

Portsmouth-Dover-Rochester, NH

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	119	465,900	
DMA	10	5,994,100	
Hispanic	182	16,500	3.54%
Black	214	6,400	1.37%

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				WMVX-CLH	WWSF-ODS		WPKX-SPR WTSN-N/T						WPKC-NCL
FM	WERZ-CHR	WHEB-CLR	WHOM-A/C	WBYY-CLH WSAK-CLH WSHK-CLH		WOKQ-COU WTBU-COU	WQSO-N/T						WPKC-NCL

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

COMBOS (+ LMA's)

WPKC-AM, WPKC-FM	Educational Media Foundation
WERZ-FM, WHEB-FM, WPKX-AM, WQSO-FM, WTBU-FM	iHeartMedia, Inc.
WOKQ-FM, WSAK-FM, WSHK-FM	Townsquare Media, Inc.
WBYY-FM, WTSN-AM	WBIN Media Company

LOCAL SPORTS COVERAGE

WTSN-AM	Boston Celtics-Basketball Boston Bruins-Hockey Boston Red Sox-Baseball
WSHK-FM	New England Patriots-Football
WSAK-FM	New England Patriots-Football
F = Flagship	

SIMULCASTS (TOTAL WEEK)

WGIR-FM+WHEB-FM
WSAK-FM+WSHK-FM
WPKC-AM+WPKC-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WMVX-AM	Classic Hits	98.9
WOKQ-FM	Country	97.9
WPKC-AM	Non-Commercial	97.1
WTSN-AM	News/Talk	98.1
WWSF-AM	Oldies	104.3

Portsmouth-Dover-Rochester, NH

NATIONAL REPS

WBYY-FM, WMVX-AM, WTSN-AM
WERZ-FM, WHEB-FM, WPKX-AM, WQSO-FM, WTBU-FM
WHOM-FM, WOKQ-FM, WSAK-FM, WSHK-FM

KRG-Eastman
iHeartMedia
KRG-Christal