

Prime Coverage Area

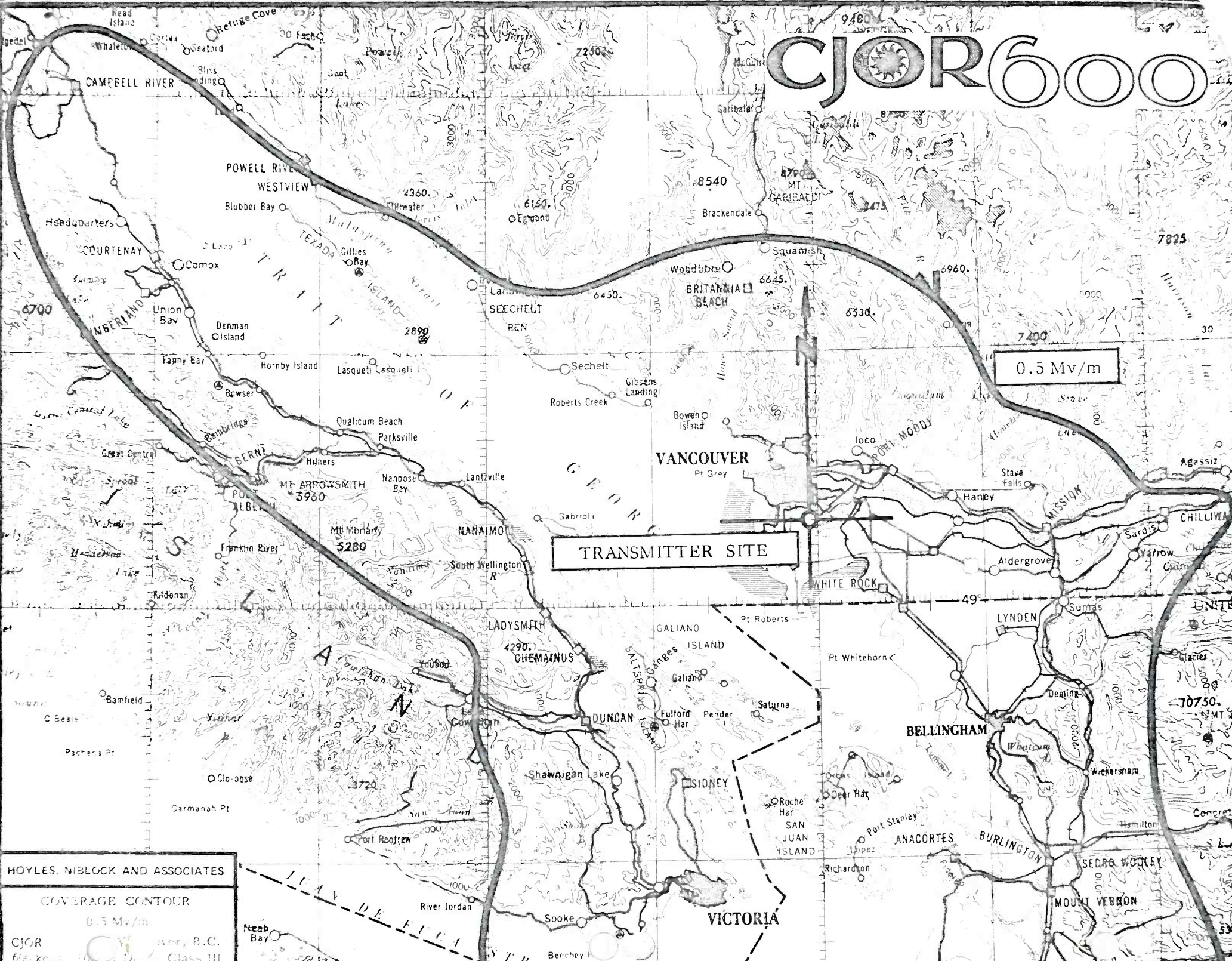
**CHQM**

50,000 watts





# CJOR6000



TRANSMITTER SITE

0.5 Mv/m

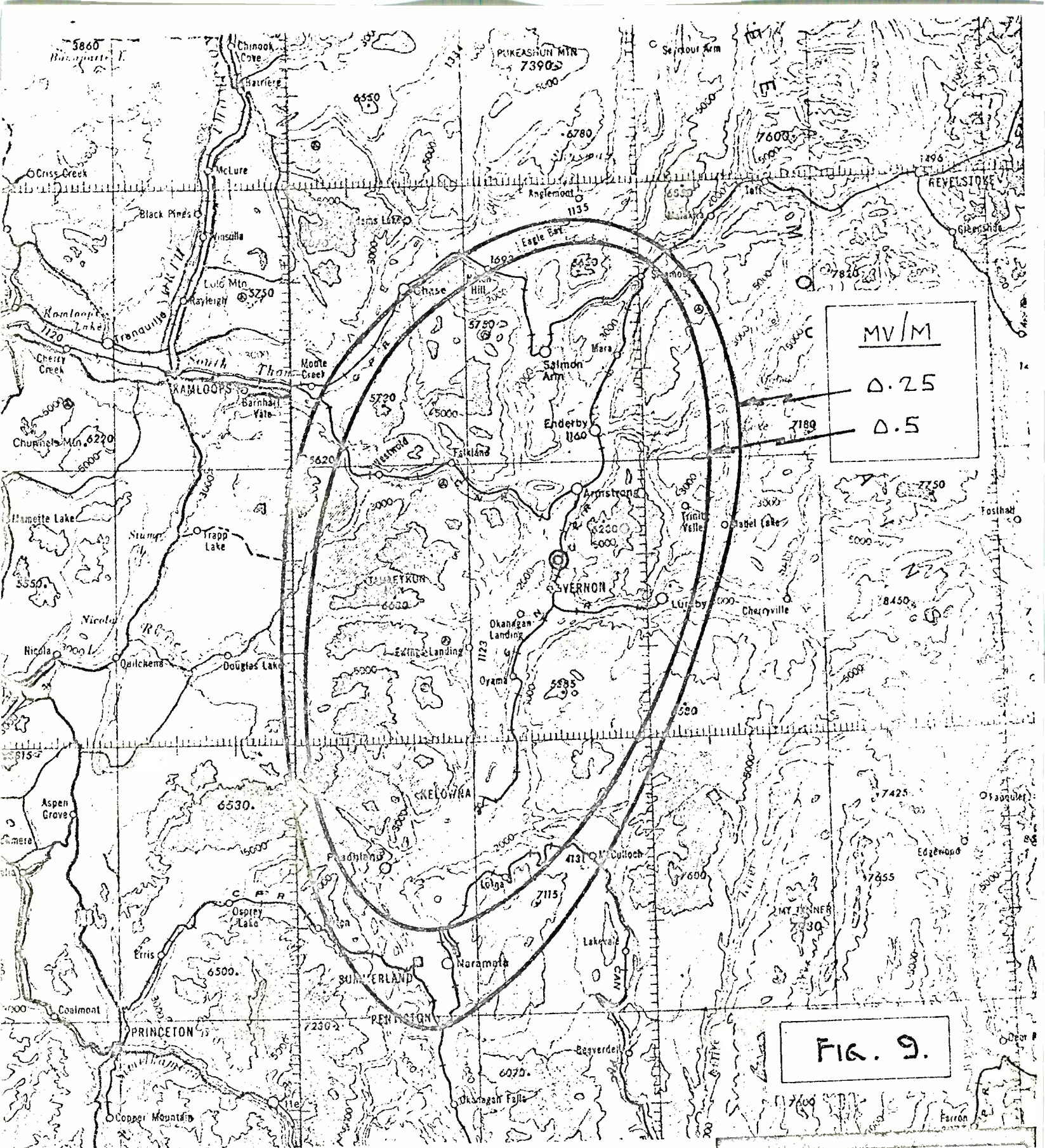
HOYLES, MIBLOCK AND ASSOCIATES  
COVERAGE CONTOUR  
0.5 Mv/m  
CJOR  
6000 kHz, 1000 W, Class III

UNITED CANADA

MT. BAKER

5300





MV/M  
 0.25  
 0.5

FIG. 9.



**CJIB**

VERNON, B.C.

*John Mitschke  
 Engineer.*

10,000 Watts - Day



9:0 Kilocycles

KEITH A. MACKINNON  
 CONSULTING RADIO ENGINEER  
 OTTAWA - CANADA

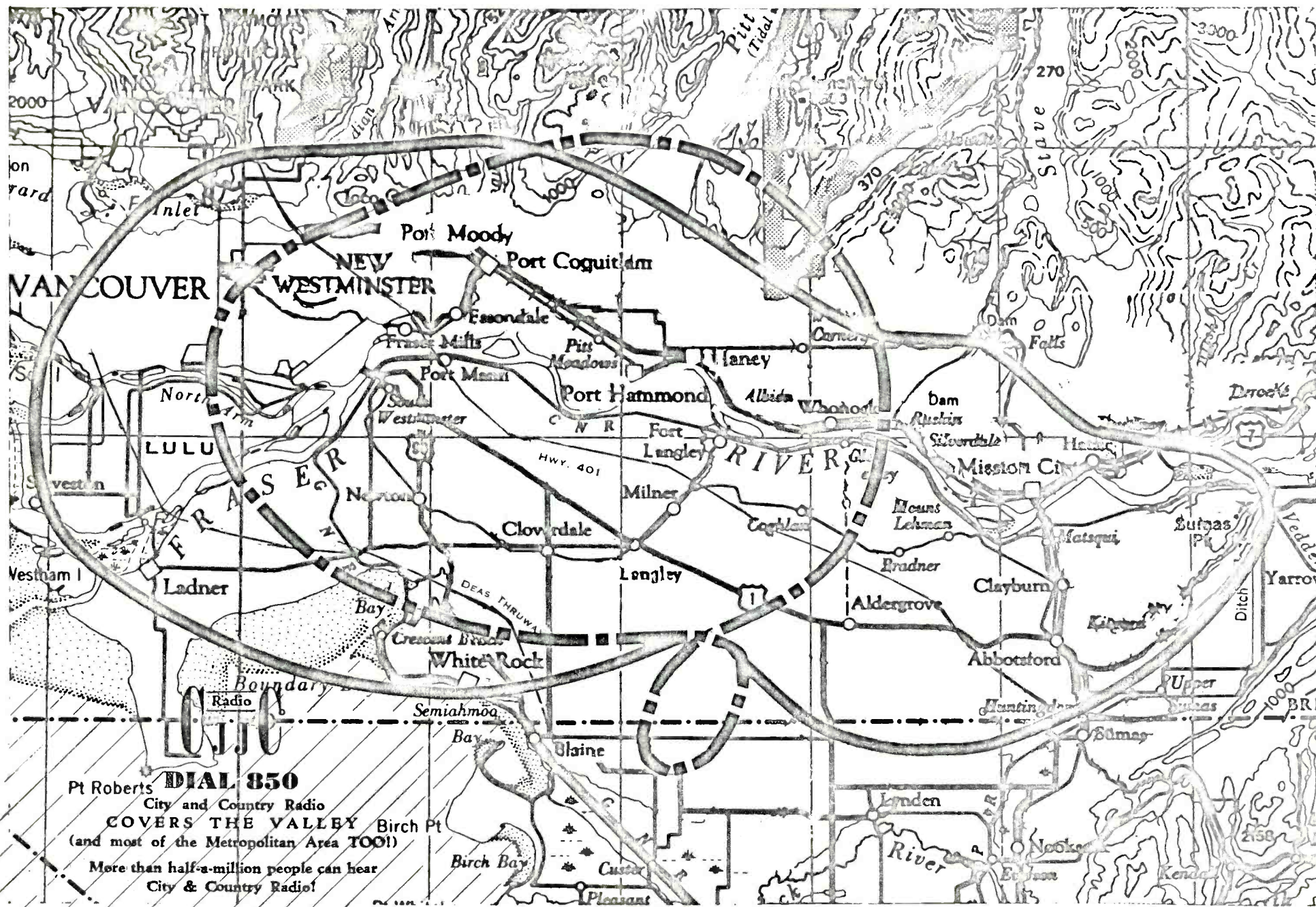
CJIB - VERNON

940 kc, 10 kwD/1kw N, ND

DAY CONTOURS

DATE AUG. 26, 1965 | sig *KASB*

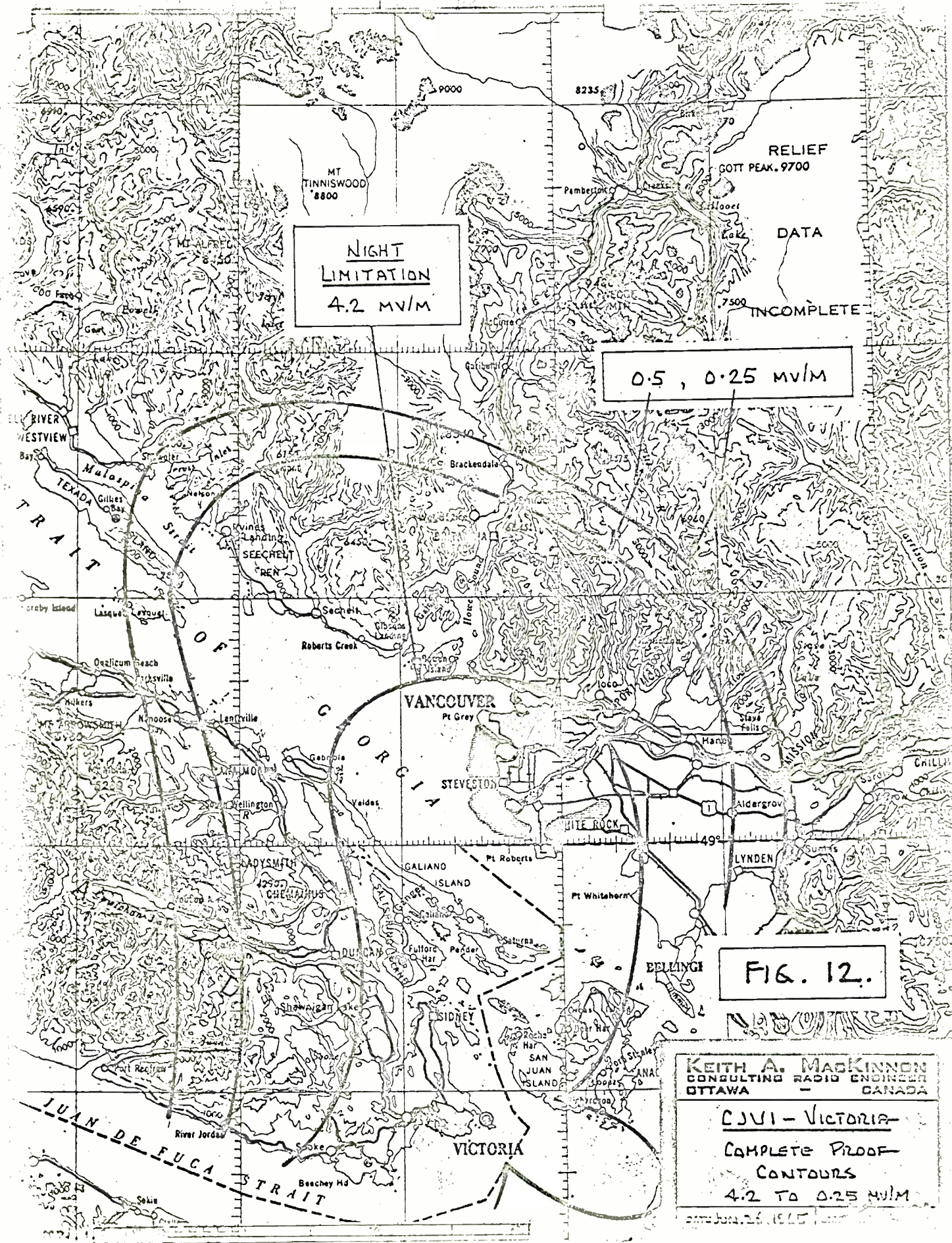




Pt Roberts **DIAL 850**  
 City and Country Radio  
**COVERS THE VALLEY** Birch Pt  
 (and most of the Metropolitan Area TOO!)

