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For Immediate Release

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EASTLAN EXPANSION CONTINUES WITH SEATTLE & OKC.

Buyers looking for “full” picture..

Seattle and Oklahoma City are the newest markets to begin receiving monthly Eastlan service. Eastlan, which includes all stations in its measurement, has added 9 of the 50 largest U.S. markets in the past 12 months. The first books in both markets will be published on Tuesday, June 30. Atlanta, Chicago, Cincinnati, Dallas and Houston will also be released for the first time that day.

The rapid move to impressions-based selling, both locally and nationally, has redoubled the need for affordable ratings data that demonstrates the unmatched power of radio in today’s complex audio landscape.

“Buyers remind us each day that radio still needs third-party data that underscores its importance,” remarked Eastlan President Mike Gould. “The key difference with Eastlan is it allows all users to see the strength all radio stations in each market-whether that is total impressions of a 6-week flight or the AQH rating for every station in town. Frankly, we are beginning to hear frequently from radio buyers frustrated that their current service, with stations arbitrarily excluded, is not allowing them to buy radio confidently.

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Eastlan Ratings is a privately held media-research firm headquartered in Bellevue, Washington. Eastlan Ratings was formed in 1999 and provides radio audience measurement data to markets across the United States. For more background see www.eastlanratings.com.