# Lima-Van Wert, OH 

## Spectrometer

## Population Estimates

|  | $\frac{\text { Rank }}{}$ | Population 12+ |  |
| :--- | :--- | :--- | :--- |
| MSA | 178 | 240,000 |  |
| DMA | 190 | 154,200 | $3.21 \%$ |
| Hispanic | 213 | 7,700 | $5.88 \%$ |
| Black | 187 | 14,100 |  |

## Available Research

| Service | $\frac{\text { Ethnic Type }}{\text { Nielsen }}$ | $\frac{\text { Report Type }}{\text { General Market }} \quad$ |  |
| :--- | :--- | :--- | :--- |
| Condensed | Available Reports |  |  |
| $\mathrm{Sp} / \mathrm{Fa} ; \mathrm{Fa} / \mathrm{Sp}$ |  |  |  |


|  | Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country | News/ Talk/ Info | Adult Music | Urban/ Black/ Gospel | Hispanic | Other/ Foreign Language | Religion | NonCommercia |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\sum$ |  |  |  |  |  | WCIT-COU | WIMA-N/T |  |  |  |  |  |  |
| $\underset{i}{ }$ | WBKS-CHR | WBUK-CLR WEGE-CLR WKKI-AOR | WCSM-HAC WMLX-HAC | WDOH-CLH <br> WKSD-CLH <br> 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 <br> Cleveland Guardians-Baseball <br> Columbus Blue Jackets-Hockey |
| :--- | :--- |
| WIMA-AM | Cincinnati Bengals-Football <br> Cincinnati Reds-Baseball <br> Indy 500-Car Racing <br> Ohio State-Basketball |
|  | Ohio State-Football |
| WKKI-FM | Columbus Blue Jackets-Hockey |
| WCSM-FM | Indy 500-Car Racing |


| TRANSLATORS |  |  |
| :--- | :--- | :--- |
| $\frac{\text { PRIMARY STATION }}{\text { WCIT-AM }} \quad \frac{\text { FORMAT }}{\text { Country }}$ | TRANSLATOR FREQUENCY |  |

## Lima-Van Wert, OH

NATIONAL REPS

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

