

# Spanish Language Unit Rating

US Market Information from "2008 US Diversity Markets Report"  
Published by Synovate (formerly published as "U.S. Hispanic Market" by Strategy Research Corporation).

<b>Television Market Areas</b>	<b>Unit Weight</b>
Albuquerque	3
Atlanta	2
Chicago	9
Dallas-Fort Worth	8
Denver	3
El Centro/Yuma/Mexicali	4
El Paso/Juarez	10
Fresno	4
Houston	9
Laredo/Nueva Laredo	2
Los Angeles	39
Las Vegas	2
McAllen/Brownsville/Matamoros	7
Miami	17
New York	32
Orlando	2
Philadelphia	2
Phoenix	6
Sacramento	3
San Antonio	5
San Diego/Tijuana	11
San Francisco	8
Tampa	2
Washington, DC	2