## Amarillo, TX

## Spectrometer

## Population Estimates

|  | $\frac{\text { Rank }}{}$ | Population 12+ |  |
| :--- | :--- | :--- | :--- |
| MSA | 164 | 266,500 |  |
| DMA | 131 | 457,000 | $80.99 \%$ |
| Hispanic | 92 | 82,600 | $6.64 \%$ |

## Available Research

| Service | $\frac{\text { Ethnic Type }}{\text { Nielsen }}$ | $\frac{\text { Report Type }}{\text { General Market }} \quad$ |  |
| :--- | :--- | :--- | :--- |
| Condensed | Available Reports |  |  |
| $\mathrm{Sp} / \mathrm{Fa} ; \mathrm{Fa} / \mathrm{Sp}$ |  |  |  |


|  | Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country | News/ Talk/ Info | Adult Music | Urban/ Black/ Gospel | Hispanic | Other/ Foreign Language | Religion | NonCommercial |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\underset{<}{\sum}$ |  |  |  |  |  |  | $\begin{aligned} & \text { KGNC-N/T } \\ & \text { KIXZ-N/T } \\ & \text { KPUR-FFU } \end{aligned}$ |  |  | $\begin{aligned} & \text { KTNZ-HIS } \\ & \text { KZIP-HIS } \end{aligned}$ |  | KDJW-REL |  |
| $\underline{\text { I }}$ | $\begin{aligned} & \text { KQIZ-RHY } \\ & \text { KXSS-CHR } \end{aligned}$ | KZRK-AMR | KMXJ-A/C | $\begin{aligned} & \text { KPRF-CLH } \\ & \text { KXGL-CLH } \end{aligned}$ |  | KARX-COU <br> KATP-COU <br> KDDD-COU <br> KGNC-COU <br> KPUR-COU | KVWE-SPR |  |  | $\begin{aligned} & \text { KBEX-RMX } \\ & \text { KQFX-RMX } \end{aligned}$ |  | KBZD-REL | KACV-EDU KAVO-NCL KJJP-NCL KJRT-NCL KRBG-NCL KXLV-NCL KXRI-NCL |

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

## COMBOS (+ LMA's)

KGNC-AM, KGNC-FM, KVWE-FM, KXGL-FM
KARX-FM, KPUR-AM, KPUR-FM, KQIZ-FM, KZRKFM
KXLV-FM, KXRI-FM
KBZD-FM, KRBG-FM
KDJW-AM, KTNZ-AM
KATP-FM, KIXZ-AM, KMXJ-FM, KPRF-FM, KXSS-
FM
KBEX-FM, KQFX-FM

## SIMULCASTS (TOTAL WEEK)

## LOCAL SPORTS COVERAGE

KVWE-FM KIXZ-AM KPUR-FM

KGNC-FM KGNC-AM

F = Flagship

Amarillo Sod Poodles-Baseball Houston Texans (NFL)-Football Texas Tech. University-Footbal Dallas Cowboys-Football
Dallas Cowboys-Football Texas Rangers-Basebal Dallas Cowboys-Football La Promesa Foundation Townsquare Media, Inc.

Viva Media, LLC

## PRIMARY STATION

KDJW-AM
KGNC-AM
KTNZ-AM
KXLV-FM
KZIP-AM

| FORMAT |
| :--- |
| Religion |
| News/Talk |
| Hispanic |
| Non-Commercia |
| Hispanic |

Hispanic

TRANSLATOR FREQUENCY
94.5
97.5
93.5
103.9
92.7

## Amarillo, TX

## NATIONAL REPS

KARX-FM, KPUR-FM, KPUR-AM, KQIZ-FM, KZRK-FM KATP-FM, KIXZ-AM, KMXJ-FM, KPRF-FM, KXSS-FM KBEX-FM, KBZD-FM, KDJW-AM, KQFX-FM

KRG-Christal KRG-Eastman McGavren KRG-Katz

