

McAllen-Brownsville-Harlingen, TX

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	56	1,096,100	
DMA	64	1,167,000	
Hispanic	11	1,006,200	91.80%
Black	213	6,200	0.57%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	Standard	Sp; Fa
Nielsen	Hispanic	Standard	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							KURV-N/T KVNS-SPR			KGBT-SNT KIRT-HIS KRGE-HIS KSOX-HIS KUBR-HIS KVJY-HIS XEGH-SAH XEO-SCO			
FM	KBFM-RHY KHKZ-CHR KKPS-CHR KQXX-CHR	KFRQ-CLR	KJAV-CAC KVLY-A/C XRYS-A/C			KTEX-COU				KBIC-HIS KBTQ-SAH KBUC-TEJ KESO-HIS KGBT-RMX KNVO-RMX KQBO-RMX XAAA-SCO XAVO-SCO XCAO-SAH XHNA-RMX XHRR-RMX XMLS-SCO XVTH-SCO			KBNR-NCL KOIR-NCL KVMV-NCL

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

COMBOS (+ LMA's)

KBIC-FM, KJAV-FM, KRGE-AM	Christian Ministries of the Valley
KFRQ-FM, KKPS-FM, KNVO-FM, KVLY-FM	Entravision Communications
KBFM-FM, KHKZ-FM, KQXX-FM, KTEX-FM, KVNS-AM	iHeartMedia, Inc.
KBTQ-FM, KGBT-AM, KGBT-FM	Latino Media Network
XAAA-FM, XRYS-FM, XVTH-FM	Multimedos
KBUC-FM, KURV-AM, XAVO-FM, XCAO-FM, XHRR-FM	Radio United, LLC
XEO-AM, XMLS-FM	Radiodifusoras
KESO-FM, KOIR-FM	Rio Grande Bible Institute
KBNR-FM, KVMV-FM	World Radio Network Inc

LOCAL SPORTS COVERAGE

KGBT-AM	Pan American University-Baseball
KQXX-FM	Dallas Cowboys-Football
KVNS-AM	Dallas Cowboys-Football
F = Flagship	

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SIMULCASTS (TOTAL WEEK)

KHKZ-FM+KQXX-FM

NATIONAL REPS

KBFM-FM, KHKZ-FM, KQXX-FM, KTEX-FM, KVNS-AM	iHeartMedia
KBTQ-FM, KGBT-FM, KGBT-AM	KRG-Eastman
KBUC-FM, KURV-AM, XAVO-FM, XCAO-FM, XHRR-FM, XRYS-FM	KRG-Christal
KFRQ-FM, KKPS-FM, KNVO-FM, KVLV-FM	KRG-Katz
KJAV-FM, KVJY-AM, XAAA-FM	McGavren

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KBIC-FM	Hispanic	96.5
KSOX-AM	Hispanic	98.9
KVJY-AM	Hispanic	96.5