

Cedar Rapids, IA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	200	197,400	
DMA	97	792,300	
Hispanic	211	7,900	4.00%
Black	173	16,500	8.36%

Available Research

Service	Ethnic Type	Report Type	Available Reports
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				KMRY-CLH	KMJM-ODS	KPTY-COU	KCJJ-N/T KGYM-SPR KXEL-N/T KXIC-SPR WMT-N/T						WSUI-EDU
FM	KOSY-CHR KZIA-CHR	KFMW-AOR KKRQ-CLR KRNA-CLR	KDAT-SRK	KOKZ-CLH		KHAK-COU KKSU-COU				KRQN-RMX			KCKK-EDU KNWS-EDU KSUI-EDU KUNI-EDU
DIGITAL		KZIA-F4-AMR	KZIA-F2-80s										

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

COMBOS (+ LMA's)

KKRQ-FM, KKSU-FM, KMJM-AM, KOSY-FM, KXIC-AM, WMT-AM
KSUI-FM, WSUI-AM
KGYM-AM, KZIA-F2, KZIA-F4, KZIA-FM
KDAT-FM, KHAK-FM, KRNA-FM

iHeartMedia, Inc.

Iowa Public Radio
KZIA, Inc.
Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

KGYM-AM

WMT-AM

KXEL-AM

KCJJ-AM

F = Flagship

Iowa State Cyclones-Football
Iowa State Cyclones-Basketball
Chicago Bears-Football
Indy 500-Car Racing

University of Iowa Hawkeye Men`s-Football
University of Iowa Hawkeye (Women)-Basketball
University of Iowa Hawkeye Men`s-Basketball

University of Northern Iowa-Football
University of Northern Iowa-Basketball

Nascar Stock Races-Car Racing
Indy 500-Car Racing

Cedar Rapids, IA

SIMULCASTS (TOTAL WEEK)

KDAT-FM, KHAK-FM, KRNA-FM

KFMW-FM, KOKZ-FM, KPTY-AM, KXEL-AM

KGYM-AM, KZIA-FM

KKRQ-FM, KKSJ-FM, KMJM-AM, KOSY-FM, KXIC-AM, WMT-AM

KRG-Christal

KRG-Katz

Loc Focus

iHeartMedia

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KCCK-FM	Non-Commercial College	106.9
KGYM-AM	Sports	102.3
KMJM-AM	Oldies	101.5
KMRY-AM	Classic Hits	93.1
KPTY-AM	Country	107.3
KSUI-FM	Non-Commercial College	101.7
KUNI-FM	Non-Commercial College	94.5
KXEL-AM	News/Talk	100.5
KZIA-F2	80s	98.5
KZIA-F4	Altern/Modern Rock	107.5