### Edgar Filing: ARBITRON INC - Form 4

ARBITRON	I INC										
Form 4 March 03, 2	006										
FORM	ПЛ								OMB AF	PROVAL	
	UNITED	STATES		RITIES A shington,			NGE CO	OMMISSION	OMB Number:	3235-0287	
Check th if no lon	aer								Expires:	January 31, 2005	
subject to STATEMENT Section 16. Form 4 or				SECUR	ITIES			Estimated average burden hours per response 0			
obligatio may con See Instr 1(b).	tinue. Section 17	(a) of the l	Public U		ding Cor	npan	y Act of	Act of 1934, 1935 or Sectior )	1		
(Print or Type	Responses)										
PERLMAN LAWRENCE Symbol			er Name <b>and</b> Ticker or Trading ΓRON INC [ARB]				5. Relationship of Reporting Person(s) to Issuer				
(Last)	(First) (	(Middle)	3. Date of Earliest Transaction (Check all applicable)						)		
(Mont			(Month/I 03/01/2	th/Day/Year) 1/2006				X_ Director10% Owner Officer (give titleOther (specify below) below)			
NEW YOR	(Street) K, NY 10019			endment, Da nth/Day/Year	-	al		6. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by M	ne Reporting Per	rson	
(City)	(State)	(Zip)	Tah	le I - Non-F	)erivative	Secu		Person ired, Disposed of,	or Beneficial	v Owned	
1.Title of	2. Transaction Date	a 24 Daan		3.			_	5. Amount of	6.	7. Nature of	
Security (Instr. 3)	(Month/Day/Year)		n Date, if	, if Transactior(A) or Disposed of (D) Securities Code (Instr. 3, 4 and 5) Beneficia ear) (Instr. 8) Owned (A) Reported Transacti		Securities Beneficially	Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Indirect			
Common	03/01/2006			M	4,927	(D) A		11,750	D		
Stock	00/01/2000			111	1,921	11	φ 52.15	11,750	2		
Common Stock	03/01/2006			S <u>(1)</u>	4,927	D	\$ 38.887	6,823	D		
Common Stock	03/01/2006			М	73	А	\$ 32.75	6,896	D		
Common Stock	03/01/2006			S <u>(1)</u>	73	D	\$ 38.887	6,823	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 SEC 1474

(9-02)

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# required to respond unless the form displays a currently valid OMB control number.

# 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. Transacti Code (Instr. 8)	5. Number on f 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 Amour Underlying Securit (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amo or Num of Share
Non-Qualified Stock Option (right to buy)	\$ 32.75	03/01/2006		М	4,927	05/20/2004	05/20/2013	Common Stock	4,9
Non-Qualified Stock Option (right to buy)	\$ 32.75	03/01/2006		М	73	11/20/2003	05/20/2013	Common Stock	7:

## **Reporting Owners**

Reporting Owner Name / Address		Relationsh		
	Director	10% Owner	Officer	Other
PERLMAN LAWRENCE 142 WEST 57TH STREET NEW YORK, NY 10019	Х			
Signatures				
/s/ Dolores L. Cody, Attorney i Perlman		03/03/2006		

\*\*Signature of Reporting Person

## **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 10b-5 trading plan adopted by the reporting person on July 25, 2005.

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.

Date