More than half-a-million people can hear  
 City & Country Radio!







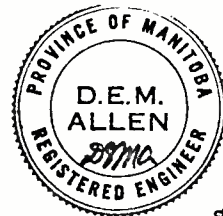
Radio **CHNL**

CHNL

0.25 mV/m

CJNL

0.25 mV/m

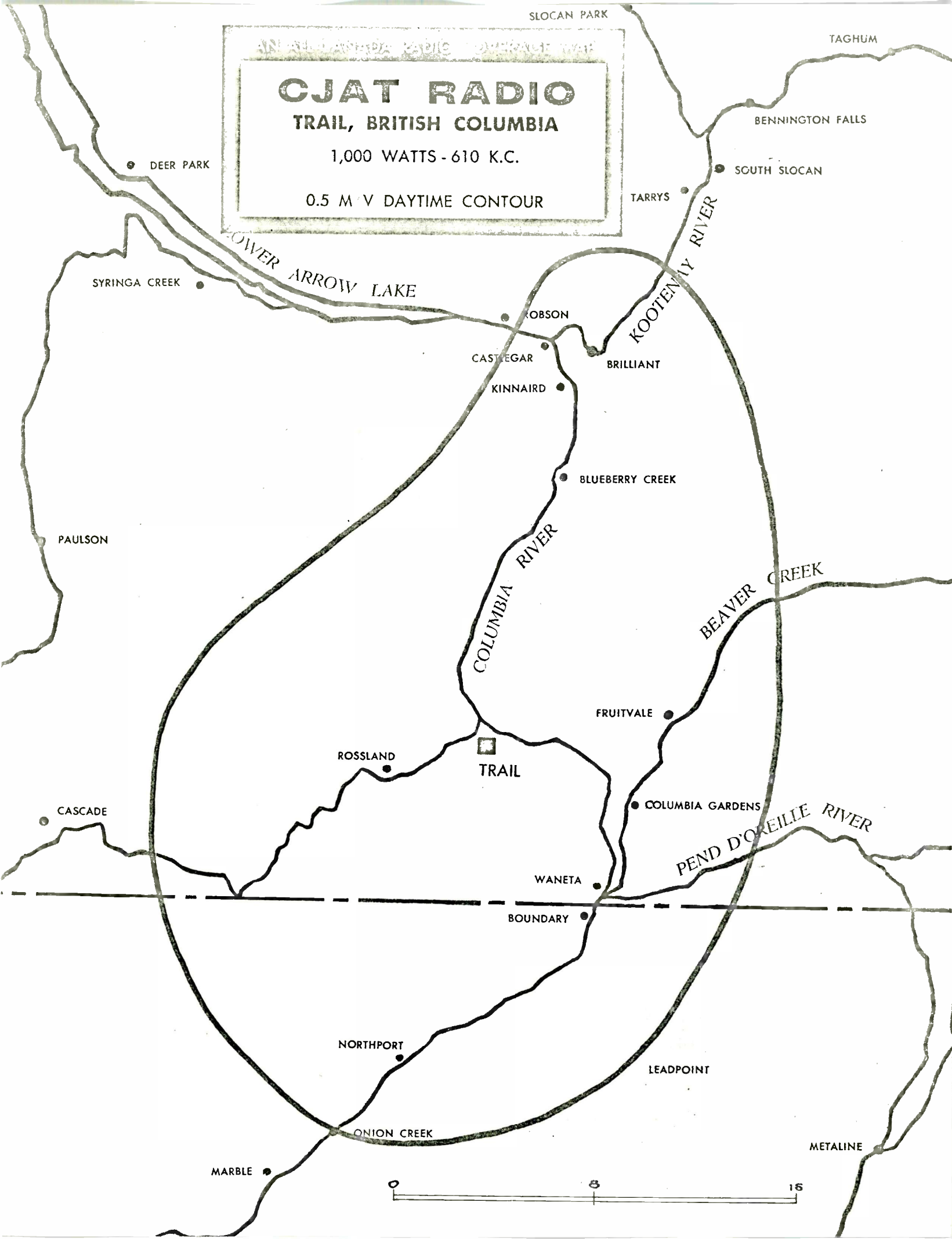


COVERAGE CONTOURS  
0.25 mV/m  
CHNL 610 kHz KAMLOOPS, B.C.  
CJNL 1230 kHz MERRITT, B.C.

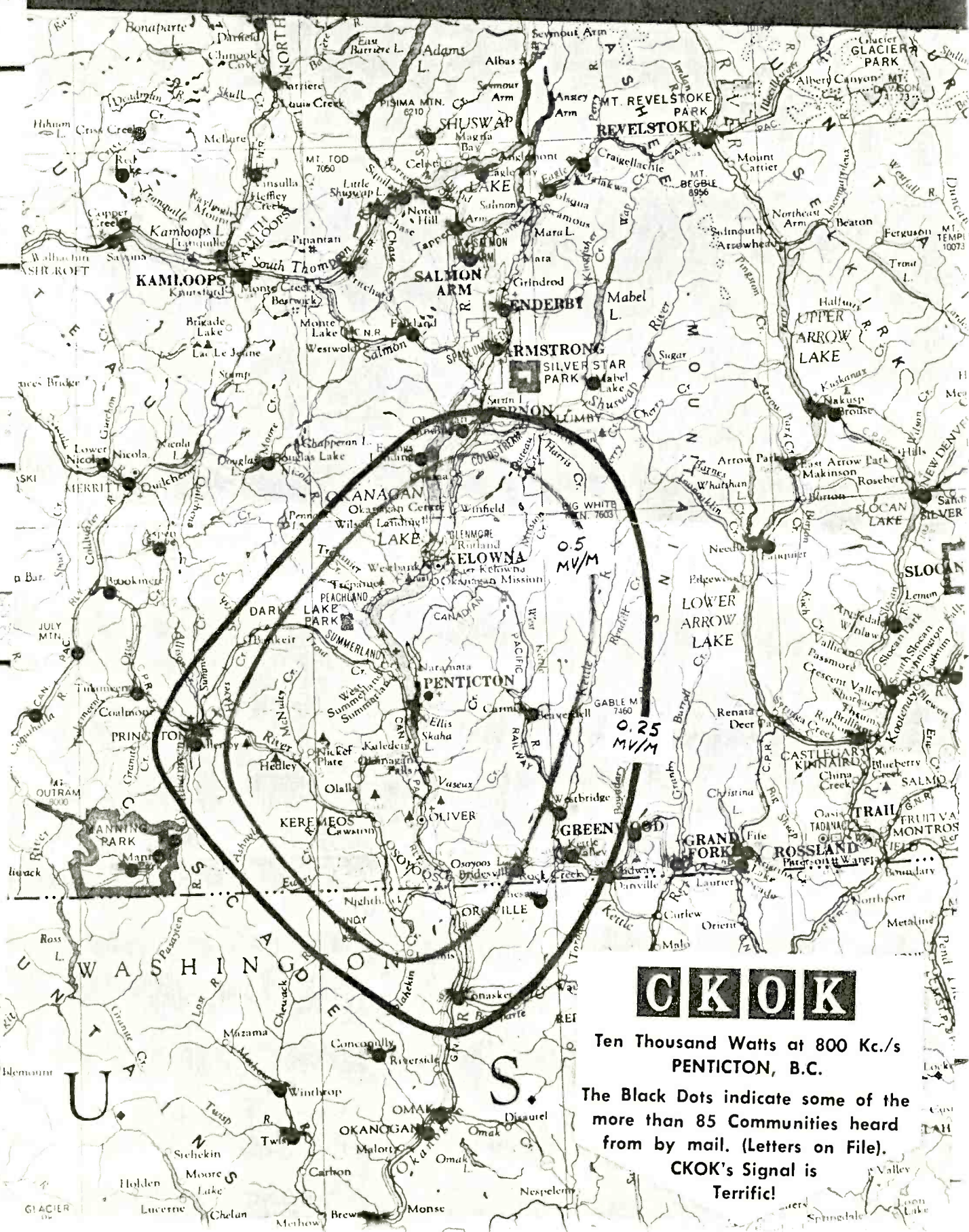
PREPARED BY  
D.E.M. ALLEN & ASSOCIATES LTD.

INTERNATIONAL RADIO CONFERENCE MAP

**CJAT RADIO**  
TRAIL, BRITISH COLUMBIA  
1,000 WATTS - 610 K.C.  
0.5 M V DAYTIME CONTOUR







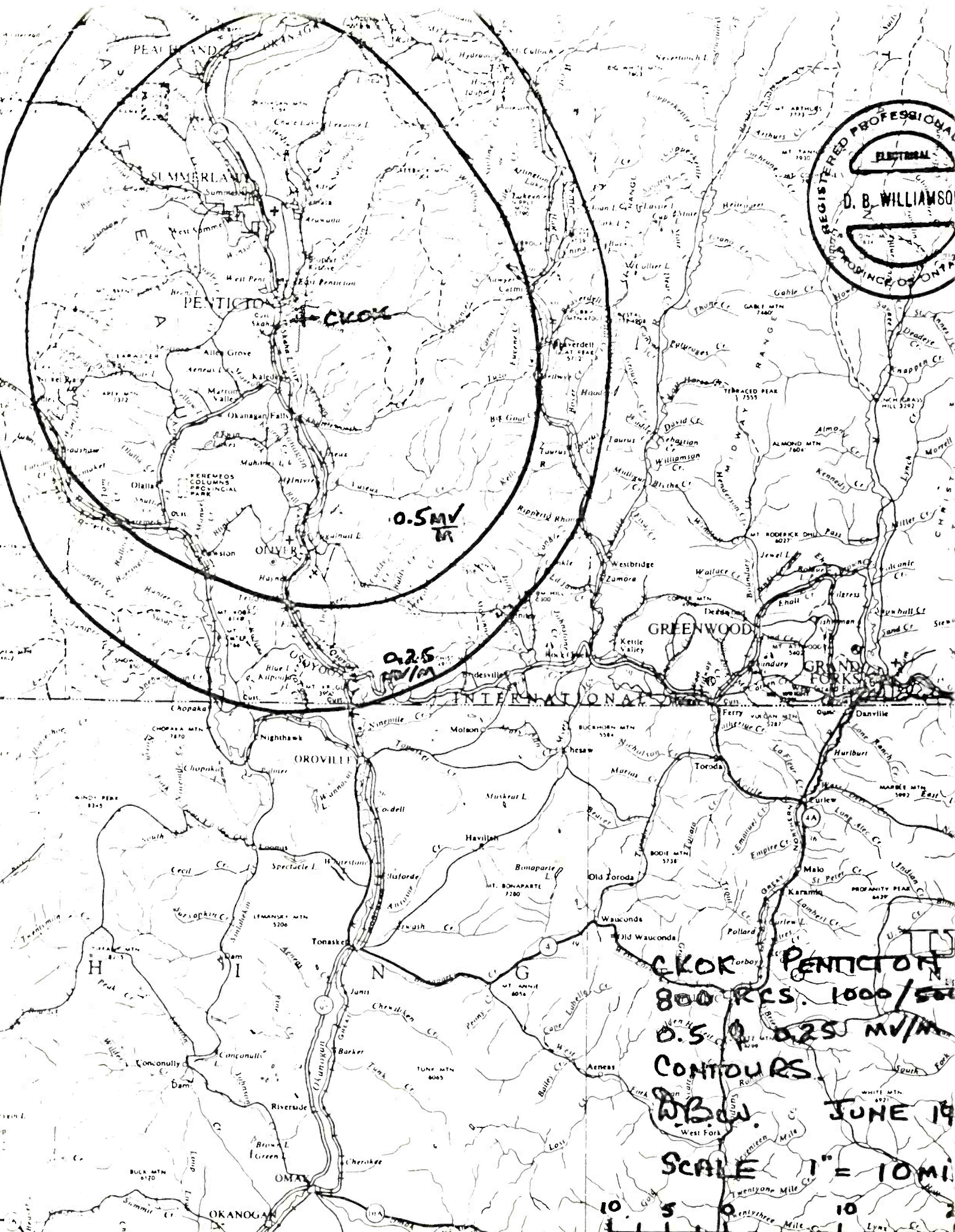
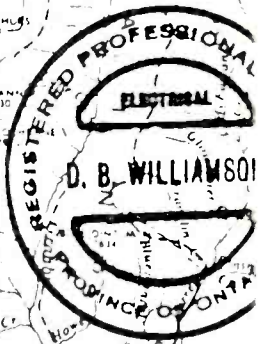
# CKOK

Ten Thousand Watts at 800 Kc./s  
PENTICTON, B.C.

The Black Dots indicate some of the  
more than 85 Communities heard  
from by mail. (Letters on File).

CKOK's Signal is  
Terrific!





0.5 MV/EA

0.25 MV/EA

800 PCS. 1000/EA  
0.5 & 0.25 MV/EA  
CONTOURS

D.B.W. JUNE 19

SCALE 1" = 10 MI.







