

Cleveland, OH

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	36	1,796,600	
DMA	20	3,318,700	
Hispanic	67	115,900	6.45%
Black	21	359,100	19.99%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Black	PPM	Monthly

	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							WABQ-TLK WEOL-N/T WHK-N/T WKNR-SPR WTAM-N/T		WERE-UTK WJMO-UIN			WHKW-REL	
FM	WAKS-CHR	WMMS-AOR WNCX-CLR WNWV-AMR	WDOK-A/C WFHM-A/C WQAL-HAC WQKT-CAC	WHLK-ADH WMJI-CLH		WGAR-COU WKFM-COU WKKY-COU	WKRK-SPR		WENZ-URB WZAK-UAC				WCLV-NCL WCPN-NPR WCRF-NCL WJCU-EDU WKHR-NCL WKSU-EDU WSTB-NCL
DIGITAL	WHLK-F2-RHY						WMMS-F2-NEW WQAL-F3-TLK		WAKS-F2-URB WENZ-F2-UIN				

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

COMBOS (+ LMA's)

WDOK-FM, WKRK-FM, WNCX-FM, WQAL-FM
WABQ-AM
WEOL-AM, WKFM-FM
WCLV-FM, WCPN-FM
WAKS-F2, WAKS-FM, WGAR-FM, WHLK-F2, WHLK-FM, WMJI-FM, WMMS-F2, WMMS-FM, WTAM-AM
WENZ-FM, WERE-AM, WJMO-AM, WZAK-FM
WFHM-FM, WHK-AM, WHKW-AM

Audacy
D & E Communications, Inc
Elyria-Lorain Broadcasting
Ideastream
iHeartMedia, Inc.
Radio One, Inc.
Salem Media Group

LOCAL SPORTS COVERAGE

WKNR-AM
Cleveland Browns-Football (F)
Nascar Stock Races-Car Racing
Ohio State-Basketball
Ohio State-Football
WTAM-AM
Cleveland Cavaliers-Basketball (F)
Cleveland Guardians-Baseball (F)
WKRK-FM
Cleveland Browns-Football
College Football on Westwood One-Football
WMMS-FM
Cleveland Guardians-Baseball
Cleveland Cavaliers-Basketball
WNCX-FM
Cleveland Browns-Football
WKFM-FM
Nascar Stock Races-Car Racing
F = Flagship

Cleveland, OH

SIMULCASTS (TOTAL WEEK)

WENZ-F2+WJMO-AM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WABQ-AM	Talk	94.7
WAKS-F2	Urban Contemporary	106.1
WCRF-FM	Non-Commercial	91.9
WEOL-AM	News/Talk	100.3
WGAR-FM	Country	101.1
WHK-AM	News/Talk	102.5
WHKW-AM	Religion	96.9
WJMO-AM	Urban Inspirational	94.5
WKSU-FM	Non-Commercial College	95.7
WMMS-F2	News	99.1
WTAM-AM	News/Talk	106.9

NATIONAL REPS

WAKS-FM, WAKS-F2, WGAR-FM, WHLK-FM, WHLK-F2, WMJI-FM, WMMS-FM, WMMS-F2, WTAM-AM	iHeartMedia
WDOK-FM, WKRK-FM, WNCX-FM, WQAL-F3, WQAL-FM	KRG-Audacy
WENZ-FM, WENZ-F2, WERE-AM, WJMO-AM, WZAK-FM	KRG-Christal
WEOL-AM, WKFM-FM	McGavren
WFHM-FM, WHK-AM	KRG-Katz
WNWV-FM	KRG-Eastman