

Tampa-St. Petersburg, FL

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	16	3,006,600	
DMA	13	4,864,200	
Hispanic	18	651,900	21.68%
Black	20	372,600	12.39%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	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						WWJB-COU	WDAE-SPR WFLA-N/T WGUL-N/T WHBO-N/T WHNZ-TLK WJBR-TLK WTMP-SPR WWBA-TLK			WAMA-RMX WGES-HIS WMGG-TRP WQBN-TRP WTIS-SCO WTWD-RMX	WHOT-ETH	WLCC-REL WTBN-REL	WWMI-NCL
FM	WFLZ-CHR WLLD-RHY	WPBB-CLR WXTB-AOR	WDUV-SFT WMTX-A/C WWRM-A/C	WGHR-CLH WRBQ-CLH WXGL-CLH		WFUS-COU WQYK-COU	WHPT-TLK		WBTP-URB WTBV-UAC	WRUB-TRP WSUN-TRP WTMP-RMX WYUU-SCO			WBVM-NCL WCIE-NCL WJIS-NCL WKES-NCL WMNF-NCL WUSF-EDU
DIGITAL	WFLZ-F2-RHY	WTBV-F2-AMR WWRM-F2-AMR WXTB-F3-AMR				WQYK-F2-COU	WRUB-F2-NEW			WFUS-F2-TRP WYUU-F2-TRP			

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

COMBOS (+ LMA's)

WJBR-AM, WLLD-FM, WPBB-FM, WQYK-F2, WQYK-FM, WRBQ-FM, WYUU-F2, WYUU-FM

WDUV-FM, WHPT-FM, WTBV-F2, WTBV-FM, WWRM-F2, WWRM-FM, WXGL-FM

WHBO-AM, WWBA-AM

WBTP-FM, WDAE-AM, WFLA-AM, WFLZ-F2, WFLZ-FM, WFUS-F2, WFUS-FM, WHNZ-AM, WMTX-FM, WRUB-F2, WRUB-FM, WXTB-F3, WXTB-FM

WTMP-AM, WTMP-FM

WAMA-AM, WTIS-AM

WCIE-FM, WJIS-FM

WGUL-AM, WLCC-AM, WTBN-AM

Beasley Media Group

Cox Media Group

Genesis Broadcasting

iHeartMedia, Inc.

Nia Broadcasting, Inc.

Q Broadcasting Corporation

Radio Training Network, Inc.

Salem Media Group

LOCAL SPORTS COVERAGE

WDAE-AM

WXTB-FM

WHPT-FM

WWBA-AM

WTMP-FM

WMGG-AM

WJBR-AM

F = Flagship

Tampa Bay Rays-Baseball (F)

Tampa Bay Buccaneers-Football (F)

Tampa Bay Lightning-Hockey (F)

University of South Florida-Football

Nascar Stock Races-Car Racing

University of South Florida-Basketball

New York Yankees-Baseball

University of South Florida-Basketball

Indy 500-Car Racing

Tampa Bay Buccaneers-Football

Tampa Bay Buccaneers-Football

Florida State University Seminoles-Football

Florida State University Seminoles-Basketball

Tampa-St. Petersburg, FL

SIMULCASTS (TOTAL WEEK)

WFUS-F2+WRUB-FM
 WTBV-F2+WWRM-F2

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
WAMA-AM	Mexican Regional	107.7
WBTP-FM	Urban Contemporary	96.7
WCIE-FM	Non-Commercial	93.7
WDAE-AM	Sports	95.3
WFUS-FM	Country	102.9
WGES-AM	Hispanic	92.9
WGUL-AM	News/Talk	93.7
WHBO-AM	News/Talk	94.5
WHNZ-AM	Talk	105.9
WHOT-AM	Ethnic-Other	96.1
WJBR-AM	Talk	92.1
WLCC-AM	Religion	104.3
WMGG-AM	Tropical	101.9
WQYK-F2	Country	103.1
WRUB-FM	Tropical	103.1
WTBN-AM	Religion	100.3
WTBV-F2	Altern/Modern Rock	97.5
WTIS-AM	Spanish Contemporary	101.1
WTMP-AM	Sports	102.1
WTWD-AM	Mexican Regional	102.1
WWBA-AM	Talk	98.3
WWJB-AM	Country	92.3
WWMI-AM	Non-Commercial	99.9
WYUU-F2	Tropical	106.9

NATIONAL REPS

WAMA-AM, WJBR-AM, WLLD-FM, WPBB-FM, WQYK-FM, WRBQ-FM, WTIS-AM, WYUU-FM, WYUU-F2
 WBTP-FM, WDAE-AM, WFLA-AM, WFLZ-FM, WFLZ-F2, WFUS-FM, WFUS-F2, WHNZ-AM, WMTX-FM, WRUB-FM, WRUB-F2, WXTB-FM, WXTB-F3
 WDUV-FM, WWRM-FM
 WGHR-FM
 WHBO-AM, WLCC-AM, WMGG-AM, WTMP-FM, WTMP-AM
 WHPT-FM, WSUN-FM, WTBV-FM, WTBV-F2, WWRM-F2, WXGL-FM
 WQBN-AM

KRG-Eastman
 iHeartMedia
 KRG-Christal
 Loc Focus
 McGavren
 KRG-Katz
 Tach