

Las Cruces NM

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	204	182,600	
DMA	78	945,900	
Hispanic	74	107,600	58.93%
Black	220	4,600	2.52%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Condensed	Sp; Fa
Nielsen	Hispanic	Standard	Sp/Fa; Fa/Sp

	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			KWML-RAC			KCHS-COU KOTS-COU	KOBE-N/T						
FM	KHQT-CHR	KSNM-CLR	KDEM-A/C KMVR-HAC	KVLC-CLH		KGRT-COU KNFT-COU KXPZ-COU							KLCF-NCL KRWG-EDU
DIGITAL										KMVR-F2-SCO			

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

COMBOS (+ LMA's)

KGRT-FM, KHQT-FM, KSNM-FM, KWML-AM
KDEM-FM, KMVR-FM, KOBE-AM, KOTS-AM, KVLC-FM, KXPZ-FM

Adams Radio Group, LLC
Bravo Mic Communications

LOCAL SPORTS COVERAGE

KXPZ-FM

New Mexico State University – Men's Basketball-Men's Basketball
New Mexico State University – Football-Football

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KLCF-FM	Non-Commercial	93.5
KMVR-F2	Spanish Contemporary	96.7
KOBE-AM	News/Talk	92.7
KRWG-FM	Non-Commercial College	91.9
KWML-AM	Rhythmic AC	104.5

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NATIONAL REPS

KDEM-FM, KMVR-FM, KMVR-F2, KOBE-AM, KOTS-AM, KVLC-FM, KXPZ-FM	KRG-Eastman
KGRT-FM, KHQT-FM, KSNM-FM, KWML-AM	KRG-Christal