

Advance Ratings Information:

eViP Online: The Entire Rating Book is now available when your market clears through an electronic data delivery format called *eViP Online*.

Get the **entire Viewers in Profile Report (ViP)** fast and easy. Contact your Nielsen representative to sign up for free access to our Local Ratings Suite Portal. Then, your Nielsen representative can give you affordable pricing packages for *eViP Online*.

You will quickly find out that *eViP Online* is extremely useful for marketing your television station ahead of the widespread distribution of the rating book.

Advance Ratings through *eViP Online* can give your station a competitive edge allowing for:

- Adjustments of key advertising schedules and pending media placement
- Possible earlier rate card adjustments of inventory
- Additional planning time for program schedule changes
- An earlier start on station promotion and branding

Note: Unforeseen production issues December revise the announced mailing dates.



**Nielsen Media Research 2008
Local Measurement Schedule**

Report Month	Dates	# Markets
January 2008	Jan 3 – Jan 30, 2008	21 Markets
February 2008	Jan 31 – Feb 27, 2008	210 Markets
March 2008	Feb 28 – Mar 26, 2008	LPM Only
April 2008	Mar 27 - April 23, 2008	LPM Only
May 2008	April 24 – May 21, 2008	210 Markets
June 2008	May 29 – June 25, 2008	LPM Only
July 2008	July 3 – July 30, 2008	207 Markets
August 2008	July 31 – Aug 27, 2008	LPM Only
September 2008	Aug 28 – Sept 24, 2008	LPM Only
October 2008	Oct 2 – Oct 29, 2008	26 Markets
November 2008	Oct 30 – Nov 26, 2008	210 Markets
December 2008	Dec 4 – Dec 31, 2008	LPM Only
Thanksgiving Day is not included in the November 2008 survey.		
Christmas Day will be included in the December 2008 survey.		

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**Report Mailing
Schedule -
February 2008**

eViP Online

Details Inside

**The Entire Report
E-Mailed to Your
Computer Before
the Book Mails!**

**Estimated
Target Mailing
Dates and
Information**

**Call 1-888-698-BOOK for the most
current information on markets
mailing each day as well as rating
advances release times.**

**Estimated Mailing
Dates**

These are the dates that we expect to mail the Viewers in Profile® reports for all NSI™ markets.

For information about Advance Ratings or Mail Date Updates, please see the other side of this page.

