Edgar Filing: ARBITRON INC - Form 4

| Form 4 | | | | | | | | | |
|--|---|--|---------------------------|--|--|---|---|--|--|
| February 14, 2005 | | | | | | | | | |
| FORM 4 | NT | OMB APPROVAL | | | | | | | |
| UNITED | STATES SECUI Wa | shington | | | | Number: | 3235-0287 | | |
| Check this box if no longer | | | Expires: | January 31, 2005 | | | | | |
| subject to STATEN Section 16. Form 4 or | 1ENT OF CHAN | SECU | burden hou response | average urs per | | | | | |
| Form 5 obligations may continue. See Instruction 1(b). 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 POST RICHARD A | Symbol | er Name and | | Trading | 5. Relationship of Reporting Person(s) to Issuer | | | | |
| | ARBIT | RON INC | C [ARB] | | (Check all applicable) | | | | |
| (Last) (First) (1 142 WEST 57TH STREET | | of Earliest T Day/Year) 2004 | ransaction | | X_ Director 10% Owner Officer (give title Other (specify below) below) | | | | |
| (Street) | | 4. If Amendment, Date Original Filed(Month/Day/Year) | | | | 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person | | | |
| NEW YORK, NY 10019 | | | | | Form filed by Person | More than One R | eporting | | |
| (City) (State) | (Zip) Tab | le I - Non-l | Derivative | Securities A | cquired, Disposed | of, or Beneficia | lly Owned | | |
| 1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transactio Code (Instr. 8) Code V | Disposed (Instr. 3, 4 | (A) or of (D) | 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) | | |
| Reminder: Report on a separate line | for each class of sec | urities bene | Perso inforn requir | ns who rest nation cont ed to resp ys a curre | or indirectly. spond to the collectained in this form ond unless the fo ntly valid OMB co | n are not rm | 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 | 2. | 3. Transaction Date | 3A. Deemed | 4. | 5. Number | 6. Date Exercisable and | 7. Title and Amour |
|-------------|-------------|---------------------|--------------------|------------|-----------------|-------------------------|--------------------|
| Derivative | Conversion | (Month/Day/Year) | Execution Date, if | Transactio | onof Derivative | Expiration Date | Underlying Securit |
| Security | or Exercise | | any | Code | Securities | (Month/Day/Year) | (Instr. 3 and 4) |
| (Instr. 3) | Price of | | (Month/Day/Year) | (Instr. 8) | Acquired | | |

| | Derivative Security | | | | | | (A) or Dispose (D) (Instr. 3, and 5) | | | | | |
|---|------------------------|------------|------------|---------|-------|---|--|-----|---------------------|--------------------|-----------------|---------------------------------|
| | | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amo or Num of Share |
| Non-Qualified Stock Option (right to buy) | \$ 39.18 | 12/31/2004 | 1 | | А | | 5,000 | | 12/31/2004 | 12/31/2014 | Common Stock | 5,0 |
| Reporting Owners | | | | | | | | | | | | |
| Reporting Owner | r Name / Address | | Relationsh | ips | | | | | | | | |
| . 0 | | Director | 10% Owner | Officer | Other | | | | | | | |

POST RICHARD A 142 WEST 57TH STREET NEW YORK, NY 10019

Signatures

/s/ Dolores L. Cody, Attorney in Fact for Richard A. Post <u>**</u>Signature of Reporting Person Date

Х

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).

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.