

Ft. Myers-Naples, FL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	54	1,124,500	
DMA	54	1,395,000	
Hispanic	40	271,000	24.10%
Black	85	79,700	7.09%

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						WAFC-COU	WBCN-SPR WCCF-N/T WWCD-SPR			WAFZ-RMX WWCL-HIS		WMYR-REL	
FM	WBTT-RHY WFFY-RHY WHEL-CHR WXKB-CHR	WARO-CLR WRXK-AOR	WAVV-SFT WINK-A/C WJPT-SFT WSGL-HAC	WCVU-CLH WJGO-ADH WOLZ-CLH		WCKT-COU WIKX-COU WWGR-COU	WFSX-N/T WGUF-TLK			WAFZ-RMX WTLQ-SCO WWCN-TRP WZJZ-SCO			WAYJ-NCL WDLV-NCL WGCU-EDU WSOR-NCL
DIGITAL							WRXK-F2-SPR WXKB-F2-TLK						

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

COMBOS (+ LMA's)

WBCN-AM, WJPT-FM, WRXK-F2, WRXK-FM,
WWCN-FM, WXKB-F2, WXKB-FM
WAVV-FM, WINK-FM, WTLQ-FM
WAFC-AM, WAFZ-AM, WAFZ-FM
WBTT-FM, WCKT-FM, WOLZ-FM, WZJZ-FM
WGUF-FM, WJGO-FM, WSGL-FM, WWGR-FM
WARO-FM, WFFY-FM, WFSX-FM, WHEL-FM

Beasley Media Group

Ft. Myers Broadcasting Co.
Glades Media Co
iHeartMedia, Inc.
Renda Broadcasting Corp.
Sun Broadcasting, Inc

LOCAL SPORTS COVERAGE

WBCN-AM

WFSX-FM

F = Flagship

Miami Heat-Basketball
Tampa Bay Rays-Baseball
University of South Florida-Football
University of Florida Gators-Football

Indy 500-Car Racing
Miami Dolphins-Football

Ft. Myers-Naples, FL

SIMULCASTS (TOTAL WEEK)

WAFZ-AM+WAFZ-FM
WBCN-AM+WRXK-F2

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WAFZ-AM	Country	100.5
WAFZ-AM	Mexican Regional	99.7
WBCN-AM	Sports	98.1
WCCF-AM	News/Talk	100.9
WMYR-AM	Religion	106.7
WRXK-F2	Sports	96.5
WSOR-FM	Non-Commercial	102.3
WXKB-F2	Talk	96.5

NATIONAL REPS

WAFZ-AM, WAFZ-FM, WAFZ-AM, WGUF-FM, WJGO-FM, WSGF-FM, WWGR-FM	KRG-Eastman
WARO-FM, WAVV-FM, WFFY-FM, WFSX-FM, WHEL-FM, WINK-FM, WTLQ-FM	KRG-Christal
WBCN-AM, WJPT-FM, WRXK-FM, WWCN-FM, WXKB-FM, WXKB-F2	KRG-Katz
WBTT-FM, WCCF-AM, WCKT-FM, WCVU-FM, WIKX-FM, WOLZ-FM, WWCD-AM, WZJZ-FM	iHeartMedia
WMYR-AM	Tach
WWCL-AM	Loc Focus