Market	Date	Market	Date	Market	Date
Abilene-Sweetwater	March27	Gainesville	March24	Paducah-Cape Girardeau-Harrisburg	March22
Albany, GA	March28	Glendive	March25	Palm Springs	March27
Albany-Schenectady-Troy	March15	Grand Junction-Montrose	March26	Panama City	March29
Albuquerque-Santa Fe	March27	Grand Rapids-Kalamazoo-Battle Creek	March19	Parkersburg	March20
Alexandria, LA	March28	Great Falls	March26	Peoria-Bloomington	March22
Alpena	March18	Green Bay-Appleton	March24	Philadelphia – Local People Meter	March15
Amarillo	March27	Greensboro-High Point-Winston Salem	March19	Phoenix (Prescott)	March27
Anchorage	March24	Greenville-New Bern-Washington	March19	Phoenix (Prescott) – Local People Meter Preliminary	April10
Atlanta – LPM Preview	March21	Greenville-Spartanburg-Asheville-Anderson	March25	Pittsburgh	March17
Atlanta - Local People Meter	March25	Greenwood-Greenville	March26	Portland-Auburn	March15
Augusta	March25	Harlingen-Weslaco-Brownsville-McAllen	March21	Portland, OR	March27
Austin	March21	Harrisburg-Lancaster-Lebanon-York	March17	Presque Isle	March17
Bakersfield	March26	Harrisonburg	March17	Providence-New Bedford	March15
Baltimore	March15	Hartford & New Haven	March15	Quincy-Hannibal-Keokuk	March22
Bangor	March15	Hattiesburg-Laurel	March28	Raleigh-Durham (Fayetteville)	March20
Baton Rouge	March28	Helena	March26	Rapid City	March26
Beaumont-Port Arthur	March28	Honolulu	March21	Reno	March25
Bend, OR	March27	Houston - Local People Meter	March21	Richmond-Petersburg	March17
Billings	March26	Huntsville-Decatur (Florence)	March26	Roanoke-Lynchburg	March20
Biloxi-Gulfport	March28	Idaho Falls-Pocatello	March27	Rochester, NY	March18
Binghamton	March17	Indianapolis	March19	Rochester-Mason City-Austin	March22
Birmingham (Anniston & Tuscaloosa)	March26	Jackson, MS	March28	Rockford	March24
Bluefield-Beckley-Oak Hill	March20	Jackson, TN	March25	Sacramento-Stockton-Modesto	March29
Boise	March27	Jacksonville	March24	Salisbury	March17
Boston, MA (Manchester) - Local People Meter	March15	Johnstown-Altoona-State-College	March18	Salt Lake City	March26
Bowling Green	March22	Jonesboro	March22	San Angelo	March21
Buffalo	March20	Joplin-Pittsburgh	March21	San Antonio	March21
Burlington-Plattsburgh	March18	Juneau	March24	San Diego	March27
Butte-Bozeman	March26	Kansas City	March24	San Francisco-Oakland-San Jose – LPM Preview	March21
Casper-Riverton	March26	Knoxville	March20	San Francisco-Oakland-San Jose – Local People Meter	March29
Cedar Rapids-Waterloo-Iowa City & Dubuque	March24	La Crosse-Eau Claire	March22	Santa Barbara-Santa Maria-San Luis Obispo	March29
Champaign & Springfield-Decatur	March22	Lafayette, IN	March22	Savannah	March25
Charleston-Huntington	March25	Lafayette, LA	March28	Seattle-Tacoma – LPM Preview	March21
Charleston, SC	March20	Lake Charles	March28	Seattle-Tacoma – Local People Meter	March27
Charlotte	March19	Lansing	March18	Sherman-Ada	March21
Charlottesville	March17	Laredo	March21	Shreveport	March21
Chattanooga	March25	Las Vegas	March26	Sioux City	March24
Cheyenne-Scottsbluff	March26	Lexington	March20	Sioux Falls (Mitchell)	March25
Chicago – LPM Preview	March21	Lima	March19	South Bend-Elkhart	March22
Chicago - Local People Meter	March28	Lincoln & Hastings-Kearny	March25	Spokane	March27
Chico-Redding	March28	Little Rock-Pine Bluff	March25	Springfield-Holyoke	March17
Cincinnati	March18	Los Angeles – LPM Preview	March21	Springfield, MO	March22
Clarksburg-Weston	March20	Los Angeles – Local People Meter	March27	St. Joseph	March24
Cleveland-Akron (Canton)	March17	Louisville	March20	St. Louis	March18
Colorado Springs- Pueblo	March26	Lubbock	March27	Syracuse	March18
Columbia-Jefferson City	March18	Macon	March25	Tallahassee-Thomasville	March28
Columbia, SC	March25	Madison	March24	Tampa-St. Petersburg (Sarasota) – Local People Meter	March19
Columbus, GA (Opelika, AL)	March28	Mankato	March22	Terre Haute	March19
Columbus, OH	March19	Marquette	March22	Toledo	March19
Columbus-Tupelo-West Point	March26	Medford-Klamath Falls	March28	Topeka	March24
Corpus Christi	March21	Memphis	March25	Traverse City-Cadillac	March18
Dallas-Ft. Worth - Local People Meter	March21	Meridian	March28	Tri-Cities, TN-VA	March20
Davenport-Rock Island-Moline	March22	Miami-Ft. Lauderdale	March19	Tucson (Sierra Vista)	March26
Dayton	March19	Milwaukee	March24	Tulsa	March24
Denver	March26	Minneapolis-St. Paul	March22	Twin Falls	March27
Des Moines-Ames	March24	Minot-Bismarck-Dickinson	March25	Tyler-Longview (Lufkin-Nocogdoches)	March21
Detroit – Local People Meter	March17	Missoula	March26	Utica	March18
Dothan	March28	Mobile-Pensacola (Ft. Walton Beach)	March28	Victoria	March21
Duluth-Superior	March22	Monroe-El Dorado	March28	Waco-Temple-Bryan	March21
El Paso (Las Cruces)	March20	Monterey-Salinas	March29	Washington, DC – Local People Meter	March15
Elmira (Corning)	March18	Montgomery –Selma	March29	Watertown	March18
Erie	March17	Myrtle Beach-Florence	March20	Wausau-Rhineland	March22
Eugene	March26	Nashville	March25	West Palm Beach-Ft. Pierce	March19
Eureka	March28	New Orleans	March28	Wheeling-Steubenville	March20
Evansville	March20	New York - Local People Meter	March19	Wichita Falls & Lawton	March21
Fairbanks	March20	Norfolk-Portsmouth-Newport News	March17	Wichita-Hutchinson Plus	March25
Fargo-Valley City	March24	North Platte	March25	Wilkes-Barre-Scranton	March18
Flint-Saginaw-Bay City	March17	Odessa-Midland	March27	Wilmington	March20
Fresno-Visalia	March25	Oklahoma City	March24	Yakima-Pasco-Richland-Kennewick	March27
Ft. Myers-Naples	March19	Omaha	March24	Youngstown	March17
Ft. Smith-Fayetteville-Springdale-Rogers	March21	Orlando-Daytona Beach-Melbourne	March24	Yuma-El Centro	March27
Ft. Wayne	March18	Ottumwa-Kirksville	March24	Zanesville	March20

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