## Lafayette, LA

## Spectrometer

## Population Estimates

|  | $\frac{\text { Rank }}{}$ | $\underline{\text { Population 12+ }}$ |  |
| :--- | :--- | :--- | :--- |
| MSA | 478,600 |  |  |
| DMA | 126 | 532,300 | $5.10 \%$ |
| Hispanic | 153 | 24,400 | $27.94 \%$ |


|  | Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country | News/ Talk/ Info | Adult Music | Urban/ Black/ Gospel | Hispanic | Other/ Foreign Language | Religion | NonCommercial |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\sum_{\mathbb{<}}$ |  |  |  | KVOL-CLH |  | KSIG-COU | KEUN-TLK <br> KFXZ-N/T <br> KPEL-SPR <br> KROF-N/T |  |  |  | KANE-ETH | KNIR-REL KSLO-REL |  |
| $\underset{\underline{L}}{ }$ | KHXT-RHY KSMB-CHR | KFTE-CLR KPCZ-AMR KYMK-AAR | KAJN-CAC KTDY-A/C | KYBG-CLH |  | $\begin{aligned} & \text { KBON-COU } \\ & \text { KEUN-COU } \\ & \text { KMDL-COU } \\ & \text { KOGM-COU } \\ & \text { KXKC-COU } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { KLWB-SPR } \\ & \text { KPEL-N/T } \end{aligned}$ |  | $\begin{aligned} & \text { KFXZ-UAC } \\ & \text { KNEK-UAC } \\ & \text { KRRQ-URB } \end{aligned}$ |  |  | KYFJ-REL | KIEE-NCL KIKL-NCL KRVS-NCL |

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

## COMBOS (+ LMA's)

KPCZ-FM, KSIG-AM, KYBG-FM
KEUN-AM, KEUN-FM
KNEK-FM, KRRQ-FM, KSMB-FM, KXKC-FM
KFXZ-AM, KFXZ-FM, KLWB-FM, KOGM-FM, KSLO AM, KVOL-AM, KYMK-FM

KHXT-FM, KMDL-FM, KPEL-AM, KPEL-FM, KROFAM, KTDY-FM

Broadcast Partners Inc. Cajun Prairie Broadcasting, LLC Cumulus
Delta Media Corporation
Townsquare Media, Inc.

## LOCAL SPORTS COVERAGE

\begin{tabular}{ll}
KMDL-FM \& New Orleans Saints-Football <br>
KPEL-AM \& New Orleans Saints-Football <br>
\& University of Louisiana - Lafayette-Football <br>
\& University of Louisiana - Lafayette-Men`s Basketball <br>

KLWB-FM \& | LSU Tigers-Football |
| :--- |
|  |
|  |
| LSU Tigers-Basketball |
| Houston Astros-Baseball | <br>

\&
\end{tabular}

## SIMULCASTS (TOTAL WEEK)

| TRANSLATORS |  |  |
| :---: | :---: | :---: |
| PRIMARY STATION | FORMAT | TRANSLATOR FREQUENCY |
| KANE-AM | Ethnic-Other | 107.5 |
| KFXZ-AM | News/Talk | 98.5 |
| KPEL-AM | Sports | 103.3 |
| KSIG-AM | Country | 95.1 |
| KSLO-AM | Religion | 99.5 |
| KVOL-AM | Classic Hits | 97.7 |

## Lafayette, LA

NATIONAL REPS

KFTE-FM, KHXT-FM, KMDL-FM, KPEL-FM, KPEL-AM, KROF-AM, KTDY-FM KNEK-FM, KRRQ-FM, KSMB-FM, KXKC-FM
KPCZ-FM, KSIG-AM, KYBG-FM

KRG-Katz
KRG-Christal
McGavren

