

# Your Arbitron PPM Passport to Media Planning and Buying in an Electronic Measurement World

*Arbitron's PPM Passport Training Program has been expanded and updated to meet the evolving needs of both new and seasoned PPM buyers.*

There are now 48 radio markets measured with the Arbitron Portable People Meter™ (PPM™) system. Understanding how your agency can gain the most from the insights that electronic measurement offers is your passport to delivering successful campaigns for your clients.

Arbitron's PPM Passport Training Program has been expanded and updated to meet the evolving needs of both new and seasoned PPM buyers. The Passport courses go beyond the basics and delve into the insights about consumers' listening habits revealed by the PPM service. Planners and buyers new to the PPM service—as well as those who already hold a PPM Passport—will find value in this program.

Once you attain the Arbitron PPM Passport, you will be:

- Better prepared to plan and buy in a PPM world
- Up-to-date on how PPM has evolved since it was introduced in 2007
- More in tune with today's radio listeners

To receive your PPM Passport, you need only complete the Core PPM 101 session and two of seven elective classes. After attending these live Web training sessions, you will receive a certificate of completion.

You will receive an electronic badge for your agency's Web site, which will show your clients that you are on the forefront of media planning and buying.



# Your Arbitron PPM Passport Sessions



## Core Session

A pre-requisite for anyone new to PPM ratings.

### PPM 101: Understanding the Basics

Learn how the PPM methodology is implemented and the differences that occur in the data as markets shift from Diary to PPM ratings. For those new to the PPM service or those who'd like a refresher.



## Elective Sessions

You must attend TWO of the following seven sessions. Be sure to choose sessions that are the most relevant to you and your agency. Returning PPM Passport participants will not only benefit from the new courses, but will also find useful information in all of the Passport classes. All sessions are 30-45 minutes in length.

### PPM 201: The Evolution of the PPM Service

**New** Arbitron is continuously improving the PPM service, and this newly developed course focuses on the updated procedures and system enhancements. You'll learn how the PPM methodology and technology have evolved.

### PPM 202: Discoveries—PPM Data Exposed

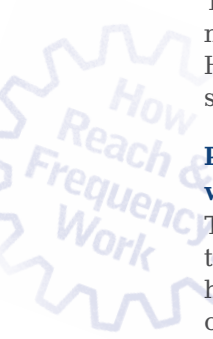
With PPM data, there are additional estimates to discover and use beyond the standard AQH ranker. This course explores the PPM estimates you'll find most useful in planning and buying.

### PPM 203: Insights to Hispanic and Black PPM Data

This course reviews the effect that PPM measurement has on the data from Black and Hispanic radio audiences. The radio listening similarities of these audiences is also explored.

### PPM 204: Dynamics of Reach and Frequency with PPM Ratings

This course starts by discussing the fundamentals of reach and frequency and then details how PPM data are changing the understanding of radio's reach and frequency and how to increase it.



### PPM 301: The Future of Arbitron Ratings Measurement

**New** This course highlights the future of electronic measurement and reveals how the PPM system can measure more than radio listening. Learn what Arbitron is cooking up, including the new design and features of the Portable People Meter.

### PPM 302: Software and Data Reports in PPM Analysis Tool<sup>SM</sup>

For respondent-level data (RLD) subscribers only. Learn how to build rankers and analyze the rich and detailed respondent-level data provided by the PPM service.

### PPM 303: Scheduling With RLD in PPM Analysis Tool

For respondent-level data (RLD) subscribers only. Learn the steps needed to build a radio schedule in the PPM Analysis Tool using respondent-level data.



#### Securing Your PPM Passport Is Easy

1. Log in to [www.arbitrontraining.com](http://www.arbitrontraining.com).
2. Click the PPM Passport link in the middle of the page.
3. Select the session you want to participate in.
4. Click the link to register for the session.  
*Be sure to select the option that you want the course to count toward the PPM Passport Training Program.*
5. Once registered, you will receive a confirmation e-mail with instructions for your upcoming sessions.

Be among those who have the passport to successful media planning and buying with PPM ratings.

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PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.



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