

Santa Fe, NM

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	48	1,688,800
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							KTRC-TLK KVSF-SPR			KDCE-SCO KSWV-SAH		KKIM-REL	
FM		KBAC-AAR KTAO-AAR	KLBU-RAC KVSF-SAC	KABG-CLH KSFE-CLH		KQBA-COU KYBR-COU				KJFA-TRP KLVO-RMX			KHFM-NCL KSFR-EDU

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

COMBOS (+ LMA's)

KBAC-FM, KLBU-FM, KQBA-FM, KTRC-AM, KVSF-AM, KVSF-FM	Hutton Media, LLC
KDCE-AM, KYBR-FM	Richard L. Garcia Broadcasting, Inc

LOCAL SPORTS COVERAGE

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KDCE-AM	Spanish Contemporary	100.7
KHFM-FM	Non-Commercial	95.9
KSWV-AM	Spanish Adult Hits	99.9
KTAO-FM	Adult Alternative Rock	97.5
KTRC-AM	Talk	103.7
KVSF-AM	Sports	93.7

NATIONAL REPS

KABG-FM, KJFA-FM, KLVO-FM	KRG-Christal
KBAC-FM, KQBA-FM, KTRC-AM, KVSF-FM, KVSF-AM	Loc Focus
KKIM-AM, KLBU-FM, KSFE-FM	McGavren