

Philadelphia, PA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	9	4,805,000	
DMA	5	7,307,500	
Hispanic	23	493,300	10.27%
Black	7	995,700	20.72%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Black	PPM	Monthly
Nielsen	Hispanic	PPM	Monthly

	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							KYW-NEW WDAS-SPR WNTP-TLK WPGG-N/T WPHT-TLK WTEL-NEW WWDB-TLK		WURD-UTK	WEMG-TRP WHAT-TRP WPHE-HIS		WCHR-REL WFIL-REL WNWR-REL WTMR-REL WWJZ-REL	WKDN-NCL
FM	WIOQ-CHR WPST-CHR	WMGK-CLR WMMR-AOR WRFF-AMR	WBEB-A/C WFPG-A/C WSJO-A/C WTDY-HAC	WBEN-ADH WOGL-CLH		WPUR-COU WXTU-COU	WENJ-SPR WIP-SPR WKXW-FUL WPEN-SPR WPHI-NEW		WDAS-UAC WPPZ-UAC WRNB-UAC WUSL-URB	WUMR-SCO			WHYY-NPR WKVP-NCL WRTI-EDU WXPB-EDU
DIGITAL				WOGL-F2-CLH		WXTU-F2-COU	WBEB-F3-SPR WTDY-F3-TLK WDAS-F2-NEW WRFF-F2-SPR		WRNB-F3-UIN WPPZ-F2-UIN WRNB-F2-URB	WMGK-F3-TRP			

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

COMBOS (+ LMA's)

KYW-AM, WBEB-F3, WBEB-FM, WIP-FM, WOGL-F2, WOGL-FM, WPHI-FM, WPHT-AM, WTDY-F3, WTDY-FM	Audacy
WBEN-FM, WMGK-F3, WMGK-FM, WMMR-FM, WPEN-FM, WTEL-AM, WTMR-AM, WWDB-AM, WXTU-F2, WXTU-FM	Beasley Media Group
WDAS-AM, WDAS-F2, WDAS-FM, WIOQ-FM, WRFF-F2, WRFF-FM, WUMR-FM, WUSL-FM	iHeartMedia, Inc.
WPPZ-F2, WPPZ-FM, WRNB-F2, WRNB-F3, WRNB-FM	Radio One, Inc.
WFIL-AM, WNTP-AM	Salem Media Group

LOCAL SPORTS COVERAGE

WPHT-AM	Temple University-Basketball (F) Penn State-Football Penn State-Basketball
WIP-FM	Philadelphia Phillies-Baseball (F) Philadelphia Eagles-Football (F)
WDAS-AM	Villanova University-Basketball (F) Villanova University-Football (F) Philadelphia Union-Soccer (F)
WENJ-FM	Philadelphia Eagles-Football Philadelphia 76ers-Basketball
WPEN-FM	Philadelphia Flyers-Hockey (F) Philadelphia 76ers-Basketball (F) Temple University-Football (F)

F = Flagship

Philadelphia, PA

SIMULCASTS (TOTAL WEEK)

WDAS-F2+WTEL-AM
WDAS-AM+WRFF-F2
KYW-AM+WPHI-FM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WDAS-AM	Sports	102.5
WEMG-AM	Tropical	105.7
WHAT-AM	Tropical	99.9
WPGG-AM	News/Talk	95.5
WRNB-F3	Urban Inspirational	100.7
WRTI-FM	Non-Commercial College	90.7
WURD-AM	Urban Talk	96.1
WXPN-FM	Non-Commercial College	104.9

NATIONAL REPS

KYW-AM, WBEB-F3, WBEB-FM, WIP-FM, WOGL-F2, WOGL-FM, WPHI-FM, WPHT-AM, WTDY-FM, WTDY-F3	KRG-Audacy
WBEN-FM, WMGK-FM, WMGK-F3, WMMR-FM, WPEN-FM, WTMR-AM, WXTU-FM	KRG-Katz
WCHR-AM, WENJ-FM, WFPG-FM, WKXW-FM, WPGG-AM, WPPZ-FM, WPPZ-F2, WPST-FM, WPUR-FM, WRNB-FM, WRNB-F2, WRNB-F3, WSJO-FM	KRG-Christal
WDAS-FM, WDAS-F2, WDAS-AM, WIOQ-FM, WRFF-FM, WRFF-F2, WTEL-AM, WUMR-FM, WUSL-FM	iHeartMedia
WEMG-AM, WWJZ-AM	McGavren
WHAT-AM, WWDB-AM	KRG-Eastman