

COX MEDIA COVERAGE AREA

NEW ORLEANS DMA



494,541 Total Ad-Insertable Universe Estimates



Definition: UEs = Universal Estimates. Source: NCC/CableTrack®; Nielsen Media Research [Q2 2016] Total Interconnect Universe Estimates. Figures represent estimated potential household coverage for the locally insertable channels on the TV Starter Tier in each system/zone. All estimates generated from Nielsen Total Interconnect UEs and adjusted proportionally based on system/zone coverage area. Cox Media does not warrant the accuracy of any subscriber numbers, universe estimates, coverage maps, zip codes lists, or any other indications of the number of viewers that may watch your ad. Your ad may be viewable only by analog or digital customers, a certain tier, or a portion of the area covered by the interconnect or system headend. Universe and coverage estimates are subject to change without notice and may not reflect carriage limitations for individual networks. Contact Cox Media or visit www.coxmedia.com for details.



COVERAGE AREA DETAIL

Zone	Major Cities	UE's	Parish	Zip Codes
New Orleans Metro Syscode 0222	New Orleans, Metairie, Kenner, Westwego, Gretna, Harahan, Marrero, Chalmette, Arabi, Luling, Boutte, Destrehan, Hahnville, Norco, Des Allemands	166,782	Orleans, Jefferson, St. Bernard, St. Charles, Plaquemines* (* < 300 homes)	70001 70002 70003 70005 70006 70030 70031 70032 70036 70037 70039 70040 70043 70047 70053 70056 70057 70058 70062 70065 70067 70068 70070 70072 70075 70078 70079 70080 70085 70087 70092 70094 70123 70112 70113 70114 70115 70116 70117 70118 70119 70121 70122 70124 70125 70126 70127 70128 70129 70130 70131 70163
St. Tammany Syscode1810	Slidell, Covington, Mandeville, Lacombe	38,387	St. Tammany	70420, 70433, 70435, 70445, 70447, 70448, 70452, 70458, 70460, 70461, 70471
Tangipahoa Syscode 1819	Hammond, Ponchatoula, Livingston, Franklinton	24,933	Livingston, Tangipahoa, Washington, St. Tammany	70401, 70403, 70422, 70426, 70431, 70436, 70437, 70438, 70443, 70444, 70446, 70449, 70451, 70454, 70455, 70456, 70462, 70463, 70464, 70465, 70466, 70711, 70726, 70733, 70744, 70754
Picayune Syscode 1804	Picayune, Bogalusa	5,204	Pearl River County, Hancock, Washington	39426, 39466, 70427
LaPlace Syscode 1803	LaPlace, Vacherie, Reserve Edgard, Garyville	3,799	St. John the Baptist, St. Charles, St. James	70049, 70051, 70068, 70076, 70084, 70090
LaPlace RTC Syscode 1805	Convent, Hester, Paulina	6,481	St. James Parish	70723, 70743, 70763
Thibodaux Syscode 1814	Thibodaux, Amelia, Belle Rosse, Bourg, Chauvin	23,742	Terrebonne, Lafourche, Assumption, St. James, St. Mary	70071, 70086, 70301, 70340, 70341, 70343, 70344, 70352, 70353, 70356, 70372, 70377, 70380, 70390, 70391, 70393, 70397
Houma Syscode 1802	Houma, Gray, Schreiver	14,797	Lafourche, Terrebonne	70359, 70360, 70363, 70364, 70395
Golden Meadow* Syscode 1801	Golden Meadow, Cut Off, Lockport, Raceland, Galliano	8,989	Lafourche	70345, 70354, 70355, 70357, 70358, 70373, 70374, 70375, 70394
U-verse Global Syscode 9974	Includes all cities in the U-verse South Shore, Northshore and Bayou Regions zones.	72,655	Includes all parishes in the U-verse South Shore, Northshore and Bayou Regions zones.	Includes all zip codes in the U-verse South Shore, Northshore and Bayou Regions zones.
U-verse South Shore Syscode 1758	Metairie, Kenner, Westwego, Gretna, Harahan, Marrero, Chalmette, Arabi, Luling, Boutte, Destrehan, Hahnville, Norco, Des Allemands, Belle Chasse	37,432	Jefferson, St. Charles, St. Bernard, Plaquemines, St. John, St. James	70001 70002 70003 70005 70006 70031 70032 70037 70039 70040 70041 70043 70047 70052 70053 70056 70058 70062 70065 70068 70070 70071 70072 70075 70079 70083 70086 70087 70090 70092 70094 70115 70121 70123
U-verse Northshore Syscode 1757	Slidell, Covington, Mandeville, Hammond, Ponchatoula, Bogalusa, Franklinton	20,362	Hancock, Pearl River, St. Tammany, Tangipahoa, Washington	39426 39466 39470 39520 39525 39556 39576 70401 70403 70420 70422 70426 70427 70431 70433 70435 70438 70443 70445 70446 70447 70448 70451 70452 70454 70455 70456 70458 70460 70461 70466 70471 70711
U-verse Bayou Region Syscode 1756	Houma, Thibodaux	14,861	Terrebonne, Lafourche	70301 70343 70344 70355 70356 70359 70360 70363 70364 70374 70375 70377 70394 70395 70397 70763
DirectTV/Dish Syscodes 9835, 2119	Entire New Orleans DMA	128,733	Includes all parishes in the New Orleans DMA	Includes all zip codes in the New Orleans DMA

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Cox Media's advertising coverage area includes the following media providers in the New Orleans DMA: Cox Communications, AT&T U-verse, Charter Spectrum, Comcast, RTC, Vision Communications and satellite providers (DirecTV and Dish).

