



Springfield's Hispanic Station

The Music

Bomba Radio Network plays Tropical Music. Some of our core artists includes Karol G, Maluma, Bad Bunny, Rihanna, Shakira, J. Balvin, Marc Anthony, Jennifer Lopez, Romeo Santos, Peso Pluma and much more.

The Station

Call Letters: WSPR
Signal: 104.5 FM
Format : Tropical
Audience: Adults 25 - 54
Coverage: Western Mass
Website: bombaradio.com

Our Listeners

Bomba 104.5 in Springfield listeners include individuals of Hispanic or Latino descent who appreciate music that reflects their cultural heritage and identity. Bomba 104.5's audience include bilingual individuals or those from multicultural backgrounds who enjoy Latin music and wish to stay connected to their roots or explore different cultural expressions.

Coverage Map

