

# Peoria, IL

## Spectrometer

### Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	157	296,600	
DMA	124	537,800	
Hispanic	194	10,500	3.54%
Black	143	30,300	10.22%

### Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
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							WIRL-TLK WMBD-N/T	WOAM-AST				WPEO-REL WVEL-REL	
FM	WHPI-CHR WPIA-CHR WZPW-RHY	WGLO-CLR WIXO-AMR WWCT-AAR	WKZF-RAC WSWT-A/C	WPBG-CLH		WFYR-COU WXCL-COU	WZPN-SPR					WPMJ-REL	WAZU-NCL WBNH-NCL WCBU-EDU WCIC-NCL WPZA-NCL
DIGITAL					WPBG-F2-ODS		WPBG-F4-N/T WPBG-F3-TLK						

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

### COMBOS (+ LMA's)

WHPI-FM, WPIA-FM, WWCT-FM, WZPN-FM  
 WFYR-FM, WGLO-FM, WIXO-FM, WVEL-AM,  
 WZPW-FM  
 WIRL-AM, WKZF-FM, WMBD-AM, WPBG-F2,  
 WPBG-F3, WPBG-F4, WPBG-FM, WSWT-FM,  
 WXCL-FM

Advanced Media Partners, LLC  
 Cumulus

Midwest Communications

### LOCAL SPORTS COVERAGE

WKZF-FM Chicago Bears-Football  
 WIRL-AM Chicago Bears-Football  
 Chicago Cubs-Baseball  
 University of Illinois-Football  
 University of Illinois-Basketball  
 WMBD-AM Chicago Bears-Football  
 St. Louis Cardinals-Baseball  
 Notre Dame University-Football  
 World Series-Baseball  
 Bradley University-Basketball (F)  
 Super Bowl-Football

F = Flagship

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## SIMULCASTS (TOTAL WEEK)

WMBD-AM+WPBG-F4  
WHPI-FM+WPIA-FM

## NATIONAL REPS

WFYR-FM, WGLO-FM, WIXO-FM, WVEL-AM, WZPW-FM  
WHPI-FM, WPIA-FM, WWCT-FM, WZPN-FM  
WIRL-AM, WKZF-FM, WMBD-AM, WPBG-FM, WPBG-F4, WPBG-F2, WPBG-F3,  
WSWT-FM, WXCL-FM

KRG-Katz  
McGavren  
KRG-Christal

## TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WCIC-FM	Non-Commercial	98.9
WMBD-AM	News/Talk	100.3
WOAM-AM	Adult Standards	92.9
WPBG-F2	Oldies	102.7
WPBG-F3	Talk	95.9
WPEO-AM	Religion	97.7