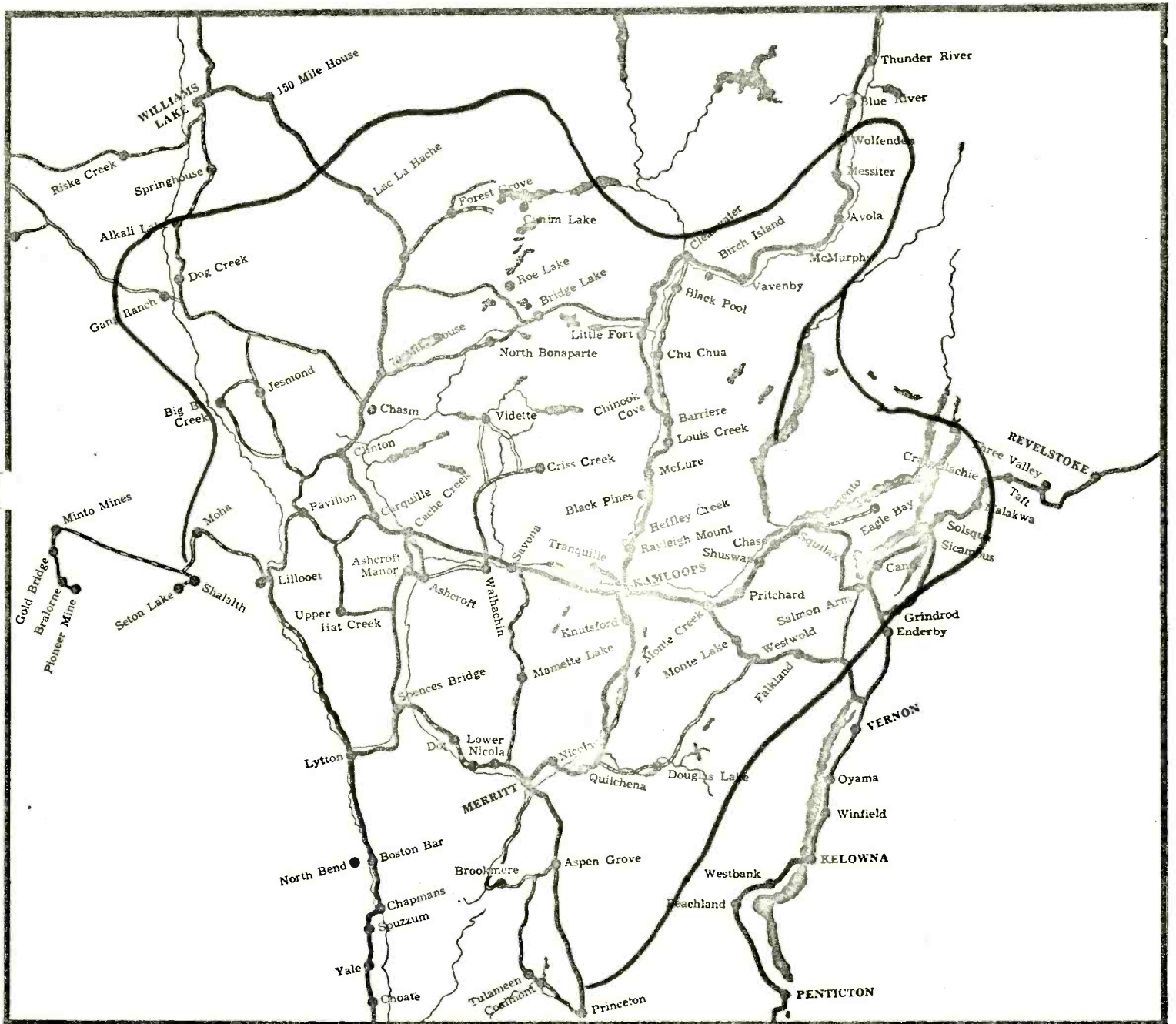


# RADIO STATION CFJC

910  
KILOCYCLES

KAMLOOPS, B. C.

10,000  
WATTS



CBC Network Station

SERVING THE THOMPSON & NICOLA VALLEYS  
& THE SOUTHERN CARIBOO

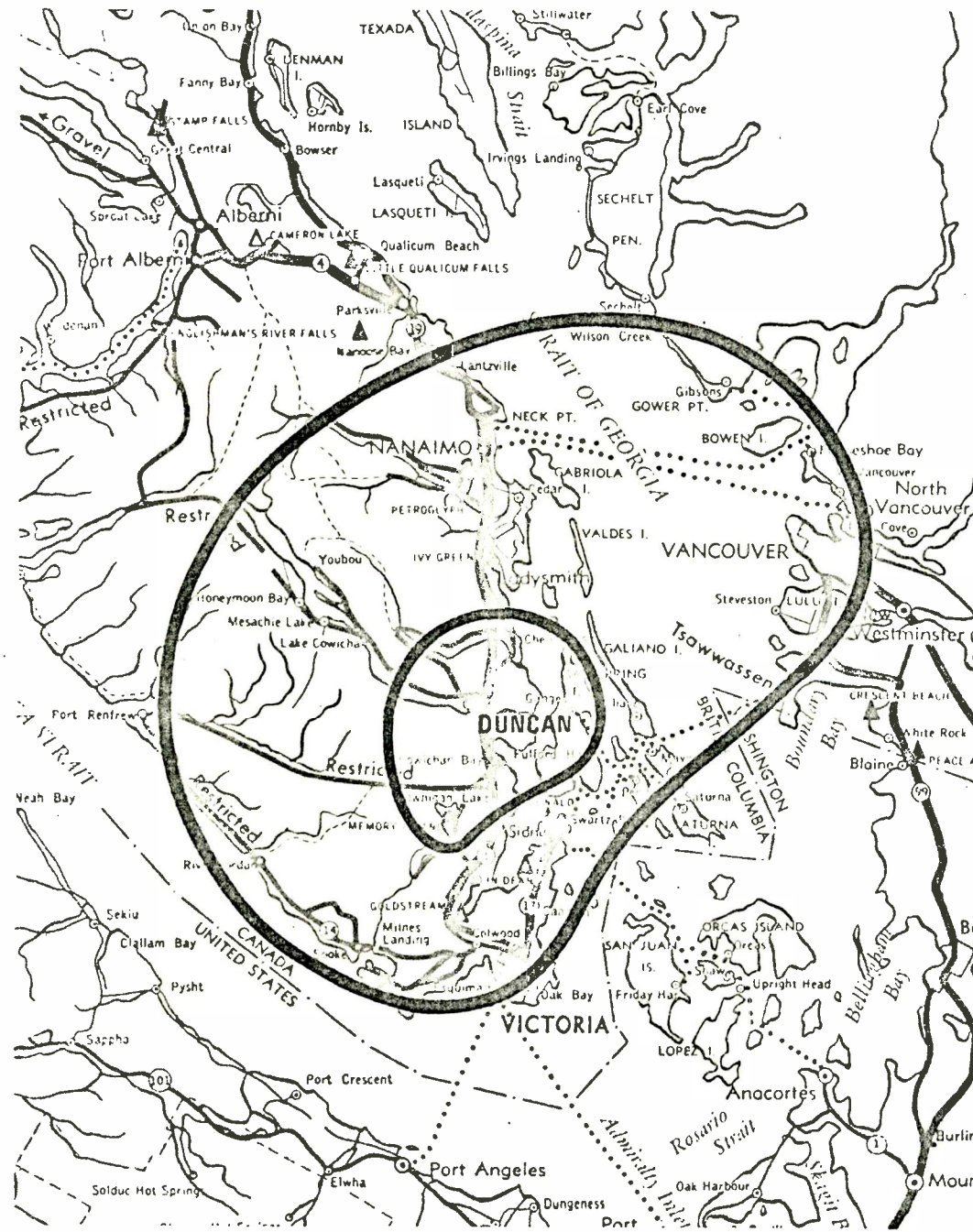


# RADIO CKAY LTD.

MEMBER OF

**R**ADIO  
**A**DVERTISING  
**B**UREAU

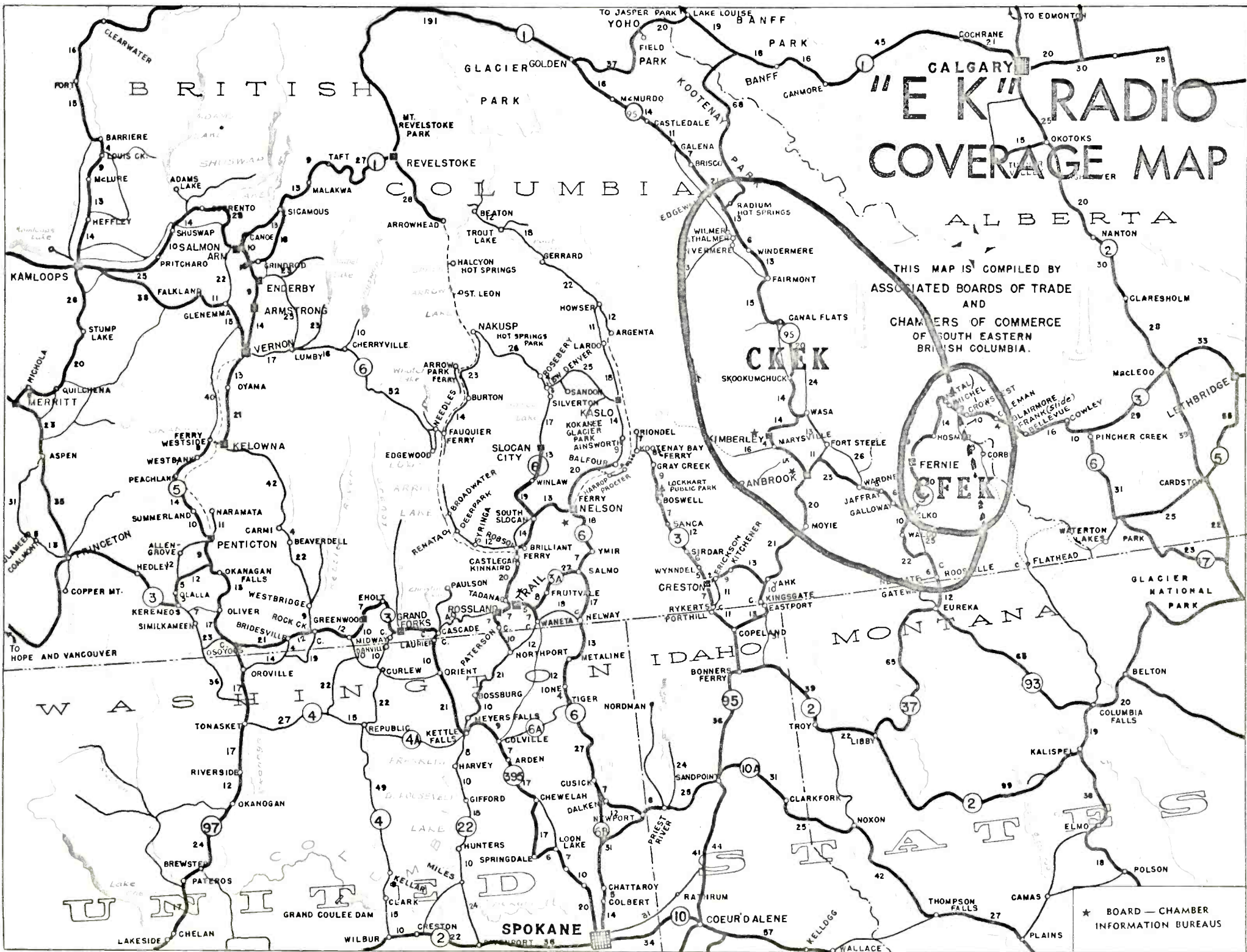
SOUND SELLING FOR AMERICA'S ADVERTISERS





# "E K" RADIO COVERAGE MAP

THIS MAP IS COMPILED BY  
ASSOCIATED BOARDS OF TRADE  
AND  
CHAMBERS OF COMMERCE  
OF SOUTH EASTERN  
BRITISH COLUMBIA.

