

BORRELL ASSOCIATES INC.

Executive Strategies for Local Media

WebAudit

WebAudit reports are available for each of the metros listed here, or for combinations of cities, counties or other regions. Each report contains detailed information on ad spending estimates by key advertiser categories (automotive, real estate, consumer electronics, health care, travel, etc.), as well as a breakdown of online ad spending by business size. WebAudit also includes information on local spending on search engine advertising, email advertising and other categories.

For more information, contact Borrell Associates Inc., 757-686-8769 or info@borrellassociates.com

Projected 2003 Local-Only Online Advertising Spending, by MSA

MSA	\$ Millions
Abilene, TX	\$ 0.72
Akron, OH	\$ 4.47
Albany, GA	\$ 0.58
Albany-Schenectady-Troy, NY	\$ 7.54
Albuquerque, NM	\$ 4.91
Alexandria, LA	\$ 0.71
Allentown-Bethlehem-Easton, PA	\$ 4.17
Altoona, PA	\$ 0.61
Amarillo, TX	\$ 1.23
Anchorage, AK	\$ 1.83
Ann Arbor, MI	\$ 3.41
Anniston, AL	\$ 0.41
Appleton-Oshkosh-Neenah, WI	\$ 2.29
Asheville, NC	\$ 1.18
Athens, GA	\$ 0.73
Atlanta, GA	\$ 29.89
Atlantic-Cape May, NJ	\$ 4.74
Auburn-Opelika, AL	\$ 0.48
Augusta-Aiken, GA-SC	\$ 3.22
Austin-San Marcos, TX	\$ 11.73
Bakersfield, CA	\$ 2.47
Baltimore, MD	\$ 15.34
Bangor, ME	\$ 0.86
Barnstable-Yarmouth, MA	\$ 1.12
Baton Rouge, LA	\$ 4.66
Beaumont-Port Arthur, TX	\$ 2.12
Bellingham, WA	\$ 0.67
Benton Harbor, MI	\$ 0.83
Bergen-Passaic, NJ	\$ 12.96
Billings, MT	\$ 0.67
Biloxi-Gulfport-Pascagoula, MS	\$ 2.87
Binghamton, NY	\$ 1.09

Birmingham, AL	\$	6.52
Bismarck, ND	\$	0.73
Bloomington, IN	\$	0.69
Bloomington-Normal, IL	\$	0.98
Boise City, ID	\$	3.79
Boston, MA-NH	\$	26.25
Boulder-Longmont, CO	\$	2.20
Brazoria, TX	\$	0.79
Bremerton, WA	\$	1.21
Bridgeport, CT	\$	3.90
Brownsville-Harlingen-San Benito, TX	\$	1.09
Bryan-College Station, TX	\$	1.32
Buffalo-Niagara Falls, NY	\$	7.16
Burlington, VT	\$	4.60
Canton-Massillon, OH	\$	2.02
Casper, WY	\$	0.41
Cedar Rapids, IA	\$	1.35
Champaign-Urbana, IL	\$	1.06
Charleston-North Charleston, SC	\$	3.59
Charleston, WV	\$	1.57
Charlotte-Gastonia-Rock Hill, NC-SC	\$	17.08
Charlottesville, VA	\$	0.99
Chattanooga, TN-GA	\$	2.96
Cheyenne, WY	\$	0.41
Chicago, IL	\$	52.19
Chico-Paradise, CA	\$	0.78
Cincinnati, OH-KY-IN	\$	17.37
Clarksville-Hopkinsville, TN-KY	\$	0.68
Cleveland-Lorain-Elyria, OH	\$	20.78
Colorado Springs, CO	\$	2.90
Columbia, MO	\$	1.18
Columbia, SC	\$	4.23
Columbus, GA-AL	\$	1.58
Columbus, OH	\$	18.69
Corpus Christi, TX	\$	2.02
Corvallis, OR	\$	0.45
Cumberland, MD-WV	\$	0.47
Dallas, TX	\$	26.21
Danville, VA	\$	0.34
Davenport-Moline-Rock Island, IA-IL	\$	2.56
Dayton-Springfield, OH	\$	6.54
Daytona Beach, FL	\$	2.33
Decatur, AL	\$	0.46
Decatur, IL	\$	1.03
Denver, CO	\$	14.85
Des Moines, IA	\$	4.82
Detroit, MI	\$	27.30
Dothan, AL	\$	0.71
Dover, DE	\$	0.63
Dubuque, IA	\$	0.51
Duluth-Superior, MN-WI	\$	1.36

