

# Toledo, OH

## Spectrometer

### Population Estimates

|          | Rank | Population 12+ |        |
|----------|------|----------------|--------|
| MSA      | 107  | 516,500        |        |
| DMA      | 86   | 906,500        |        |
| Hispanic | 136  | 36,700         | 7.11%  |
| Black    | 82   | 82,000         | 15.88% |

### Available Research

| Service | Ethnic Type    | Report Type | Available Reports |
|---------|----------------|-------------|-------------------|
| Nielsen | General Market | CDM         | 3mo Rolling Avg   |
| Nielsen | Black          | Standard    | Fa/Wi/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      |              |                      |                                  |                      |        |                                                          | WCWA-SPR<br>WSPD-N/T |             |                                  |          |                         | WPAY-REL<br>WWYC-REL |                                  |
| FM      | WVKS-CHR     | WIOT-AOR<br>WXKR-CLR | WPOS-CAC<br>WQOO-HAC<br>WRVF-SFT | WMTR-CLH<br>WRQN-CLH |        | WCKY-COU<br>WKKO-COU<br>WLZZ-COU<br>WMIM-COU<br>WPFX-COU |                      |             | WIMX-UAC<br>WJUC-URB<br>WJZE-URB |          |                         |                      | WGTE-NCL<br>WNKL-NCL<br>WTOD-NCL |
| DIGITAL |              | WXKR-F2-AMR          |                                  |                      |        |                                                          | WQOQ-F2-SPR          |             | WVKS-F2-URB                      |          |                         |                      |                                  |

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

### COMBOS (+ LMA's)

|                                                               |                               |
|---------------------------------------------------------------|-------------------------------|
| WKKO-FM, WMIM-FM, WQOQ-F2, WQOQ-FM, WRQN-FM, WXKR-F2, WXKR-FM | Cumulus                       |
| WCKY-FM, WCWA-AM, WIOT-FM, WRVF-FM, WSPD-AM, WVKS-FM          | iHeartMedia, Inc.             |
| WIMX-FM, WJZE-FM                                              | URBan Radio Broadcasting, LLC |

### LOCAL SPORTS COVERAGE

|              |                                                                                                  |
|--------------|--------------------------------------------------------------------------------------------------|
| WCWA-AM      | Toledo Walleye-Hockey                                                                            |
| WSPD-AM      | Cleveland Guardians-Baseball<br>University of Toledo-Football<br>University of Toledo-Basketball |
| WMTR-FM      | Detroit Tigers-Baseball<br>Ohio State-Football                                                   |
| WMIM-FM      | University of Michigan-Football<br>University of Michigan-Basketball                             |
| F = Flagship |                                                                                                  |

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## SIMULCASTS (TOTAL WEEK)

## NATIONAL REPS

|                                                               |             |
|---------------------------------------------------------------|-------------|
| WCKY-FM, WCWA-AM, WIOT-FM, WRVF-FM, WSPD-AM, WVKS-FM, WVKS-F2 | iHeartMedia |
| WIMX-FM, WJZE-FM                                              | Tach        |
| WJUC-FM                                                       | McGavren    |
| WKKO-FM, WMIM-FM, WQOQ-FM, WQOQ-F2, WRQN-FM, WXKR-FM, WXKR-F2 | KRG-Katz    |
| WMTR-FM                                                       | RegR        |

## TRANSLATORS

| <u>PRIMARY STATION</u> | <u>FORMAT</u>      | <u>TRANSLATOR FREQUENCY</u> |
|------------------------|--------------------|-----------------------------|
| WMTR-FM                | Classic Hits       | 94.3                        |
| WNKL-FM                | Non-Commercial     | 105.9                       |
| WPAY-AM                | Religion           | 94.1                        |
| WQOQ-F2                | Sports             | 100.7                       |
| WSPD-AM                | News/Talk          | 92.9                        |
| WVKS-F2                | Urban Contemporary | 94.9                        |