## Santa Fe, NM

## Spectrometer

## Population Estimates

|  | $\frac{\text { Rank }}{}$ | Population 12+ |
| :--- | :--- | :--- |
| MSA | 999 | 0 |
| DMA | 48 | $1,675,700$ |
| Hispanic | 999 | 0 |
| Black | 999 | 0 |

## Available Research

Service $\quad$ Ethnic Type $\quad$ 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 | NonCommercial |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\sum_{<}$ |  |  |  |  |  |  | KTRC-TLK <br> KVSF-SPR |  |  | $\begin{array}{\|l\|l\|} \hline \text { KDCE-SCO } \\ \text { KSWV-SAH } \\ \hline \end{array}$ |  | KKIM-REL |  |
| $\sum_{\boldsymbol{L}}$ |  | $\begin{aligned} & \text { KBAC-AAR } \\ & \text { KTAO-AAR } \end{aligned}$ | $\begin{aligned} & \text { KLBU-RAC } \\ & \text { KVSF-SAC } \end{aligned}$ | $\begin{aligned} & \text { KABG-CLH } \\ & \text { KSFE-CLH } \end{aligned}$ |  | $\begin{array}{\|l\|} \hline \text { KQBA-COU } \\ \text { KYBR-COU } \\ \hline \end{array}$ |  |  |  | $\begin{array}{\|l\|} \hline \text { KJFA-TRP } \\ \text { KLVO-RMX } \\ \hline \end{array}$ |  |  | $\begin{aligned} & \text { KHFM-NCL } \\ & \text { KSFR-EDU } \\ & \hline \end{aligned}$ |

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

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COMBOS (+ LMA's)
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BAC-FM, KLBU-FM, KQBA-FM, KTRC-AM, KVSF AM, KVSF-FM
KDCE-AM, KYBR-FM
Richard L. Garcia Broadcasting, Inc

## SIMULCASTS (TOTAL WEEK)

## NATIONAL REPS

## KABG-FM, KJFA-FM, KLVO-FM

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

## LOCAL SPORTS COVERAGE

$F=$ Flagship

## TRANSLATORS

PRIMARY STATION

KDCE-AM
KHFM-FM KSWV-AM KTAO-FM
KTRC-AM KVSF-AM


Spanish Contemporary
Non-Commercial
Spanish Adult Hits Adult Alternative Rock
Talk
Sports

TRANSLATOR FREQUENCY
100.7
95.9
99.9
97.5
103.7
93.7

