

Santa Rosa, CA

Spectrometer

Population Estimates

	Rank	Population 12+
MSA	999	0
DMA	8	6,491,800
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							KSRO-N/T			KRRS-RMX KZNB-SAH			
FM	KHTH-CHR	KRSH-AAR KVRV-CLR	KBBL-CAC KJZY-SAC KZST-A/C	KNOB-ADH KWVF-CLH		KFGY-COU				KJOR-SAH KSRT-RMX KSXY-SCO KXTS-RMX			KRCB-NPR
DIGITAL					KHTH-F2-ODS								

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

COMBOS (+ LMA's)

KFGY-FM, KHTH-FM, KSRO-AM, KVRV-FM, KWVF-FM, KZST-FM	Amaturo Sonoma Media Group
KRSH-FM, KSXY-FM, KXTS-FM	B.C. Radio, LLC
KJOR-FM, KSRT-FM	Lazer Broadcasting Corporation
KRRS-AM, KZNB-AM	Luna Foods
KBBL-FM, KJZY-FM	Redwood Empire Stereocasters

LOCAL SPORTS COVERAGE

KSRO-AM	Las Vegas Raiders-Football
F = Flagship	

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

PRIMARY STATION	FORMAT	TRANSLATOR FREQUENCY
KHTH-F2	Oldies	107.9
KRRS-AM	Mexican Regional	94.7
KSRO-AM	News/Talk	103.5
KZNB-AM	Spanish Adult Hits	107.5

Santa Rosa, CA

NATIONAL REPS

KBBL-FM, KRRS-AM, KZNB-AM	McGavren
KFGY-FM, KHTH-FM, KHTH-F2, KJZY-FM, KSRO-AM, KVRV-FM, KWVF-FM, KZST-FM	KRG-Christal
KNOB-FM, KRSH-FM, KSXY-FM, KXTS-FM	KRG-Eastman