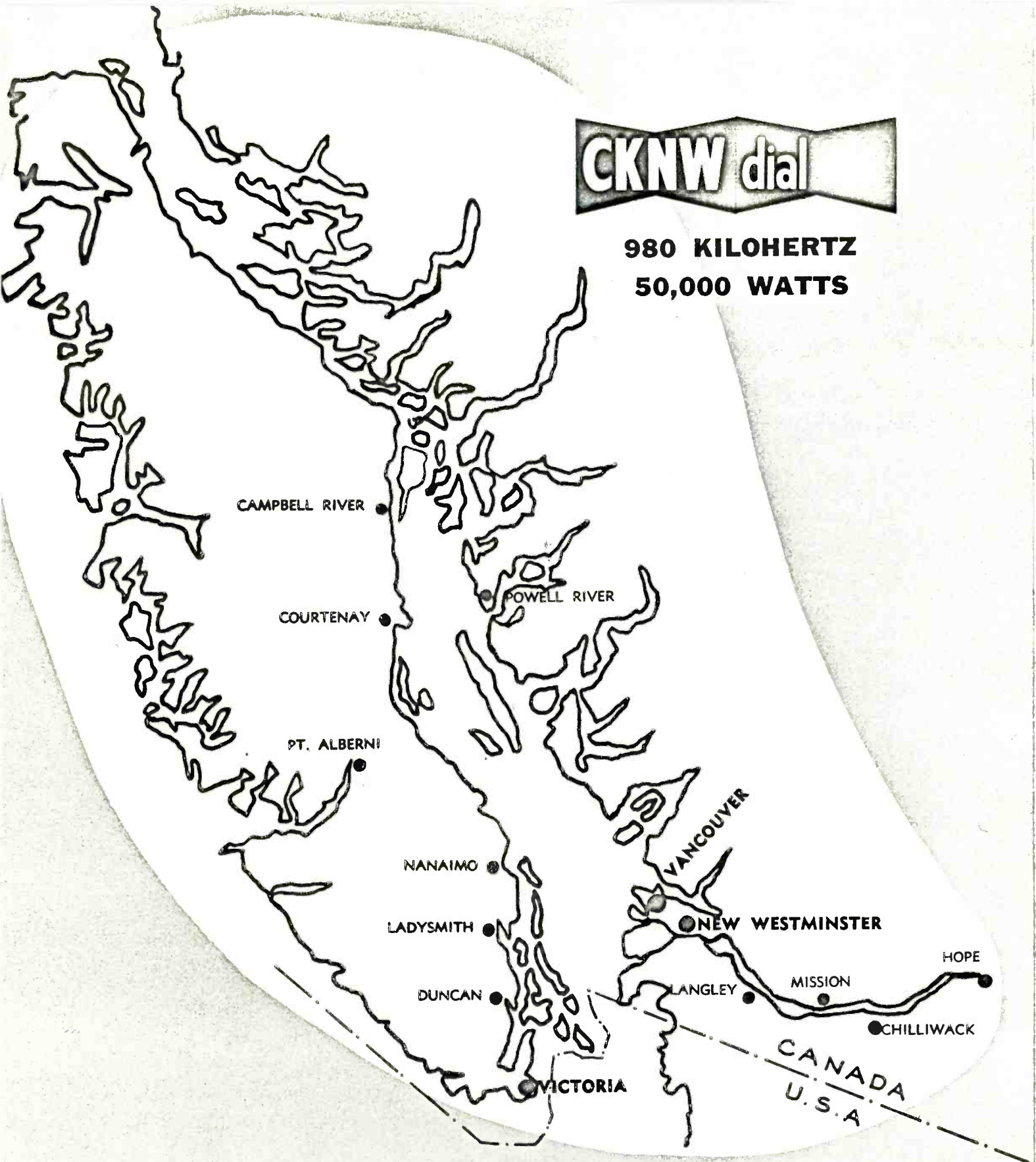


\* BOARD - CHAMBER  
INFORMATION BUREAUS



**CKNW dial**

**980 KILOHERTZ  
50,000 WATTS**



**B.C.'s Most-listened-to STATION**  
Serving and Selling over 1,000,000 people  
in BRITISH COLUMBIA



# Quesnel – Williams Lake

Central British Columbia

# CKCQ – CKWL

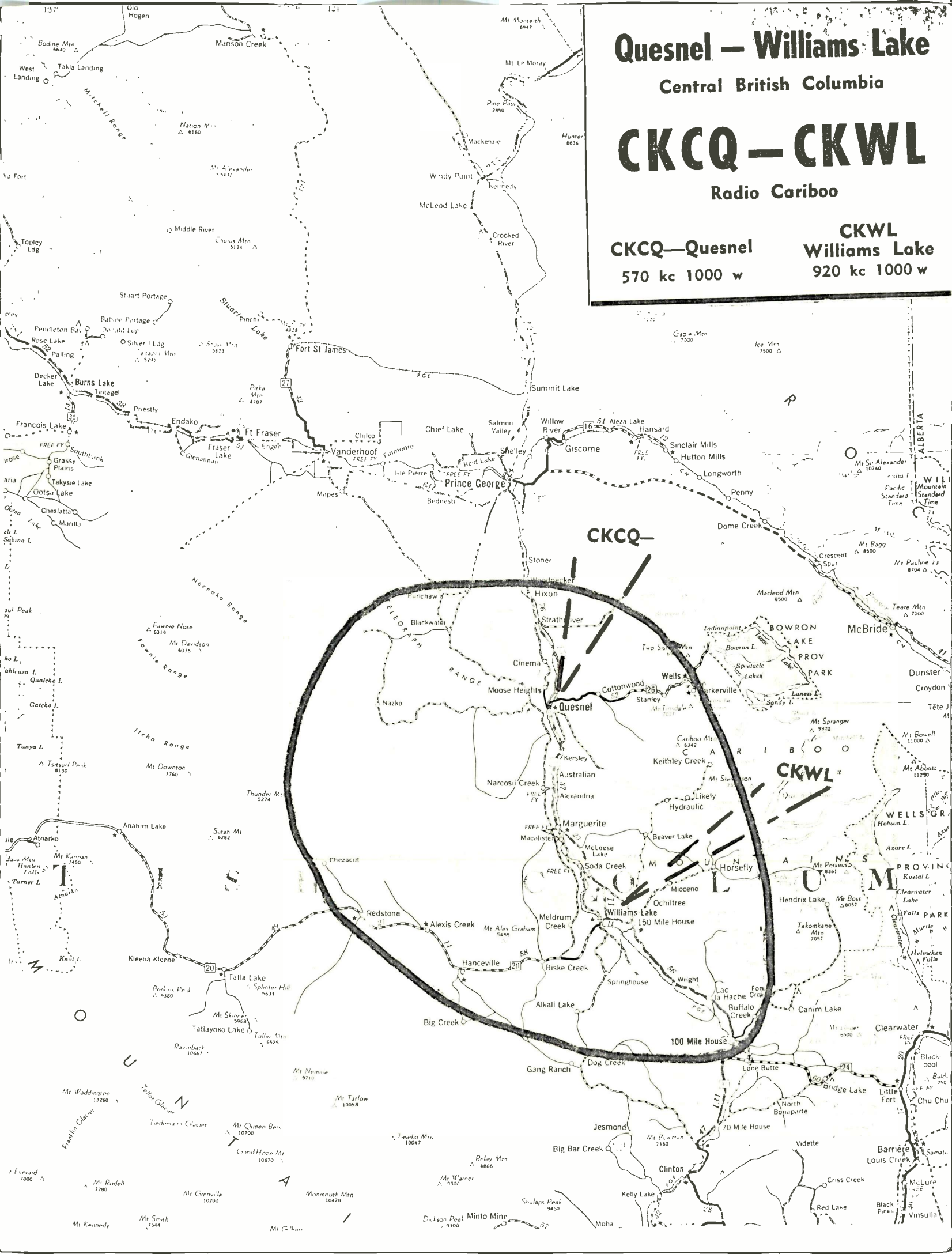
Radio Cariboo

CKCQ—Quesnel

570 kc 1000 w

CKWL  
Williams Lake

920 kc 1000 w



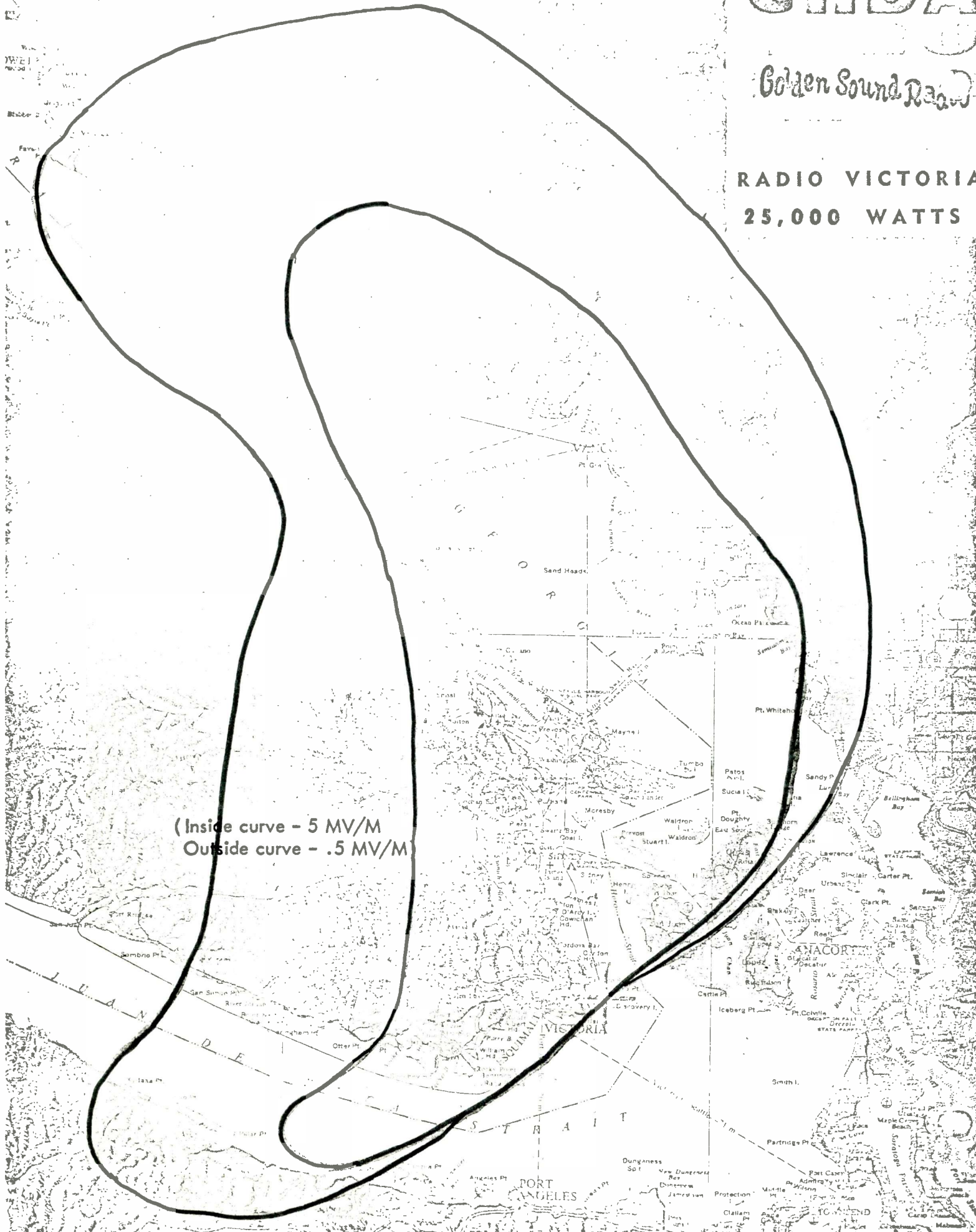


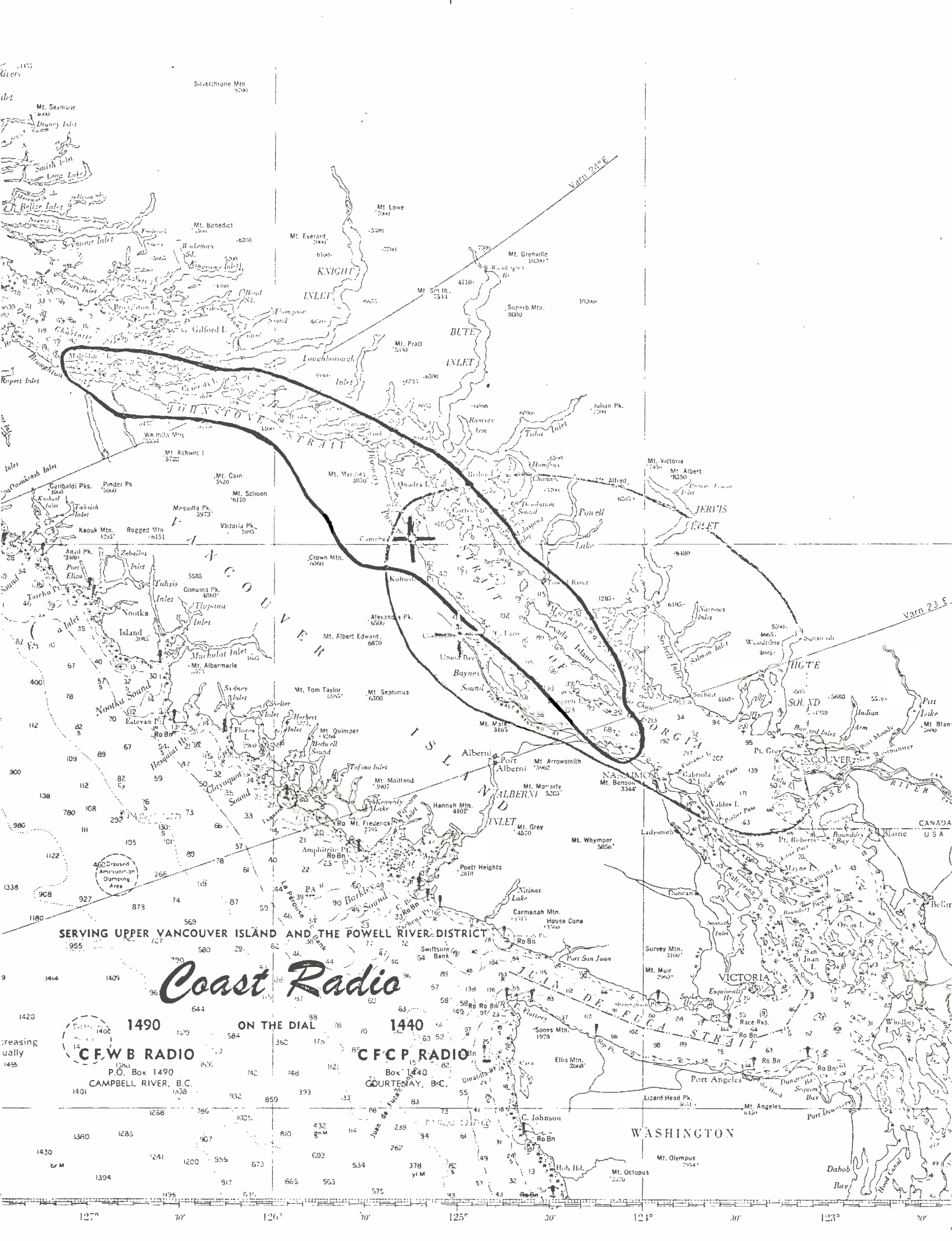
# CKDA

## Golden Sound Radio

### RADIO VICTORIA 25,000 WATTS

(Inside curve - 5 MV/M  
Outside curve - .5 MV/M)





SERVING UPPER VANCOUVER ISLAND AND THE POWELL RIVER DISTRICT

# Coast Radio

1490

ON THE DIAL

1440

**CFWB RADIO**  
P.O. Box 1490  
CAMPBELL RIVER, B.C.

**CFCP RADIO**  
Box 1440  
COURTESAY, B.C.

WASHINGTON

127° 30' 126° 30' 125° 30' 124° 30'



