

2010 Market Code Guide

Radio Markets Effective Spring 2010

Alphabetical Sequence

FREQ.	CODE	MARKET NAME
2	C	546 Abilene, TX
4		081 Akron
2	C	580 Albany, GA
4		069 Albany-Schenectady-Troy
4	A	141 Albuquerque
2	C	587 Alexandria, LA
4		145 Allentown-Bethlehem
2		219 Altoona
2	C	147 Amarillo, TX
2		315 Anchorage
2		581 Ann Arbor
2		303 Appleton-Oshkosh
2	A	221 Asheville
13	PPM	047 Atlanta
2		367 Atlantic City-Cape May
2		305 Augusta, GA
2	C	527 Augusta-Waterville, ME
4	A	135 Austin
4		143 Bakersfield
13	PPM	021 Baltimore
2		526 Bangor
4		223 Baton Rouge
2	C	531 Battle Creek, MI
2	C	149 Beaumont-Port Arthur, TX
2	C	558 Beckley, WV
2	C	436 Bend, OR
2	C	225 Billings, MT
2		533 Biloxi-Gulfport-Pascagoula
2		227 Binghamton
4	A	095 Birmingham
2	C	582 Bismarck, ND
2		323 Bloomington

FREQ.	CODE	MARKET NAME
2	C	520 Bluefield, WV
2		229 Boise
13	PPM	013 Boston
2	C	407 Bowling Green, KY
2		337 Bridgeport
2	C	513 Brunswick, GA
2	C	549 Bryan-College Station, TX
4		037 Buffalo-Niagara Falls
2		505 Burlington-Plattsburgh
2		082 Canton
2	C	530 Cape Cod, MA
2	C	369 Casper, WY
2		151 Cedar Rapids
2	C	507 Champaign, IL
4		231 Charleston, SC
2		153 Charleston, WV
4	A	093 Charlotte-Gastonia-Rock Hill
2	C	553 Charlottesville, VA
4		181 Chattanooga
2	C	560 Cheyenne, WY
13	PPM	005 Chicago
2	C	508 Chico, CA
13	PPM	031 Cincinnati
13	PPM	019 Cleveland
4		233 Colorado Springs
2	C	564 Columbia, MO
4		183 Columbia, SC
2		235 Columbus, GA
4	A	045 Columbus, OH
2	C	405 Columbus-Starkville-West Point, MS

FREQ.	CODE	MARKET NAME
2		426 Concord (Lakes Region)
2		155 Corpus Christi
13	PPM	024 Dallas-Ft. Worth
2	C	593 Danbury, CT
4		067 Dayton
2	A	341 Daytona Beach
2	C	499 Decatur, IL
13	PPM	035 Denver-Boulder
4		071 Des Moines
13	PPM	011 Detroit
2	C	501 Dothan, AL
2	C	570 Dubuque, IA
2		159 Duluth-Superior
2	C	586 Eau Claire, WI
4		161 El Paso
2	C	557 Elmira-Corning, NY
2		239 Erie
2		241 Eugene-Springfield
2		185 Evansville
2		187 Fargo-Moorhead
2	C	503 Fayetteville (North West Arkansas)
2		359 Fayetteville, NC
2	C	412 Flagstaff-Prescott, AZ
2		163 Flint
2	C	554 Florence, SC
2	C	404 Florence-Muscle Shoals, AL
2	C	528 Frederick, MD
2		416 Fredericksburg
4		089 Fresno

Alphabetical Sequence *(continued)*

FREQ.	CODE	MARKET NAME
2	C	590 Ft. Collins-Greeley, CO
2		515 Ft. Myers-Naples-Marco Island
2	A	517 Ft. Pierce-Stuart-Vero Beach
2	C	589 Ft. Smith, AR
2	C	391 Ft. Walton Beach-Destin, FL
2		165 Ft. Wayne
4		550 Gainesville-Ocala
2	C	572 Grand Forks, ND-MN
2	C	381 Grand Island-Kearney, NE
2	C	511 Grand Junction, CO
4	A	127 Grand Rapids
2		245 Green Bay
4	A	166 Greensboro-Winston-Salem-High Point
4		361 Greenville-New Bern-Jacksonville
4	A	191 Greenville-Spartanburg
2	C	524 Hagerstown-Chambersburg-Waynesboro, MD-PA
4	A	119 Harrisburg-Lebanon-Carlisle
2	C	519 Harrisonburg, VA
4	A	061 Hartford-New Britain-Middletown
2	C	423 Hilton Head, SC
4		099 Honolulu
2	C	383 Hot Springs, AR
13	PPM	033 Houston-Galveston
2		193 Huntington-Ashland
4		327 Huntsville
4	A	049 Indianapolis
4		169 Jackson, MS
2	C	289 Jackson, TN
4	A	107 Jacksonville
4		345 Johnson City-Kingsport-Bristol
2	C	497 Jonesboro, AR
2	C	534 Joplin, MO
2	A	251 Kalamazoo

