

Frederick, MD

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	171	252,800	
DMA	9	6,246,100	
Hispanic	142	32,000	12.66%
Black	136	33,700	13.33%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	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		WWFD-AAR					WARK-N/T WFMD-N/T						
FM			WAFY-HAC	WWEG-CLH		WFRE-COU							
DIGITAL			WWEG-F2-CAC			WFRE-F2-COU WWEG-F3-COU							

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

COMBOS (+ LMA's)

WFMD-AM, WFRE-FM
WAFY-FM, WWEG-F2, WWEG-F3, WWEG-FM

Connoisseur Media
Manning Broadcasting Inc

LOCAL SPORTS COVERAGE

WARK-AM

Baltimore Ravens-Football
Baltimore Orioles-Baseball
University of Maryland-Football
University of Maryland - Men's-Basketball

WWEG-FM
WFMD-AM

Baltimore Orioles-Baseball
University of Maryland-Football
University of Maryland - Men's-Basketball

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WARK-AM	News/Talk	98.9
WWEG-F2	Christian AC	102.1
WWEG-F3	Country	93.5

Frederick, MD

NATIONAL REPS

WAFY-FM, WARK-AM, WWEG-FM, WWEG-F2
WFMD-AM, WFRE-F2, WFRE-FM
WWFD-AM

KRG-Eastman
KRG-Christal
KRG-Katz