

My Bad

Michael Sean Winters | Sep. 13, 2010 Distinctly Catholic

I just realized I made an outrageous mistake this morning in my post about the race in Ohio's 16th Congressional District.

In assessing the race I commented that money was not so important because Canton is an inexpensive media market. In the early hours of the morning, when I was only on my third cup of coffee, I confused Canton and Dayton. Canton, where the 16th Congressional District is located, shares a media market with Cleveland, and so it is not cheap at all.

On the DMA ratings, Cleveland-Akron-Canton is the 18th largest media market in the country. Dayton, on the other hand, is the 65th largest media market. So, ads in Canton are expensive and ads in Dayton are cheap. Ergo, money matters more in Canton than in Dayton.

I regret the error.

Source URL (retrieved on 06/26/2017 - 07:49): <https://www.ncronline.org/blogs/distinctly-catholic/my-bad>