

Auburn/Opelika AL

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	127	528,200
Hispanic	999	0
Black	999	0

Available Research

Service	Ethnic Type	Report Type	Available Reports
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	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							WANI-N/T WZMG-SPR		WTLM-UIN				
FM			WMXA-HAC	WGZZ-CLH		WKKR-COU							

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

COMBOS (+ LMA's)

WANI-AM, WGZZ-FM
WKKR-FM, WMXA-FM, WTLM-AM, WZMG-AM

Auburn Network Inc
iHeartMedia, Inc.

LOCAL SPORTS COVERAGE

WGZZ-FM

Auburn-Football
Auburn-Basketball

F = Flagship

SIMULCASTS (TOTAL WEEK)

WPCH-AM+WZMG-AM

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
WANI-AM	News/Talk	98.7

NATIONAL REPS

WANI-AM, WGZZ-FM
WKKR-FM, WMXA-FM, WTLM-AM, WZMG-AM

Tach
iHeartMedia