

Altoona, PA

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	109	646,800
Hispanic	999	0
Black	999	0

Available Research

Service	Ethnic Type	Report Type	Available Reports
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	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	WFBG-CHR			WTNA-CLH WTRN-CLH WYUP-ADH		WKMC-COU	WRTA-TLK						
FM	WNLI-CHR	WBXQ-CLR WRKY-CLR	WALY-A/C WBRX-A/C	WQWY-CLH		WFGY-COU						WJSM-REL	WLKE-NCL

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

COMBOS (+ LMA's)

WBRX-FM, WBXQ-FM, WKMC-AM, WRTA-AM, WTRN-AM, WYUP-AM	Lightner Communications, LLC
WALY-FM, WFBG-AM, WFGY-FM, WQWY-FM, WRKY-FM, WTNA-AM	Seven Mountains Media, LLC

LOCAL SPORTS COVERAGE

WRKY-FM	Pittsburgh Steelers-Football
WTRN-AM	Penn State-Football Penn State-Basketball
F = Flagship	

SIMULCASTS (TOTAL WEEK)

WQWY-FM+WTNA-AM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WFBG-AM	Contemporary Hit Radio	104.5
WKMC-AM	Country	96.1
WRTA-AM	Talk	98.5
WTNA-AM	Classic Hits	99.7
WTRN-AM	Classic Hits	96.9
WYUP-AM	Adult Hits	107.1

NATIONAL REPS

WALY-FM, WFBG-AM, WFGY-FM, WQWY-FM, WRKY-FM, WTNA-AM	KRG-Eastman
WBRX-FM, WBXQ-FM, WKMC-AM, WRTA-AM, WTRN-AM, WYUP-AM	KRG-Katz