

Bangor, ME

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	208	177,100	
DMA	160	318,400	
Hispanic	232	4,100	2.32%
Black	237	2,900	1.64%

Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
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		WTOS-AOR						WDEA-AST					
FM	WBZN-CHR	WKIT-CLR WTOS-AOR WTUX-AOR WWMJ-CLR	WKSQ-A/C WQSK-A/C WQSS-A/C	WABK-CLH WBAK-CLH WBKA-CLH WNSX-CLH WSYY-ADH		WBFB-COU WBFE-COU WBKA-CLH WBYA-COU WMCM-COU WQCB-COU	WEZQ-SPR WVOM-N/T WVQM-N/T						WBQE-NCL WERU-NCL WHCF-NCL WKVV-NCL WKVZ-NCL WMEH-NCL

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

COMBOS (+ LMA's)

WBAK-FM, WBFB-FM, WBFE-FM, WBKA-FM,
WKSQ-FM, WTOS-AM, WTUX-FM, WVOM-FM
WKVV-FM, WKVZ-FM
WBQE-FM, WMEH-FM
WBZN-FM, WDEA-AM, WEZQ-FM, WQCB-FM,
WWMJ-FM

Blueberry Broadcasting, LLC
Educational Media Foundation
Maine Public Broadcasting Corporation
Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

WTOS-AM University of Maine-Baseball
University of Maine Men's-Basketball
WWMJ-FM New England Patriots-Football
WEZQ-FM Boston Red Sox-Baseball
Boston Celtics-Basketball
Boston Bruins-Hockey
WVOM-FM University of Maine-Football (F)
University of Maine-Hockey (F)
WQSS-FM Boston Red Sox-Baseball
F = Flagship

Bangor, ME

SIMULCASTS (TOTAL WEEK)

WTOS-AM+WTOS-FM
WVOM-FM+WVQM-FM
WTOS-FM+WTUX-FM
WBFB-FM+WBFE-FM
WBFB-FM+WMCM-FM
WABK-FM+WBAK-FM
WABK-FM+WBKA-FM
WKSQ-FM+WQSK-FM
WKSQ-FM+WQSS-FM

NATIONAL REPS

WABK-FM, WBAK-FM, WBFB-FM, WBFE-FM, WBKA-FM, WKSQ-FM, WMCM-FM, WQSK-FM, WQSS-FM, WTOS-FM, WTOS-AM, WTUX-FM, WVOM-FM, WVQM-FM

WBYA-FM, WBZN-FM, WDEA-AM, WEZQ-FM, WQCB-FM, WWMJ-FM

WKIT-FM

WNSX-FM

KRG-Katz

KRG-Eastman

RegR

Tach

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WHCF-FM	Non-Commercial	102.7
WMEH-FM	Non-Commercial	106.1
WTOS-AM	Album Oriented Rock	105.3