

Market

Atlanta

| Agencies | Routing code | Reps | Dare? | Office Code |
|-------------------------|--------------|-------------|-------|-------------|
| Bates | BS AT | ABC | No | AT |
| Carat | UB AT | Adam Young | Yes | AT |
| Starcom MediaVest Group | GMPAT | Blair | Yes | AT |
| Initiative Media | IM AT | VSS | Yes | AT |
| Media Management | MMINY | Continental | Yes | AT |
| Mindshare | H7 AT | Eagle | Yes | AT |
| OMD | OMDAT | Fox | Yes | AT |
| OMD - for BBDO Clients | OMBAT | HRP | Yes | AT |
| OMD - for DDB Clients | OMNAT | Millenium | Yes | AT |
| PHD | PHDAT | MMT | Yes | AT |
| Rubin Postaer | RP AT | NBC | Yes | AT |
| Team Detroit | TDFAT | NBC Paxson | No | AT |
| The Media Edge | TMEAT | Paxson | No | AT |
| Vizeum | VIZNY | Petry | Yes | AT |
| Zenith | ZE AT | Telemundo | No | NY |
| | | Telerep | Yes | AT |
| | | Univision | Yes | AT |

Boston

| Agencies | Routing code | Reps | DARE? | Office code |
|----------------------------|--------------|-------------|-------|-------------|
| Arnold Communications | AMPBO | ABC | No | BO |
| Arnold/MPG | MPABO | Adam Young | Yes | BO |
| Initiative Media | IM BO | Blair | Yes | BO |
| Media Planning Group (MPG) | MPGBO | VSS | Yes | BO |
| Mullen | MUWBO | Continental | Yes | BO |
| Rubin Postaer | RP BO | Eagle | Yes | BO |
| Team Detroit | TDFBO | Fox | Yes | BO |
| | | HRP | Yes | BO |
| | | Millenium | Yes | BO |
| | | MMT | Yes | BO |
| | | NBC | Yes | BO |
| | | NBC Paxson | No | BO |
| | | Paxson | No | BO |
| | | Petry | Yes | BO |
| | | Telemundo | No | NY |
| | | Telerep | Yes | BO |
| | | Univision | Yes | NY |

Participating Companies
November, 2008

| Market | | | | | |
|-----------|-----------------|---------------------|-------------|--------------|--------------------|
| Charlotte | Agencies | Routing code | Reps | DARE? | Office code |
| | Mullen | MUWCA | ABC | No | CL |
| | | | Adam Young | Yes | CL |
| | | | Blair | Yes | PH |
| | | | VSS | Yes | AT |
| | | | Continental | Yes | AT |
| | | | Eagle | Yes | CR |
| | | | Fox | Yes | CL |
| | | | HRP | Yes | VA |
| | | | Katz | Yes | CA |
| | | | Millennium | Yes | NC |
| | | | MMT | Yes | CA |
| | | | NBC | Yes | NY |
| | | | NBC Paxson | No | CA |
| | | | Paxson | No | CA |
| | | Petry | Yes | PH | |
| | | Telemundo | No | NY | |
| | | Telerep | Yes | AT | |
| | | Univision | Yes | AT | |