Dutchess County, NY	\$	1.38
Eau Claire, WI	\$	1.00
El Paso, TX	\$	3.15
Elkhart-Goshen, IN	\$	0.76
Elmira, NY	\$	0.41
Enid, OK	\$	0.26
Erie, PA	\$	1.18
Eugene-Springfield, OR	\$	1.62
Evansville-Henderson, IN-KY	\$	1.49
Fargo-Moorhead, ND-MN	\$	1.06
Fayetteville, NC	\$	1.03
Fayetteville-Springdale-Rogers, AR	\$	4.41
Flagstaff, AZ-UT	\$	1.43
Flint, MI	\$	1.93
Florence, AL	\$	0.51
Florence, SC	\$	0.61
Fort Collins-Loveland, CO	\$	1.98
Fort Lauderdale, FL	\$	10.69
Fort Myers-Cape Coral, FL	\$	2.74
Fort Pierce-Port St. Lucie, FL	\$	1.40
Fort Smith, AR-OK	\$	0.97
Fort Walton Beach, FL	\$	1.65
Fort Wayne, IN	\$	3.14
Fort Worth-Arlington, TX	\$	14.29
Fresno, CA	\$	3.34
Gadsden, AL	\$	0.33
Gainesville, FL	\$	2.09
Galveston-Texas City, TX	\$	1.13
Gary, IN	\$	3.56
Glens Falls, NY	\$	0.62
Goldsboro, NC	\$	0.37
Grand Forks, ND-MN	\$	0.66
Grand Junction, CO	\$	0.53
Grand Rapids-Muskegon-Holland, MI	\$	6.30
Great Falls, MT	\$	0.42
Greeley, CO	\$	0.65
Green Bay, WI	\$	1.58
Greensboro-Winston-Salem-High Point, NC	\$	8.31
Greenville, NC	\$	0.59
Greenville-Spartanburg-Anderson, SC	\$	5.81
Hagerstown, MD	\$	0.77
Hamilton-Middletown, OH	\$	1.38
Harrisburg-Lebanon-Carlisle, PA	\$	5.64
Hartford, CT	\$	12.80
Hattiesburg, MS	\$	0.67
Hickory-Morganton, NC	\$	1.30
Honolulu, HI	\$	4.95
Houma, LA	\$	0.70
Houston, TX	\$	31.05
Huntington-Ashland, WV-KY-OH	\$	1.24
Huntsville, AL	\$	2.85

Indianapolis, IN	\$	14.89
Iowa City, IA	\$	0.84
Jackson, MI	\$	0.65
Jackson, MS	\$	3.16
Jackson, TN	\$	0.57
Jacksonville, FL	\$	12.00
Jacksonville, NC	\$	0.46
Jamestown, NY	\$	0.59
Janesville-Beloit, WI	\$	0.59
Jersey City, NJ	\$	3.40
Johnson City-Kingsport-Bristol, TN-VA	\$	2.20
Johnstown, PA	\$	0.90
Jonesboro, AR	\$	0.38
Joplin, MO	\$	0.78
Kalamazoo-Battle Creek, MI	\$	2.68
Kankakee, IL	\$	0.47
Kansas City, MO-KS	\$	19.10
Kenosha, WI	\$	0.51
Killeen-Temple, TX	\$	2.69
Knoxville, TN	\$	4.65
Kokomo, IN	\$	0.48
La Crosse, WI-MN	\$	0.91
Lafayette, LA	\$	1.66
Lafayette, IN	\$	1.02
Lake Charles, LA	\$	1.05
Lakeland-Winter Haven, FL	\$	2.54
Lancaster, PA	\$	2.85
Lansing-East Lansing, MI	\$	2.55
Laredo, TX	\$	0.79
Las Cruces, NM	\$	0.67
Las Vegas, NV-AZ	\$	17.72
Lawrence, KS	\$	0.42
Lawton, OK	\$	0.42
Lewiston-Auburn, ME	\$	0.45
Lexington, KY	\$	3.34
Lima, OH	\$	0.83
Lincoln, NE	\$	1.60
Little Rock-North Little Rock, AR	\$	5.08
Longview-Marshall, TX	\$	0.99
Los Angeles-Long Beach, CA	\$	46.81
Louisville, KY-IN	\$	7.45
Lubbock, TX	\$	1.51
Lynchburg, VA	\$	1.04
Macon, GA	\$	1.44
Madison, WI	\$	3.60
Mansfield, OH	\$	0.71
Mcallen-Edinburg-Mission, TX	\$	2.10
Medford-Ashland, OR	\$	0.88
Melbourne-Titusville-Palm Bay, FL	\$	2.44
Memphis, TN-AR-MS	\$	7.52
Merced, CA	\$	0.52