**VANCOUVER . DIAL 690**  
**PRINCE RUPERT . DIAL 860**

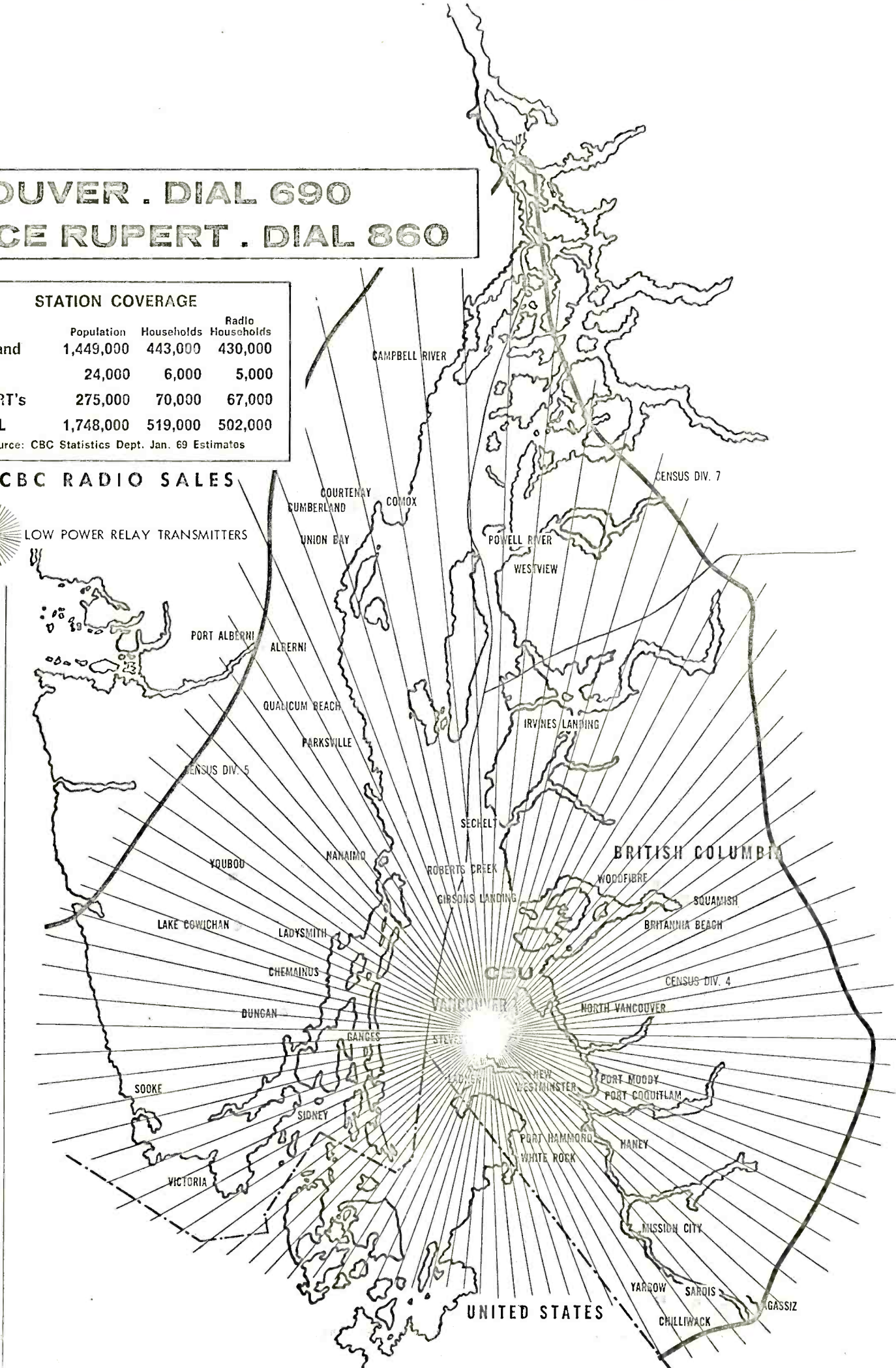
STATION COVERAGE			
	Population	Households	Radio Households
CBU and	1,449,000	443,000	430,000
CFPR	24,000	6,000	5,000
62 LPRT's	275,000	70,000	67,000
<b>TOTAL</b>	<b>1,748,000</b>	<b>519,000</b>	<b>502,000</b>

Source: CBC Statistics Dept. Jan. 69 Estimates

**CBC RADIO SALES**



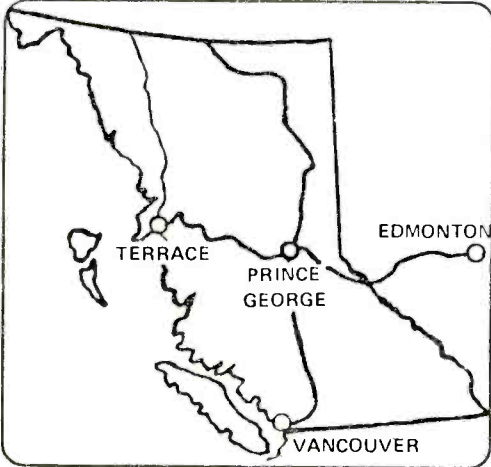
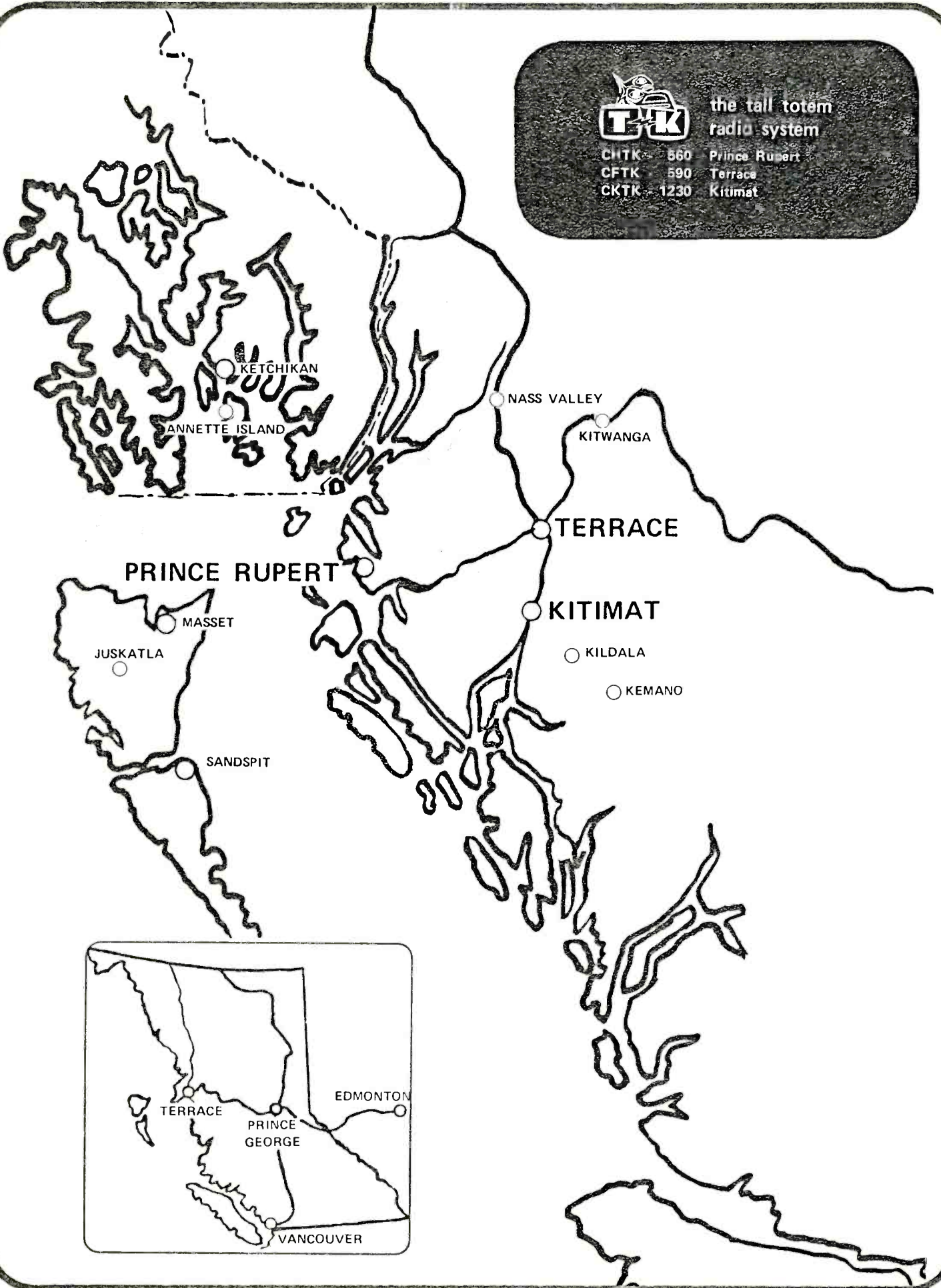
LOW POWER RELAY TRANSMITTERS





the tall totem  
radio system

CHTK	560	Prince Rupert
CFTK	590	Terrace
CKTK	1230	Kitimat





124°

123°

122°

121°

120°

119°

118°

117°

116°

**HOYLES, NIBLOCK AND ASSOCIATES**

TELECOMMUNICATIONS CONSULTING ENGINEERS AND ATTORNEYS

3110 BOUNDARY ROAD • VANCOUVER 12, B.C., CANADA

**COVERAGE CONTOURS**

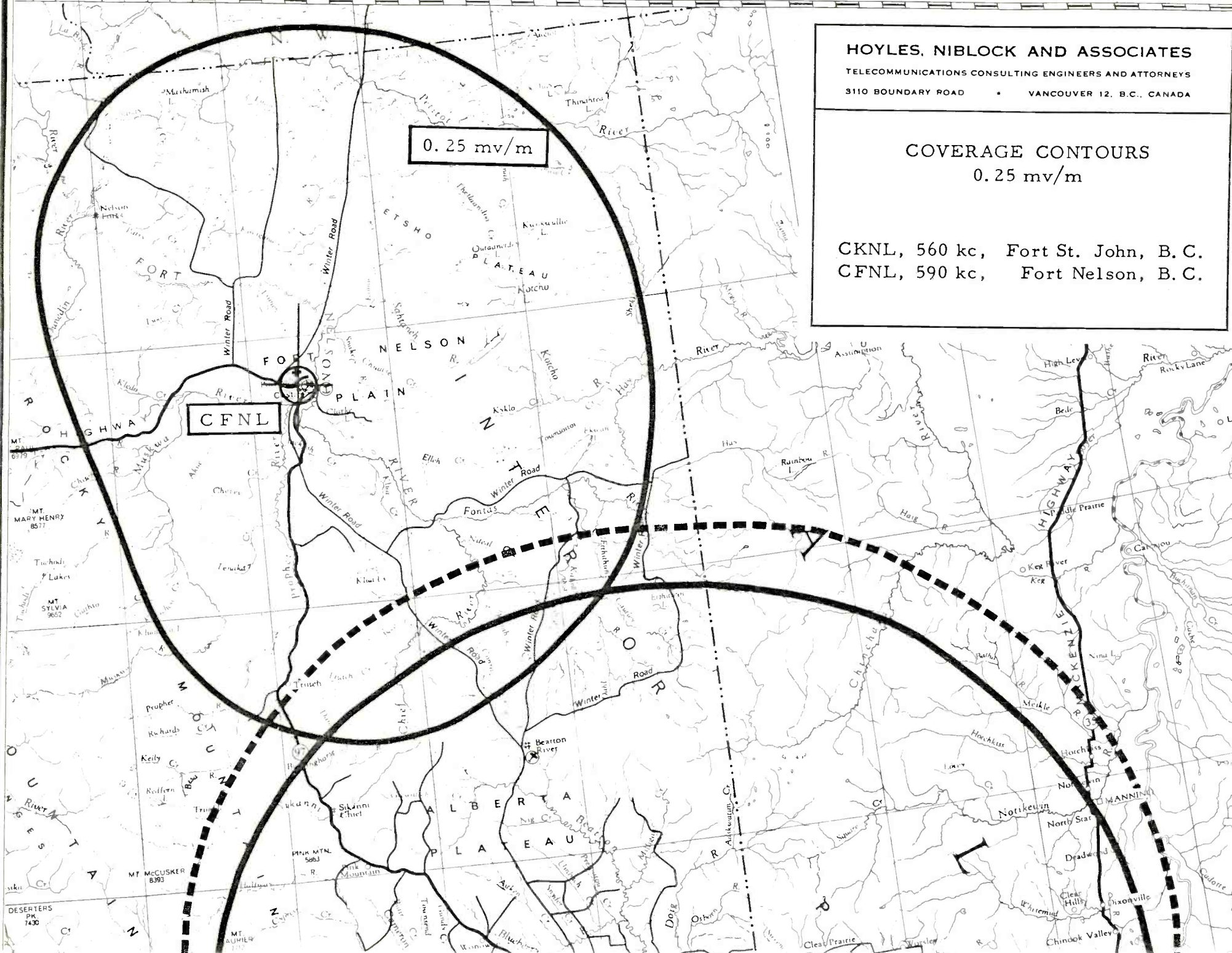
0.25 mv/m

CKNL, 560 kc, Fort St. John, B. C.

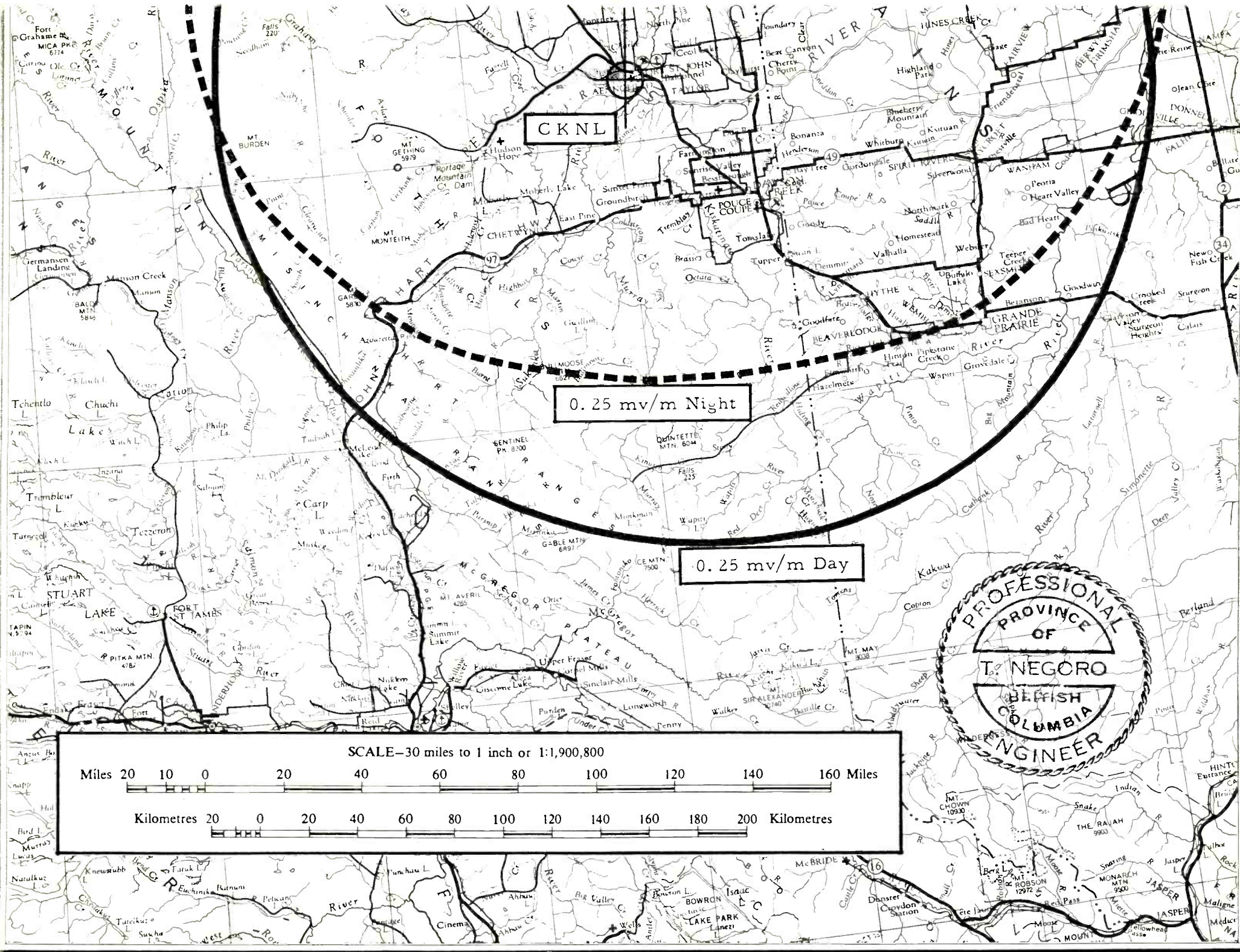
CFNL, 590 kc, Fort Nelson, B. C.

