

Sebring, FL

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	13	4,864,200
Hispanic	999	0
Black	999	0

Available Research

Service	Ethnic Type	Report Type	Available Reports
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	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				WITS-CLH			WJCM-SPR WWTK-N/T						
FM			WWLL-A/C			WWOJ-COU				WZSP-RMX			

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

COMBOS (+ LMA's)

WITS-AM, WJCM-AM, WWLL-FM, WWOJ-FM, WWTK-AM

Cohan Radio Group, Inc

LOCAL SPORTS COVERAGE

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WITS-AM	Classic Hits	104.3
WJCM-AM	Sports	106.3
WWTK-AM	News/Talk	95.3

NATIONAL REPS

WITS-AM, WJCM-AM, WWLL-FM, WWOJ-FM, WWTK-AM
WZSP-FM

Loc Focus
KRG-Eastman