Miami, FL	\$	17.98
Middlesex-Somerset-Hunterdon, NJ	\$	9.43
Milwaukee-Waukesha, WI	\$	13.15
Minneapolis-St Paul, MN-WI	\$	22.52
Missoula, MT	\$	0.59
Mobile, AL	\$	3.32
Modesto, CA	\$	1.41
Monmouth-Ocean, NJ	\$	5.68
Monroe, LA	\$	0.76
Montgomery, AL	\$	2.31
Muncie, IN	\$	0.72
Myrtle Beach, SC	\$	1.24
Naples, FL	\$	1.31
Nashville, TN	\$	12.69
Nassau-Suffolk, NY	\$	15.20
New Haven, CT	\$	3.68
New London, CT	\$	2.31
New Orleans, LA	\$	11.09
New York, NY	\$	61.51
Newark, NJ	\$	19.04
Newburgh, NY-PA	\$	2.13
Norfolk-Virginia Beach-Newport News, VA-	\$	12.00
Oakland, CA	\$	19.47
Ocala, FL	\$	0.87
Odessa-Midland, TX	\$	1.11
Oklahoma City, OK	\$	7.92
Olympia, WA	\$	0.98
Omaha, NE-IA	\$	7.98
Orange County, CA	\$	17.63
Orlando, FL	\$	16.67
Owensboro, KY	\$	0.45
Panama City, FL	\$	0.85
Parkersburg-Marietta, WV-OH	\$	0.70
Pensacola, FL	\$	2.30
Peoria-Pekin, IL	\$	1.63
Philadelphia, PA-NJ	\$	32.09
Phoenix-Mesa, AZ	\$	16.80
Pine Bluff, AR	\$	0.32
Pittsburgh, PA	\$	14.92
Pocatello, ID	\$	0.31
Portland, ME	\$	2.34
Portland-Vancouver, OR-WA	\$	15.32
Portsmouth-Rochester, NH-ME	\$	1.25
Providence-Fall River-Warwick, RI-MA	\$	7.32
Provo-Orem, UT	\$	1.48
Pueblo, CO	\$	0.53
Punta Gorda, FL	\$	0.47
Racine, WI	\$	0.90
Raleigh-Durham-Chapel Hill, NC	\$	13.45
Rapid City, SD	\$	0.55
Reading, PA	\$	2.12

Redding, CA	\$	0.71
Reno, NV	\$	3.20
Richland-Kennewick-Pasco, WA	\$	0.90
Richmond-Petersburg, VA	\$	8.23
Riverside-San Bernardino, CA	\$	17.01
Roanoke, VA	\$	1.43
Rochester, MN	\$	2.27
Rochester, NY	\$	6.37
Rockford, IL	\$	1.97
Rocky Mount, NC	\$	0.52
Sacramento, CA	\$	13.07
Saginaw-Bay City-Midland, MI	\$	2.22
St Cloud, MN	\$	0.95
St Joseph, MO	\$	0.47
St Louis, MO-IL	\$	18.65
Salem, OR	\$	1.43
Salinas, CA	\$	1.49
Salt Lake City-Ogden, UT	\$	11.49
San Angelo, TX	\$	0.47
San Antonio, TX	\$	10.82
San Diego, CA	\$	21.25
San Francisco, CA	\$	18.89
San Jose, CA	\$	14.55
San Luis Obispo-Atascadero-Paso Robles,	\$	0.99
Santa Barbara-Santa Maria-Lompoc, CA	\$	2.47
Santa Cruz-Watsonville, CA	\$	1.12
Santa Fe, NM	\$	0.77
Santa Rosa, CA	\$	2.39
Sarasota-Bradenton, FL	\$	3.71
Savannah, GA	\$	1.52
Scranton-Wilkes-Barre-Hazleton, PA	\$	3.52
Seattle-Bellevue-Everett, WA	\$	21.47
Sharon, PA	\$	0.51
Sheboygan, WI	\$	0.47
Sherman-Denison, TX	\$	0.46
Shreveport-Bossier City, LA	\$	2.23
Sioux City, IA-NE	\$	0.61
Sioux Falls, SD	\$	1.13
South Bend, IN	\$	1.36
Spokane, WA	\$	2.41
Springfield, IL	\$	1.40
Springfield, MO	\$	2.36
Springfield, MA	\$	3.77
State College, PA	\$	1.07
Steubenville-Weirton, OH-WV	\$	0.50
Stockton-Lodi, CA	\$	2.17
Sumter, SC	\$	0.35
Syracuse, NY	\$	4.95
Tacoma, WA	\$	3.51
Tallahassee, FL	\$	2.40
Tampa-St Petersburg-Clearwater, FL	\$	20.41