0.25 mv/m

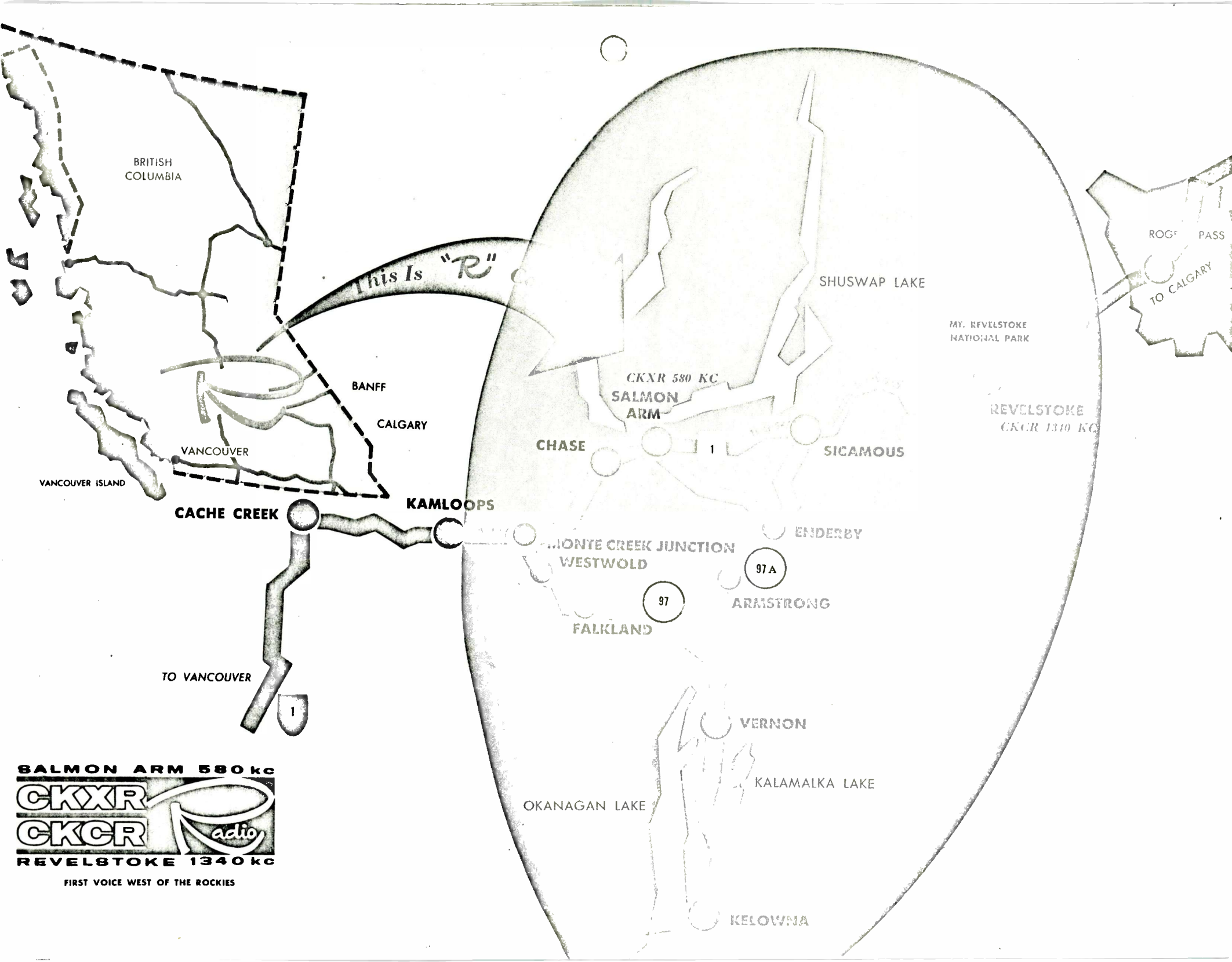
CFNL











BRITISH COLUMBIA

This Is "R"

