

Data Availability

			FINAL SPEND	PRELIMINARY SPEND	UNITS	CREATIVES	RATINGS/ IMPRESSIONS
TELEVISION	National	Network TV	3-4 weeks after month	1-2 Days	1-2 Days	1-2 Days	NTI: 3-4 weeks NTI-Refresh, NHTI: 12-14 wks
	Local	Spot TV	3-4 weeks after month	Prelim: 1-2 Days Unadj: 1 wk after end of wk	1-2 Days	1-2 Days	NSI, NHTI: 1-2 wks NSI, NHTI Refresh: 12-14 wks
	National	Spanish Lang Net TV	3-4 weeks after month	1-2 Days	1-2 Days	1-2 Days	NHTI: 3-4 weeks NHTI Refresh: 12-14 wks
	National	Cable TV	3-4 weeks after month	1-2 Days	1-2 Days	1-2 Days	NHTI: 3-4 weeks
	National	Syndication	3-4 weeks after month	1-2 Days	Prelim: 1-2 days Final: 7 days after week	1-2 Days	NHTI: 3-4 weeks NSS Refresh: 12-14 weeks
	National	AVOD (Ad-Supported Video On Demand)	3-4 weeks after month	na	Prelim: 2-3 days Final: 7 days after week	2-3 Days	na
DIGITAL	National (Local Sites)	Internet Display	2-3 weeks after month	2-3 Days	Next Day	Next Day	Prelim: 2-3 days Final: 2-3 weeks after month
	National (Local Sites)	Online Video	2-3 weeks after month	2-3 Days	Next Day	Next Day	Prelim: Next day Final: 2-3 weeks after month
	National (Local Sites)	Mobile Web	2-3 weeks after month	2-3 Days	Next Day	Next Day	Prelim: 2-3 days Final: 2-3 weeks after month
	National (Local Sites)	Mobile Web Video	2-3 weeks after month	2-3 Days	Next Day	Next Day	Prelim: 2-3 days Final: 2-3 weeks after month
	National (Local Sites)	Mobile App	2-3 weeks after month	2-3 Days	Next Day	Next Day	Prelim: 2-3 days Final: 2-3 weeks after month
	National	Internet Search	3-4 weeks after month	na	na	na	na
	National	Social	2-3 weeks after month	2 Days	1-2 Days	Next Day	Prelim: 3-4 days Final: 2-3 weeks after month
RADIO	National	Network Radio	5 weeks after month	na	na	na	na
	Local	Local Radio	1-2 weeks after month	2-3 Days	2-3 days	2-3 days	na
	Local	National Spot Radio	8-10 weeks after month	na	na	na	na
PRINT	National	Magazines	1 week after month	By title as received, incomplete until finalized	1 week after month	2 weeks after month	MRI Est: 1 week after month Final: 14-16 weeks after month
	National	Sunday Magazine	1 week after month	By title as received, incomplete until finalized	1 week after month	2 weeks after month	MRI Est: 1 week after month Final: 14-16 weeks after month
	Local	Local Magazines	1 week after month	By title as received, incomplete until finalized	1 week after month	2 weeks after month	na
	National	Hispanic Magazines	1 week after month	By title as received, incomplete until finalized	1 week after month	2 weeks after month	na
	National	B-to-B Magazines	6-8 weeks after month	na	6-8 weeks after month	na	na
	Local	Newspapers	4 weeks after month	By title as received, incomplete until finalized	4 weeks after month	4 weeks after month	na
	Local	Hispanic Newspapers	4 weeks after month	By title as received, incomplete until finalized	4 weeks after month	na	na
OOH	Local	Outdoor	5-8 weeks after month	na	na	na	na
	National	Cinema	3-4 weeks after month	na	na	3-4 Days	3-4 Days