

Spanish Language Unit Rating

US Market Information from "2006 US Diversity Markets Report"
Published by Synovate (formerly published as "U.S. Hispanic
Market" by Strategy Research Corporation).

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