

Montgomery, AL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	152	324,300	
DMA	124	544,400	
Hispanic	188	13,600	4.19%
Black	59	144,200	44.47%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa
Nielsen	Black	Standard	Sp/Fa; Fa/Sp

	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		WGMP-AMR					WLWI-NEW WMSP-SPR WTKX-SPR		WZKD-URB	WRBZ-RMX		WXVI-REL	
FM	WHHY-CHR	WXFX-CLR	WMRK-CAC WMXS-A/C WQKS-A/C WVRV-CAC			WBAM-COU WLWI-COU	WACV-N/T WQSI-N/T		WHLW-UIN WJWZ-URB WKXN-URB WWMG-UAC WZHT-URB				WLBF-NCL WTSU-EDU WVAS-EDU
DIGITAL		WQKS-F3-CLR				WQKS-F4-COU	WMRK-F3-NEW		WQKS-F2-URB				

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

COMBOS (+ LMA's)

WKXN-FM, WZKD-AM
WBAM-FM, WGMP-AM, WJWZ-FM, WQKS-F2,
WQKS-F3, WQKS-F4, WQKS-FM
WHHY-FM, WLWI-AM, WLWI-FM, WMSP-AM,
WMXS-FM, WXFX-FM
WHLW-FM, WWMG-FM, WZHT-FM
WTKX-AM, WVRV-FM

Autaugaville Radio, Inc
Bluewater Broadcasting, LLC

Cumulus

iHeartMedia, Inc.
Stroh Communications, LLC

LOCAL SPORTS COVERAGE

WXFX-FM

WLWI-FM
WMSP-AM

WTKX-AM

F = Flagship

University of Alabama-Basketball
University of Alabama-Football
Auburn-Football
Auburn-Football
Auburn-Basketball
Nascar Stock Races-Car Racing
Indy 500-Car Racing

Montgomery, AL

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WGMP-AM	Altern/Modern Rock	104.9
WKXN-FM	Urban Contemporary	102.7
WMRK-F3	News	99.3
WQKS-F2	Urban Contemporary	100.5
WQKS-F3	Classic Rock	107.1
WQKS-F4	Country	103.9
WRBZ-AM	Mexican Regional	95.5
WTKK-AM	Sports	107.5
WVRV-FM	Christian AC	101.5
WZKD-AM	Urban Contemporary	94.1

NATIONAL REPS

WACV-FM, WBAM-FM, WGMP-AM, WJWZ-FM, WMRK-FM, WQKS-F2, WQKS-F3, WQKS-F4, WQKS-FM	McGavren
WHHY-FM, WLWI-FM, WLWI-AM, WMSP-AM, WMXS-FM, WAFX-FM	KRG-Katz
WHLW-FM, WMRK-F3, WWMG-FM, WZHT-FM	iHeartMedia
WKXN-FM	RegR