

Monterey-Salinas-Santa Cruz, CA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	98	605,000	
DMA	107	663,200	
Hispanic	36	299,700	49.54%
Black	183	15,100	2.50%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg
Nielsen	Hispanic	Standard	Wi/Sp; Su/Fa

	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		KRML-AAR			KMBY-ODS		KION-N/T KSCO-N/T			KKMC-HIS KMBX-HIS KMPG-RMX KTGE-RMX		KYAA-REL	
FM	KCDU-CHR KDON-CHR	KHIP-CLR KPIG-AAR	KOCN-RAC KWAV-A/C	KKHK-ADH KRKC-ADH		KTOM-COU				KEXA-HIS KLOK-RMX KMJV-SCO KPRC-SAH KRAY-RMX KSEA-RMX KSES-RMX KSGZ-SAH KXSM-RMX			KARW-NCL KAZU-EDU KDFG-EDU KLVM-NCL KZSC-EDU
DIGITAL										KPRC-F2-SAH			KARW-F2-NCL

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

COMBOS (+ LMA's)

KMJV-FM, KRAY-FM
KLOK-FM, KMBX-AM, KSES-FM
KDON-FM, KION-AM, KOCN-FM, KPRC-FM, KTOM-FM
KSGZ-FM, KXSM-FM
KCDU-FM, KHIP-FM, KKKH-FM, KPIG-FM, KWAV-FM

California Ortiz & 2 Media, LLC
Entravision Communications
iHeartMedia, Inc.

Lazer Broadcasting Corporation
Stephens Media Group

LOCAL SPORTS COVERAGE

F = Flagship

Monterey-Salinas-Santa Cruz, CA

SIMULCASTS (TOTAL WEEK)

KCDU-FM, KHIP-FM, KKHK-FM, KPIG-FM, KWAV-FM

KDON-FM, KION-AM, KOCN-FM, KPRC-FM, KPRC-F2, KTOM-FM

KLOK-FM, KSES-FM

KSEA-FM

KSGZ-FM

KRG-Christal

iHeartMedia

KRG-Eastman

RegR

McGavren

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KHIP-FM	Classic Rock	106.1
KION-AM	News/Talk	101.1
KKMC-AM	Hispanic	97.3
KLOK-FM	Mexican Regional	99.9
KLVM-FM	Non-Commercial	102.9
KMBY-AM	Oldies	95.9
KPRC-F2	Spanish Adult Hits	100.9
KRKC-FM	Adult Hits	106.9
KRML-AM	Adult Alternative Rock	94.7
KSCO-AM	News/Talk	104.1