

Sarasota-Bradenton, FL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	68	830,400	
DMA	13	4,765,100	
Hispanic	72	109,600	13.20%
Black	113	49,600	5.97%

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	WSDV-CHR			WSRQ-CLH	WDIZ-ODS		WENG-N/T WLSS-N/T			WBRD-RMX WTMY-RMX			
FM		WTZB-CLR	WDUV-SFT	WSRZ-CLH		WCTQ-COU	WHPT-TLK			WRUB-TRP WZSP-RMX			WSMR-EDU WSRQ-NCL

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

COMBOS (+ LMA's)

WCTQ-FM, WDIZ-AM, WSDV-AM, WSRZ-FM, WTZB-FM	iHeartMedia, Inc.
WSRQ-AM, WSRQ-FM	Lake Erie College of Osteopathic Medicine, Inc

LOCAL SPORTS COVERAGE

WHPT-FM	Tampa Bay Lightning-Hockey (F) Nascar Stock Races-Car Racing University of South Florida-Football University of South Florida-Basketball
F = Flagship	

SIMULCASTS (TOTAL WEEK)

WFUS-F2+WRUB-FM
WSRQ-AM+WSRQ-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WENG-AM	News/Talk	107.5
WLSS-AM	News/Talk	93.7
WRUB-FM	Tropical	103.1
WSDV-AM	Contemporary Hit Radio	103.9
WSRQ-AM	Classic Hits	106.9
WTMY-AM	Mexican Regional	99.1
WTZB-FM	Classic Rock	105.1

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NATIONAL REPS

WCTQ-FM, WDIZ-AM, WRUB-FM, WSDV-AM, WSRZ-FM, WTZB-FM
WDUV-FM
WHPT-FM
WTMY-AM, WZSP-FM

iHeartMedia
KRG-Christal
KRG-Katz
KRG-Eastman