

Lincoln, NE

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	159	281,200	
DMA	112	641,800	
Hispanic	160	22,600	8.04%
Black	179	15,700	5.58%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; 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				KLMS-ADH			KFOR-N/T KLIN-N/T						
FM	KFRX-CHR	KIBZ-AMR KLNC-CLR KTGL-CLR	KBBK-HAC	KOOO-ADH		KFGE-COU KZKX-COU	KNTK-SPR					KVSS-REL	KIOS-NPR KRKR-NCL KUCV-NCL KZUM-NCL
DIGITAL	KBBK-F2-CHR												

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

COMBOS (+ LMA's)

KFOR-AM, KFRX-FM, KIBZ-FM, KLMS-AM, KTGL-FM, KZKX-FM
KBBK-FM, KFGE-FM, KLIN-AM, KLNC-FM

Alpha Media
NRG Media LLC

LOCAL SPORTS COVERAGE

KFOR-AM Kansas City Chiefs-Football
KLIN-AM University of Nebraska Men`s-Basketball
University of Nebraska Men`s-Football
University of Nebraska Men`s-Baseball

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KBBK-F2	Contemporary Hit Radio	94.5
KFOR-AM	News/Talk	101.5
KLIN-AM	News/Talk	99.3
KLMS-AM	Adult Hits	103.3
KRKR-FM	Non-Commercial	92.7
KVSS-FM	Religion	99.3

Lincoln, NE

NATIONAL REPS

KBBK-FM, KBBK-F2, KFGE-FM, KLIN-AM, KLNC-FM
KFOR-AM, KFRX-FM, KIBZ-FM, KLMS-AM, KOOO-FM, KTGL-FM, KZKX-FM
KNTK-FM

KRG-Christal
KRG-Katz
McGavren