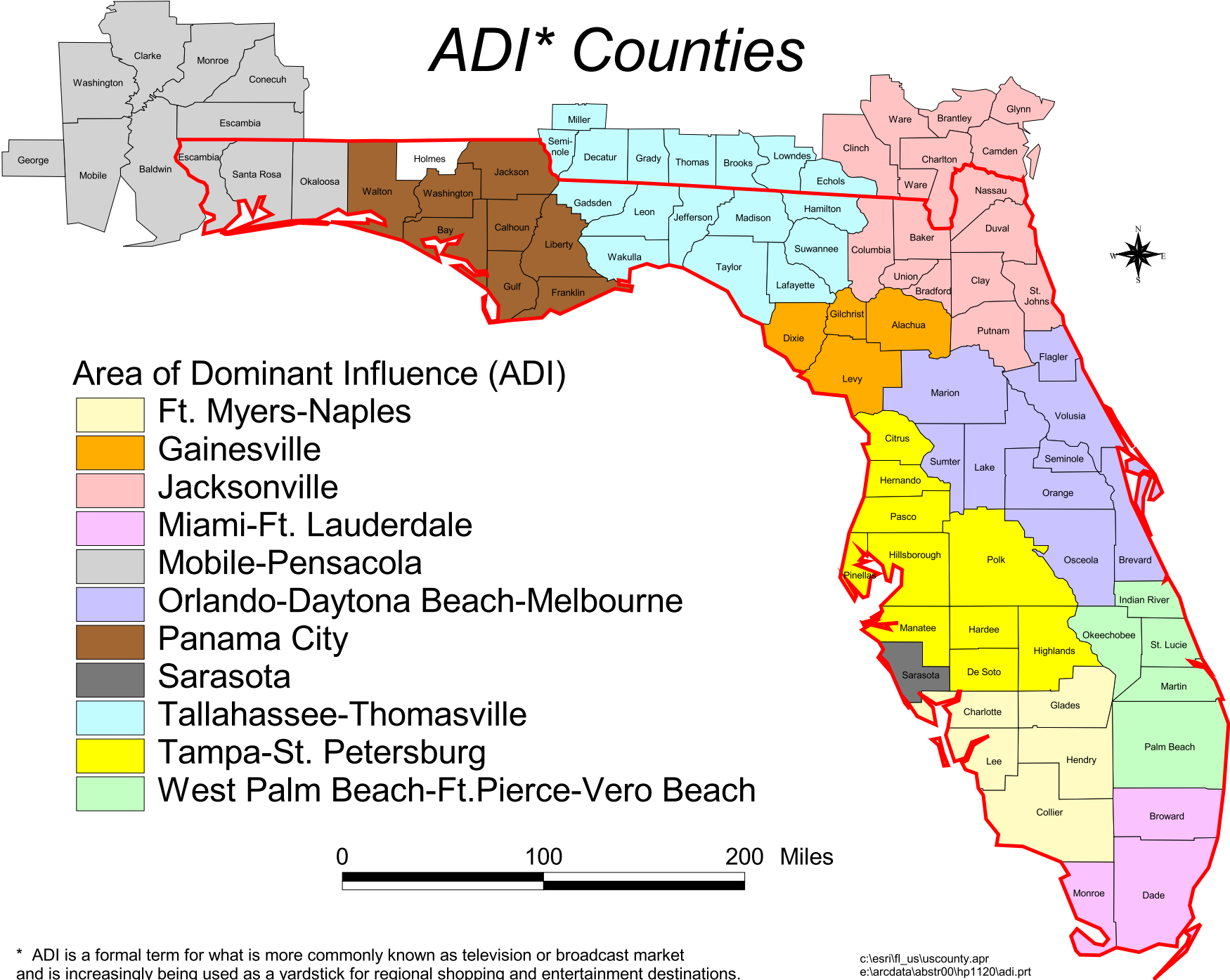


# ADI\* Counties



## Area of Dominant Influence (ADI)

- Ft. Myers-Naples
- Gainesville
- Jacksonville
- Miami-Ft. Lauderdale
- Mobile-Pensacola
- Orlando-Daytona Beach-Melbourne
- Panama City
- Sarasota
- Tallahassee-Thomasville
- Tampa-St. Petersburg
- West Palm Beach-Ft. Pierce-Vero Beach



\* ADI is a formal term for what is more commonly known as television or broadcast market and is increasingly being used as a yardstick for regional shopping and entertainment destinations.