

Ada-Ardmore, OK

Spectrometer

Population Estimates

| | Rank | Population 12+ |
|----------|------|----------------|
| MSA | 999 | 0 |
| DMA | 161 | 311,600 |
| 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 | | KADA-AOR | | | | | KVSO-SPR | | | | | | |
| FM | | KTLS-CLR | KADA-A/C KTRX-HAC | KYNZ-CLH | | KACO-COU KHKC-COU KICM-COU KKAJ-COU KYKC-COU | | | | | | | |

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

COMBOS (+ LMA's)

KADA-AM, KADA-FM, KTLS-FM, KYKC-FM
KHKC-FM, KICM-FM
KKAJ-FM, KTRX-FM, KVSO-AM, KYNZ-FM

Chickasaw Nation
Keystone Broadcasting Corp
Stephens Media Group

LOCAL SPORTS COVERAGE

KADA-FM Oklahoma University-Football
Oklahoma University-Basketball
KVSO-AM Oklahoma University-Football
Oklahoma City Thunder-Basketball
KACO-FM Oklahoma State-Football
Oklahoma State-Basketball
KYNZ-FM Oklahoma State-Football
F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

| PRIMARY STATION | FORMAT | TRANSLATOR FREQUENCY |
|-----------------|---------------------|----------------------|
| KADA-AM | Album Oriented Rock | 102.3 |
| KVSO-AM | Sports | 107.5 |

NATIONAL REPS

KADA-FM, KADA-AM, KTLS-FM, KYKC-FM
KKAJ-FM, KTRX-FM, KVSO-AM, KYNZ-FM

Tach
KRG-Christal