| Market | | | | | |
|------------------|----------------------------------|---------------------|-------------|--------------|--------------------|
| Chicago | Agencies | Routing code | Reps | DARE? | Office code |
| | Bates | BS CH | ABC | No | CH |
| | Carat | UB CH | Adam Young | Yes | CH |
| | Starcom MediaVest Group | GMPCH | Blair | Yes | CH |
| | GSD&M Idea City LLC | GS CH | VSS | Yes | CH |
| | Initiative Media | IM CH | Continental | Yes | CH |
| | Media Management | MMICH | Eagle | Yes | CH |
| | Media Planning Group (MPG) | MPGCH | Fox | Yes | CH |
| | Mindshare | H7 CH | HRP | Yes | CH |
| | OMD | OMDCH | Millenium | Yes | CH |
| | OMD - for BBDO Clients | OMBCH | MMT | Yes | CH |
| | OMD - for DDB Clients | OMNCH | NBC | Yes | CH |
| | PHD | PHDCH | NBC Paxson | No | CH |
| | Prometheus Media Services | PROCH | Paxson | No | CH |
| | Rubin Postaer | RP CH | Petry | Yes | CH |
| | Starcom | DSTCH | Telemundo | No | CH |
| | Sparks | DTPCH | Telerep | Yes | CH |
| | Team Detroit | TDFCH | Univision | Yes | CH |
| | The Cramer-Krasselt Company | TCKCH | | | |
| | The Media Edge | TMECH | | | |
| | Verizon Zenith | VZ CH | | | |
| | Vizeum | VIZCH | | | |
| | Zenith | ZE CH | | | |
| Cleveland | Agencies | Routing code | Reps | DARE? | Office code |
| | Initiative Media | IM CV | | | |
| Dallas | Agencies | Routing code | Reps | DARE? | Office code |
| | Carat | UB DA | ABC | No | DA |
| | Camelot Communications | CAMDA | Adam Young | Yes | DA |
| | Starcom MediaVest Group | GMPDA | Blair | Yes | DA |
| | GSD&M Idea City LLC | GS DA | VSS | Yes | DA |
| | Initiative Media | IM DA | Continental | Yes | DA |
| | Media Management | MMIDA | Eagle | Yes | DA |
| | Mindshare | H7 DA | Fox | Yes | DA |
| | OMD | OMDDA | HRP | Yes | DA |
| | OMD - for BBDO Clients | OMBDA | Millennium | Yes | DA |
| | OMD - for DDB Clients | OMNDA | MMT | Yes | DA |
| | Optimedia | OPTDA | NBC | Yes | DA |
| | Rubin Postaer | RP DA | NBC Paxson | No | DA |
| | Southwest Media Group | QU DA | Paxson | No | DA |
| | SpotPlus | TR DA | Petry | Yes | DA |
| | Square One Advertising, Inc. | QUQDA | | | |
| | Team Detroit | TDFDA | Telemundo | No | DA |
| | The Media Edge | TMEDA | Telerep | Yes | DA |
| | The Richards Group | TRGDA | Univision | Yes | DA |
| | United Marketing | QUMDA | | | |
| | Universal McCann Local Broadcast | LCIDA | | | |
| | Valentine Radford | QUVDA | | | |
| | Vizeum | VIZDA | | | |

| Market | | | | | |
|----------------|----------------------------------|---------------------|-------------|--------------|--------------------|
| Denver | Agencies | Routing code | Reps | DARE? | Office code |
| | Initiative Media | IM DN | ABC | No | LA |
| | Mindshare | H7 DN | Adam Young | Yes | SF |
| | Team Detroit | TDFDN | Blair | Yes | DV |
| | Zenith | ZE DN | VSS | Yes | SF |
| | | | Continental | Yes | DV |
| | | | Eagle | Yes | DV |
| | | | Fox | Yes | LA or SE |
| | | | HRP | Yes | MN |
| | | | Millenium | Yes | DV |
| | | | MMT | Yes | MN or SF |
| | | | NBC | Yes | DN |
| | | | NBC Paxson | No | DN |
| | | | Paxson | No | DN |
| | | | Petry | Yes | DV |
| | | | Telemundo | No | LA |
| | | | Telerep | Yes | MN |
| | | | Univision | Yes | LA |
| Detroit | Agencies | Routing code | Reps | DARE? | Office code |
| | Starcom MediaVest Group | GMPDE | ABC | No | DE |
| | Initiative Media | IM DE | Adam Young | Yes | DE |
| | Mindshare | H7 DE | Blair | Yes | DE |
| | PHD | PHDDE | VSS | Yes | DE |
| | Team Detroit | TDFDE | Continental | Yes | DE |
| | The Media Edge | TMEDE | Eagle | Yes | DE |
| | Universal McCann Local Broadcast | LCIDE | Fox | Yes | DE |
| | | | HRP | Yes | DE |
| | | | Millennium | Yes | DE |
| | | | MMT | Yes | DE |
| | | | NBC | Yes | DE |
| | | | NBC Paxson | No | DE |
| | | | Paxson | No | DE |
| | | | Petry | Yes | DE |
| | | | Telemundo | No | DE |
| | | | Telerep | Yes | DE |
| | | | Univision | Yes | CH |

