

Mobile, AL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	100	573,700	
DMA	57	1,348,000	
Hispanic	153	24,400	4.25%
Black	59	144,200	25.14%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Black	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							WHEP-N/T WNTM-N/T WXQW-TLK	WABF-AST	WASG-UIN WERM-GOS WGOK-GOS			WBHY-REL WIJD-REL WMOB-REL	
FM	WABD-CHR	WRKH-CLR WZEW-AAR	WMXC-A/C	WCSN-CLH		WKSJ-COU	WAVH-TLK WNSP-SPR		WBLX-URB WDLT-UAC				WBHY-NCL WHIL-EDU WLVM-NCL
DIGITAL		WZEW-F2-CLR			WZEW-F3-ROL		WRKH-F2-SPR		WMXC-F2-UIN				

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

COMBOS (+ LMA's)

WABD-FM, WBLX-FM, WDLT-FM, WGOK-AM, WXQW-AM
WNSP-FM, WZEW-F2, WZEW-F3, WZEW-FM
WBHY-AM, WBHY-FM
WKSJ-FM, WMXC-F2, WMXC-FM, WNTM-AM, WRKH-F2, WRKH-FM
WASG-AM, WIJD-AM

Cumulus
Dot Com Plus, LLC
Goforth Media
iHeartMedia, Inc.
Wilkins Communications Network Inc.

LOCAL SPORTS COVERAGE

WHEP-AM
WAVH-FM
WZEW-FM
WNSP-FM
F = Flagship
Atlanta Braves-Baseball
Auburn-Football
Auburn-Basketball
University of Alabama-Football
University of Alabama-Basketball
New Orleans Saints-Football

Mobile, AL

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WASG-AM	Urban Inspirational	106.1
WBHY-AM	Religion	103.5
WIJD-AM	Religion	97.9
WMOB-AM	Religion	95.7
WMXC-F2	Urban Inspirational	100.3
WRKH-F2	Sports	99.5
WZEW-F2	Classic Rock	96.5
WZEW-F3	Rhythmic Oldies	92.5

NATIONAL REPS

WABD-FM, WBLX-FM, WDLT-FM, WGOK-AM, WXQW-AM	KRG-Katz
WAVH-FM	KRG-Christal
WKSJ-FM, WMXC-FM, WMXC-F2, WNTM-AM, WRKH-F2, WRKH-FM	iHeartMedia
WNSP-FM, WZEW-F2, WZEW-F3, WZEW-FM	KRG-Eastman