FREQ.	CODE	MARKET NAME
2	C	440 Kalispell-Flathead Valley, MT
13	PPM	041 Kansas City
2	C	562 Killeen-Temple, TX
4		121 Knoxville
2	C	559 La Crosse, WI
2		595 Lafayette, IN
2		253 Lafayette, LA
2	C	584 Lake Charles, LA
2		311 Lakeland-Winter Haven
2	A	255 Lancaster
4		195 Lansing-East Lansing
2	C	506 Laredo, TX
2	C	441 Las Cruces, NM
13	PPM	257 Las Vegas
2	C	425 LaSalle-Peru, IL
2	C	522 Laurel-Hattiesburg, MS
2	C	599 Lawton, OK
2		430 Lebanon-Rutland-White River Junction
2	C	529 Lewiston-Auburn, ME
2		259 Lexington-Fayette
2	C	576 Lima, OH
2		261 Lincoln
4		123 Little Rock
13	PPM	003 Los Angeles
4	A	055 Louisville
2		263 Lubbock
2	C	439 Lufkin-Nacogdoches, TX
2		265 Macon
4		171 Madison
2		267 Manchester
2	C	402 Mankato-New Ulm-St. Peter, MN
2	C	403 Mason City, IA
2		269 McAllen-Brownsville-Harlingen
2	C	339 Medford-Ashland, OR
2	A	331 Melbourne-Titusville-Cocoa
4	A	075 Memphis

FREQ.	CODE	MARKET NAME
2	C	536 Merced, CA
2	C	588 Meridian, MS
13	PPM	429 Miami-Ft. Lauderdale-Hollywood
13	PPM	413 Middlesex-Somerset-Union
4	A	043 Milwaukee-Racine
13	PPM	027 Minneapolis-St. Paul
4		133 Mobile
2		343 Modesto
2		516 Monmouth-Ocean
2	C	585 Monroe, LA
4		283 Monterey-Salinas-Santa Cruz
2		173 Montgomery
2		432 Montpelier-Barre-St. Johnsbury
2	C	555 Morgantown-Clarksburg-Fairmont, WV
2	C	565 Morristown, NJ
2	C	422 Muncie-Marion, IN
2	C	566 Muskegon, MI
2	C	510 Myrtle Beach, SC
4	A	073 Nashville
13	PPM	321 Nassau-Suffolk (Long Island)
2	C	365 New Bedford-Fall River, MA
2	A	062 New Haven
2	C	563 New London, CT
4		053 New Orleans
13	PPM	001 New York
2	C	542 Newburgh-Middletown, NY (Mid-Hudson Valley)
4	A	109 Norfolk-Virginia Beach-Newport News
2	C	561 Odessa-Midland, TX
4	A	083 Oklahoma City
2	C	421 Olean, NY
4		085 Omaha-Council Bluffs
4	A	131 Orlando
2		594 Oxnard-Ventura