| Market | | | |
|---------------------|---|------------------------------|---|
| Grand Rapids | Agencies Initiative Media | Routing code IM CH | Reps DARE? Office code |
| | | | |
| Houston | Agencies No Agencies using DARE | Routing code | Reps DARE? Office code |
| | | | ABC No HO Adam Young Yes DA Blair Yes DA VSS Yes DA Continental Yes DA Eagle Yes DA Fox Yes DA HRP Yes DA Millennium Yes DA MMT Yes DA NBC Yes DA NBC Paxson No DA Paxson No HO Petry Yes DA Telemundo No HO Telerep Yes DA Univision Yes HO |
| Indianapolis | Agencies Optimedia | Routing code OPTIN | Reps DARE? Office code |
| | | | |

| Market | | | | | |
|--------------------|----------------------------------|---------------------|-------------|--------------|--------------------|
| Kansas City | Agencies | Routing code | Reps | DARE? | Office code |
| | GSD&M Idea City LLC | GS KC | ABC | No | SL |
| | Barkley Evergreen and Partners | BEPKC | Adam Young | Yes | SL |
| | Initiative Media | IM KC | Blair | Yes | SL |
| | Zenith | ZE KC | VSS | Yes | CH |
| | | | Continental | Yes | KC |
| | | | Eagle | Yes | SL |
| | | | Fox | Yes | SL |
| | | | HRP | Yes | SL |
| | | | Millennium | Yes | SL |
| | | | MMT | Yes | CH |
| | | | NBC | Yes | CH |
| | | | NBC Paxson | No | CH |
| | | | Paxson | No | CH |
| | | | Petry | Yes | CH |
| | | | Telemundo | No | CH |
| | | | Telerep | Yes | SL |
| | | | Univision | Yes | CH |
| Los Angeles | Agencies | Routing code | Reps | DARE? | Office code |
| | AMS | AMSLA | ABC | No | LA |
| | Arnoldmpg | AMPLA | Adam Young | Yes | LA |
| | Carat | UB LA | Blair | Yes | LA |
| | Campbell Ewald | CEALA | VSS | Yes | LA |
| | Starcom MediaVest Group | GMPLA | Continental | Yes | LA |
| | GSD&M Idea City LLC | GS LA | Eagle | Yes | LA |
| | Haworth Media | HM LA | Fox | Yes | LA |
| | Initiative Media | IM LA | Millennium | Yes | LA |
| | Universal McCann Local Broadcast | LCILA | MMT | Yes | LA |
| | Maxus(A division of Mindshare) | MAXLA | NBC | Yes | LA |
| | McCann LA-Sony | SONLA | NBC Paxson | No | LA |
| | Mindshare | H7 LA | Paxson | No | LA |
| | MediaCom | MCOLA | Petry | Yes | LA |
| | Media Management | MMILA | Telemundo | No | LA |
| | Media Planning Group (MPG) | MPGLA | Telerep | Yes | LA |
| | OMD - for BBDO Clients | OMBLA | Univision | Yes | LA |
| | OMD - for DDB Clients | OMNLA | | | |
| | OMD | OMDLA | | | |
| | PHD | PHDLA | | | |
| | Rubin Postaer | RP LA | | | |
| | Starcom | DSTLA | | | |
| | The Media Edge | TMELA | | | |
| | Team Detroit | TDFLA | | | |
| | Verizon Zenith | VZ LA | | | |
| | Vizeum | VIZLA | | | |
| | Zenith | ZE LA | | | |

