

Springfield, MA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	103	552,000	
DMA	117	615,900	
Hispanic	69	113,800	20.62%
Black	128	42,100	7.63%

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	WACM-RHY	WLZX-AOR		WARE-CLH			WHMP-TLK WHYN-N/T			WHLL-SCO WSPR-TRP		WACE-REL	WNNZ-EDU
FM		WAQY-CLR WLZX-AOR WRSI-AAR	WEIB-SAC WHAI-A/C WHYN-HAC WLCQ-CAC WMAS-A/C			WPVQ-COU WRNX-COU	WWEI-SPR						WTCC-EDU
DIGITAL				WLZX-F2-CLH	WLZX-F3-ODS				WHYN-F2-URB	WMRQ-F2-TRP			

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

COMBOS (+ LMA's)

WHLL-AM, WMAS-FM, WWEI-FM	Audacy
WHYN-AM, WHYN-FM, WRNX-FM	iHeartMedia, Inc.
WACM-AM, WSPR-AM	Red Wolf Broadcasting
WAQY-FM, WHAI-FM, WHMP-AM, WLZX-AM, WLZX-F2, WLZX-F3, WLZX-FM, WPVQ-FM, WRSI-FM	Saga Communications Inc.

LOCAL SPORTS COVERAGE

WAQY-FM	New England Patriots-Football
WRNX-FM	Nascar Stock Races-Car Racing
WWEI-FM	Boston Celtics-Basketball
	Boston Red Sox-Baseball
	University of Mass at Amherst - Men's-Basketball
	Boston Bruins-Hockey
	University of Mass at Amherst-Football (F)
F = Flagship	

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SIMULCASTS (TOTAL WEEK)

WRSI-FM+WSNI-F2
WLZX-AM+WLZX-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WACM-AM	Rhythmic CHR	100.1
WARE-AM	Classic Hits	97.7
WHLL-AM	Spanish Contemporary	98.1
WHMP-AM	Talk	101.5
WHYN-F2	Urban Contemporary	97.3
WHYN-AM	News/Talk	98.9
WLZX-F2	Classic Hits	94.3
WLZX-F3	Oldies	96.9
WLZX-AM	Album Oriented Rock	98.5
WMRQ-F2	Tropical	97.1
WSPR-AM	Tropical	104.5

NATIONAL REPS

WACM-AM, WMRQ-F2, WSPR-AM	KRG-Christal
WAQY-FM, WHAI-FM, WHMP-AM, WLZX-FM, WLZX-F2, WLZX-F3, WLZX-AM, WPVQ-FM, WRSI-FM	KRG-Katz
WHLL-AM, WMAS-FM, WWEI-FM	KRG-Audacy
WHYN-F2, WHYN-FM, WHYN-AM, WRNX-FM	iHeartMedia