Alphabetical Sequence *(continued)*

FREQ.	CODE	MARKET NAME
2	592	Palm Springs
2	C 573	Panama City, FL
2	C 539	Parkersburg-Marietta, WV-OH
2	317	Pensacola
2	137	Peoria
13 PPM	007	Philadelphia
13 PPM	057	Phoenix
13 PPM	023	Pittsburgh, PA
2	197	Portland, ME
13 PPM	051	Portland, OR
2	247	Portsmouth-Dover-Rochester
2	C 518	Poughkeepsie, NY
4	077	Providence-Warwick-Pawtucket
2	353	Pueblo
4	540	Puerto Rico
2	157	Quad Cities (Davenport-Rock Island-Moline)
4	A 115	Raleigh-Durham
2	C 545	Rapid City, SD
2	C 273	Reading, PA
2	C 509	Redding, CA
2	275	Reno
4	105	Richmond
13 PPM	379	Riverside-San Bernardino
2	277	Roanoke-Lynchburg
2	C 532	Rochester, MN
4	079	Rochester, NY
2	279	Rockford
2	C 438	Rocky Mount-Wilson, NC
13 PPM	065	Sacramento
2	281	Saginaw-Bay City-Midland
2	C 387	Salina-Manhattan, KS
2	271	Salisbury-Ocean City
13 PPM	101	Salt Lake City-Ogden-Provo
2	C 548	San Angelo, TX
13 PPM	059	San Antonio

FREQ.	CODE	MARKET NAME
13 PPM	063	San Diego
13 PPM	009	San Francisco
13 PPM	215	San Jose
2	C 556	San Luis Obispo, CA
2	C 591	Santa Barbara, CA
2	C 567	Santa Maria-Lompoc, CA
2	574	Santa Rosa
2	373	Sarasota-Bradenton
2	285	Savannah
13 PPM	039	Seattle-Tacoma
2	C 409	Sebring, FL
2	C 418	Sheboygan, WI
4	111	Shreveport
2	C 523	Sioux City, IA
2	287	South Bend
4	177	Spokane
4	117	Springfield, MA
2	203	Springfield, MO
2	C 575	St. Cloud, MN
13 PPM	017	St. Louis
2	C 547	Stamford-Norwalk, CT
2	291	Stockton
2	C 434	Sunbury-Selinsgrove-Lewisburg, PA
2	C 579	Sussex, NJ
4	091	Syracuse
2	333	Tallahassee
13 PPM	087	Tampa-St. Petersburg-Clearwater
2	307	Terre Haute
2	C 512	Texarkana, TX-AR
4	097	Toledo
2	205	Topeka
2	C 535	Traverse City-Petoskey, MI
2	537	Trenton
2	C 371	Tri-Cities, WA (Richland-Kennewick-Pasco)
4	207	Tucson
4	103	Tulsa

FREQ.	CODE	MARKET NAME
2	C 543	Tupelo, MS
2	C 596	Tuscaloosa, AL
2	C 442	Twin Falls (Sun Valley), ID
2	502	Tyler-Longview
2	295	Utica-Rome
2	C 433	Valdosta, GA
2	419	Victor Valley
2	293	Visalia-Tulare-Hanford
2	C 309	Waco, TX
13 PPM	015	Washington, DC
2	297	Waterloo-Cedar Falls
2	C 577	Watertown, NY
2	C 597	Wausau-Stevens Point, WI (Central WI)
2	C 385	Wenatchee, WA
4	A 299	West Palm Beach-Boca Raton
2	179	Wheeling
4	125	Wichita
2	C 209	Wichita Falls, TX
4	175	Wilkes Barre-Scranton
2	C 578	Williamsport, PA
2	139	Wilmington, DE
2	377	Wilmington, NC
2	C 569	Winchester, VA
2	113	Worcester
2	C 325	Yakima, WA
4	A 301	York
2	129	Youngstown-Warren



Numerical Sequence

FREQ.	CODE	MARKET NAME
13	PPM 001	New York
13	PPM 003	Los Angeles
13	PPM 005	Chicago
13	PPM 007	Philadelphia
13	PPM 009	San Francisco
13	PPM 011	Detroit
13	PPM 013	Boston
13	PPM 015	Washington, DC
13	PPM 017	St. Louis
13	PPM 019	Cleveland
13	PPM 021	Baltimore
13	PPM 023	Pittsburgh, PA
13	PPM 024	Dallas-Ft. Worth
13	PPM 027	Minneapolis-St. Paul
13	PPM 031	Cincinnati
13	PPM 033	Houston-Galveston
13	PPM 035	Denver-Boulder
4	037	Buffalo-Niagara Falls
13	PPM 039	Seattle-Tacoma
13	PPM 041	Kansas City
4	A 043	Milwaukee-Racine
4	A 045	Columbus, OH
13	PPM 047	Atlanta
4	A 049	Indianapolis
13	PPM 051	Portland, OR
4	053	New Orleans
4	A 055	Louisville
13	PPM 057	Phoenix
13	PPM 059	San Antonio
4	A 061	Hartford-New Britain-Middletown
2	A 062	New Haven
13	PPM 063	San Diego
13	PPM 065	Sacramento
4	067	Dayton
4	069	Albany-Schenectady-Troy
4	071	Des Moines
4	A 073	Nashville
4	A 075	Memphis

