

West Palm Beach-Boca Raton, FL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	48	1,365,400	
DMA	39	2,028,800	
Hispanic	35	322,900	23.65%
Black	38	240,800	17.64%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Black	PPM	Monthly
Nielsen	Hispanic	PPM	Monthly

	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						WOKC-COU	WBZT-SPR WFTL-N/T WJNO-N/T WMEN-SPR			WDJA-HIS WEFL-SNT WWRF-RMX	WPOM-ETH WSVU-ETH		
FM	WBGF-RHY WFLM-RHY WLDI-CHR	WKGR-CLR	WEAT-A/C WOLL-A/C WRMF-HAC			WAVW-COU WIRK-COU	WUUB-SPR WZZR-TLK	WLML-AST	WMBX-UAC	WJNX-RMX WLLY-RMX WRLX-SCO			WAYF-NCL WFLV-NCL WRMB-NCL
DIGITAL	WMBX-F2-CHR						WIRK-F2-SPR		WZZR-F2-URB				

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

COMBOS (+ LMA's)

WLLY-FM, WOKC-AM, WWRF-AM	Glades Media Co
WEFL-AM, WUUB-FM	Good Karma Broadcasting
WEAT-FM, WFTL-AM, WIRK-F2, WIRK-FM, WMBX-F2, WMBX-FM, WMEN-AM, WRMF-FM	Hubbard Radio
WBZT-AM, WJNO-AM, WKGR-FM, WLDI-FM, WOLL-FM, WRLX-FM, WZZR-FM	iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

WOKC-AM	Nascar Stock Races-Car Racing
WJNO-AM	University of Florida Gators-Basketball
WBZT-AM	Miami Marlins-Baseball Florida Panthers-Hockey
WFTL-AM	Florida State University Seminoles-Football Florida State University Seminoles-Basketball
WAVW-FM	Miami Dolphins-Football
WMEN-AM	Florida Atlantic University-Football (F) Florida Atlantic University-Men's Basketball (F)
WUUB-FM	Miami Dolphins-Football
WEFL-AM	Miami Dolphins-Football
F = Flagship	

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SIMULCASTS (TOTAL WEEK)

WIRK-F2+WMEN-AM
WJNX-AM+WJNX-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WAYF-FM	Non-Commercial	96.7
WLLY-FM	Mexican Regional	103.7
WMBX-F2	Contemporary Hit Radio	96.3
WOKC-AM	Country	96.7
WPOM-AM	Ethnic-Other	101.1
WSVU-AM	Ethnic-Other	92.5
WWRF-AM	Mexican Regional	94.7
WZZR-F2	Urban Contemporary	93.3

NATIONAL REPS

WAVV-FM, WBZT-AM, WJNO-AM, WKGR-FM, WLDI-FM, WOLL-FM, WRLX-FM, WZZR-F2, WZZR-FM	iHeartMedia
WEAT-FM, WFTL-AM, WIRK-FM, WJNX-FM, WLLY-FM, WMBX-FM, WMBX-F2, WMEN-AM, WOKC-AM, WRMF-FM, WWRF-AM	KRG-Eastman
WEFL-AM, WPOM-AM, WUUB-FM	McGavren
WFLM-FM	KRG-Katz