

# Las Cruces NM

## Spectrometer

### Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	203	183,900	
DMA	81	934,600	
Hispanic	74	108,300	58.89%
Black	220	4,800	2.61%

### Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
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	KOBE-N/T			KOTS-SCO			
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

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
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

### NATIONAL REPS

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

KRG-Eastman  
KRG-Christal