

Nassau-Suffolk, NY (LI)

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	21	2,560,500	
DMA	1	18,896,400	
Hispanic	22	518,300	20.24%
Black	36	252,200	9.85%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	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			WLID-CAC		WHLI-ODS						WBWD-ETH WGBB-ETH WNYH-ETH		
FM	WBEA-CHR WBLI-CHR WPTY-RHY	WBAB-CLR WEHM-AAR WEHN-AAR WHFM-CLR WWSK-AOR	WALK-HAC WBAZ-A/C WKJY-A/C	WLNG-CLH		WJVC-COU WWWF-COU	WLIR-N/T WRCN-N/T			WBON-TRP			WFME-NCL

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

COMBOS (+ LMA's)

WALK-FM, WHLI-AM, WKJY-FM, WWSK-FM, WWWF-FM	Connoisseur Media
WBAB-FM, WBLI-FM, WHFM-FM	Cox Media Group
WBON-FM, WJVC-FM, WPTY-FM, WRCN-FM	JVC Media LLC
WBAZ-FM, WBEA-FM, WEHM-FM, WEHN-FM	LRS Radio, LLC

LOCAL SPORTS COVERAGE

F = Flagship

SIMULCASTS (TOTAL WEEK)

WBAB-FM+WHFM-FM
WEHM-FM+WEHN-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WBLI-FM	Contemporary Hit Radio	94.5
WGBB-AM	Ethnic-Other	95.9
WHLI-AM	Oldies	104.7
WKJY-FM	Adult Contemporary	107.1
WLID-AM	Christian AC	95.1
WNYH-AM	Ethnic-Other	100.7

Nassau-Suffolk, NY (LI)

NATIONAL REPS

WALK-FM, WHLI-AM, WKJY-FM, WWSK-FM, WWWF-FM
WBAB-FM, WBLI-FM, WHFM-FM
WBON-FM, WJVC-FM, WPTY-FM, WRCN-FM

KRG-Christal
KRG-Katz
McGavren