA	-	0	-	0	0	0	0	0
194	TWIN FALLS	0	0	0	0	--	--	0	0
110	TYLER-LONGVIEW(LFKN&N	0	0	++	0	++	0	+	0
169	UTICA	0	0	0	0	+	-	0	0
205	VICTORIA	+	-	-	0	0	--	++	-
94	WACO-TEMPLE-BRYAN	0	0	0	0	0	-	0	0
9	WASHINGTON, DC (HAGRS	-	-	-	0	0	-	0	0
177	WATERTOWN	0	0	0	0	0	0	-	0
135	WAUSAU-RHINELANDER	-	0	0	0	0	-	0	0
38	WEST PALM BEACH-FT. P	-	0	0	-	0	-	0	0
159	WHEELING-STEUBENVILLE	-	-	-	-	-	--	0	-
145	WICHITA FALLS & LAWTO	0	0	-	0	-	-	0	-
69	WICHITA-HUTCHINSON PL	0	-	0	0	0	-	0	0
54	WILKES BARRE-SCRANTON	0	0	+	0	0	0	0	0
134	WILMINGTON	0	0	0	0	0	0	0	+
126	YAKIMA-PASCO-RCHLND-K	0	0	0	-	0	0	+	0
109	YOUNGSTOWN	-	0	-	--	0	-	--	0
164	YUMA-EL CENTRO	0	0	0	0	0	0	0	+
203	ZANESVILLE	0	+	++	0	0	+	++	+

TV market trend

## Service Notice: SQAD Spot TV Market Names

The November issues of SQAD TV and Radio reflect the market names, populations and ranks that will be in use by SQAD through the October 2009 issues. Please note that SQAD has changed many of the TV DMA market names from the 2007 list, more closely matching our list to the market names used by Nielsen for markets.

In the December newsletter, we'll provide a summary on the TV DMA rank and population changes and a listing of new or discontinued radio markets and any significant rank changes.

## Radio Update – PPM MarketTrends

### October Radio MarketTrends

As part of our PPM usage tools, SQAD is continuing to provide MarketTrend information for the Arbitron Radio PPM (Portable People Meter) markets – current and upcoming through December 2008.

For in-depth MarketTrend data, please go to:  
[www.squad.com/products/spotRadio.jsp](http://www.squad.com/products/spotRadio.jsp)

#### MarketTrends Key:

++	>=3% higher
+	>=1.5% BUT <3% higher
0	<1.5% change in either direction
-	>=1.5% but <3% lower
--	>=3% lower

	AMDRV	DAY	PMDRV	EVE	MFAVG	WKND	MSAVG
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#### Existing PPM Markets:

Philadelphia (3/07)	--	--	--	--	--	--	--
Houston (6/07)	--	--	--	--	--	--	--

#### Future PPM Markets:

New York (9/08)	--	--	--	--	--	--	--
Nassau-Suffolk (9/08)	0	+	-	++	+	++	++
Middlesex-Somerset (9/08)	++	-	0	0	0	0	0
Los Angeles (9/08)	--	--	--	--	--	--	--
Riverside-San Bernardino (9/08)							
Chicago (9/08)	--	--	--	--	--	--	--
San Francisco (9/08)	--	--	--	--	--	--	--
San Jose (9/08)	++	0	++	--	+	0	+
Dallas-Ft. Worth (9/08)	--	--	--	--	--	--	--
Washington (12/08)	--	--	--	--	--	--	--
Detroit (12/08)	--	--	--	--	--	--	--
Atlanta (12/08)	--	--	--	--	--	--	--

For more information about how SQAD can help you understand changes in PPM markets, please contact:

**East coast:** Robin Blum  
 rblum@squad.com, 914-703-6803

**West coast:** Samantha Marlowe  
 smarlowe@squad.com, 323-666-2274

### Welcome!

Paul Thompson has joined SQAD as a Product Support Specialist focused on technology support for NetCosts and DATAVue. Most recently Paul was involved in tech support for the offices and staff of Pace University. He can be reached at 914.703.6810 or pthompson@squad.com.

### SQAD on the Road

Samantha Marlowe, Director of West Coast Sales and Client Service, will be at the ANA Multicultural Marketing Conference in Boca Raton FL, November 16-18. Sam will be discussing the SQAD Hispanic Spot TV with attendees, as many marketers have multicultural marketing firmly incorporated into their broader overall business models.



### Thanksgiving Holiday Hours

Our Tarrytown, NY and Los Angeles, CA offices will be closing at 1PM (local time) on Wednesday, November 26th and be closed Thursday and Friday, November 27th and 28th.

*Enjoy your holiday!*