

Allentown-Bethlehem, PA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	74	769,100	
DMA	5	7,307,500	
Hispanic	62	147,300	19.15%
Black	109	54,300	7.06%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Hispanic	Standard	Wi/Sp; Su/Fa

	Contemporary	Rock	Adult Contemporary	Adult/ Classic Hits	Oldies	Country	News/ Talk/ Info	Adult Music	Urban/ Black/ Gospel	Hispanic	Other/ Foreign Language	Religion	Non-Commercial
AM	WEST-RHY WHOL-RHY		WGPA-A/C WRNJ-A/C		WSAN-ODS		WAEB-N/T WEEX-SPR	WLSH-AST		WTKZ-TRP			
FM		WZZO-AMR	WAEB-HAC WLEV-A/C	WODE-CLH		WCTO-COU WWYY-COU							WBYO-NCL WDIY-NPR WXPJ-EDU
DIGITAL										WLEV-F3-SCO WLEV-F2-TRP			

Population Source: Nielsen Audio's Radio and Television Market Population Estimates; released annually

COMBOS (+ LMA's)

WGPA-AM, WLSH-AM
WCTO-FM, WEEX-AM, WLEV-F2, WLEV-F3, WLEV-FM, WODE-FM, WWYY-FM
WAEB-AM, WAEB-FM, WSAN-AM, WZZO-FM
WEST-AM, WHOL-AM

CC Broadcasting, LLC
Cumulus

iHeartMedia, Inc.
Major Keystone, LLC

LOCAL SPORTS COVERAGE

WEEX-AM

WAEB-AM

WCTO-FM
F = Flagship

New York Giants-Football
Lehigh University-Football
Lehigh University-Basketball
Lehigh University-Wrestling

Penn State-Football
Penn State-Basketball
Super Bowl-Football

Philadelphia Eagles-Football

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SIMULCASTS (TOTAL WEEK)

WCTO-FM+WWYY-FM
WEST-AM+WHOL-AM
WLEV-F2+WTKZ-AM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WCTO-FM	Country	107.1
WDIY-FM	National Public Radio	93.9
WEEX-AM	Sports	94.7
WEST-AM	Rhythmic CHR	99.5
WGPA-AM	Adult Contemporary	98.5
WHOL-AM	Rhythmic CHR	106.9
WLEV-FM	Adult Contemporary	92.9
WLEV-F2	Tropical	101.7
WRNJ-AM	Adult Contemporary	92.7
WXPJ-FM	Non-Commercial College	104.9

NATIONAL REPS

WAEB-FM, WAEB-AM, WSAN-AM, WZZO-FM	iHeartMedia
WCTO-FM, WEEX-AM, WLEV-FM, WODE-FM, WWYY-FM	KRG-Christal
WEST-AM, WHOL-AM	McGavren
WLEV-F2, WTKZ-AM	KRG-Eastman