Terre Haute, IN	\$	0.66
Texarkana, TX-Texarkana, AR	\$	0.66
Toledo, OH	\$	4.98
Topeka, KS	\$	1.26
Trenton, NJ	\$	3.61
Tucson, AZ	\$	4.30
Tulsa, OK	\$	6.22
Tuscaloosa, AL	\$	0.84
Tyler, TX	\$	0.92
Utica-Rome, NY	\$	1.28
Vallejo-Fairfield-Napa, CA	\$	2.12
Ventura, CA	\$	4.34
Victoria, TX	\$	0.42
Vineland-Millville-Bridgeton, NJ	\$	0.62
Visalia-Tulare-Porterville, CA	\$	1.04
Waco, TX	\$	1.09
Washington, DC-MD-VA-WV	\$	39.88
Waterloo-Cedar Falls, IA	\$	0.68
Wausau, WI	\$	0.81
West Palm Beach-Boca Raton, FL	\$	8.14
Wheeling, WV-OH	\$	0.76
Wichita, KS	\$	3.88
Wichita Falls, TX	\$	0.87
Williamsport, PA	\$	0.53
Wilmington-Newark, DE-MD	\$	5.01
Wilmington, NC	\$	1.21
Worcester, MA-CT	\$	3.04
Yakima, WA	\$	0.74
Yolo, CA	\$	0.67
York, PA	\$	1.59
Youngstown-Warren, OH	\$	2.84
Yuba City, CA	\$	0.44
Yuma, AZ	\$	0.55
Columbus (GA) DMA; AL - No MSA	\$	0.51
Atlanta DMA; AL - No MSA	\$	0.18
Dothan (AL) DMA; AL - No MSA	\$	0.61
Birmingham (AL) DMA; AL - No MSA	\$	1.92
Columbus (MS) DMA; AL - No MSA	\$	0.07
Mobile (AL) DMA; AL - No MSA	\$	0.82
Huntsville (AL) DMA; AL - No MSA	\$	1.56
Montgomery (AL) DMA; AL - No MSA	\$	2.38
Meridian (MS) DMA; AL - No MSA	\$	0.18
Anchorage DMA; AK - No MSA	\$	1.25
Fairbanks DMA; AK - No MSA	\$	1.41
AK - No DMA; AK - No MSA	\$	2.34
Phoenix DMA; AZ - No MSA	\$	1.94
Tucson DMA; AZ - No MSA	\$	1.36
Albuquerque-Santa Fe (NM) DMA; AZ - No MSA	\$	0.57
Shreveport (LA) DMA; AR - No MSA	\$	0.83
Springfield (MO) DMA; AR - No MSA	\$	1.20
Monroe-El Dorado (LA-AR) DMA; AR - No MSA	\$	0.63

Memphis DMA; AR - No MSA	\$	1.05
Ft Smith-Fayetteville-Springfield-Rogers (AR) DMA; AR - No MSA	\$	0.37
Little Rock-Pine Bluff (AR) DMA; AR - No MSA	\$	5.31
Jonesboro (AR) DMA; AR - No MSA	\$	0.75
Yuma-El Centro (AZ-CA) DMA; CA - No MSA	\$	1.14
Eureka (CA) DMA; CA - No MSA	\$	1.56
Los Angeles DMA; CA - No MSA	\$	0.28
San Francisco-Oakland-San Jose DMA; CA - No MSA	\$	1.35
Reno (NV) DMA; CA - No MSA	\$	0.48
Medford-Klamath Falls (OR) DMA; CA - No MSA	\$	0.53
Monterey-Salinas (CA) DMA; CA - No MSA	\$	0.32
Sacramento-Stockton-Modesto (CA) DMA; CA - No MSA	\$	2.75
Fresno-Visalia (CA) DMA; CA - No MSA	\$	1.10
Denver DMA; CO - No MSA	\$	6.60
Colorado Springs-Pueblo (CO) DMA; CO - No MSA	\$	1.33
Grand Junction-Montrose (CO) DMA; CO - No MSA	\$	0.41
Albuquerque-Santa Fe (NM) DMA; CO - No MSA	\$	1.22
Hartford & New Haven DMA; CT - No MSA	\$	3.05
Salisbury (MD) DMA; DE - No MSA	\$	1.71
Miami-Fort Lauderdale DMA; FL - No MSA	\$	1.42
Tallahassee-Thomasville (FL) DMA; FL - No MSA	\$	0.83
Orlando-Daytona Beach-Melbourne DMA; FL - No MSA	\$	0.28
Tampa-St Petersburg DMA; FL - No MSA	\$	1.96
West Palm Beach-Ft Pierce DMA; FL - No MSA	\$	1.68
Jacksonville (FL) DMA; FL - No MSA	\$	1.43
Ft Myers-Naples (FL) DMA; FL - No MSA	\$	0.44
Gainesville (FL) DMA; FL - No MSA	\$	0.35
Panama City (FL) DMA; FL - No MSA	\$	1.45
Macon (GA) DMA; GA - No MSA	\$	2.10
Savannah (GA) DMA; GA - No MSA	\$	2.61
Augusta (GA) DMA; GA - No MSA	\$	0.67
Columbus (GA) DMA; GA - No MSA	\$	0.65
Atlanta DMA; GA - No MSA	\$	7.37
Albany (GA) DMA; GA - No MSA	\$	2.34
Tallahassee-Thomasville (FL) DMA; GA - No MSA	\$	2.31
Jacksonville (FL) DMA; GA - No MSA	\$	2.31
Greenville-Spartanburg-Asheville-Anderson (SC-NC) DMA; GA - No MSA	\$	0.72
Honolulu DMA; HI - No MSA	\$	4.47
Boise DMA; ID - No MSA	\$	0.75
Idaho Falls-Pocatello (ID) DMA; ID - No MSA	\$	2.17
Twin Falls (ID) DMA; ID - No MSA	\$	1.70
Salt Lake City DMA; ID - No MSA	\$	0.21
Spokane (WA) DMA; ID - No MSA	\$	3.24
Terre Haute (IN) DMA; IL - No MSA	\$	0.99
Chicago DMA; IL - No MSA	\$	1.56
Saint Louis DMA; IL - No MSA	\$	2.01
Rockford (IL) DMA; IL - No MSA	\$	0.87
Paducah-Cape Girardeau-Mt Vernon (KY-MO-IL) DMA; IL - No MSA	\$	3.38
Champaign-Springfield-Decatur (IL) DMA; IL - No MSA	\$	4.30
Evansville (IN) DMA; IL - No MSA	\$	0.53
Peoria-Bloomington (IL) DMA; IL - No MSA	\$	0.93

