

Lancaster, PA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	114	479,100	
DMA	42	1,833,500	
Hispanic	117	53,500	11.17%
Black	155	23,000	4.80%

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	WRLD-RHY	WRKY-CLR	WHVR-A/C WKBO-CAC	WLBR-CLH	WHYL-ODS	WIOO-COU	WEEU-N/T WHGB-SPR WHP-N/T WOYK-SPR WTEL-NEW WTKT-SPR			WLAN-SCO WLCH-SCO		WYYC-REL	
FM	WLAN-CHR WWKL-RHY	WQXA-AMR WTPA-CLR	WARM-A/C WBYN-CAC WNNK-HAC WPPY-A/C WQLV-HAC			WCAT-COU WFBY-COU WGTU-COU WIOV-COU						WDAC-REL	WITF-NPR WJTL-NCL WLCH-NCL WROZ-NCL WYTL-NCL

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

COMBOS (+ LMA's)

WLAN-AM, WLAN-FM

iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

WHGB-AM	Penn State-Football Harrisburg Senators-Baseball (F)
WLBR-AM	Philadelphia Phillies-Baseball
WEEU-AM	Penn State-Football Philadelphia Eagles-Football Philadelphia Phillies-Baseball
WOYK-AM	Philadelphia Phillies-Baseball Philadelphia 76ers-Basketball Washington Capitals-Hockey Hershey Bears-Hockey
WCAT-FM	Nascar Stock Races-Car Racing
WIOO-AM	Baltimore Orioles-Baseball Indy 500-Car Racing Nascar Stock Races-Car Racing

F = Flagship

Lancaster, PA

SIMULCASTS (TOTAL WEEK)

WDAS-F2+WTEL-AM
WRKY-AM+WYCR-FM
WHGB-AM+WTPA-F2

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WBYN-FM	Christian AC	103.7
WDAC-FM	Religion	103.9
WHGB-AM	Sports	95.3
WHP-AM	News/Talk	103.7
WHVR-AM	Adult Contemporary	95.3
WHYL-AM	Oldies	102.9
WIOO-AM	Country	97.9
WITF-FM	National Public Radio	99.9
WLAN-AM	Spanish Contemporary	100.5
WLBR-AM	Classic Hits	99.7
WLCH-FM	Non-Commercial	100.3
WLCH-AM	Spanish Contemporary	107.1
WOYK-AM	Sports	98.9
WRKY-AM	Classic Rock	92.5
WRLD-AM	Rhythmic CHR	98.5
WYYC-AM	Religion	98.1

NATIONAL REPS

WARM-FM, WHGB-AM, WIOV-FM, WNNK-FM, WQXA-FM, WTPA-FM, WWKL-FM	KRG-Katz
WCAT-FM, WHYL-AM, WIOO-AM	Tach
WEEU-AM	McGavren
WFVY-FM, WLBR-AM	KRG-Eastman
WGTY-FM, WHVR-AM, WPPY-FM, WRKY-AM	KRG-Christal
WHP-AM, WLAN-FM, WLAN-AM, WTEL-AM, WTKT-AM	iHeartMedia