

Yakima, WA

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	108	649,200
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					KTCR-ODS		KBBO-SPR KIT-N/T			KDYK-RMX KDYM-HIS KZXR-RMX	KYNR-ETH	KYAK-REL	
FM	KFFM-CHR KHHK-RHY	KATS-AOR KLKY-CLR KRSE-CLR		KARY-CLH KMGW-CLH		KDBL-COU KXDD-COU				KMMG-RMX KMNA-RMX KYXE-RMX KZTA-RMX KZXR-RMX			KDNA-NCL KNWY-EDU KYKV-NCL KYPL-NCL KYVT-NPR
DIGITAL			KHHK-F2-A/C										

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

COMBOS (+ LMA's)

KMMG-FM, KMNA-FM, KYXE-FM, KZTA-FM, KZXR-FM
KDYK-AM, KDYM-AM
KARY-FM, KBBO-AM, KHHK-FM, KRSE-FM, KTCR-AM, KXDD-FM
KATS-FM, KDBL-FM, KFFM-FM, KIT-AM, KMGW-FM

Bustos Media Holdings, LLC
Centro Familiar Cristiano
Stephens Media Group
Townsquare Media, Inc.

LOCAL SPORTS COVERAGE

KBBO-AM
F = Flagship
Seattle Mariners-Baseball

Yakima, WA

SIMULCASTS (TOTAL WEEK)

KARY-FM, KBBO-AM, KHHK-FM, KHHK-F2, KRSE-FM, KTCR-AM, KXDD-FM

KATS-FM, KDBL-FM, KFFM-FM, KIT-AM, KMGW-FM

KDYK-AM, KDYM-AM, KLKY-FM, KMMG-FM, KMNA-FM, KYXE-FM, KZTA-FM, KZXR-FM, KZXR-AM

KRG-Christal

KRG-Katz

McGavren

NATIONAL REPS

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KATS-FM	Album Oriented Rock	94.3
KBBO-AM	Sports	101.7
KDYK-AM	Mexican Regional	93.7
KDYM-AM	Hispanic	95.7
KHHK-F2	Adult Contemporary	106.1
KIT-AM	News/Talk	101.3
KLKY-FM	Classic Rock	95.3
KTCR-AM	Oldies	106.9
KYAK-AM	Religion	96.1
KZXR-AM	Mexican Regional	95.3