

# 96.7 FM & KMVR HD-2



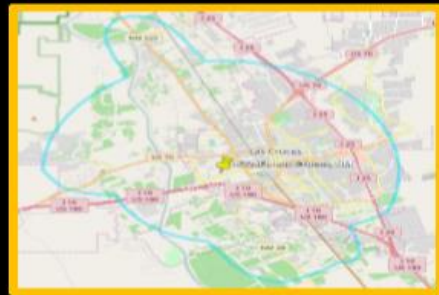
Station: La Equis  
 Slogan: "Para Las Cruces, De Las Cruces"  
 Frequency: 96.7FM & 104.9-2HD  
 Web Site: [www.lax967.com](http://www.lax967.com)

Wattage: 250 watts FM

Format: Contemporary Spanish Pop

**Primary Demo**  
**Adults 25 - 54**

**Secondary Demo**  
**Adults 18 - 34**



**6AM-10AM**

**FEATURED ARTISTS**



### Sponsorship Opportunities:

News, Traffic, Weather, On-Air Interviews, Endorsements

Revised  
 03/20

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