

Springfield, IL

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	96	795,400
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				WMAY-CLH			WFMB-SPR WLDS-N/T WTAX-N/T					WLLM-REL	
FM	WDBR-CHR	WQLZ-AOR WYMG-CLR	WNNS-A/C WXAJ-HAC	WCVS-CLH WEAI-CLH		WFMB-COU WLFZ-COU	WMAY-N/T WTAX-N/T						
DIGITAL				WDBR-F4-CLH	WDBR-F3-ODS	WDBR-F2-COU							

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

COMBOS (+ LMA's)

WEAI-FM, WLDS-AM
 WMAY-AM, WMAY-FM, WNNS-FM, WQLZ-FM
 WDBR-F2, WDBR-F3, WDBR-F4, WDBR-FM, WLFZ-FM, WTAX-AM, WTAX-FM, WYMG-FM
 WCVS-FM, WFMB-AM, WFMB-FM, WXAJ-FM

Jacksonville Area Radio Broadcasters, Inc
 Mid-West Family Stations
 Saga Communications Inc.
 Woodward Communications

LOCAL SPORTS COVERAGE

WFMB-AM Chicago Cubs-Baseball
 WTAX-AM St. Louis Cardinals-Baseball
 WTAX-FM St. Louis Cardinals-Baseball
 F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WDBR-F2	Country	101.1
WDBR-F3	Oldies	107.5
WDBR-F4	Classic Hits	93.5
WFMB-AM	Sports	92.3
WMAY-AM	Classic Hits	94.7

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NATIONAL REPS

WCVS-FM, WFMB-FM, WFMB-AM, WXAJ-FM

WDBR-FM, WDBR-F2, WDBR-F3, WDBR-F4, WEAI-FM, WLDS-AM, WLFZ-FM,
WTAX-FM, WTAX-AM, WYMG-FM

WMAY-FM, WMAY-AM, WNNS-FM, WQLZ-FM

McGavren

KRG-Katz

KRG-Eastman