Davenport-Rock Island-Moline (IA-IL) DMA; IL - No MSA	\$	2.39
Fort Wayne (IN) DMA; IN - No MSA	\$	1.18
Cincinnati DMA; IN - No MSA	\$	0.98
Indianapolis DMA; IN - No MSA	\$	5.19
Louisville (KY) DMA; IN - No MSA	\$	1.17
Dayton (OH) DMA; IN - No MSA	\$	0.96
Terre Haute (IN) DMA; IN - No MSA	\$	1.57
Lafayette (IN) DMA; IN - No MSA	\$	0.06
South Bend-Elkhart (IN) DMA; IN - No MSA	\$	1.86
Chicago DMA; IN - No MSA	\$	1.73
Rochester-Mason City-Austin (MN-IA) DMA; IA - No MSA	\$	2.02
Sioux City (IA) DMA; IA - No MSA	\$	2.37
Ottumwa-Kirksville (IA-MO) DMA; IA - No MSA	\$	0.88
Cedar Rapids-Waterloo-Dubuque (IA) DMA; IA - No MSA	\$	3.24
Omaha DMA; IA - No MSA	\$	1.39
Des Moines-Ames (IA) DMA; IA - No MSA	\$	7.22
Davenport-Rock Island-Moline (IA-IL) DMA; IA - No MSA	\$	2.36
Quincy-Hannibal-Keokuk (IL-MO-IA) DMA; IA - No MSA	\$	0.51
Sioux Falls (SD) DMA; IA - No MSA	\$	0.17
Joplin-Pittsburg (MO-KS) DMA; KS - No MSA	\$	1.73
Topeka (KS) DMA; KS - No MSA	\$	3.07
Kansas City DMA; KS - No MSA	\$	0.71
St Joseph (MO) DMA; KS - No MSA	\$	0.09
Tulsa (OK) DMA; KS - No MSA	\$	0.53
Wichita-Hutchinson (KS) DMA; KS - No MSA	\$	7.74
Lincoln-Hastings-Kearny (NE) DMA; KS - No MSA	\$	0.42
Cincinnati DMA; KY - No MSA	\$	0.33
Louisville (KY) DMA; KY - No MSA	\$	2.97
Tri Cities (KY-TN-VA) DMA; KY - No MSA	\$	0.23
Lexington (KY) DMA; KY - No MSA	\$	6.91
Knoxville (TN) DMA; KY - No MSA	\$	1.12
Charleston-Huntington (WV) DMA; KY - No MSA	\$	1.46
Paducah-Cape Girardeau-Mt Vernon (KY-MO-IL) DMA; KY - No MSA	\$	2.40
Evansville (IN) DMA; KY - No MSA	\$	1.11
Nashville DMA; KY - No MSA	\$	0.78
Shreveport (LA) DMA; LA - No MSA	\$	0.84
New Orleans DMA; LA - No MSA	\$	1.17
Monroe-El Dorado (LA-AR) DMA; LA - No MSA	\$	1.86
Lafayette (LA) DMA; LA - No MSA	\$	1.58
Lake Charles (LA) DMA; LA - No MSA	\$	0.29
Alexandria (LA) DMA; LA - No MSA	\$	1.16
Baton Rouge (LA) DMA; LA - No MSA	\$	1.30
Bangor DMA; ME - No MSA	\$	1.42
Presque Isle (ME) DMA; ME - No MSA	\$	0.90
Pittsburgh DMA; MD - No MSA	\$	0.34
Washington, DC DMA; MD - No MSA	\$	1.15
Baltimore DMA; MD - No MSA	\$	1.33
Salisbury (MD) DMA; MD - No MSA	\$	2.07
Boston DMA; MA - No MSA	\$	0.50
Springfield-Holyoke (MA) DMA; MA - No MSA	\$	0.84
Detroit DMA; MI - No MSA	\$	0.35

