

LaSalle-Peru, IL

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	3	8,289,700
Hispanic	999	0
Black	999	0

Available Research

Service	Ethnic Type	Report Type	Available Reports
---------	-------------	-------------	-------------------

	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				WLPO-CLH			WZOE-N/T	WCMY-AST WSPL-AST					
FM	WIVQ-CHR	WBZG-CLR	WAJK-HAC	WRKX-ADH WYYS-CLH WZOE-CLH		WALS-COU WGLC-COU WLWF-COU	WSPY-N/T						WCFL-EDU

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

COMBOS (+ LMA's)

WCMY-AM, WRKX-FM	NRG Media LLC
WALS-FM, WBZG-FM, WGLC-FM, WIVQ-FM, WSPL-AM, WYYS-FM	Shaw Local Radio Co.
WAJK-FM, WLPO-AM, WLWF-FM	Starved Rock Media, Inc
WZOE-AM, WZOE-FM	Virden Broadcasting Corp.

LOCAL SPORTS COVERAGE

WSPY-FM	Indy 500-Car Racing
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WCMY-AM	Adult Standards	93.5
WLPO-AM	Classic Hits	103.9
WSPL-AM	Adult Standards	98.5
WSPY-FM	News/Talk	95.1

NATIONAL REPS