

HOW DOES ARBITRON SELL PHONES?



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We've made it easier than ever for you to sell to mobile service providers and retailers in your local market. We're providing you with new local consumer insights—including information about people who plan to buy a new cell phone—for all Diary markets. Visit us at arbitron.com/wehearyou to learn about training programs and other tools that will help you sell radio to mobile phone retailers and a host of other advertisers.

WE HEAR YOU

