

Wild Spot Unit Rating

Sources: Nielsen Media Research, SNL Kagan

	Television Market Areas	Unit Weight
1	Atlanta	6
2	Austin	2
3	Baltimore	3
4	Birmingham (Ann, Tusc)	2
5	Boston	6
6	Charlotte	3
7	Cincinnati	2
8	Cleveland	4
9	Columbus, OH	2
10	Dallas-Forth Worth	7
11	Denver	4
12	Detroit	5
13	Grand Rapids-Kalamazoo-Battle Creek	2
14	Greenville-Spartanburg-Asheville-Anderson, NC	2
15	Harrisburg-Lancaster-Lebanon-York	2
16	Hartford-New Haven	2
17	Houston	6
18	Indianapolis	3
19	Kansas City	2
20	Las Vegas	2
21	Mexico/Mexico City	46
22	Miami	4
23	Milwaukee	2
24	Minneapolis - St. Paul	4
25	Montreal	4
26	Nashville	2
27	Norfolk-Portsmouth-Newport News	2
28	Oklahoma City	2
29	Orlando-Daytona Beach	4
30	Philadelphia	8
31	Phoenix	5
32	Pittsburgh	3
33	Portland, OR	3
34	Puerto Rico	3
35	Raleigh-Durham	3
36	Sacramento-Stockton	3
37	Salt Lake City	2
38	San Antonio	2
39	San Diego	3
40	San Francisco	7
41	Seattle-Tacoma	5
42	St. Louis	3
43	Tampa-St. Petersburg	5
44	Toronto	8
45	Vancouver, B.C.	4
46	Washington, D.C.	6
47	West Palm Beach - Ft. Pierce	2