| Market | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------|---|--------------|--------------|---------------------|-------|--|-------|------------------|-------------|-----------------|-------|---|------|-------|-------------|-----|----|----|------------|-----|----|-------|-----|----|-----|-----|----|-------------|-----|----|-------|-----|----|-----|-----|----|-----|-----|----|------------|-----|----|-----|-----|----|-----|-----|----|------------|----|----|--------|----|----|-------|-----|----|-----------|----|----|---------|-----|----|-----------|-----|----|
| Miami | <table border="1"> <thead> <tr> <th>Agencies</th> <th>Routing code</th> </tr> </thead> <tbody> <tr> <td>Initiative Media</td> <td>IM MI</td> </tr> <tr> <td>Mindshare</td> <td>H7 MI</td> </tr> <tr> <td>Team Detroit</td> <td>TDFMI</td> </tr> <tr> <td>The Media Edge</td> <td>TMEMI</td> </tr> </tbody> </table> | Agencies | Routing code | Initiative Media | IM MI | Mindshare | H7 MI | Team Detroit | TDFMI | The Media Edge | TMEMI | <table border="1"> <thead> <tr> <th>Reps</th> <th>DARE?</th> <th>Office code</th> </tr> </thead> <tbody> <tr> <td>ABC</td> <td>No</td> <td>AT</td> </tr> <tr> <td>Adam Young</td> <td>Yes</td> <td>AT</td> </tr> <tr> <td>Blair</td> <td>Yes</td> <td>FL</td> </tr> <tr> <td>VSS</td> <td>Yes</td> <td>AT</td> </tr> <tr> <td>Continental</td> <td>Yes</td> <td>MI</td> </tr> <tr> <td>Eagle</td> <td>Yes</td> <td>MI</td> </tr> <tr> <td>Fox</td> <td>Yes</td> <td>MI</td> </tr> <tr> <td>HRP</td> <td>Yes</td> <td>TA</td> </tr> <tr> <td>Millennium</td> <td>Yes</td> <td>MI</td> </tr> <tr> <td>MMT</td> <td>Yes</td> <td>TA</td> </tr> <tr> <td>NBC</td> <td>Yes</td> <td>AT</td> </tr> <tr> <td>NBC Paxson</td> <td>No</td> <td>AT</td> </tr> <tr> <td>Paxson</td> <td>No</td> <td>AT</td> </tr> <tr> <td>Petry</td> <td>Yes</td> <td>FL</td> </tr> <tr> <td>Telemundo</td> <td>No</td> <td>MI</td> </tr> <tr> <td>Telerep</td> <td>Yes</td> <td>MI</td> </tr> <tr> <td>Univision</td> <td>Yes</td> <td>MI</td> </tr> </tbody> </table> | Reps | DARE? | Office code | ABC | No | AT | Adam Young | Yes | AT | Blair | Yes | FL | VSS | Yes | AT | Continental | Yes | MI | Eagle | Yes | MI | Fox | Yes | MI | HRP | Yes | TA | Millennium | Yes | MI | MMT | Yes | TA | NBC | Yes | AT | NBC Paxson | No | AT | Paxson | No | AT | Petry | Yes | FL | Telemundo | No | MI | Telerep | Yes | MI | Univision | Yes | MI |
| | Agencies | Routing code | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Initiative Media | IM MI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mindshare | H7 MI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Team Detroit | TDFMI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| The Media Edge | TMEMI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Reps | DARE? | Office code | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC | No | AT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Adam Young | Yes | AT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Blair | Yes | FL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| VSS | Yes | AT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Continental | Yes | MI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Eagle | Yes | MI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fox | Yes | MI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HRP | Yes | TA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Millennium | Yes | MI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MMT | Yes | TA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC | Yes | AT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC Paxson | No | AT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Paxson | No | AT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Petry | Yes | FL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Telemundo | No | MI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Telerep | Yes | MI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Univision | Yes | MI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | Agencies | Routing code | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Arnoldmpg | TBD | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Reps | DARE? | Office code | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | Agencies | Routing code | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Compass Point Media | CE MN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Haworth Media | HMEMN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Initiative Media | IM MN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Martin Williams | MWIMN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Reps | DARE? | Office code | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC | No | CH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Adam Young | Yes | MN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Blair | Yes | MN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| VSS | Yes | MN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Continental | Yes | MN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Eagle | Yes | MN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fox | Yes | MN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HRP | Yes | MN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Millennium | Yes | MN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MMT | Yes | MN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC | Yes | CH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC Paxson | No | MN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Paxson | No | DE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Petry | Yes | MN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Telemundo | No | DE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Telerep | Yes | MN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Univision | Yes | CH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| Market | | | | | |
|-------------|------------------------|---------------------|-------------|--------------|--------------------|
| New Orleans | Agencies | Routing code | Reps | DARE? | Office code |
| | No Agencies using DARE | | ABC | No | AT |
| | | | Adam Young | Yes | DA |
| | | | Blair | Yes | DA |
| | | | VSS | Yes | DA |
| | | | Continental | Yes | DA |
| | | | Eagle | Yes | SL |
| | | | Fox | Yes | DA |
| | | | HRP | Yes | HO |
| | | | Millennium | Yes | DA |
| | | | MMT | Yes | TA |
| | | | NBC | Yes | DA |
| | | | NBC Paxson | No | DA |
| | | | Paxson | No | DA |
| | | | Petry | Yes | DA |
| | | Telemundo | No | DA | |
| | | Telerep | Yes | SL | |
| | | Univision | Yes | DA | |