FREQ.	CODE	MARKET NAME
4	077	Providence-Warwick-Pawtucket
4	079	Rochester, NY
4	081	Akron
2	082	Canton
4	A 083	Oklahoma City
4	085	Omaha-Council Bluffs
13	PPM 087	Tampa-St. Petersburg-Clearwater
4	089	Fresno
4	091	Syracuse
4	A 093	Charlotte-Gastonia-Rock Hill
4	A 095	Birmingham
4	097	Toledo
4	099	Honolulu
13	PPM 101	Salt Lake City-Ogden-Provo
4	103	Tulsa
4	105	Richmond
4	A 107	Jacksonville
4	A 109	Norfolk-Virginia Beach-Newport News
4	111	Shreveport
2	113	Worcester
4	A 115	Raleigh-Durham
4	117	Springfield, MA
4	A 119	Harrisburg-Lebanon-Carlisle
4	121	Knoxville
4	123	Little Rock
4	125	Wichita
4	A 127	Grand Rapids
2	129	Youngstown-Warren
4	A 131	Orlando
4	133	Mobile
4	A 135	Austin
2	137	Peoria
2	139	Wilmington, DE
4	A 141	Albuquerque
4	143	Bakersfield

FREQ.	CODE	MARKET NAME
4	145	Allentown-Bethlehem
2	C 147	Amarillo, TX
2	C 149	Beaumont-Port Arthur, TX
2	151	Cedar Rapids
2	153	Charleston, WV
2	155	Corpus Christi
2	157	Quad Cities (Davenport-Rock Island-Moline)
2	159	Duluth-Superior
4	161	El Paso
2	163	Flint
2	165	Ft. Wayne
4	A 166	Greensboro-Winston-Salem-High Point
4	169	Jackson, MS
4	171	Madison
2	173	Montgomery
4	175	Wilkes Barre-Scranton
4	177	Spokane
2	179	Wheeling
4	181	Chattanooga
4	183	Columbia, SC
2	185	Evansville
2	187	Fargo-Moorhead
4	A 191	Greenville-Spartanburg
2	193	Huntington-Ashland
4	195	Lansing-East Lansing
2	197	Portland, ME
2	203	Springfield, MO
2	205	Topeka
4	207	Tucson
2	C 209	Wichita Falls, TX
13	PPM 215	San Jose
2	219	Altoona
2	A 221	Asheville
4	223	Baton Rouge
2	C 225	Billings, MT
2	227	Binghamton
2	229	Boise
4	231	Charleston, SC



Numerical Sequence *(continued)*

FREQ.	CODE	MARKET NAME
4	233	Colorado Springs
2	235	Columbus, GA
2	239	Erie
2	241	Eugene-Springfield
2	245	Green Bay
2	247	Portsmouth-Dover-Rochester
2	A 251	Kalamazoo
2	253	Lafayette, LA
2	A 255	Lancaster
13 PPM	257	Las Vegas
2	259	Lexington-Fayette
2	261	Lincoln
2	263	Lubbock
2	265	Macon
2	267	Manchester
2	269	McAllen-Brownsville-Harlingen
2	271	Salisbury-Ocean City
2	C 273	Reading, PA
2	275	Reno
2	277	Roanoke-Lynchburg
2	279	Rockford
2	281	Saginaw-Bay City-Midland
4	283	Monterey-Salinas-Santa Cruz
2	285	Savannah
2	287	South Bend
2	C 289	Jackson, TN
2	291	Stockton
2	293	Visalia-Tulare-Hanford
2	295	Utica-Rome
2	297	Waterloo-Cedar Falls
4	A 299	West Palm Beach-Boca Raton
4	A 301	York
2	303	Appleton-Oshkosh
2	305	Augusta, GA
2	307	Terre Haute
2	C 309	Waco, TX
2	311	Lakeland-Winter Haven

