

# Lima-Van Wert, OH

## Spectrometer

### Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	180	238,400	
DMA	190	153,200	
Hispanic	212	7,200	3.02%
Black	190	13,900	5.83%

### Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
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
<b>AM</b>						WCIT-COU	WIMA-N/T						
<b>FM</b>	WBKS-CHR	WBUK-CLR WEGE-CLR WKKI-AOR	WCMS-HAC WMLX-HAC	WDOH-CLH WKSD-CLH WZRX-ADH		WFGF-COU WIMT-COU WKXA-COU	WWSR-SPR						WBCJ-EDU WGLE-NCL WTGN-NCL WVLO-NCL

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

### COMBOS (+ LMA's)

WBUK-FM, WKXA-FM

WBKS-FM, WIMA-AM, WIMT-FM, WMLX-FM, WZRX-FM

WCIT-AM, WDOH-FM, WEGE-FM, WFGF-FM, WWSR-FM

Blanchard River Broadcasting, Co  
iHeartMedia, Inc.

Woof Boom Radio

### LOCAL SPORTS COVERAGE

WWSR-FM

Cleveland Browns-Football  
Cleveland Guardians-Baseball  
Columbus Blue Jackets-Hockey

WIMA-AM

Cincinnati Bengals-Football  
Cincinnati Reds-Baseball  
Indy 500-Car Racing  
Ohio State-Basketball  
Ohio State-Football

WKKI-FM

Columbus Blue Jackets-Hockey

WCMS-FM

Indy 500-Car Racing

F = Flagship

### SIMULCASTS (TOTAL WEEK)

### TRANSLATORS

#### PRIMARY STATION

WCIT-AM

#### FORMAT

Country

#### TRANSLATOR FREQUENCY

98.5

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## NATIONAL REPS

WBKS-FM, WIMA-AM, WIMT-FM, WMLX-FM, WZRZ-FM  
WBUK-FM, WCSM-FM, WKKI-FM, WKSD-FM, WKXA-FM  
WCIT-AM, WDOH-FM, WEGE-FM, WFGF-FM, WWSR-FM

iHeartMedia  
RegR  
KRG-Christal