Flint-Saginaw-Bay City (MI) DMA; MI - No MSA	\$	3.45
Traverse City-Cadillac (MI) DMA; MI - No MSA	\$	6.62
Lansing (MI) DMA; MI - No MSA	\$	0.34
Marquette (MI) DMA; MI - No MSA	\$	2.50
Grand Rapids-Kalamazoo-Battle Creek (MI) DMA; MI - No MSA	\$	2.73
Alpena (MI) DMA; MI - No MSA	\$	0.48
South Bend-Elkhart (IN) DMA; MI - No MSA	\$	0.28
Green Bay-Appleton (WI) DMA; MI - No MSA	\$	0.23
Rochester-Mason City-Austin (MN-IA) DMA; MN - No MSA	\$	1.15
Minneapolis-St Paul DMA; MN - No MSA	\$	9.19
Duluth-Superior (MN-WI) DMA; MN - No MSA	\$	1.29
La Crosse-Eau Claire (WI) DMA; MN - No MSA	\$	0.58
Fargo-Valley City (ND) DMA; MN - No MSA	\$	1.86
Sioux Falls (SD) DMA; MN - No MSA	\$	0.60
Mankato (MN) DMA; MN - No MSA	\$	1.94
New Orleans DMA; MS - No MSA	\$	0.28
Memphis DMA; MS - No MSA	\$	3.16
Greenwood-Greenville (MS) DMA; MS - No MSA	\$	1.82
Columbus-Tupelo-West Point (MS) DMA; MS - No MSA	\$	4.18
Mobile-Pensacola (AL-FL) DMA; MS - No MSA	\$	0.05
Hattiesburg-Laurel (MS) DMA; MS - No MSA	\$	1.04
Meridian (MS) DMA; MS - No MSA	\$	1.55
Baton Rouge (LA) DMA; MS - No MSA	\$	0.09
Jackson (MS) DMA; MS - No MSA	\$	3.28
Joplin-Pittsburg (MO-KS) DMA; MO - No MSA	\$	0.45
Columbia-Jefferson City (MO) DMA; MO - No MSA	\$	3.51
Saint Louis DMA; MO - No MSA	\$	1.53
Kansas City DMA; MO - No MSA	\$	2.34
Springfield (MO) DMA; MO - No MSA	\$	5.16
Ottumwa-Kirksville (IA-MO) DMA; MO - No MSA	\$	0.42
Paducah-Cape Girardeau-Mt Vernon (KY-MO-IL) DMA; MO - No MSA	\$	2.87
St Joseph (MO) DMA; MO - No MSA	\$	0.28
Memphis DMA; MO - No MSA	\$	0.17
Minot-Bismarck-Dickinson (ND) DMA; MT - No MSA	\$	0.28
Butte-Bozeman (MT) DMA; MT - No MSA	\$	1.89
Great Falls (MT) DMA; MT - No MSA	\$	1.04
Billings (MT) DMA; MT - No MSA	\$	0.79
Missoula (MT) DMA; MT - No MSA	\$	1.66
Helena (MT) DMA; MT - No MSA	\$	1.12
Glendive (MT) DMA; MT - No MSA	\$	0.12
Spokane (WA) DMA; MT - No MSA	\$	0.13
Sioux City (IA) DMA; NE - No MSA	\$	1.02
Omaha DMA; NE - No MSA	\$	1.79
Wichita-Hutchinson (KS) DMA; NE - No MSA	\$	0.03
Lincoln-Hastings-Kearny (NE) DMA; NE - No MSA	\$	4.60
Sioux Falls (SD) DMA; NE - No MSA	\$	0.07
North Platte (NE) DMA; NE - No MSA	\$	0.03
Denver DMA; NE - No MSA	\$	0.63
Cheyenne-Scotts Bluff-Sterling (WY-NE) DMA; NE - No MSA	\$	0.78
Rapid City (SD) DMA; NE - No MSA	\$	0.10
Salt Lake City DMA; NV - No MSA	\$	0.69

