

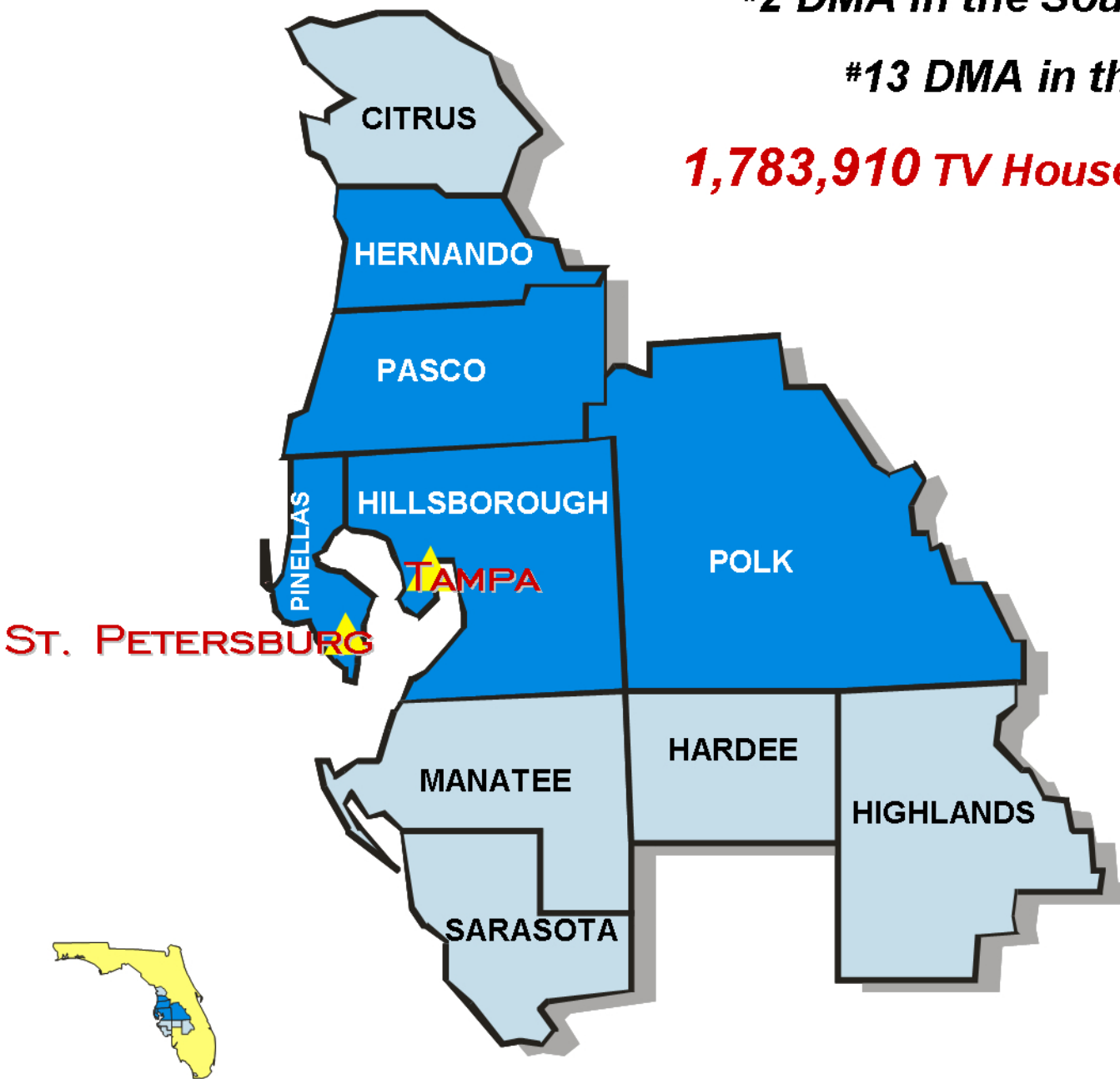
TAMPA – ST. PETERSBURG (SARASOTA) DMA

#1 DMA in Florida

#2 DMA in the Southeast

#13 DMA in the U.S.

1,783,910 TV Households



Source: Nielsen Media Research, Sep2007.

TAMPA BAY'S



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