

San Antonio, TX

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	25	2,235,300	
DMA	30	2,499,200	
Hispanic	9	1,195,000	53.46%
Black	51	167,600	7.50%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	PPM	Monthly
Nielsen	Hispanic	PPM	Monthly

	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			KYTY-CAC		KONO-ODS	KGNB-COU KKYX-COU KWED-COU	KLUP-N/T KTKR-SPR KTSA-N/T KZDC-SPR WOAI-N/T	KAHL-AST	KCHL-UIIN	KEDA-TEJ KSAH-RMX KWMF-HIS KXTN-TEJ		KDRY-REL KRDY-REL KSLR-REL	
FM	KBBT-RHY KXXM-CHR	KISS-AOR KNBT-AAR KTKX-CLR	KHUK-SAC KQXT-A/C KSMG-HAC KVBH-RAC	KJXK-ADH KONO-CLH		KAJA-COU KCYY-COU KRPT-COU KVWG-COU	KTFM-SPR			KLEY-TEJ KMYO-SAH KROM-RMX KSAH-RMX KZEP-SCO			KPAC-NPR KRTU-EDU KSTX-NPR KZAR-NCL KZKV-NCL KZLV-NCL
DIGITAL	KTFM-F2-RHY	KZEP-F2-CLR				KZEP-F3-COU				KQXT-F3-SCO			

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

COMBOS (+ LMA's)

KJXK-FM, KLEY-FM, KSAH-AM, KSAH-FM, KTFM-FM, KTSA-AM, KZDC-AM
 KCYY-FM, KISS-FM, KKYX-AM, KONO-AM, KONO-FM, KSMG-FM, KTKX-FM
 KZAR-FM, KZKV-FM, KZLV-FM
 KAJA-FM, KQXT-F3, KQXT-FM, KRPT-FM, KTKR-AM, KXXM-FM, KZEP-F2, KZEP-F3, KZEP-FM, WOAI-AM
 KGNB-AM, KNBT-FM
 KLUP-AM, KSLR-AM
 KBBT-FM, KMYO-FM, KROM-FM, KVBH-FM
 KPAC-FM, KSTX-FM

Alpha Media
 Cox Media Group
 Educational Media Foundation
 iHeartMedia, Inc.
 New Braunfels Communications, Inc.
 Salem Media Group
 TelevisaUnivision, Inc
 Texas Public Radio

LOCAL SPORTS COVERAGE

KTFM-FM Dallas Cowboys-Football
 Texas Rangers-Baseball
 KTSA-AM Texas A&M Aggies-Football
 KTKR-AM Houston Astros-Baseball
 Houston Texans (NFL)-Football
 Nascar Stock Races-Car Racing
 WOAI-AM University of Texas-Football
 San Antonio Spurs-Basketball (F)
 KZDC-AM Texas Rangers-Baseball
 Dallas Cowboys-Football
 Texas A&M-Basketball

F = Flagship

San Antonio, TX

SIMULCASTS (TOTAL WEEK)

KSAH-AM+KSAH-FM
KRPT-FM+KZEP-F3

NATIONAL REPS

KAJA-FM, KQXT-FM, KQXT-F3, KRPT-FM, KTKR-AM, KXXM-FM, KZEP-FM,
KZEP-F2, KZEP-F3, WOAI-AM

KBBT-FM, KMYO-FM, KROM-FM, KVBH-FM, KXTN-AM

KCYY-FM, KISS-FM, KKYX-AM, KONO-FM, KONO-AM, KSMG-FM, KTKX-FM

KJXK-FM, KLEY-FM, KSAH-FM, KSAH-AM, KTFM-F2, KTFM-FM, KTSA-AM,
KZDC-AM

KRDY-AM

KWED-AM

iHeartMedia

KRG-Eastman

KRG-Christal

KRG-Katz

McGavren

RegR

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KAHL-AM	Adult Standards	100.7
KCHL-AM	Urban Inspirational	92.1
KEDA-AM	Tejano	95.5
KGNB-AM	Country	103.1
KHUK-FM	Smooth AC	102.1
KKYX-AM	Country	104.9
KQXT-F3	Spanish Contemporary	105.7
KRPT-FM	Country	93.3
KTFM-F2	Rhythmic CHR	94.5
KTSA-AM	News/Talk	107.1
KZEP-F3	Country	93.3