Reno (NV) DMA; NV - No MSA	\$	2.53
Las Vegas DMA; NV - No MSA	\$	0.03
Boston DMA; NH - No MSA	\$	4.33
Burlington-Plattsburgh (VT) DMA; NH - No MSA	\$	2.02
Odessa-Midland (TX) DMA; NM - No MSA	\$	0.46
Amarillo (TX) DMA; NM - No MSA	\$	0.79
Albuquerque-Santa Fe (NM) DMA; NM - No MSA	\$	6.12
New York City DMA; NY - No MSA	\$	2.78
Binghamton (NY) DMA; NY - No MSA	\$	0.99
Buffalo DMA; NY - No MSA	\$	1.89
Burlington-Plattsburgh (VT) DMA; NY - No MSA	\$	2.14
Utica (NY) DMA; NY - No MSA	\$	0.77
Albany-Schenectady-Troy DMA; NY - No MSA	\$	1.65
Watertown (NY) DMA; NY - No MSA	\$	2.66
Syracuse (NY) DMA; NY - No MSA	\$	2.90
Elmira (NY) DMA; NY - No MSA	\$	1.25
Charlotte DMA; NC - No MSA	\$	4.53
Greensboro-High Point-Winston Salem (NC) DMA; NC - No MSA	\$	2.54
Atlanta DMA; NC - No MSA	\$	0.06
Norfolk-Portsmouth-Newport News DMA; NC - No MSA	\$	1.60
Greenville-New Bern-Washington (NC) DMA; NC - No MSA	\$	3.67
Wilmington (NC) DMA; NC - No MSA	\$	0.79
Raleigh-Durham (NC) DMA; NC - No MSA	\$	5.13
Greenville-Spartanburg-Asheville-Anderson (SC-NC) DMA; NC - No MSA	\$	3.92
Florence-Myrtle Beach (SC) DMA; NC - No MSA	\$	1.24
Minot-Bismarck-Dickinson (ND) DMA; ND - No MSA	\$	2.66
Fargo-Valley City (ND) DMA; ND - No MSA	\$	1.62
Fort Wayne (IN) DMA; OH - No MSA	\$	0.42
Cleveland DMA; OH - No MSA	\$	4.76
Cincinnati DMA; OH - No MSA	\$	1.05
Columbus (OH) DMA; OH - No MSA	\$	4.19
Dayton (OH) DMA; OH - No MSA	\$	2.32
Toledo (OH) DMA; OH - No MSA	\$	4.13
Wheeling-Steubenville (WV-OH) DMA; OH - No MSA	\$	1.07
Charleston-Huntington (WV) DMA; OH - No MSA	\$	2.38
Zanesville (OH) DMA; OH - No MSA	\$	1.01
Joplin-Pittsburg (MO-KS) DMA; OK - No MSA	\$	0.35
Shreveport (LA) DMA; OK - No MSA	\$	0.28
Wichita Falls-Lawton (TX-OK) DMA; OK - No MSA	\$	0.86
Amarillo (TX) DMA; OK - No MSA	\$	0.28
Oklahoma City DMA; OK - No MSA	\$	4.93
Sherman-Ada (OK-TX) DMA; OK - No MSA	\$	2.15
Ft Smith-Fayetteville-Springfield-Rogers (AR) DMA; OK - No MSA	\$	0.32
Tulsa (OK) DMA; OK - No MSA	\$	4.20
Boise DMA; OR - No MSA	\$	0.39
Eugene (OR) DMA; OR - No MSA	\$	1.69
Yakima-Pasco-Richland-Kennewick (WA) DMA; OR - No MSA	\$	0.77
Medford-Klamath Falls (OR) DMA; OR - No MSA	\$	1.58
Portland (OR) DMA; OR - No MSA	\$	3.70
Bend (OR) DMA; OR - No MSA	\$	1.55
Spokane (WA) DMA; OR - No MSA	\$	0.08

Pittsburgh DMA; PA - No MSA	\$	3.68
Washington, DC DMA; PA - No MSA	\$	1.29
Buffalo DMA; PA - No MSA	\$	0.69
Erie (PA) DMA; PA - No MSA	\$	1.40
Elmira (NY) DMA; PA - No MSA	\$	0.55
Johnstown-Altoona (PA) DMA; PA - No MSA	\$	2.50
Wilkes-Barre--Scranton (PA) DMA; PA - No MSA	\$	6.22
Providence-New Bedford DMA; RI - No MSA	\$	1.20
Savannah (GA) DMA; SC - No MSA	\$	1.90
Charlotte DMA; SC - No MSA	\$	0.89
Charleston (SC) DMA; SC - No MSA	\$	0.92
Augusta (GA) DMA; SC - No MSA	\$	0.50
Columbia (SC) DMA; SC - No MSA	\$	1.90
Greenville-Spartanburg-Asheville-Anderson (SC-NC) DMA; SC - No MSA	\$	1.98
Florence-Myrtle Beach (SC) DMA; SC - No MSA	\$	1.02
Sioux City (IA) DMA; SD - No MSA	\$	0.45
Minot-Bismarck-Dickinson (ND) DMA; SD - No MSA	\$	0.03
Sioux Falls (SD) DMA; SD - No MSA	\$	4.65
Rapid City (SD) DMA; SD - No MSA	\$	1.21
Tri Cities (KY-TN-VA) DMA; TN - No MSA	\$	0.62
Knoxville (TN) DMA; TN - No MSA	\$	3.26
Chattanooga (TN) DMA; TN - No MSA	\$	1.93
Paducah-Cape Girardeau-Mt Vernon (KY-MO-IL) DMA; TN - No MSA	\$	0.62
Jackson (TN) DMA; TN - No MSA	\$	0.60
Memphis DMA; TN - No MSA	\$	1.74
Nashville DMA; TN - No MSA	\$	5.53
Huntsville-Decatur-Florence (AL) DMA; TN - No MSA	\$	0.24
Corpus Christi (TX) DMA; TX - No MSA	\$	1.27
Shreveport (LA) DMA; TX - No MSA	\$	1.17
Houston DMA; TX - No MSA	\$	3.10
Dallas-Ft Worth DMA; TX - No MSA	\$	4.28
Waco-Temple-Bryan (TX) DMA; TX - No MSA	\$	1.15
Wichita Falls-Lawton (TX-OK) DMA; TX - No MSA	\$	0.63
Odessa-Midland (TX) DMA; TX - No MSA	\$	1.16
Amarillo (TX) DMA; TX - No MSA	\$	1.44
Austin (TX) DMA; TX - No MSA	\$	1.10
Salt Lake City DMA; UT - No MSA	\$	6.24
Boston DMA; VT - No MSA	\$	0.74
Burlington-Plattsburgh (VT) DMA; VT - No MSA	\$	3.18
Albany-Schenectady-Troy DMA; VT - No MSA	\$	5.89
Washington, DC DMA; VA - No MSA	\$	1.81
Greensboro-High Point-Winston Salem (NC) DMA; VA - No MSA	\$	0.15
Tri Cities (KY-TN-VA) DMA; VA - No MSA	\$	1.22
Norfolk-Portsmouth-Newport News DMA; VA - No MSA	\$	0.77
Richmond-Petersburg (VA) DMA; VA - No MSA	\$	2.17
Bluefield-Beckley-Oak Hill (WV) DMA; VA - No MSA	\$	0.42
Raleigh-Durham (NC) DMA; VA - No MSA	\$	0.34
Harrisonburg (WV) DMA; VA - No MSA	\$	2.35
Roanoke-Lynchburg (VA) DMA; VA - No MSA	\$	4.74
Yakima-Pasco-Richland-Kennewick (WA) DMA; WA - No MSA	\$	0.95
Seattle-Tacoma DMA; WA - No MSA	\$	4.99

