

Harrisburg-Lebanon-Carlisle, PA

Spectrometer

Population Estimates

| | <u>Rank</u> | <u>Population 12+</u> | |
|----------|-------------|-----------------------|-------|
| MSA | 85 | 654,100 | |
| DMA | 42 | 1,823,500 | |
| Hispanic | 112 | 58,500 | 8.94% |
| Black | 101 | 63,500 | 9.71% |

Available Research

| <u>Service</u> | <u>Ethnic Type</u> | <u>Report Type</u> | <u>Available Reports</u> |
|----------------|--------------------|--------------------|--------------------------|
| Nielsen | General Market | CDM | 3mo Rolling Avg |

| | 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 | | | WKBO-CAC | WLBR-CLH | WHYL-ODS | WIOO-COU | WHGB-SPR WHP-N/T WTKT-SPR | | WADV-GOS | | | WYYC-REL | |
| FM | WWKL-RHY | WQXA-AMR WTPA-CLR | WNNK-HAC WQLV-HAC | WRVV-CLH | | WCAT-COU WFVY-COU WRBT-COU | | | WHKF-URB | | | | WITF-NPR WKHL-NCL WROZ-NCL WXPB-EDU |
| DIGITAL | | | | | | | WTPA-F2-SPR | | | | | | |

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

COMBOS (+ LMA's)

WHGB-AM, WNNK-FM, WQXA-FM, WTPA-FM,
WWKL-FM
WHKF-FM, WHP-AM, WRBT-FM, WRVV-FM, WTKT-AM
WFVY-FM, WLBR-AM

Cumulus

iHeartMedia, Inc.

Seven Mountains Media, LLC

LOCAL SPORTS COVERAGE

WHGB-AM

WLBR-AM

WCAT-FM

WIOO-AM

F = Flagship

Penn State-Football
Harrisburg Senators-Baseball (F)
Philadelphia Phillies-Baseball
Nascar Stock Races-Car Racing
Baltimore Orioles-Baseball
Indy 500-Car Racing
Nascar Stock Races-Car Racing

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SIMULCASTS (TOTAL WEEK)

WHGB-AM+WTPA-F2

NATIONAL REPS

WCAT-FM, WHYL-AM, WIOO-AM

WFVY-FM, WLBR-AM

WHGB-AM, WNNK-FM, WQXA-FM, WTPA-FM, WTPA-F2, WWKL-FM

WHKF-FM, WHP-AM, WRBT-FM, WRVV-FM, WTKT-AM

Tach

KRG-Eastman

KRG-Katz

iHeartMedia

TRANSLATORS

| <u>PRIMARY STATION</u> | <u>FORMAT</u> | <u>TRANSLATOR FREQUENCY</u> |
|------------------------|------------------------|-----------------------------|
| WHGB-AM | Sports | 95.3 |
| WHP-AM | News/Talk | 103.7 |
| WHYL-AM | Oldies | 102.9 |
| WIOO-AM | Country | 97.9 |
| WITF-FM | National Public Radio | 99.9 |
| WLBR-AM | Classic Hits | 99.7 |
| WTPA-F2 | Sports | 96.5 |
| WXPB-FM | Non-Commercial College | 99.7 |
| WYYC-AM | Religion | 98.1 |