



KXII

Buy Dominance & Buy Results

Coverage Area

HOUSEHOLDS 668,200
ADULTS 18+ 1,252,484

Trade Area

HOUSEHOLDS 163,100
ADULTS 18+ 305,717

SHERMAN - ADA DMA

HOUSEHOLDS 121,850
ADULTS 18+ 223,615



DMA
 TRADE AREA
 COVERAGE AREA
 ⊗ TOWER SITE

P.O. BOX 1175, SHERMAN, TX 75091
(903) 892-8123

P.O. BOX 1449, ARDMORE, OK 73401
(580) 223-0946

SHERMAN-DENISON-ARDMORE-DURANT

-A CBS AFFILIATE