

# Binghamton, NY

## Spectrometer

### Population Estimates

|          | <u>Rank</u> | <u>Population 12+</u> |       |
|----------|-------------|-----------------------|-------|
| MSA      | 193         | 213,600               |       |
| DMA      | 162         | 292,800               |       |
| Hispanic | 201         | 9,300                 | 4.35% |
| Black    | 198         | 11,400                | 5.34% |

### 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      |                      |                      | WEBO-A/C           |                                  |          | WINR-COU             | WENE-SPR<br>WNBF-N/T |             |                    |          |                        |          |  |
| FM      | WBNW-CHR<br>WWYL-CHR | WAAL-CLR<br>WKGB-AMR | WMXW-A/C           | WAVR-CLH<br>WCDW-CLH<br>WLTB-ADH | WDRE-ODS | WBBI-COU<br>WHWK-COU |                      |             |                    |          |                        |          | WCII-NCL<br>WJOB-NCL<br>WSKG-NPR<br>WSQX-NPR |
| DIGITAL | WCDW-F3-RHY          | WCDW-F2-AMR          |                    |                                  |          | WCDW-F4-COU          |                      |             |                    |          |                        |          |  |

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

### COMBOS (+ LMA's)

WCDW-F2, WCDW-F3, WCDW-F4, WCDW-FM, WDRE-FM

WBBI-FM, WBNW-FM, WENE-AM, WINR-AM, WKGB-FM, WMXW-FM

WAAL-FM, WHWK-FM, WNBF-AM, WWYL-FM

WSKG-FM, WSQX-FM

Equinox Broadcasting Corp

iHeartMedia, Inc.

Townsquare Media, Inc.

WSKG Public Telecommunications Council

### LOCAL SPORTS COVERAGE

WDRE-FM

WNBF-AM

F = Flagship

Buffalo Bills-Football

Syracuse University-Football

Binghamton Rumble Ponies-Baseball

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## SIMULCASTS (TOTAL WEEK)

WAAL-FM, WCDW-FM, WCDW-F2, WCDW-F3, WCDW-F4, WDRE-FM, WHWK-FM, WNBF-AM, WWYL-FM

WBBI-FM, WBNW-FM, WENE-AM, WINR-AM, WKGB-FM, WMXW-FM  
WLTB-FM

KRG-Katz

iHeartMedia  
KRG-Christal

## TRANSLATORS

| <u>PRIMARY STATION</u> | <u>FORMAT</u>      | <u>TRANSLATOR FREQUENCY</u> |
|------------------------|--------------------|-----------------------------|
| WCDW-FM                | Classic Hits       | 101.1                       |
| WCDW-F2                | Altern/Modern Rock | 95.1                        |
| WCDW-F3                | Rhythmic CHR       | 92.9                        |
| WCDW-F4                | Country            | 107.1                       |
| WDRE-FM                | Oldies             | 104.5                       |
| WEBO-AM                | Adult Contemporary | 107.9                       |
| WINR-AM                | Country            | 96.9                        |
| WLTB-FM                | Adult Hits         | 102.5                       |
| WNBF-AM                | News/Talk          | 92.1                        |