

Lancaster, PA

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	117	472,200	
DMA	42	1,796,300	
Hispanic	120	49,100	10.40%
Black	160	20,400	4.32%

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		WRKY-CLR	WHVR-A/C WKBO-CAC		WHYL-ODS	WIOO-COU	WEEU-N/T WHGB-SPR WHP-N/T WLBR-N/T WOYK-SPR WTEL-NEW WTKT-SPR		WIOV-URB	WGLD-SCO WLAN-SCO		WYYC-REL	
FM	WLAN-CHR WWKL-CHR	WQXA-AMR WTPA-CLR	WARM-A/C WBYN-CAC WNNK-HAC WPPY-A/C WQLV-HAC			WCAT-COU WFYV-COU WGTY-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

WYYC-AM Philadelphia Phillies-Baseball
 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

NATIONAL REPS

WARM-FM, WHGB-AM, WIOV-FM, WNNK-FM, WQXA-FM, WTPA-FM, WWKL-FM
WCAT-FM, WHYL-AM, WIOO-AM
WEEU-AM
WFVY-FM, WGLD-AM, WLBR-AM
WGTY-FM, WHVR-AM, WPPY-FM, WRKY-AM
WHP-AM, WLAN-FM, WLAN-AM, WTEL-AM, WTKT-AM

KRG-Katz

Tach

McGavren

KRG-Eastman

KRG-Christal

iHeartMedia

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WBYN-FM	Christian AC	103.7
WDAC-FM	Religion	103.9
WGLD-AM	Spanish Contemporary	107.1
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
WIOV-AM	Urban Contemporary	98.5
WITF-FM	National Public Radio	99.9
WLAN-AM	Spanish Contemporary	100.5
WLCH-FM	Non-Commercial	100.3
WOYK-AM	Sports	98.9
WRKY-AM	Classic Rock	92.5
WYYC-AM	Religion	98.1