

Merced, CA

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	44	1,758,500
Hispanic	999	0
Black	999	0

Available Research

Service	Ethnic Type	Report Type	Available Reports
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	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		KBRE-AOR					KYOS-N/T				KLBS-ETH		
FM	KHTN-RHY		KABX-A/C	KDJK-CLH		KUBB-COU				KBKY-HIS KGAM-SAH KLOQ-RMX KMZR-RMX KNTO-HIS KQLB-RMX		KCIV-REL	

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

COMBOS (+ LMA's)

KGAM-FM, KMZR-FM	Lazer Broadcasting Corporation
KABX-FM, KBRE-AM, KHTN-FM, KLOQ-FM, KUBB-FM, KYOS-AM	Stephens Media Group

LOCAL SPORTS COVERAGE

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KBRE-AM	Album Oriented Rock	105.7
KCIV-FM	Religion	107.7
KNTO-FM	Hispanic	103.7
KYOS-AM	News/Talk	107.3

NATIONAL REPS

KABX-FM, KBRE-AM, KHTN-FM, KUBB-FM, KYOS-AM	KRG-Christal
KDJK-FM	KRG-Katz
KLOQ-FM	KRG-Eastman