

Sacramento, CA

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	28	2,130,100	
DMA	19	3,865,900	
Hispanic	25	433,800	20.37%
Black	50	171,100	8.03%

Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
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							KAHI-TLK KFBK-N/T KHTK-SPR KIFM-SPR KNCO-N/T KSTE-TLK KTKZ-TLK			KCVV-HIS KFSG-HIS KSAC-RMX	KIID-ETH KLIB-ETH	KFIA-REL	
FM	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
DIGITAL						KYRV-F2-COU	KKDO-F2-TLK KRXQ-F2-SPR						

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

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COMBOS (+ LMA's)

KIFM-AM, KKDO-F2, KKDO-FM, KRXQ-F2, KRXQ-FM, KSEG-FM, KSFM-FM, KUDL-FM	Audacy
KHTK-AM, KNCI-FM, KYMX-FM, KZZO-FM	Bonneville International Corp.
KXJZ-FM, KXPR-FM	California State University, Sacramento
KARA-FM, KLRS-FM, KLVB-FM	Educational Media Foundation
KHHM-FM, KNTY-FM, KRCX-FM, KXSE-FM	Entravision Communications
KBEB-FM, KFBK-AM, KFBK-FM, KHYL-FM, KSTE-AM, KYRV-FM, KZIS-FM	iHeartMedia, Inc.
KCCL-FM, KGRB-FM, KLMG-FM	Lazer Broadcasting Corporation
KSAC-AM, KSAC-FM, KVMX-FM	Lotus Communications Corp.
KFSG-AM, KLIB-AM	Multicultural Broadcasting
KNCO-AM, KNCO-FM	Nevada County Broadcasters, Inc
KFIA-AM, KKFS-FM, KTKZ-AM	Salem Media Group

SIMULCASTS (TOTAL WEEK)

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

NATIONAL REPS

KBEB-FM, KFBK-FM, KFBK-AM, KHYL-FM, KSTE-AM, KYRV-FM, KYRV-F2, KZIS-FM	iHeartMedia
KCCL-FM, KGRB-FM, KIID-AM, KLMG-FM, KSAC-AM, KVMX-FM	McGavren
KHHM-FM, KNTY-FM, KRCX-FM, KXSE-FM	KRG-Eastman
KHTK-AM, KNCI-FM, KYMX-FM, KZZO-FM	KRG-Christal
KIFM-AM, KKDO-FM, KKDO-F2, KRXQ-FM, KRXQ-F2, KSEG-FM, KSFM-FM, KUDL-FM	KRG-Audacy
KNCO-FM, KNCO-AM	Tach

LOCAL SPORTS COVERAGE

KIFM-AM	San Francisco 49'ers-Football
KHTK-AM	Sacramento Kings-Basketball (F) San Francisco 49'ers-Football Sacramento Monarchs-Basketball Oakland A's-Baseball
F = Flagship	

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KAHI-AM	Talk	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	Mexican Regional	104.7
KVMR-FM	Non-Commercial	93.9
KXPR-FM	Non-Commercial College	88.7
KYRV-F2	Country	107.1