

Twin Falls - Sun Valley

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	187	179,600
Hispanic	999	0
Black	999	0

Available Research

Service	Ethnic Type	Report Type	Available Reports
---------	-------------	-------------	-------------------

	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		KKRK-CLR				KART-COU	KBAR-N/T KLIX-N/T					KTFI-REL	
FM	KTPZ-CHR	KECH-CLR KEDJ-AOR KSKI-AMR KSNQ-CLR	KIRQ-A/C KZDX-HAC	KIKX-ADH	KLIX-ODS	KEZJ-COU KKMV-COU KYUN-COU KYZK-COU				KXTA-RMX			KAWZ-NCL KBSS-NPR KBSW-NCL KCIR-NCL KTFY-NCL
DIGITAL		KYUN-F2-AMR		KYUN-F3-CLH									

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

COMBOS (+ LMA's)

KBSS-FM, KBSW-FM
KIKX-FM, KIRQ-FM, KTPZ-FM, KYUN-F2, KYUN-F3, KYUN-FM
KART-AM, KBAR-AM, KEDJ-FM, KKMV-FM, KKRK-AM, KXTA-FM, KZDX-FM
KEZJ-FM, KLIX-AM, KLIX-FM, KSNQ-FM
KECH-FM, KSKI-FM, KYZK-FM

Idaho State Board of Education
Iliad Media Group

Lee Family Broadcasting Inc

Townsquare Media, Inc.
Wood River Media

LOCAL SPORTS COVERAGE

F = Flagship

Twin Falls - Sun Valley

SIMULCASTS (TOTAL WEEK)

NATIONAL REPS

KART-AM, KBAR-AM, KEDJ-FM, KKMV-FM, KKRK-AM, KXTA-FM, KZDX-FM	Tach
KECH-FM, KSKI-FM, KYZK-FM	KRG-Eastman
KEZJ-FM, KLIX-FM, KLIX-AM, KSNQ-FM	KRG-Katz
KIKX-FM, KIRQ-FM, KTPZ-FM, KYUN-FM, KYUN-F2, KYUN-F3	KRG-Christal
KTFI-AM	Loc Focus

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KART-AM	Country	94.7
KBSS-FM	National Public Radio	100.3
KBSW-FM	Non-Commercial	93.5
KCIR-FM	Non-Commercial	88.7
KIKX-FM	Adult Hits	105.1
KKRK-AM	Classic Rock	100.5
KLIX-AM	News/Talk	96.1
KSKI-FM	Altern/Modern Rock	103.1
KTFI-AM	Religion	101.7
KTFY-FM	Non-Commercial	97.5
KYUN-F2	Altern/Modern Rock	105.1
KYUN-F3	Classic Hits	95.1