## Yakima, WA

## Spectrometer

## Population Estimates

|  | $\frac{\text { Rank }}{}$ | Population 12+ |
| :--- | :--- | :--- |
| MSA | 999 | 0 |
| DMA | 108 | 649,200 |
| Hispanic | 999 | 0 |
| Black | 999 | 0 |

## Available Research

Service $\quad$ Ethnic Type Report Type Available Reports

|  | Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country | News/ Talk/ Info | Adult Music | Urban Black/ Gospel | Hispanic | Otherl Foreign Language | Religion | NonCommercial |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\underset{<}{\Sigma}$ |  |  |  |  | KTCR-ODS |  | KBBO-SPR KIT-N/T |  |  | KDYK-RMX KDYM-HIS KZXR-RMX | KYNR-ETH | KYAK-REL |  |
| $\underset{\mathbf{L}}{\mathbf{N}}$ | KFFM-CHR KHHK-RHY | KATS-AOR KLKY-CLR KRSE-CLR |  | KARY-CLH KMGW-CLH |  | $\left\lvert\, \begin{aligned} & \text { KDBL-COU } \\ & \text { KXDD-COU } \end{aligned}\right.$ |  |  |  | KMMG-RMX KMNA-RMX KYXE-RMX KZTA-RMX KZXR-RMX |  |  | KDNA-NCL KNWY-EDU KYKV-NCL KYPL-NCL KYVT-NPR |
| $\begin{array}{\|l\|l\|} \hline \frac{\mathbf{\rightharpoonup}}{\mathbf{4}} \\ \underline{\mathbf{v}} \\ \hline \mathbf{y} \\ \hline \end{array}$ |  |  | KHHK-F2-A/C |  |  |  |  |  |  |  |  |  |  |

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

## COMBOS (+ LMA's)

## LOCAL SPORTS COVERAGE

KMMG-FM, KMNA-FM, KYXE-FM, KZTA-FM, KZXRFM
KDYK-AM, KDYM-AM
KARY-FM, KBBO-AM, KHHK-FM, KRSE-FM, KTCRAM, KXDD-FM

KATS-FM, KDBL-FM, KFFM-FM, KIT-AM, KMGW-FM

Bustos Media Holdings, LLC
Centro Familiar Cristiano Stephens Media Group

Townsquare Media, Inc.

KBBO-AM F = Flagship

## Yakima, WA

## SIMULCASTS (TOTAL WEEK)

| TRANSLATORS |  |  |
| :---: | :---: | :---: |
| PRIMARY STATION | FORMAT | TRANS |
| KATS-FM | Album Oriented Rock | 94.3 |
| KBBO-AM | Sports | 101.7 |
| KDYK-AM | Mexican Regional | 93.7 |
| KDYM-AM | Hispanic | 95.7 |
| KHHK-F2 | Adult Contemporary | 106.1 |
| KIT-AM | News/Talk | 101.3 |
| KLKY-FM | Classic Rock | 95.3 |
| KTCR-AM | Oldies | 106.9 |
| KYAK-AM | Religion | 96.1 |
| KZXR-AM | Mexican Regional | 95.3 |

## NATIONAL REPS

KARY-FM, KBBO-AM, KHHK-FM, KHHK-F2, KRSE-FM, KTCR-AM, KXDD-FM KATS-FM, KDBL-FM, KFFM-FM, KIT-AM, KMGW-FM
KDYK-AM, KDYM-AM, KLKY-FM, KMMG-FM, KMNA-FM, KYXE-FM, KZTA-FM, KZXR-FM, KZXR-AM

