

Wild Spot Unit Rating

Sources: Nielsen Media Research, SNL Kagan

Television Market Areas	2016 Unit Weight
Atlanta	6
Austin	2
Baltimore	3
Boston	6
Charlotte	3
Cincinnati	2
Cleveland	4
Columbus, OH	2
Dallas-Fort Worth	7
Denver	4
Detroit	5
Grand Rapids-Kalamazoo-Battle Creek	2
Greenville-Spartanburg-Asheville-Anderson, NC	2
Hartford-New Haven	2
Houston	6
Indianapolis	3
Kansas City	2
Las Vegas	2
Mexico/Mexico City	49
Miami	4
Milwaukee	2
Minneapolis - St. Paul	4
Montreal	5
Nashville	2
Norfolk-Portsmouth-Newport News	2
Oklahoma City	2
Orlando-Daytona Beach	4
Philadelphia	8
Phoenix	5
Pittsburgh	3
Portland, OR	3
Puerto Rico	3
Raleigh-Durham	3
Sacramento-Stockton	3
Salt Lake City	2
San Antonio	2
San Diego	3
San Francisco	7
Seattle-Tacoma	5
St. Louis	3
Tampa-St. Petersburg	5
Toronto	8
Vancouver, B.C.	3
Washington, D.C.	6
West Palm Beach - Ft. Pierce	2