## Modesto, CA

## Spectrometer

## Population Estimates

|  | Rank |
| :--- | :--- |
|  | 118 |
| DMA | 19 |
| Hispanic | 42 |
| Black | 171 |


| Population 12+ |  |
| :---: | :---: |
| 466,800 |  |
| 3,887,300 |  |
| 231,200 | 49.53\% |
| 16,800 | 3.60\% |

## Available Research

| $\frac{\text { Service }}{\text { Nielsen }}$ | Ethnic Type | $\frac{\text { Report Type }}{}$ |  | Available Reports <br> Nielsen |
| :--- | :--- | :--- | :--- | :--- |
|  | General Market | Standard |  | $\mathrm{Sp} ; \mathrm{Fa}$ |
|  | Hispanic | Standard | $\mathrm{Sp} / \mathrm{Fa} ; \mathrm{Fa} / \mathrm{Sp}$ |  |


|  | Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country |  | Adult Music | Urban/ Black/ Gospel | Hispanic | Other/ Foreign Language | Religion | NonCommercial |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\sum$ |  |  |  |  |  |  | $\begin{aligned} & \text { KESP-SPR } \\ & \text { KFIV-N/T } \end{aligned}$ |  |  | KLOC-RMX | KVIN-ETH | KCBC-REL |  |
| $\sum_{\mathbf{L}}$ | KCVR-CHR KWNN-CHR | KMRQ-AOR | $\begin{aligned} & \text { KHOP-HAC } \\ & \text { KJSN-SFT } \\ & \text { KQOD-RAC } \end{aligned}$ | $\begin{aligned} & \text { KDJK-CLH } \\ & \text { KHKK-CLH } \\ & \text { KRVR-CLH } \end{aligned}$ |  | $\begin{aligned} & \text { KATM-COU } \\ & \text { KKBN-COU } \\ & \text { KOSO-COU } \\ & \text { KUBB-COU } \end{aligned}$ |  |  |  | KBBU-RMX KCFA-HIS KMIX-RMX KTSE-RMX |  |  | KAMB-NCL KLVN-NCL KLVS-NCL KUOP-EDU |

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

## COMBOS (+ LMA's)

KATM-FM, KESP-AM, KHKK-FM, KHOP-FM, KWNNFM

KCVR-FM, KTSE-FM
KFIV-AM, KJSN-FM, KMRQ-FM, KOSO-FM

Entravision Communications
iHeartMedia, Inc.

## LOGAL SPORTS COVERAGE

| KFIV-AM | Las Vegas Raiders-Football |
| :--- | :--- |
| KHKK-FM | Las Vegas Raiders-Football |
| KESP-AM | San Jose Sharks-Hockey <br> San Francisco 49`ers-Football \\ Oakland A`s-Baseball |
| F= Flagship |  |

## TRANSLATORS

## PRIMARY STATION

KLOC-AM
KLVN-FM
KLVS-FM KUOP-FM KVIN-AM

## FORMAT

Mexican Regional Non-Commercial
Non-Commercial Non-Commercial College
Ethnic-Other

TRANSLATOR FREQUENCY
105.9
100.7
88.9
88.9
96.7
92.3

## Modesto, CA

## NATIONAL REPS

KATM-FM, KDJK-FM, KESP-AM, KHKK-FM, KHOP-FM, KWNN-FM KCVR-FM, KMIX-FM, KTSE-FM
KFIV-AM, KJSN-FM, KMRQ-FM, KOSO-FM, KQOD-FM KRVR-FM, KVIN-AM KUBB-FM

KRG-Katz KRG-Eastman iHeartMedia Loc Focus KRG-Christal