| Market | | | | | |
|----------------------------------|------------------------------|---------------------|-------------|--------------|--------------------|
| New York | Agencies | Routing code | Reps | DARE? | Office code |
| | Arnoldmpg | AMPNY/FMNY | ABC | No | NY |
| | Bates | BS NY | Adam Young | Yes | NY |
| | Carat | UB NY | Blair | Yes | NY |
| | Deutsch | D9 NY | VSS | Yes | NY |
| | Starcom MediaVest Group | GMPNY | Continental | Yes | NY |
| | GSD&M Idea City LLC | GS NY | Eagle | Yes | NY |
| | Haworth Media | EA NY | Fox | Yes | NY |
| | Initiative Media | IM NY | HRP | Yes | NY |
| | MediaCom | MCONY | Millenium | Yes | NY |
| | Media Head, LLC | MH NY | MMT | Yes | NY |
| | Media Management | MMNY | NBC | Yes | NY |
| | Major Market Network | MMNY | NBC Paxson | No | NY |
| | Media Planning Group (MPG) | MPGNY | Paxson | No | NY |
| | Medialine | MDLNY | Petry | Yes | NY |
| | MediaMarketing Solutions | MMSNY | Telemundo | No | NY |
| | MediaVest | DMVNY | Telerep | Yes | NY |
| | MindShare | H7 NY | Univision | Yes | NY |
| | OMD | OMDNY | | | |
| | OMD - for BBDO Clients | OMBNY | | | |
| OMD - for DDB Clients | OMNNY | | | | |
| Optimedia | OPTNY | | | | |
| PHD | PHDNY | | | | |
| R J Palmer | RJ NY | | | | |
| Targetcast | TCMNY | | | | |
| Targetcast | TCMNY | | | | |
| Team Detroit | TDFNY | | | | |
| The Media Edge | TMENY | | | | |
| The Cramer Krasselt Company | TCKNY | | | | |
| Universal McCann Local Broadcast | LCINY | | | | |
| Verizon Zenith | VZ NY | | | | |
| Vizeum | VIZNY | | | | |
| Zenith | ZE NY | | | | |
| Philadelphia | Agencies | Routing code | Reps | DARE? | Office code |
| | GSD&M Idea City LLC | GS PH | ABC | No | PH |
| | Initiative Media | IM PH | Adam Young | Yes | PH |
| | Rubin Postaer (New Jersey) | RP PH | Blair | Yes | PH |
| | | | VSS | Yes | PH |
| | | | Continental | Yes | PH |
| | | | Eagle | Yes | PH |
| | | | Fox | Yes | PH |
| | | | HRP | Yes | VA |
| | | | Millennium | Yes | PH |
| | | | MMT | Yes | PH |
| | | | NBC | Yes | PH |
| | | | NBC Paxson | No | PH |
| | | Paxson | No | PH | |
| | | Petry | Yes | PH | |
| | | Telemundo | No | NY | |
| | | Telerep | Yes | PH | |
| | | Univision | Yes | NY | |

| Market | | | |
|--------------------|--------------------------|---------------------|---|
| Phoenix | Agencies | Routing code | Reps DARE? Office code |
| | Initiative Media | IM PX | |
| Pittsburgh | Agencies | Routing code | Reps DARE? Office code |
| | Initiative Media | IM PT | |
| Portland | Agencies | Routing code | Reps DARE? Office code |
| | Carat | UB PO | |
| | Rubin Postaer (Portland) | RP PO | |
| | Zenith | ZE PO | |
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| San Antonio | Agencies | Routing code | Reps DARE? Office code |
| | Bromley | BROSA | |

| Market | | | | | |
|----------------------|--|---|-------------|--------------|--------------------|
| San Diego | Agencies | Routing code | Reps | DARE? | Office code |
| | Initiative Media | IM SD | | | |
| San Francisco | Agencies | Routing code | Reps | DARE? | Office code |
| | Group M(A Division of Mindshare) Initiative Media Mindshare OMD - for BBDO Clients OMD - for DDB Clients Team Detroit Universal McCann Local Broadcast | GPMSF IM SF H7 SF OMBSF OMNSF TDFSF LCISF | | | |
| Seattle | Agencies | Routing code | Reps | DARE? | Office code |
| | Initiative Media OMD OMD - for BBDO Clients OMD - for DDB Clients Optimedia | IM SE OMDSE OMBSE OMNSE OPTSE | | | |
| St.Louis | Agencies | Routing code | Reps | DARE? | Office code |
| | Carat | UB SL | | | |

