Madison, WI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	89	627,400	
DMA	82	912,200	
Hispanic	130	39,000	6.22%
Black	135	34,400	5.48%

Available Research

Service	Ethnic Type	Report Type	Available Reports
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		WAUN-CLR WZRK-AOR					WHIT-FFU WIBA-N/T WOZN-SPR WTSO-SPR			WLMV-SCO		WHFA-REL	WHA-NCL
FM	WJQM-RHY WZEE-CHR	WIBA-CLR WJJO-AOR WMMM-AAR WRIS-AMR WWHG-AOR	WMGN-A/C WMHX-HAC WNNO-HAC WSJY-A/C	WOLX-CLH WXXM-ADH		WDDC-COU WDMP-COU WJVL-COU WMAD-COU WNFM-COU WWQM-COU	WTLX-SPR						WERN-NCL WHHI-NCL WNWC-EDU WORT-NCL
DIGITAL					WIBA-F2-ODS								

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

COMBOS (+ LMA's)

WMHX-FM, WMMM-FM, WOLX-FM	Audacy
WJVL-FM, WWHG-FM	Big Radio
WDMP-FM, WZRK-AM	Dodge Point Broadcasting Co, Inc.
WIBA-AM, WIBA-FM, WMAD-FM, WTSO-AM, WXXM-FM, WZEE-FM	iHeartMedia, Inc.
WAUN-AM, WDDC-FM, WNFM-FM, WNNO-FM	Magnum Radio Group, Inc
WHIT-AM, WJJO-FM, WJQM-FM, WLMV-AM, WMGN-FM, WOZN-AM, WRIS-FM, WWQM-FM	Mid-West Family Stations
WERN-FM, WHA-AM, WHHI-FM	Wisconsin Public Radio

LOCAL SPORTS COVERAGE

WIBA-AM	Green Bay Packers-Football World Series-Baseball Super Bowl-Football University of Wisconsin Badgers-Basketball University of Wisconsin Badgers-Football University of Wisconsin Badgers-Hockey
WIBA-FM	Green Bay Packers-Football
WTSO-AM	Nascar Stock Races-Car Racing
WOZN-AM	Milwaukee Brewers-Baseball
WTLX-FM	Marquette University-Basketball Milwaukee Bucks-Basketball

F = Flagship

Madison, WI

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WAUN-AM	Classic Rock	96.9
WHA-AM	Non-Commercial	107.9
WHFA-AM	Religion	97.3
WHIT-AM	Farm/Full Service	97.7
WIBA-F2	Oldies	100.9
WLMV-AM	Spanish Contemporary	94.5
WNWC-FM	Non-Commercial College	95.3
WOZN-AM	Sports	96.7
WSJY-FM	Adult Contemporary	94.7
WZRK-AM	Album Oriented Rock	96.9

NATIONAL REPS

WHIT-AM, WJJO-FM, WJQM-FM, WLMV-AM, WMGN-FM, WOZN-AM, WRIS-FM, WWQM-FM	KRG-Christal
WIBA-FM, WIBA-F2, WIBA-AM, WMAD-FM, WTSO-AM, WXXM-FM, WZEE-FM	iHeartMedia
WJVL-FM	RegR
WMHX-FM, WMMM-FM, WOLX-FM	KRG-Audacy