

Las Vegas, NV

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	31	2,040,600	
DMA	38	2,095,000	
Hispanic	19	625,200	30.64%
Black	30	295,300	14.47%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Hispanic	PPM	Monthly

	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					KQLL-ODS		KBET-TLK KKGK-SPR KLAV-SPR KMZQ-TLK KRLV-SPR KSHP-SPR KWWN-SPR KXNT-N/T			KENO-SNT KLSQ-RMX		KNIH-REL	
FM	KHYZ-RHY KLUC-CHR KVEG-RHY	KOMP-AOR KXPT-CLR KXTE-AMR KYMT-CLR	KJUL-SFT KMXB-MAC KSNE-A/C KVGs-HAC KXQQ-RAC	KKLZ-CLH		KCYE-COU KWNr-COU			KOAS-UAC KVGQ-UAC	KISF-RMX KQRT-RMX KRGt-SCO KRRN-LUR KWID-SAH KXLI-SCO KYLI-RMX			KCEP-NCL KCNV-NCL KNPR-NPR KSOS-NCL KUNV-NCL KVPH-NCL
DIGITAL	KYMT-F2-RHY		KSNE-F2-A/C			KVGs-F2-COU	KMXB-F2-TLK KMXB-F3-N/T			KKLZ-F2-TRP			

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

COMBOS (+ LMA's)

KLUC-FM, KMXB-F2, KMXB-F3, KMXB-FM, KXNT-AM, KXQQ-FM
KCYE-FM, KKLZ-F2, KKLZ-FM, KOAS-FM, KVGs-F2, KVGs-FM, KXTE-FM
KQRT-FM, KRRN-FM
KSNE-F2, KSNE-FM, KWNr-FM, KYMT-F2, KYMT-FM
KMZQ-AM, KVEG-FM, KVGQ-FM
KISF-FM, KLSQ-AM, KRGt-FM
KENO-AM, KKGK-AM, KLAV-AM, KOMP-FM, KRLV-AM, KWID-FM, KWWN-AM, KXPT-FM
KCNV-FM, KNPR-FM

Audacy
Beasley Media Group
Entravision Communications
iHeartMedia, Inc.
KEMP Communication
Latino Media Network
Lotus Communications Corp.
Nevada Public Radio

LOCAL SPORTS COVERAGE

KRLV-AM
KENO-AM

KOMP-FM
KXNT-AM
KKGK-AM
KVGQ-FM
KWWN-AM
F = Flagship

Las Vegas Raiders-Football
Las Vegas Raiders-Football
Las Vegas Golden Knights-Hockey
L.A. Lakers-Basketball
Las Vegas Raiders-Football (F)
Nascar Stock Races-Car Racing
Vegas Golden Knights-Hockey (F)
L.A. Lakers-Basketball
Las Vegas Aces-Women`s Basketball (F)

Las Vegas, NV

SIMULCASTS (TOTAL WEEK)

KISF-FM+KLSQ-AM
KCYE-FM+KVGS-F2

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KBET-AM	Talk	103.1
KKGK-AM	Sports	98.9
KMXB-F3	News/Talk	101.5
KQLL-AM	Oldies	102.3
KSHP-AM	Sports	107.1
KSOS-FM	Non-Commercial	100.1
KWNR-FM	Country	92.7
KWWN-AM	Sports	100.9
KYMT-F2	Rhythmic CHR	103.9

NATIONAL REPS

KCYE-FM, KKLZ-FM, KKLZ-F2, KOAS-FM, KVGS-FM, KVGS-F2, KXTE-FM	KRG-Christal
KENO-AM, KMZQ-AM, KVEG-FM, KVGQ-FM, KWID-FM, KXLI-FM	McGavren
KISF-FM, KLSQ-AM, KRG-T-FM	KRG-Eastman
KKGK-AM, KLAV-AM, KOMP-FM, KQRT-FM, KRLV-AM, KRRN-FM, KWWN-AM, KXPT-FM	KRG-Katz
KLUC-FM, KMXB-F2, KMXB-F3, KMXB-FM, KXNT-AM, KXQQ-FM	KRG-Audacy
KQLL-AM	Loc Focus
KSNE-FM, KSNE-F2, KWNR-FM, KYMT-F2, KYMT-FM	iHeartMedia
KYLI-FM	RegR