| Market | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|---|--------------|--------------|------------------------|-------|--|-------|--|-------------|------------|-------------|-----|-------|-----|------------|-----|-----|-------|-------------|-----|-----|-------|-----|-------------|-----|-----|-------|-----|-----|-----|-----------|-----|-----|-----|-----|-----------|-----|-----|-----|------------|----|-----|--------|----|------------|-------|-----|--------|-----------|----|-------|---------|-----|-----------|-----------|-----|---------|-----|----|-----------|-----|----|
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| | Agencies | Routing code | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| No agencies using DARE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Reps | DARE? | Office code | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Adam Young | Yes | AT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Blair | Yes | TA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| VSS | Yes | AT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Continental | Yes | TA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Eagle | Yes | TA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fox | Yes | TA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HRP | Yes | TA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Millenium | Yes | TA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MMT | Yes | TA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC | Yes | AT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC Paxson | No | AT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Paxson | No | AT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Petry | Yes | MI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Telemundo | No | MI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Telerep | Yes | MI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Univision | Yes | MI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Washington DC | <table border="1"> <thead> <tr> <th>Agencies</th> <th>Routing code</th> </tr> </thead> <tbody> <tr> <td>OMD - BBDO Clients</td> <td>OMBDC</td> </tr> <tr> <td>RJ Palmer</td> <td>RJ DC</td> </tr> </tbody> </table> | Agencies | Routing code | OMD - BBDO Clients | OMBDC | RJ Palmer | RJ DC | <table border="1"> <thead> <tr> <th>Reps</th> <th>DARE?</th> <th>Office code</th> </tr> </thead> <tbody> <tr><td>ABC</td><td>No</td><td>PH</td></tr> <tr><td>Adam Young</td><td>Yes</td><td>DC</td></tr> <tr><td>Blair</td><td>Yes</td><td>NY</td></tr> <tr><td>VSS</td><td>Yes</td><td>PH</td></tr> <tr><td>Continental</td><td>Yes</td><td>DC</td></tr> <tr><td>Eagle</td><td>Yes</td><td>DC</td></tr> <tr><td>Fox</td><td>Yes</td><td>PH</td></tr> <tr><td>HRP</td><td>Yes</td><td>VA</td></tr> <tr><td>Millenium</td><td>Yes</td><td>PH</td></tr> <tr><td>MMT</td><td>Yes</td><td>PH</td></tr> <tr><td>NBC</td><td>Yes</td><td>DC</td></tr> <tr><td>NBC Paxson</td><td>No</td><td>DC</td></tr> <tr><td>Paxson</td><td>No</td><td>DC</td></tr> <tr><td>Petry</td><td>Yes</td><td>NY</td></tr> <tr><td>Telemundo</td><td>No</td><td>NY</td></tr> <tr><td>Telerep</td><td>Yes</td><td>PH</td></tr> <tr><td>Univision</td><td>Yes</td><td>NY</td></tr> </tbody> </table> | Reps | DARE? | Office code | ABC | No | PH | Adam Young | Yes | DC | Blair | Yes | NY | VSS | Yes | PH | Continental | Yes | DC | Eagle | Yes | DC | Fox | Yes | PH | HRP | Yes | VA | Millenium | Yes | PH | MMT | Yes | PH | NBC | Yes | DC | NBC Paxson | No | DC | Paxson | No | DC | Petry | Yes | NY | Telemundo | No | NY | Telerep | Yes | PH | Univision | Yes | NY |
| Agencies | Routing code | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| OMD - BBDO Clients | OMBDC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| RJ Palmer | RJ DC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Reps | DARE? | Office code | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC | No | PH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Adam Young | Yes | DC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Blair | Yes | NY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| VSS | Yes | PH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Continental | Yes | DC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Eagle | Yes | DC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fox | Yes | PH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HRP | Yes | VA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Millenium | Yes | PH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MMT | Yes | PH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC | Yes | DC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC Paxson | No | DC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Paxson | No | DC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Petry | Yes | NY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Telemundo | No | NY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Telerep | Yes | PH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Univision | Yes | NY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

rev 11/08