BANFF

CALGARY

VANCOUVER

VANCOUVER ISLAND

CACHE CREEK

KAMLOOPS

CHASE

CKXR 580 KC  
SALMON ARM

1

SHUSWAP LAKE

SICAMOUS

MT. REVELSTOKE NATIONAL PARK

REVELSTOKE  
CKCR 1340 KC

ENDERBY

MONTÉ CREEK JUNCTION  
WESTWOLD

97

97A

ARMSTRONG

FALKLAND

TO VANCOUVER

1

VERNON

KALAMALKA LAKE

OKANAGAN LAKE

KELOWNA

ROGUE PASS

TO CALGARY

SALMON ARM 580 KC

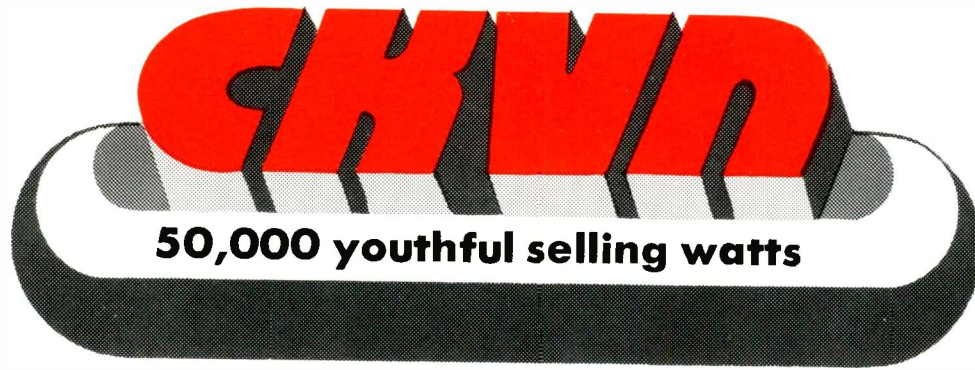
CKXR

CKCR

REVELSTOKE 1340 KC



FIRST VOICE WEST OF THE ROCKIES

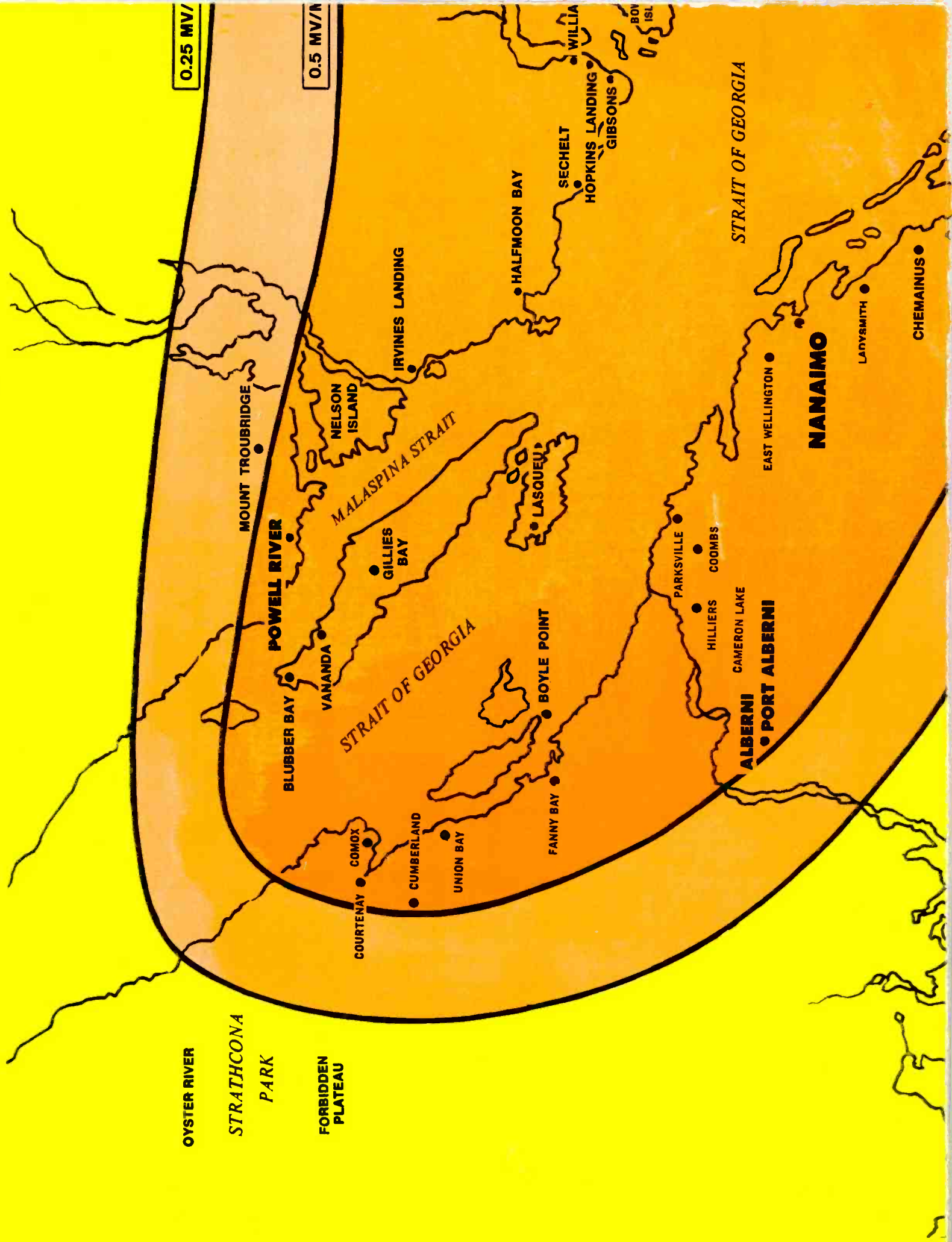


**VANCOUVER, B.C.**

**MARKET INFORMATION  
RATE CARD  
COVERAGE MAP**

**THE 50,000 WATTS CONTEMPORARY VOICE  
OF BEAUTIFUL VANCOUVER**





OYSTER RIVER

STRATHCONA  
PARK

FORBIDDEN  
PLATEAU

0.25 MV/

0.5 MV/N

MOUNT TROUBRIDGE

POWELL RIVER

BLUBBER BAY

VANANDA

GILLIES BAY

MALASPINA STRAIT

STRAIT OF GEORGIA

COURTENAY

COMOX

CUMBERLAND

UNION BAY

FANNY BAY

BOYLE POINT

HALFMOON BAY

SECHELT

HOPKINS LANDING

GIBSONS

WILLIA

BOY ISL

ALBERNI

PORT ALBERNI

HILLIERS

CAMERON LAKE

PARKSVILLE

COOMBS

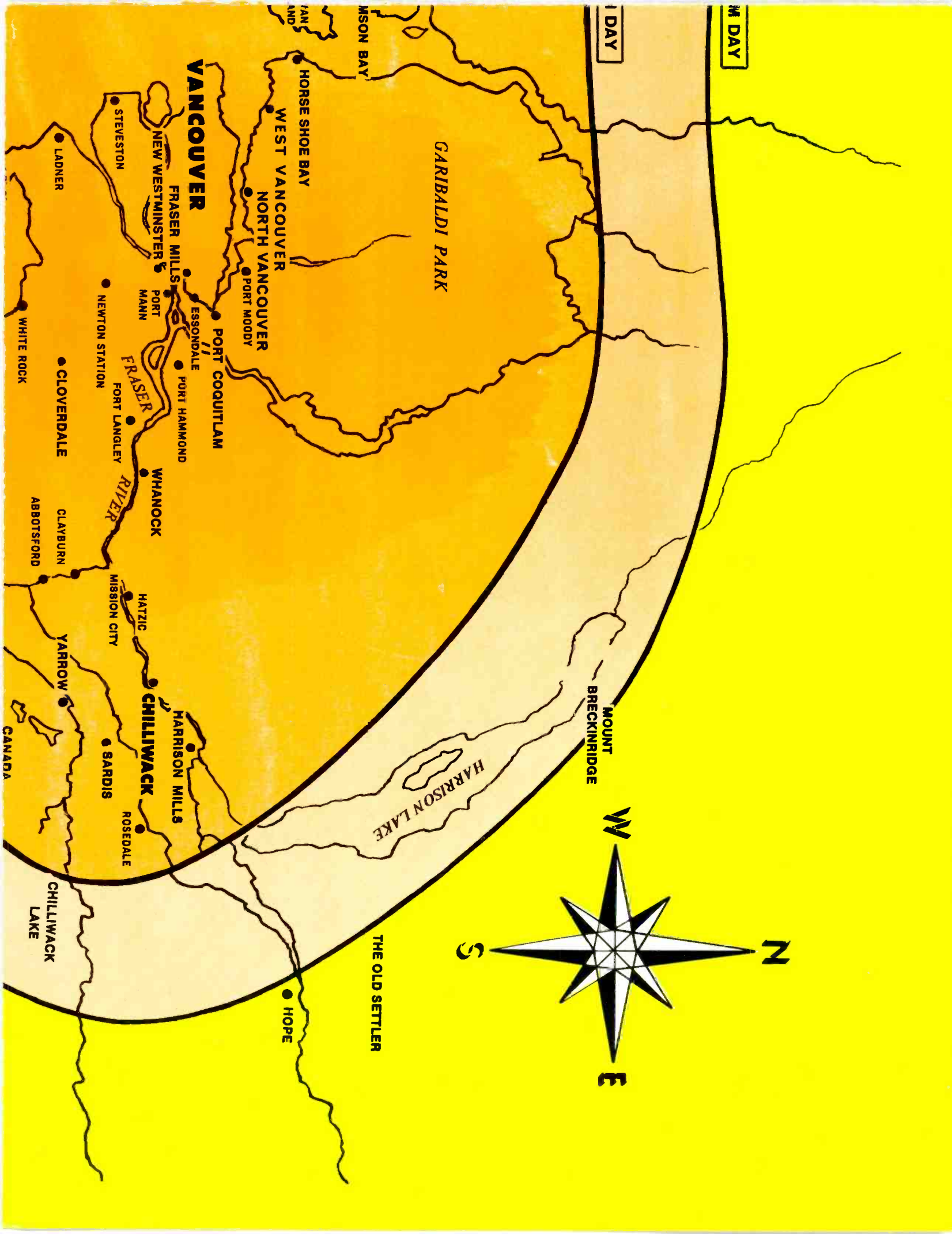
EAST WELLINGTON

NANAIMO

LADYSMITH

CHEMAINUS

STRAIT OF GEORGIA



2 DAY

1 DAY

GARIBALDI PARK

VANCOUVER

WEST VANCOUVER

NORTH VANCOUVER

STEVESTON

FRASER MILLS

PORT MANN

NEWTON STATION

PORT COQUITLAM

PORT HAMMOND

WHANOCK

FRASER RIVER

MISSION CITY

CHILLIWACK

HARRISON MILLS

SARDIS

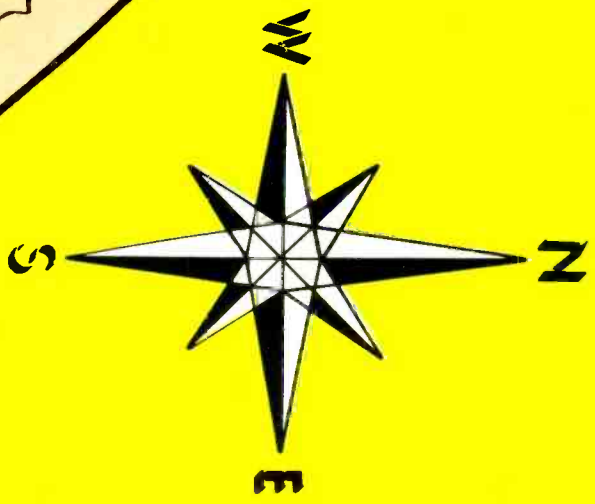
ROSEDALE

THE OLD SETTLER

HOPE

MOUNT BRECKINRIDGE

HARRISON LAKE



LADNER

WHITE ROCK

CLOVERDALE

ABBOTSFORD

CLAYBURN

YARROW

CHILLIWACK LAKE

CANADA



RATE CARD No. 3  
EFFECTIVE OCTOBER 1st, 1970



# VANCOUVER

BRITISH COLUMBIA

1410 Kilocycles

## CKVN

50,000 Watts

24 HOURS PER DAY

**REPRESENTATIVES:**

**RADIO & TELEVISION SALES INC.**

Toronto	924-4477
Montreal	849-1131
Vancouver	731-9222

**DONALD COOKE INC.**

New York	889-5413
----------	----------

MEMBERSHIPS: CAB, BCAB, BBM

ANNOUNCEMENTS

PROGRAMS

**CLASS "AAA" DAILY**

6.00 a.m. - 10.00 a.m.  
4.00 p.m. - 7.00 p.m.

60 secs.	\$28.00
30 secs.	22.00
15 secs.	18.00

5 mins.	\$36.00
---------	---------

**CLASS "AA" DAILY**

10.00 a.m. - 1.00 p.m.

60 secs.	\$22.00
30 secs.	18.00
15 secs.	14.00

5 mins.	\$28.00
---------	---------

**CLASS "A" DAILY**

7.00 p.m. - 11.00 p.m.

60 secs.	\$18.00
30 secs.	15.00
15 secs.	12.00

5 mins.	\$22.00
---------	---------

**CLASS "B" DAILY**

5.00 a.m. - 6.00 a.m.  
1.00 p.m. - 4.00 p.m.

60 secs.	\$16.00
30 secs.	14.00
15 secs.	11.00

5 mins.	\$19.00
---------	---------

**CLASS "C" DAILY**

11.00 p.m. - 5.00 a.m.

60 secs.	\$ 8.00
30 secs.	6.00
15 secs.	4.00

5 mins.	\$10.00
---------	---------

**R.O.S. SATURATION BONUS PLAN**

20% Class AAA; 40% Class AA; 20% Class A; 20% Class B

Per week	10	20	30	40
60 secs.	\$18.00	\$17.00	\$16.00	\$15.00
30 secs.	15.00	14.00	13.00	12.00
15 secs.	11.00	10.00	9.00	8.00

**BONUS: 20% Bonus spots given in Class C on a minimum contract of 4 weeks.**

**WEEKEND SATURATION:** Friday 7.00 p.m. to Midnight Sunday. Equal distribution. Above rates less 10%.

All announcements rotate within periods mentioned. Fixed position—10% Premium. Five-minute news/sportcasts include station time, announcer and services. Frequency discount on programs only—156 times 5%; 260 times 10%; 312 times (six days weekly) 15%.

Saturation plans may not be combined with regular schedules for frequency discounts.

## THE NEW CONTEMPORARY



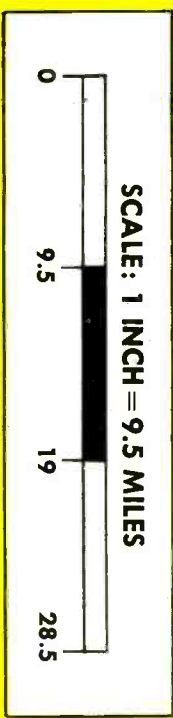
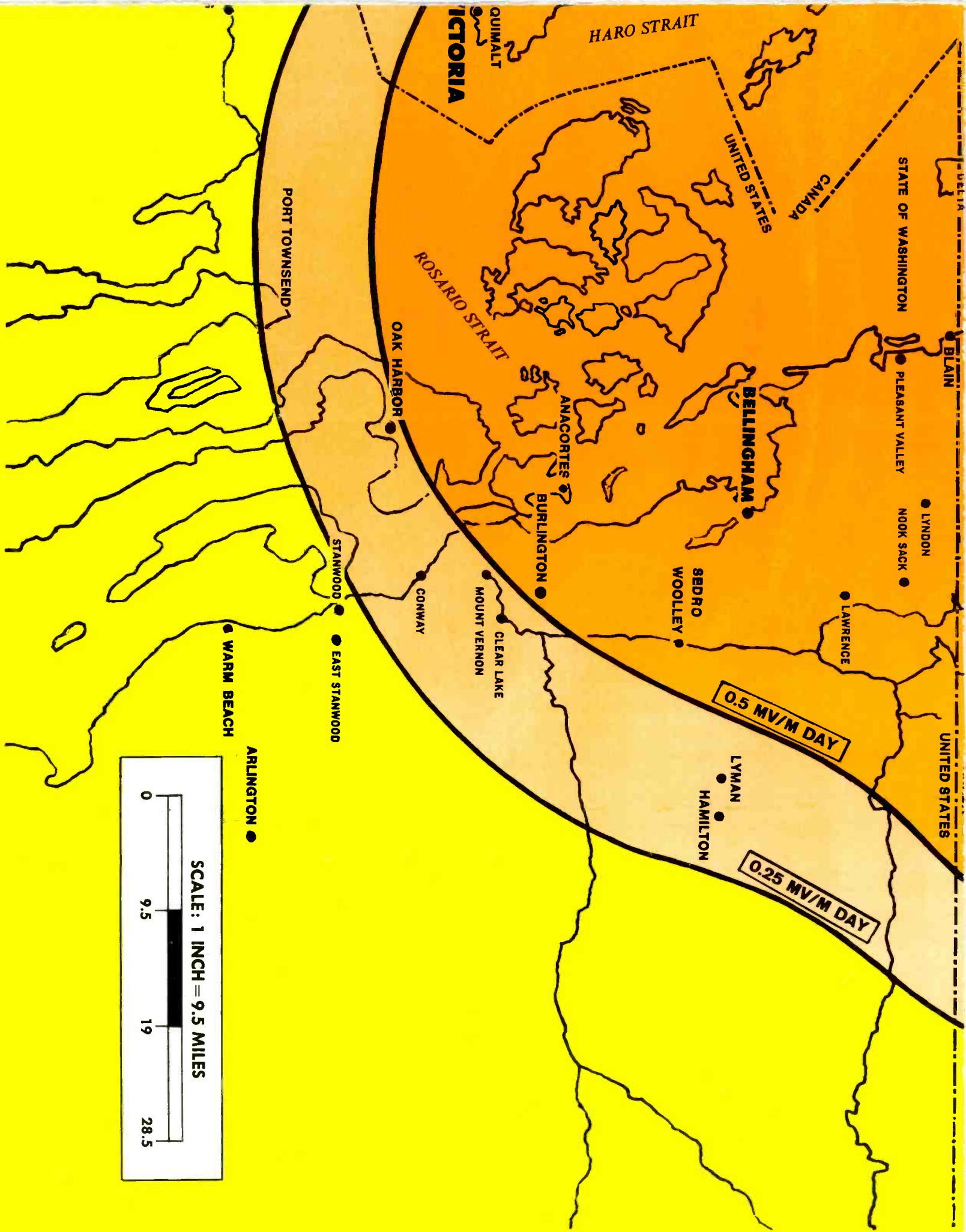
### COVERS CANADA'S THIRD LARGEST MARKET

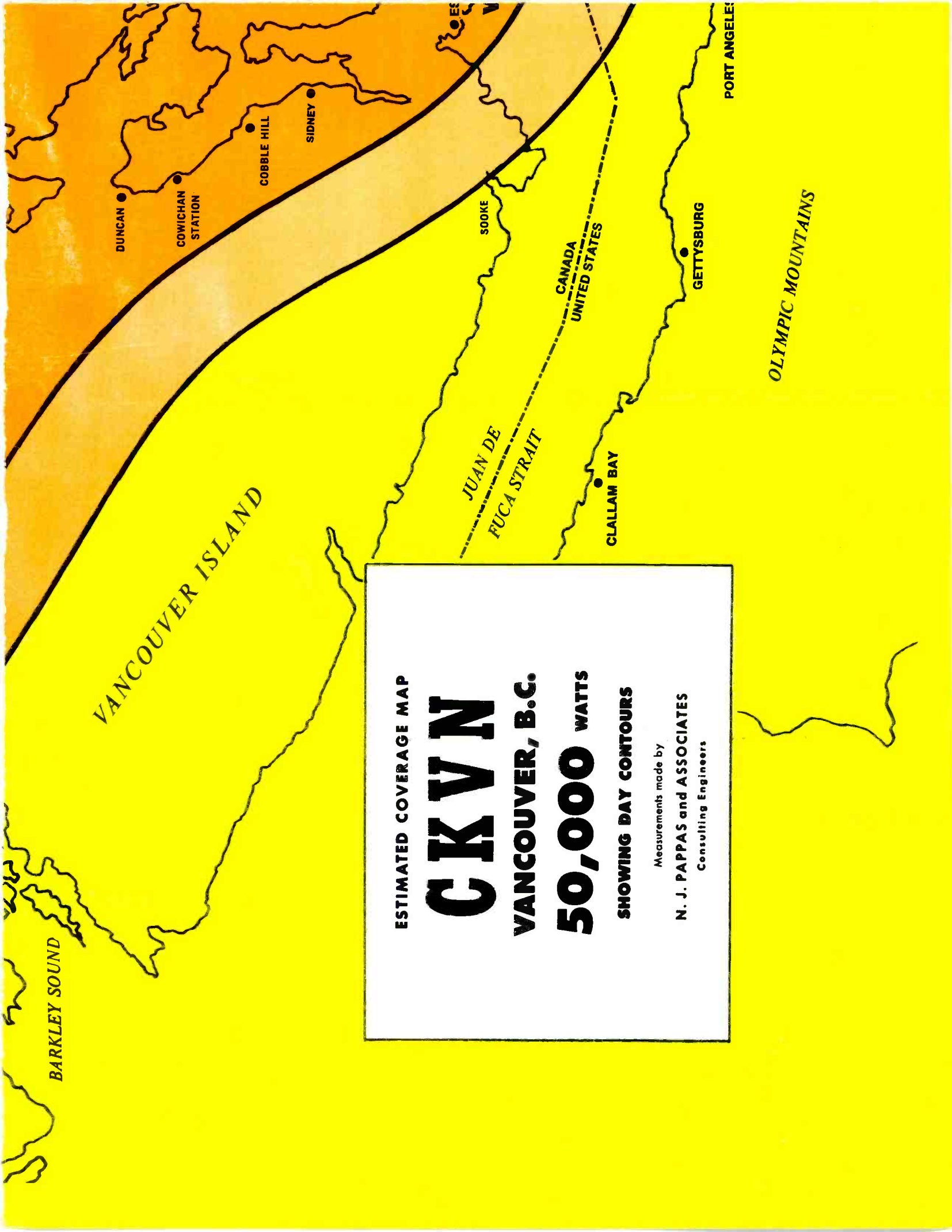
	VANCOUVER	VICTORIA NANAIMO	TOTAL CKVN PRIMARY AREA
POPULATION	1,130,200	368,200	1,498,400
HOUSEHOLDS	349,900	112,000	461,900
CAR RADIOS*	166,848	83,424	250,272
EFFECTIVE BUYING POWER (000)	\$3,075,361	\$974,129	\$4,049,490
TOTAL RETAIL SALES (000)	1,860,492	556,599	2,417,091
FOOD	416,657	131,325	547,982
DRUGS	65,516	18,608	84,124
GENERAL MERCHANDISE	377,903	115,450	493,353
FURNITURE & APPLIANCES	72,283	19,769	92,052
AUTOMOTIVE PRODUCTS	368,431	85,755	454,186
GAS STATIONS	123,187	35,929	159,116

Data source: Sales Management, June 1970

\* Estimated







VANCOUVER ISLAND

BARKLEY SOUND

DUNCAN

COWICHAN  
STATION

COBBLE HILL

SIDNEY

SOOKE

JUAN DE  
FUCA STRAIT

CLALLAM BAY

GETTYSBURG

PORT ANGELES

OLYMPIC MOUNTAINS

ESTIMATED COVERAGE MAP

**CKVN**

**VANCOUVER, B.C.**

**50,000 WATTS**

**SHOWING DAY CONTOURS**

Measurements made by

**N. J. PAPPAS and ASSOCIATES**  
Consulting Engineers



**IT'S TIME FOR A SECOND LOOK  
AT VANCOUVER RADIO !**



**and**

**CHVD**

**THE NEW CONTEMPORARY MUSIC SOUND  
REACHING THE 18 to 49 "BUYING" AGE GROUP  
THE NEW, EXCITING AND BIGGER**

**CHVD**

**50,000 youthful selling watts**





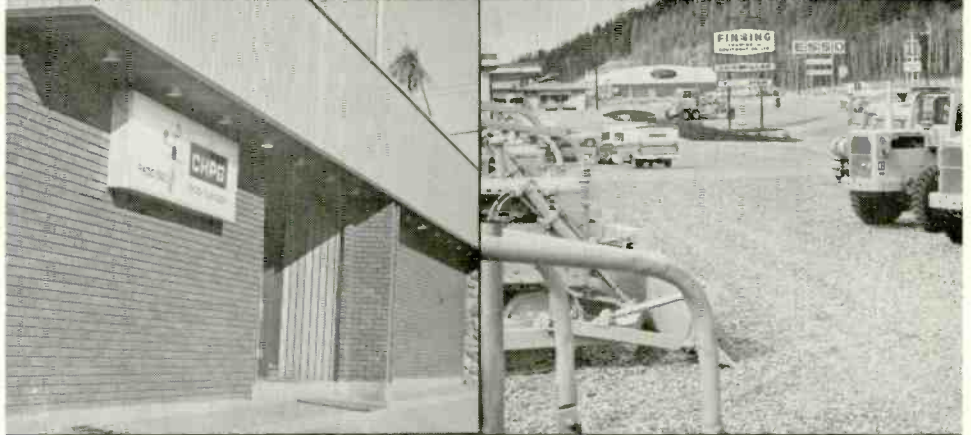
Prince George

CKPG

Beautiful British Columbia's  
third market

BROADCASTING LTD.