FREQ.	CODE	MARKET NAME
2	315	Anchorage
2	317	Pensacola
13 PPM	321	Nassau-Suffolk (Long Island)
2	323	Bloomington
2	C 325	Yakima, WA
4	327	Huntsville
2	A 331	Melbourne-Titusville-Cocoa
2	333	Tallahassee
2	337	Bridgeport
2	C 339	Medford-Ashland, OR
2	A 341	Daytona Beach
2	343	Modesto
4	345	Johnson City-Kingsport-Bristol
2	353	Pueblo
2	359	Fayetteville, NC
4	361	Greenville-New Bern-Jacksonville
2	C 365	New Bedford-Fall River, MA
2	367	Atlantic City-Cape May
2	C 369	Casper, WY
2	C 371	Tri-Cities, WA (Richland-Kennewick-Pasco)
2	373	Sarasota-Bradenton
2	377	Wilmington, NC
13 PPM	379	Riverside-San Bernardino
2	C 381	Grand Island-Kearney, NE
2	C 383	Hot Springs, AR
2	C 385	Wenatchee, WA
2	C 387	Salina-Manhattan, KS
2	C 391	Ft. Walton Beach-Destin, FL
2	C 402	Mankato-New Ulm-St. Peter, MN
2	C 403	Mason City, IA
2	C 404	Florence-Muscle Shoals, AL
2	C 405	Columbus-Starkville-West Point, MS
2	C 407	Bowling Green, KY

FREQ.	CODE	MARKET NAME
2	C 409	Sebring, FL
2	C 412	Flagstaff-Prescott, AZ
13 PPM	413	Middlesex-Somerset-Union
2	416	Fredericksburg
2	C 418	Sheboygan, WI
2	419	Victor Valley
2	C 421	Olean, NY
2	C 422	Muncie-Marion, IN
2	C 423	Hilton Head, SC
2	C 425	LaSalle-Peru, IL
2	426	Concord (Lakes Region)
13 PPM	429	Miami-Ft. Lauderdale-Hollywood
2	430	Lebanon-Rutland-White River Junction
2	432	Montpelier-Barre-St. Johnsbury
2	C 433	Valdosta, GA
2	C 434	Sunbury-Selinsgrove-Lewisburg, PA
2	C 436	Bend, OR
2	C 438	Rocky Mount-Wilson, NC
2	C 439	Lufkin-Nacogdoches, TX
2	C 440	Kalispell-Flathead Valley, MT
2	C 441	Las Cruces, NM
2	C 442	Twin Falls (Sun Valley), ID
2	C 497	Jonesboro, AR
2	C 499	Decatur, IL
2	C 501	Dothan, AL
2	502	Tyler-Longview
2	C 503	Fayetteville (North West Arkansas)
2	505	Burlington-Plattsburgh
2	C 506	Laredo, TX
2	C 507	Champaign, IL
2	C 508	Chico, CA
2	C 509	Redding, CA
2	C 510	Myrtle Beach, SC
2	C 511	Grand Junction, CO
2	C 512	Texarkana, TX-AR



Numerical Sequence *(continued)*

FREQ.	CODE	MARKET NAME
2	C	513 Brunswick, GA
2		515 Ft. Myers-Naples-Marco Island
2		516 Monmouth-Ocean
2	A	517 Ft. Pierce-Stuart-Vero Beach
2	C	518 Poughkeepsie, NY
2	C	519 Harrisonburg, VA
2	C	520 Bluefield, WV
2	C	522 Laurel-Hattiesburg, MS
2	C	523 Sioux City, IA
2	C	524 Hagerstown-Chambersburg-Waynesboro, MD-PA
2		526 Bangor
2	C	527 Augusta-Waterville, ME
2	C	528 Frederick, MD
2	C	529 Lewiston-Auburn, ME
2	C	530 Cape Cod, MA
2	C	531 Battle Creek, MI
2	C	532 Rochester, MN
2		533 Biloxi-Gulfport-Pascagoula
2	C	534 Joplin, MO
2	C	535 Traverse City-Petoskey, MI
2	C	536 Merced, CA
2		537 Trenton
2	C	539 Parkersburg-Marietta, WV-OH
4		540 Puerto Rico
2	C	542 Newburgh-Middletown, NY (Mid-Hudson Valley)
2	C	543 Tupelo, MS
2	C	545 Rapid City, SD
2	C	546 Abilene, TX
2	C	547 Stamford-Norwalk, CT
2	C	548 San Angelo, TX
2	C	549 Bryan-College Station, TX
4		550 Gainesville-Ocala
2	C	553 Charlottesville, VA
2	C	554 Florence, SC
2	C	555 Morgantown-Clarksburg-

