

Wild Spot Unit Rating

Source: Nielsen Media Research

Television Market Areas	Unit Weight
Atlanta	5
Baltimore	3
Birmingham	2
Boston	6
Charlotte	2
Cincinnati	2
Cleveland	4
Columbus, OH	2
Dallas-Ft. Worth	6
Denver	4
Detroit	5
Grand Rapids-Kalamzoo-B.Crk	2
Greenville-Spartanburg-Asheville-An	2
Harrisburg-Lancaster-Lebanon-York	2
Hartford-New Haven	2
Houston	5
Indianapolis	3
Kansas City	2
Mexico/Mexico City	43
Miami	4
Milwaukee	2
Minneapolis-St. Paul	4
Montreal	4
Nashville	2
Norfolk-Portsmouth-Newport News	2
Orlando-Daytona Beach	3
Philadelphia	8
Phoenix	4
Pittsburgh	3
Portland, OR	3
Puerto Rico	3
Raleigh-Durham	2
Sacramento-Stockton	3
Salt Lake City	2
San Antonio	2
San Diego	2
San Francisco	6
Seattle-Tacoma	4
St. Louis	3
Tampa-St. Petersburg	4
Toronto	7
Vancouver	3
Washington, DC	6
West Palm Beach-Ft. Pierce	2