

POST RICHARD A  
Form 4  
April 17, 2012

# FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
POST RICHARD A

2. Issuer Name and Ticker or Trading Symbol  
ARBITRON INC [ARB]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
9705 PATUXENT WOODS DRIVE  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
04/13/2012

Director  10% Owner  
 Officer (give title below)  Other (specify below)

4. If Amendment, Date Original Filed (Month/Day/Year)

6. Individual or Joint/Group Filing (Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

COLUMBIA, MD 21046

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock	04/13/2012		M	A	\$ 34 2,056	D	
Common Stock	04/13/2012		S <sup>(1)</sup>	D	\$ 38.0108 1,000	D	
Common Stock	04/13/2012		M	A	\$ 35.3 2,666	D	
Common Stock	04/13/2012		S <sup>(1)</sup>	D	\$ 38.0027 1,000	D	
Common	04/13/2012		M	A	\$ 36.52 1,621	D	

Edgar Filing: POST RICHARD A - Form 4

Stock								
Common Stock	04/13/2012		S <sup>(1)</sup>	621	D	\$ 38	1,000	D
Common Stock	04/13/2012		M	356	A	\$ 36.61	1,356	D
Common Stock	04/13/2012		S <sup>(1)</sup>	356	D	\$ 38	1,000	D
Common Stock	04/16/2012		M	7,000	A	\$ 36.75	8,000	D
Common Stock	04/16/2012		S <sup>(1)</sup>	7,000	D	\$ 38.131 <sup>(4)</sup>	1,000	D
Common Stock	04/16/2012		M	7,000	A	\$ 32.75	8,000	D
Common Stock	04/16/2012		S <sup>(1)</sup>	7,000	D	\$ 38.294 <sup>(5)</sup>	1,000	D
Common Stock	04/16/2012		M	3,000	A	\$ 36.52	4,000	D
Common Stock	04/16/2012		S <sup>(1)</sup>	3,000	D	\$ 38.131 <sup>(6)</sup>	1,000	D
Common Stock	04/16/2012		M	1,926	A	\$ 35.7	2,926	D
Common Stock	04/16/2012		S <sup>(1)</sup>	1,926	D	\$ 38.1025 <sup>(7)</sup>	1,000	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of

									Share
Non-Qualified Stock Option (right to buy)	\$ 34	04/13/2012	M	1,056	01/02/2003	01/02/2013	Common Stock	1,0	1,0
Non-Qualified Stock Option (right to buy)	\$ 35.3	04/13/2012	M	1,666	09/30/2003	09/30/2013	Common Stock	1,6	1,6
Non-Qualified Stock Option (right to buy)	\$ 36.52	04/13/2012	M	621	06/30/2004	06/30/2014	Common Stock	62	62
Non-Qualified Stock Option (right to buy)	\$ 36.61	04/13/2012	M	356	09/30/2004	09/30/2014	Common Stock	35	35
Non-Qualified Stock Option (right to buy)	\$ 36.75	04/16/2012	M	7,000	05/17/2004	05/17/2014	Common Stock	7,0	7,0
Non-Qualified Stock Option (right to buy)	\$ 32.75	04/16/2012	M	7,000	11/20/2003	05/20/2013	Common Stock	7,0	7,0
Non-Qualified Stock Option (right to buy)	\$ 36.52	04/16/2012	M	3,000	06/30/2004	06/30/2014	Common Stock	3,0	3,0
Non-Qualified Stock Option (right to buy)	\$ 35.7	04/16/2012	M	1,926	06/30/2003	06/30/2013	Common Stock	1,9	1,9

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
POST RICHARD A 9705 PATUXENT WOODS DRIVE COLUMBIA, MD 21046		X		

## Signatures

/s/ Timothy T. Smith Attorney in Fact for Richard A.  
Post

04/17/2012

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 9, 2011.

## Edgar Filing: POST RICHARD A - Form 4

(2) The price in column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$38.00 to \$38.02, inclusive. The reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

(3) The price in column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$38.00 to \$38.01, inclusive. The reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

(4) The price in column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$38.04 to \$38.35, inclusive. The reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

(5) The price in column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$38.10 to \$38.5075, inclusive. The reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

(6) The price in column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$38.00 to \$38.16, inclusive. The reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

(7) The price in column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$38.07 to \$38.12, inclusive. The reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.