

Portland, ME

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	93	638,900	
DMA	79	953,900	
Hispanic	185	15,600	2.44%
Black	148	27,100	4.24%

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			WBAE-SFT WVAE-SFT			WZAN-COU	WCME-FUL WGAN-N/T WLOB-N/T WRED-SPR	WJTO-AST					
FM	WHTP-CHR WJBQ-CHR	WBLM-CLR WCLZ-AAR WCYY-AMR WHXR-CLR WPKQ-AMR	WBQQ-SFT WHOM-A/C WMGX-HAC	WFNK-CLH WYNZ-ADH		WOXO-COU WPOR-COU WTHT-COU	WJJB-SPR WPEI-SPR WPPI-SPR					WBCI-REL	WARX-NCL WMDR-NCL WMEA-NCL WMSJ-NCL WXTP-NCL
DIGITAL					WYNZ-F2-ODS		WMGX-F2-N/T						

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

COMBOS (+ LMA's)

WJJB-FM, WLOB-AM, WPEI-FM, WPPI-FM, WRED-AM
 WJTO-AM
 WARX-FM, WMSJ-FM
 WBAE-AM, WCLZ-FM, WGAN-AM, WMGX-F2, WMGX-FM, WPOR-FM, WVAE-AM, WYNZ-F2, WYNZ-FM, WZAN-AM
 WBLM-FM, WCYY-FM, WHOM-FM, WJBQ-FM
 WFNK-FM, WHXR-FM, WTHT-FM

Atlantic Coast Radio
 Blue Jey Broadcasting Co Inc
 Educational Media Foundation
 Saga Communications Inc.
 Townsquare Media, Inc.
 WBIN Media Company

LOCAL SPORTS COVERAGE

WOXO-FM
 WBLM-FM
 WRED-AM
 WPEI-FM
 WLOB-AM
 WPKQ-FM
 WHXR-FM
 WPPI-FM
 WJJB-FM

Nascar Stock Races-Car Racing
 New England Patriots-Football
 Boston Red Sox-Baseball
 Boston Celtics-Basketball
 Boston Celtics-Basketball
 Portland ME Seadogs-Baseball
 Boston Red Sox-Baseball
 New England Patriots-Football
 Boston Bruins-Hockey
 Boston Celtics-Basketball
 Portland ME Seadogs-Baseball
 Boston Red Sox-Baseball
 Boston Celtics-Basketball

F = Flagship

Portland, ME

SIMULCASTS (TOTAL WEEK)

WJJB-FM+WRED-AM
 WPEI-FM+WPPI-FM
 WGAN-AM+WMGX-F2
 WCYY-FM+WPKQ-FM
 WCYY-FM
 WBAE-AM+WVAE-AM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBAE-AM	Soft AC	107.1
WCME-AM	Full Service	99.5
WGAN-AM	News/Talk	98.5
WJTO-AM	Adult Standards	105.3
WLOB-AM	News/Talk	100.5
WMDR-FM	Non-Commercial	100.7
WMEA-FM	Non-Commercial	104.1
WMGX-F2	News/Talk	105.1
WMSJ-FM	Non-Commercial	99.9
WRED-AM	Sports	92.5
WTHT-FM	Country	96.9
WVAE-AM	Soft AC	93.5
WYNZ-F2	Oldies	105.5
WZAN-AM	Country	101.5

NATIONAL REPS

WBAE-AM, WCLZ-FM, WGAN-AM, WMGX-F2, WMGX-FM, WPOR-FM, WVAE-AM, WYNZ-FM, WYNZ-F2, WZAN-AM
 WBLM-FM, WCYY-FM, WHOM-FM, WJBQ-FM, WPKQ-FM
 WBQQ-FM, WFNK-FM, WHXR-FM, WJJB-FM, WLOB-AM, WPEI-FM, WPPI-FM, WRED-AM, WTHT-FM
 WHTP-FM, WOXO-FM

KRG-Katz

KRG-Christal

KRG-Eastman

Tach