## Sacramento, CA

Spectrometer

## Population Estimates

|  | $\frac{\text { Rank }}{}$ |  |  |
| :--- | :--- | :--- | :--- |
| MSA | 29 |  |  |
| DMA | 19 | $3,887,300$ |  |
| Hispanic | 24 | 467,000 | $21.81 \%$ |
| Black | 50 | 176,000 | $8.22 \%$ |

## Available Research

| $\frac{\text { Service }}{\text { Nielsen }}$ | Ethnic Type | Report Type |  |
| :--- | :--- | :--- | :--- |
| Nielsen | General Market | PPM |  |
|  | Hispanic | PPM |  |


|  | Contemporary | Rock | Adult Contemporary | Adult/ Classic Hits | Oldies | Country | News/ Talk/ Info | Adult Music | Urban/ Black/ Gospel | Hispanic | Other/ Foreign Language | Religion | NonCommercial |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\sum_{\mathbb{<}}$ |  |  |  |  |  |  | KAHI-TLK KFBK-N/T KHTK-SPR KIFM-SPR KNCO-N/T KSAC-TLK KSTE-TLK KTKZ-TLK |  |  | KCVV-HIS KFSG-HIS | $\begin{aligned} & \text { KIID-ETH } \\ & \text { KLIB-ETTH } \end{aligned}$ | KFIA-REL |  |
| $\sum_{i}$ | KSFM-RHY KUDL-CHR | KKDO-AMR KRXQ-AOR KSEG-CLR KYRV-CLR | KBEB-SFT KHYL-RAC KKFS-CAC KNCO-A/C KYMX-A/C KZIS-HAC KZZO-HAC |  |  | KNCI-COU KNTY-COU | KFBK-N/T |  |  | KCCL-RMX KGRB-RMX KHHM-LUR KLMG-SCO KRCX-RMX KSAC-RMX KVMX-RMX KXSE-RMX |  |  | KARA-NCL KLRS-NCL KLVB-NCL KLVS-NCL KVMR-NCL KXJZ-EDU KXPR-EDU |
| $\begin{array}{\|l} \hline \frac{1}{\mathbb{G}} \\ \frac{\mathbf{V}}{\mathbf{0}} \\ \hline \end{array}$ |  |  |  |  |  | KYRV-F2-COU | KKDO-F2-TLK KRXQ-F2-SPR |  |  |  |  |  |  |

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

## Sacramento, CA

## combos (+ LMA's)

KIFM-AM, KKDO-F2, KKDO-FM, KRXQ-F2, KRXQ-
FM, KSEG-FM, KSFM-FM, KUDL-FM
KHTK-AM, KNCI-FM, KYMX-FM, KZZO-FM
KXJZ-FM, KXPR-FM
KARA-FM, KLRS-FM, KLVB-FM
KHHM-FM, KNTY-FM, KRCX-FM, KXSE-FM
KBEB-FM, KFBK-AM, KFBK-FM, KHYL-FM, KSTE-
AM, KYRV-FM, KZIS-FM
KCCL-FM, KGRB-FM, KLMG-FM
KSAC-AM, KSAC-FM, KVMX-FM
KFSG-AM, KLIB-AM
KNCO-AM, KNCO-FM
KFIA-AM, KKFS-FM, KTKZ-AM

SIMULCASTS (TOTAL WEEK)

KFBK-AM+KFBK-FM
KSAC-FM+KVMX-FM

## LOGAL SPORTS COVERAGE

\begin{tabular}{ll}
KIFM-AM \& San Francisco 49`ers-Football <br>

KHTK-AM \& | Sacramento Kings-Basketball (F) |
| :--- |
| San Francisco 49`ers-Football \\ Sacramento Monarchs-Basketball \\ Oakland A`s-Baseball | <br>

F = Flagship \&
\end{tabular}

| TRANSLATORS |  |  |  |
| :--- | :--- | :--- | :--- |
| PRIMARY STATION |  | FORMAT | TRANSLATOR FREQUENCY |
|  |  | TalkI-AM | 102.9 |
| KCVV-AM |  | Hispanic | 95.7 |
| KFIA-AM | Religion | 105.7 |  |
| KIID-AM | Ethnic-Other | 105.9 |  |
| KLVB-FM | Non-Commercial | 103.1 |  |
| KLVS-FM | Non-Commercial | 88.9 |  |
| KNCO-AM | News/Talk | 106.9 |  |
| KSAC-AM | Talk | 104.7 |  |
| KVMR-FM | Non-Commercial | 93.9 |  |
| KXPR-FM | Non-Commercial College | 88.7 |  |
| KYRV-F2 | Country | 107.1 |  |

## NATIONAL REPS

## KBEB-FM, KFBK-FM, KFBK-AM, KHYL-FM, KSTE-AM, KYRV-FM, KYRV-F2, KZIS-FM

KCCL-FM, KGRB-FM, KIID-AM, KLMG-FM, KSAC-FM, KSAC-AM, KVMX-FM KHHM-FM, KNTY-FM, KRCX-FM, KXSE-FM KHTK-AM, KNCI-FM, KYMX-FM, KZZO-FM KIFM-AM, KKDO-FM, KKDO-F2, KRXQ-FM, KRXQ-F2, KSEG-FM, KSFM-FM, KUDL-FM
KNCO-FM, KNCO-AM

