

Spanish Language Unit Rating

US Market Information from "2008 US Diversity Markets Report"
Published by Synovate (formerly published as "U.S. Hispanic Market" by Strategy Research Corporation).

Television Market Areas	Unit Weight
Albuquerque	3
Atlanta	2
Chicago	9
Dallas-Fort Worth	8
Denver	3
El Centro/Yuma/Mexicali	4
El Paso/Juarez	10
Fresno	4
Houston	9
Laredo/Nueva Laredo	2
Los Angeles	39
Las Vegas	2
McAllen/Brownsville/Matamoros	7
Miami	17
New York	32
Orlando	2
Philadelphia	2
Phoenix	6
Sacramento	3
San Antonio	5
San Diego/Tijuana	11
San Francisco	8
Tampa	2
Washington, DC	2