

Columbus, OH

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	37	1,781,400	
DMA	34	2,279,700	
Hispanic	76	99,200	5.57%
Black	27	322,200	18.09%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Black	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			WCLT-A/C		WQCD-ODS WXGT-ODS	WHTH-COU WLOH-COU	WBNS-SPR WMNI-SPR WTVN-N/T WYTS-NEW					WRFD-REL WVSG-REL	
FM	WCKX-RHY WHIZ-CHR WHTD-RHY WNCI-CHR	WLVQ-CLR WRKZ-AOR WXZX-AMR	WCVO-CAC WSNY-A/C WVMX-HAC WVNO-A/C	WNKO-CLH WNND-CLH WNNP-CLH WODC-ADH		WCLT-COU WCOL-COU WJKR-COU	WBNS-SPR WTOH-N/T		WJYD-UIN WXMG-UAC WZCB-URB	WVNO-RMX WVWG-RMX			WCBE-NPR WHKC-NCL WOSA-EDU WUSU-EDU WUFM-NCL WZNP-NCL
DIGITAL	WNCI-F2-RHY					WCOL-F2-COU							

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

COMBOS (+ LMA's)

WCOL-F2, WCOL-FM, WNCI-F2, WNCI-FM, WODC-FM, WTVN-AM, WXZX-FM, WYTS-AM, WZCB-FM
WJKR-FM, WMNI-AM, WRKZ-FM
WOSA-FM, WOSU-FM
WCVO-FM, WZNP-FM
WCKX-FM, WHTD-FM, WJYD-FM, WXMG-FM
WHTH-AM, WNKO-FM
WLVQ-FM, WNND-FM, WNNP-FM, WSNY-FM, WVMX-FM
WRFD-AM, WTOH-FM
WBNS-AM, WBNS-FM
WCLT-AM, WCLT-FM

iHeartMedia, Inc.
North American Broadcasting Co.
Ohio State University
One Connection Media Group
Radio One, Inc.
Runnymede Inc
Saga Communications Inc.
Salem Media Group
TEGNA Inc.
WCLT Radio Inc

LOCAL SPORTS COVERAGE

WBNS-FM
Ohio State-Basketball
Cleveland Browns-Football
Columbus Blue Jackets-Hockey (F)
Ohio State-Football
WBNS-AM
Ohio State-Women's Basketball (F)
Ohio State-Baseball (F)
Ohio State-Football (F)
Ohio State-Basketball (F)
Cleveland Browns-Football
Ohio State-Hockey (F)
WJYD-FM
Cleveland Cavaliers-Basketball
WXZX-FM
Cincinnati Bengals-Football
Columbus Crew-Soccer (F)
WCLT-FM
Nascar Stock Races-Car Racing
WMNI-AM
Indy 500-Car Racing
Notre Dame University-Football

F = Flagship

Columbus, OH

SIMULCASTS (TOTAL WEEK)

WNND-FM+WNNP-FM
WCKX-FM+WHTD-FM

NATIONAL REPS

WBNS-FM, WBNS-AM
WCKX-FM, WHTD-FM, WJYD-FM, WWLG-FM, WXMG-FM
WCLT-FM, WCLT-AM
WCOL-FM, WCOL-F2, WNCI-FM, WNCI-F2, WODC-FM, WTVN-AM, WXZZ-FM,
WYTS-AM, WZCB-FM
WHIZ-FM
WJKR-FM, WMNI-AM, WRKZ-FM, WXGT-AM
WLWQ-FM, WNND-FM, WNNP-FM, WSNY-FM, WVMX-FM
WVNO-FM

KRG-Christal
KRG-Eastman
Tach
iHeartMedia

RegR
McGavren
KRG-Katz
Loc Focus

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WCLT-AM	Adult Contemporary	98.7
WHIZ-FM	Contemporary Hit Radio	102.3
WHTH-AM	Country	107.7
WLOH-AM	Country	99.3
WQCD-AM	Oldies	92.9
WRFD-AM	Religion	104.5
WXGT-AM	Oldies	92.9