Portland (OR) DMA; WA - No MSA	\$	1.22
Spokane (WA) DMA; WA - No MSA	\$	2.56
Pittsburgh DMA; WV - No MSA	\$	1.26
Washington, DC DMA; WV - No MSA	\$	0.26
Wheeling-Steubenville (WV-OH) DMA; WV - No MSA	\$	0.19
Bluefield-Beckley-Oak Hill (WV) DMA; WV - No MSA	\$	2.67
Charleston-Huntington (WV) DMA; WV - No MSA	\$	1.55
Harrisonburg (WV) DMA; WV - No MSA	\$	0.15
Roanoke-Lynchburg (VA) DMA; WV - No MSA	\$	0.08
Parkersburg (WV) DMA; WV - No MSA	\$	0.05
Clarksburg-Weston (WV) DMA; WV - No MSA	\$	2.59
Minneapolis-St Paul DMA; WI - No MSA	\$	1.80
Milwaukee DMA; WI - No MSA	\$	2.68
Cedar Rapids-Waterloo-Dubuque (IA) DMA; WI - No MSA	\$	0.18
Green Bay-Appleton (WI) DMA; WI - No MSA	\$	5.03
Madison (WI) DMA; WI - No MSA	\$	3.44
Duluth-Superior (MN-WI) DMA; WI - No MSA	\$	0.80
La Crosse-Eau Claire (WI) DMA; WI - No MSA	\$	1.66
Wausau-Rhineland (WI) DMA; WI - No MSA	\$	4.10
Denver DMA; WY - No MSA	\$	1.26
Billings (MT) DMA; WY - No MSA	\$	0.48
Idaho Falls-Pocatello (ID) DMA; WY - No MSA	\$	0.14
Cheyenne-Scotts Bluff-Sterling (WY-NE) DMA; WY - No MSA	\$	0.12
Rapid City (SD) DMA; WY - No MSA	\$	0.49
Casper-Riverton (WY) DMA; WY - No MSA	\$	0.76
Salt Lake City DMA; WY - No MSA	\$	1.34
Chico-Redding (CA) DMA; CA - No MSA	\$	0.62
Chattanooga (TN) DMA; GA - No MSA	\$	1.21
Dothan (AL) DMA; GA - No MSA	\$	0.05
Quincy-Hannibal-Keokuk (IL-MO-IA) DMA; IL - No MSA	\$	1.82
Evansville (IN) DMA; IN - No MSA	\$	1.19
Mankato (MN) DMA; IA - No MSA	\$	0.12
Bowling Green (KY) DMA; KY - No MSA	\$	2.23
Duluth-Superior (MN-WI) DMA; MI - No MSA	\$	0.22
Biloxi-Gulfport (MS) DMA; MS - No MSA	\$	0.22
Omaha DMA; MO - No MSA	\$	0.07
Des Moines-Ames (IA) DMA; MO - No MSA	\$	0.02
Quincy-Hannibal-Keokuk (IL-MO-IA) DMA; MO - No MSA	\$	0.91
Jonesboro (AR) DMA; MO - No MSA	\$	0.07
Chattanooga (TN) DMA; NC - No MSA	\$	0.23
San Antonio DMA; TX - No MSA	\$	3.02
Lubbock (TX) DMA; TX - No MSA	\$	1.26
San Angelo (TX) DMA; TX - No MSA	\$	0.31
Abilene-Sweetwater (TX) DMA; TX - No MSA	\$	1.41
Beaumont-Port Arthur (TX) DMA; TX - No MSA	\$	0.41
Tyler-Longview (TX) DMA; TX - No MSA	\$	2.78
Laredo (TX) DMA; TX - No MSA	\$	0.06
El Paso (TX) DMA; TX - No MSA	\$	0.04
US Total	\$	2,087.38

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