FREQ.	CODE	MARKET NAME
		Fairmont, WV
2	C	556 San Luis Obispo, CA
2	C	557 Elmira-Corning, NY
2	C	558 Beckley, WV
2	C	559 La Crosse, WI
2	C	560 Cheyenne, WY
2	C	561 Odessa-Midland, TX
2	C	562 Killeen-Temple, TX
2	C	563 New London, CT
2	C	564 Columbia, MO
2	C	565 Morristown, NJ
2	C	566 Muskegon, MI
2	C	567 Santa Maria-Lompoc, CA
2	C	569 Winchester, VA
2	C	570 Dubuque, IA
2	C	572 Grand Forks, ND-MN
2	C	573 Panama City, FL
2		574 Santa Rosa
2	C	575 St. Cloud, MN
2	C	576 Lima, OH
2	C	577 Watertown, NY
2	C	578 Williamsport, PA
2	C	579 Sussex, NJ
2	C	580 Albany, GA
2		581 Ann Arbor
2	C	582 Bismarck, ND
2	C	584 Lake Charles, LA
2	C	585 Monroe, LA
2	C	586 Eau Claire, WI
2	C	587 Alexandria, LA
2	C	588 Meridian, MS
2	C	589 Ft. Smith, AR
2	C	590 Ft. Collins-Greeley, CO
2	C	591 Santa Barbara, CA
2		592 Palm Springs
2	C	593 Danbury, CT
2		594 Oxnard-Ventura
2		595 Lafayette, IN
2	C	596 Tuscaloosa, AL

FREQ.	CODE	MARKET NAME
2	C	597 Wausau-Stevens Point, WI (Central WI)
2	C	599 Lawton, OK



Ethnic Reports

Black

Winter/Spring & Summer/Fall

CODE	MARKET NAME
914	Columbus, OH
918	Dayton
919	Indianapolis
920	Louisville
921	Nashville
922	New Orleans
923	Birmingham
924	Charlotte-Gastonia-Rock Hill
925	Memphis
926	Richmond
927	Jacksonville
929	Norfolk-Virginia Beach-Newport News
930	Raleigh-Durham
931	Baton Rouge
932	Greensboro-Winston Salem-High Point
933	Charleston, SC
938	Jackson, MS
944	Columbia, SC
945	Greenville-New Bern-Jacksonville
948	Mobile
951	Shreveport

Fall/Winter/Spring

CODE	MARKET NAME
935	Buffalo-Niagara Falls
936	Chattanooga
937	Greenville-Spartanburg
939	Milwaukee-Racine
940	Orlando
943	Toledo
946	Huntsville
947	Little Rock

13 Survey Periods

CODE	MARKET NAME
901	New York
902	Los Angeles
903	Chicago
904	Philadelphia
906	Detroit
907	St. Louis
908	Washington, DC
909	Baltimore
911	Cleveland
912	Dallas-Ft. Worth
913	Houston-Galveston
916	Miami-Ft. Lauderdale-Hollywood
917	Atlanta

Hispanic

Winter/Spring & Summer/Fall

CODE	MARKET NAME
781	Albuquerque
783	Bakersfield
835	Austin
845	Orlando
850	El Paso
861	Fresno
862	Monterey-Salinas-Santa Cruz
865	Tucson

Fall/Spring or Spring/Fall

CODE	MARKET NAME
747	Corpus Christi
749	Laredo, TX
773	Visalia-Tulare-Hanford
775	Oxnard-Ventura
849	McAllen-Brownsville-Harlingen

13 Survey Periods

CODE	MARKET NAME
745	Washington, DC
784	Denver-Boulder
809	Riverside-San Bernardino
814	San Antonio
819	New York
831	Las Vegas
827	Miami-Ft. Lauderdale-Hollywood
842	Los Angeles
846	Dallas-Ft. Worth
848	Houston-Galveston
852	Chicago
859	San Diego
860	San Francisco
864	Phoenix
878	Sacramento
879	San Jose

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