

Augusta-Waterville, ME

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	232	111,800	
DMA	80	943,000	
Hispanic	238	2,600	2.33%
Black	241	1,600	1.43%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	Sp/Fa; Fa/Sp

	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	WHTP-CHR	WJZN-AMR WTOS-AOR					WSKW-SPR						
FM	WMME-CHR	WTOS-AOR WTUX-AOR	WFMX-A/C WKSQ-A/C WQSK-A/C WQSS-A/C	WABK-CLH WBAK-CLH WBKA-CLH		WBFE-COU WCTB-COU WEBB-COU WMCM-COU	WVOM-N/T WVQM-N/T						WBQA-NCL

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

COMBOS (+ LMA's)

WABK-FM, WQSK-FM, WTOS-FM, WVQM-FM
WCTB-FM, WFMX-FM, WSKW-AM
WEBB-FM, WJZN-AM, WMME-FM

Blueberry Broadcasting, LLC
J. Hanson Company, Inc
Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

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

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
WCYY-FM+WJZN-AM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WHTP-AM	Contemporary Hit Radio	100.3
WJZN-AM	Altern/Modern Rock	95.9
WTOS-AM	Album Oriented Rock	105.3

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NATIONAL REPS

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

WCTB-FM, WFMX-FM, WSKW-AM

WEBB-FM, WJZN-AM, WMME-FM

KRG-Katz

Tach

KRG-Christal