

Morristown, NJ

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	122	452,300	
DMA	1	18,896,400	
Hispanic	101	71,300	15.76%
Black	166	18,100	4.00%

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					WMTR-ODS						WWTR-ETH		
FM		WDHA-AOR WNNJ-CLR				WHCY-COU							

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

COMBOS (+ LMA's)

WDHA-FM, WMTR-AM

Beasley Media Group

LOCAL SPORTS COVERAGE

WMTR-AM
F = Flagship

New York Jets-Football

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
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NATIONAL REPS

WDHA-FM, WMTR-AM
WHCY-FM, WNNJ-FM

KRG-Katz
iHeartMedia