

Bloomington, IL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	223	147,100	
DMA	125	530,200	
Hispanic	205	8,200	5.57%
Black	186	14,400	9.79%

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							WJBC-N/T						
FM	WBNQ-CHR	WIHN-AOR	WWHX-HAC WZIM-A/C	WBBE-ADH WJEZ-CLH WZND-ADH		WBWN-COU WIBL-COU WJBC-COU	WRPW-TLK	WGCY-EZL				WPEO-REL	WBNH-NCL WCIC-NCL WGLT-EDU WILL-EDU

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

COMBOS (+ LMA's)

WBNQ-FM, WBWN-FM, WJBC-AM, WJBC-FM, WJEZ-FM	Cumulus
WBBE-FM, WIHN-FM, WWHX-FM	Neuhoff Communications
WIBL-FM, WRPW-FM, WZIM-FM	Pilot Media, LLC

LOCAL SPORTS COVERAGE

WJBC-AM	Chicago Bears-Football St. Louis Cardinals-Baseball Illinois State-Basketball (F) Illinois State-Football (F)
WJBC-FM	Illinois State-Basketball Illinois State-Football
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WCIC-FM	Non-Commercial	98.9
WIBL-FM	Country	92.1
WILL-FM	Non-Commercial College	106.5
WJBC-AM	News/Talk	102.1

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NATIONAL REPS

WBBE-FM, WIHN-FM, WWHX-FM

WBNQ-FM, WBWN-FM, WJBC-FM, WJBC-AM, WJEZ-FM

WIBL-FM, WRPW-FM, WZIM-FM

KRG-Christal

KRG-Katz

KRG-Eastman