

Ann Arbor, MI

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	151	329,100	
DMA	14	4,255,900	
Hispanic	173	17,600	5.35%
Black	128	41,800	12.70%

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							WAAM-N/T WKHM-N/T WLBY-TLK WTKA-SPR			WSDS-SCO		WDEO-REL	
FM		WQKL-AAR	WKHM-HAC			WWWW-COU							WEMU-EDU

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

COMBOS (+ LMA's)

WLBY-AM, WQKL-FM, WTKA-AM, WWWW-FM
WKHM-AM, WKHM-FM

Cumulus
McKibbin Media Group, Inc

LOCAL SPORTS COVERAGE

WTKA-AM

Detroit Red Wings-Hockey
Detroit Tigers-Baseball
Detroit Lions-Football
University of Michigan-Football
University of Michigan-Basketball
University of Michigan-Hockey

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WAAM-AM	News/Talk	92.7
WDEO-AM	Religion	105.5
WKHM-AM	News/Talk	101.5

NATIONAL REPS

WDEO-AM

WLBY-AM, WQKL-FM, WTKA-AM, WWWW-FM

Tach
KRG-Eastman