

UNDERSTAND RADIO LISTENERS OUTSIDE THE METRO

WITH NIELSEN RADIO COUNTY COVERAGE

SUPERIOR LOCAL INSIGHT

Break out of the standard Nielsen Radio Metro boundaries for a broader understanding of how you can reach listeners with Nielsen Radio County Coverage data.

Analyze stations with the detailed listening information available on a county-by-county level.

With County Coverage data, you can

- Examine total listening for each county for Persons 12+ in two key dayparts
- Show county-by-county listening estimates for radio stations
- Identify non-Metro stations that reach your audience

HOW IT WORKS

County Coverage is based on diaries for the previous calendar year and is released annually each spring. These data provide listening information for all counties in the contiguous United States, plus counties in Alaska and Hawaii.

Analyze listeners by:

- Cume Persons 12+ and Cume Rating
- Average Quarter-Hour rating
- Station share of county listening
- · County share of station listening.
- Mon-Sun, 6AM-Midnight daypart
- Mon-Fri, 6AM-7PM daypart

Also included is the Detail Station Report, which shows listening information for all counties or county clusters in which a station demonstrates a listener base.

KEY BENEFITS

- Build radio campaigns that reach your trade areas
- Tie your advertising campaigns directly to the areas where your consumers live
- Understand station reach outside of Nielsen Radio Metros



For more information contact your Nielsen representative at 866-864-1244 or visit www.nielsen.com

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