

Market Coverage

Top Markets for TruckSide Advertising

Metropolitan Statistical Area / Gross Rating Point Allotment

Rank	MSA	Population Age 18+	Daily Effective Circulation (DEC)	Showing Size ¹				Avg. Travel Time to Work	Population Density (persons/mi ²)
				#100	#75	#50	#25		
1	New York	5,676,000	58,111	98	73	49	24	35.1	4,205
2	Los Angeles	5,102,000	56,020	91	68	46	23	28.8	5,600
3	Chicago	5,093,000	40,321	126	95	63	32	31.1	2,915
4	Philadelphia	3,666,000	45,430	81	61	40	20	28.0	3,315
5	San Francisco/ San Jose	3,878,000	46,510	83	63	42	21	29.4	3,210
6	Boston	2,998,000	43,210	69	52	35	17	28.4	2,610
7	Washington, D.C.	3,107,000	39,712	78	59	39	20	32.7	3,455
8	Dallas/ Ft. Worth	3,130,000	43,219	72	54	36	18	27.4	1,980
9	Detroit	3,756,000	38,135	99	74	49	25	26.5	3,060
10	Atlanta	2,458,000	38,140	64	48	32	16	31.2	1,640
11	Houston	3,047,000	42,410	72	54	36	18	28.8	1,940
12	Seattle	1,938,000	39,015	50	37	25	12	27.7	2,285
13	Cleveland	2,169,000	32,472	67	50	33	17	24.3	2,285
14	Minneapolis/ St. Paul	2,238,000	38,116	59	44	29	15	23.6	2,005
15	Tampa/ Sarasota	1,640,000	34,242	48	36	24	12	25.6	1,460
16	Miami/ Ft. Lauderdale	2,753,000	46,319	59	45	30	15	28.9	4,055
17	Phoenix	2,328,000	43,127	54	40	27	13	26.1	2,320
18	Denver	1,758,000	37,623	47	35	23	12	26.0	2,275
19	Pittsburgh	1,918,000	32,341	59	44	30	15	25.3	1,770
20	Sacramento/ Modesto	1,218,000	40,132	30	23	15	8	25.9	3,400
21	St. Louis	2,008,000	38,361	52	39	26	13	25.5	2,895
22	Orlando/ Melbourne	1,043,000	34,369	30	23	15	8	26.9	1,845

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23	Baltimore	2,133,000	39,025	55	41	27	14	29.8	4,055
24	Portland	1,263,000	34,001	37	28	19	9	24.3	3,030
25	Indianapolis	988,000	29,020	34	26	17	9	23.9	2,060
26	San Diego	2,553,000	48,166	53	40	27	13	25.3	3,345
27	Cincinnati	1,253,000	31,783	39	30	20	10	24.3	1,945
28	Milwaukee	1,238,000	33,236	37	28	19	9	22.1	2,375
29	Hartford	623,000	27,898	22	17	11	6	22.5	1,695
30	Charlotte	558,000	33,148	17	13	8	4	26.1	2,087
31	Salt Lake City	1,219,000	34,149	36	27	18	9	21.9	2,280
32	Las Vegas	1,234,000	38,115	32	24	16	8	24.3	4,140
33	Raleigh/Durham	848,000	28,480	30	22	15	7	24.9	2,566
34	Kansas City	1,548,000	48,220	32	24	16	8	22.8	1,420
35	Nashville	1,568,000	38,262	41	31	20	10	25.8	1,175
36	Columbus	616,000	26,853	23	17	11	6	23.2	2,145
37	San Antonio	1,203,000	40,390	30	22	15	7	25.0	2,500
38	Grand Rapids	738,000	41,250	18	13	9	4	20.3	1,955
39	Memphis	786,000	25,425	31	23	15	8	24.5	2,320
40	Louisville	988,000	45,750	22	16	11	5	22.8	2,050

Sources Used for Data Compilation

Traffic Audit Bureau (TAB) Audited Reports and Verification of Information for Fleet Side Advertising

2000 US Census

2001 TTI, "Urban Mobility Study"

2001 Arbitron, "Average Travel Time to Work Study"

¹ Allotments for GRP showing size reflect 20 day GRPs

 www.mobileadgroup.com/markets