

Santa Fe, NM

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>
MSA	999	0
DMA	48	1,675,700
Hispanic	999	0
Black	999	0

Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
----------------	--------------------	--------------------	--------------------------

	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 KVSV-SPR			KDCE-SCO KSWV-SAH		KKIM-REL	
FM	KSFE-RHY	KBAC-AAR KTAO-AAR	KLBU-RAC KVSV-SAC	KABG-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, KVSV-AM, KVSV-FM
KDCE-AM, KYBR-FM

Hutton Media, LLC

Richard L. Garcia Broadcasting, Inc

LOCAL SPORTS COVERAGE

F = Flagship

SIMULCASTS (TOTAL WEEK)

KJFA-AM+KJFA-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
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
KVSV-AM	Sports	93.7

NATIONAL REPS

KABG-FM, KJFA-FM, KLVO-FM
KBAC-FM, KQBA-FM, KTRC-AM, KVSV-FM, KVSV-AM
KKIM-AM, KLBU-FM
KSFE-FM

KRG-Christal
Loc Focus
McGavren
KRG-Katz