GAM





## GROWING . . . GROWING . . . GROWING . . .

That's the message for advertisers using the medium serving the third largest centre in British Columbia.

Prince George, located at the confluence of the Nechako and Fraser Rivers, shows a metro population of 55,000 and a trading area of 124,000. The city has emerged as a vital link in British Columbia's chain of industries to lead the field with a dazzling growth rate of 106 percent per decade.

The city's unique position of being the geographic centre of British Columbia favours it as the industrial hub of the central interior. The flow of traffic created by the major industries has resulted in a directional economic tide, making Prince George retail sales larger than effective buying income — a true barometer of people-power.

Prince George's major industry is forestry, with the approved Forest District the largest in the province. Forestry, the primary industry, has made Prince George Canada's leading manufacturer of Western White Spruce. This, along with three pulp mills, large saw and planer mills, two chemical plants and an oil refinery, form the primary industrial base of the city's economy. The average worker (some 30,000) in the region earns \$135.00 weekly, placing him on the 22 percent pedestal, above the national average.

The heavy industry of the base economy has stimulated rapid growth of light and service industries. Prince George, as the focal point of

the Central Interior, is an attractive investment area for financial and professional services, equipment, wholesale and warehousing firms. To further diversify the employment dollar, Prince George's immediate area also contains dairying, beef and poultry enterprises, and the city services the molybdenum, copper and mercury mines and exploratory work on the outer economic rim. The controversial "Uncle Ben" malt liquor is brewed locally at Tartan Brewery.

The City is served by Canadian National and Pacific Great Eastern Railways and is the distribution centre of transport and tourist traffic on the major arteries, Highway 97 and Highway 16 — the scenic Yellowhead.

Prince George is the heart of the lifelines that control the traffic pulse from Vancouver, B.C., the U.S. Border to Prince Rupert, the Alaska Highway and the prairie centres of Edmonton and Calgary.

Jet service by CP Air and Jet-prop by Pacific Western, as well as six other airlines — helicopter and fixed-wing — make the city's Class A airport easily accessible for business or pleasure trips.

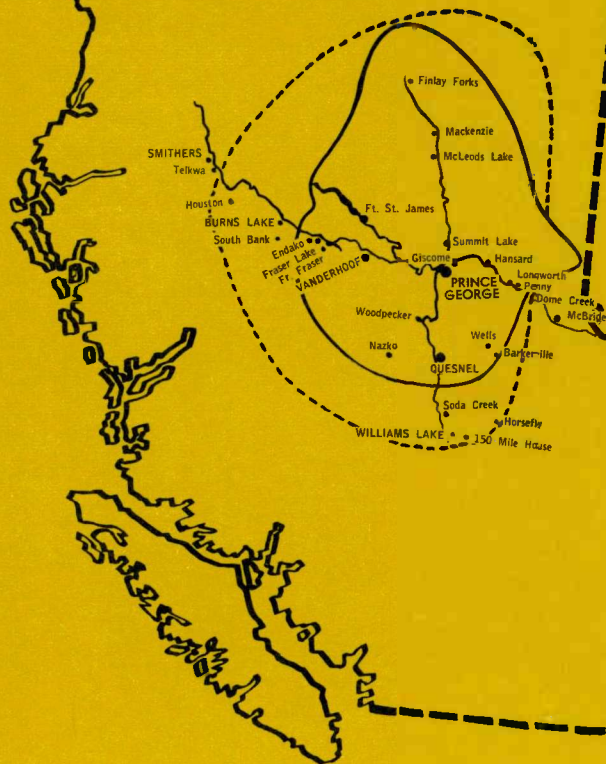
Nine major truck lines and two buslines give further flexibility to the traffic schedules — North, South, East and West.

An abundance of natural resources, young, energetic people, with a keen eye for the future, portend a brilliant economic, social and cultural future for Prince George — City for the Seventies!

## CKPG/AM Market Area

	Trading Area
Population	125,000
Gross Income	342,500,000
Retail Sales	160,594,000
Food Sales	34,993,000
General Merchandise	25,869,000
Automotive	32,294,000
Gasoline	13,589,000

Source: Sales Management, 1968  
and Trade & Commerce Magazine 1970



**10,000 Watts**  
**550 On Your Dial**  
**24 HOURS PER DAY**

### CKPG/AM

1220 6th Ave., Prince George, B.C.  
Telephone (604)564-8861 Telex 047-8698

Represented by:

**Paul Mulvihill & Co. Ltd.**  
Toronto - Montreal

**Stephens & Towndrow Co. Ltd.**  
Vancouver




**Canadian Standard Broadcast Sales Inc.**  
New York, Chicago, Los Angeles, Detroit  
Atlanta, Dallas, St. Louis, San Francisco

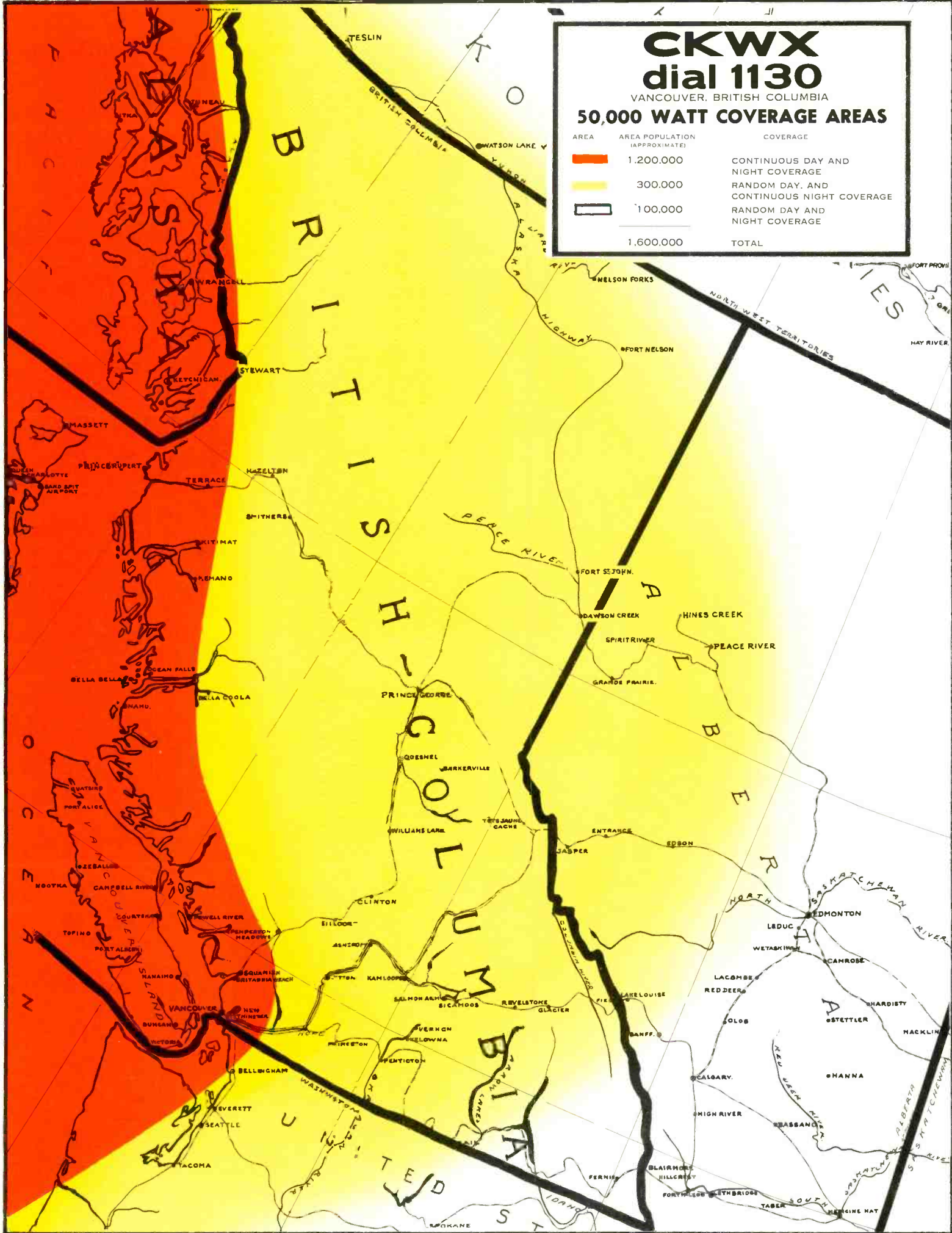


# CKWX dial 1130

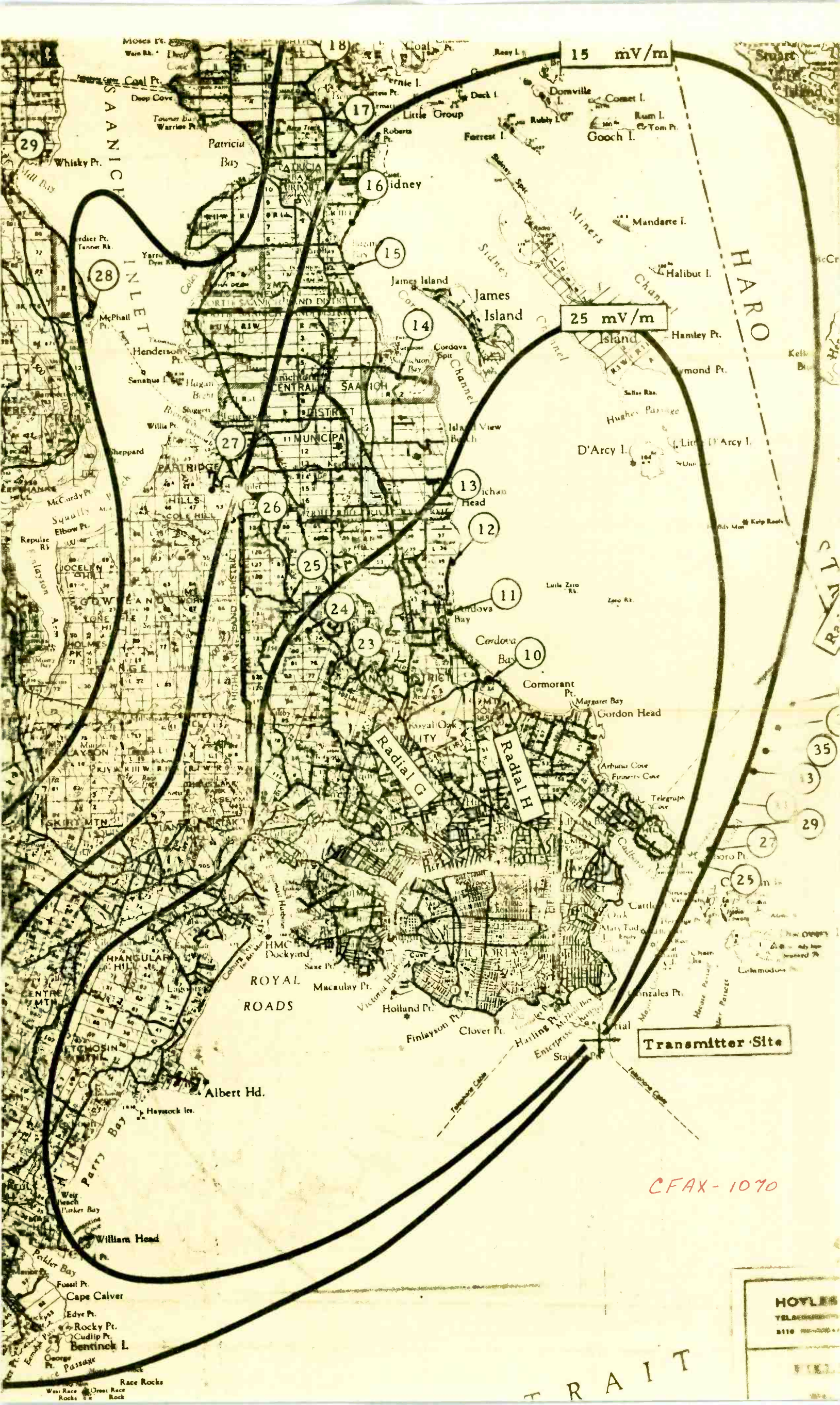
VANCOUVER, BRITISH COLUMBIA

## 50,000 WATT COVERAGE AREAS

AREA	AREA POPULATION (APPROXIMATE)	COVERAGE
	1,200,000	CONTINUOUS DAY AND NIGHT COVERAGE
	300,000	RANDOM DAY, AND CONTINUOUS NIGHT COVERAGE
	100,000	RANDOM DAY AND NIGHT COVERAGE
	1,600,000	TOTAL







15 mV/m

25 mV/m

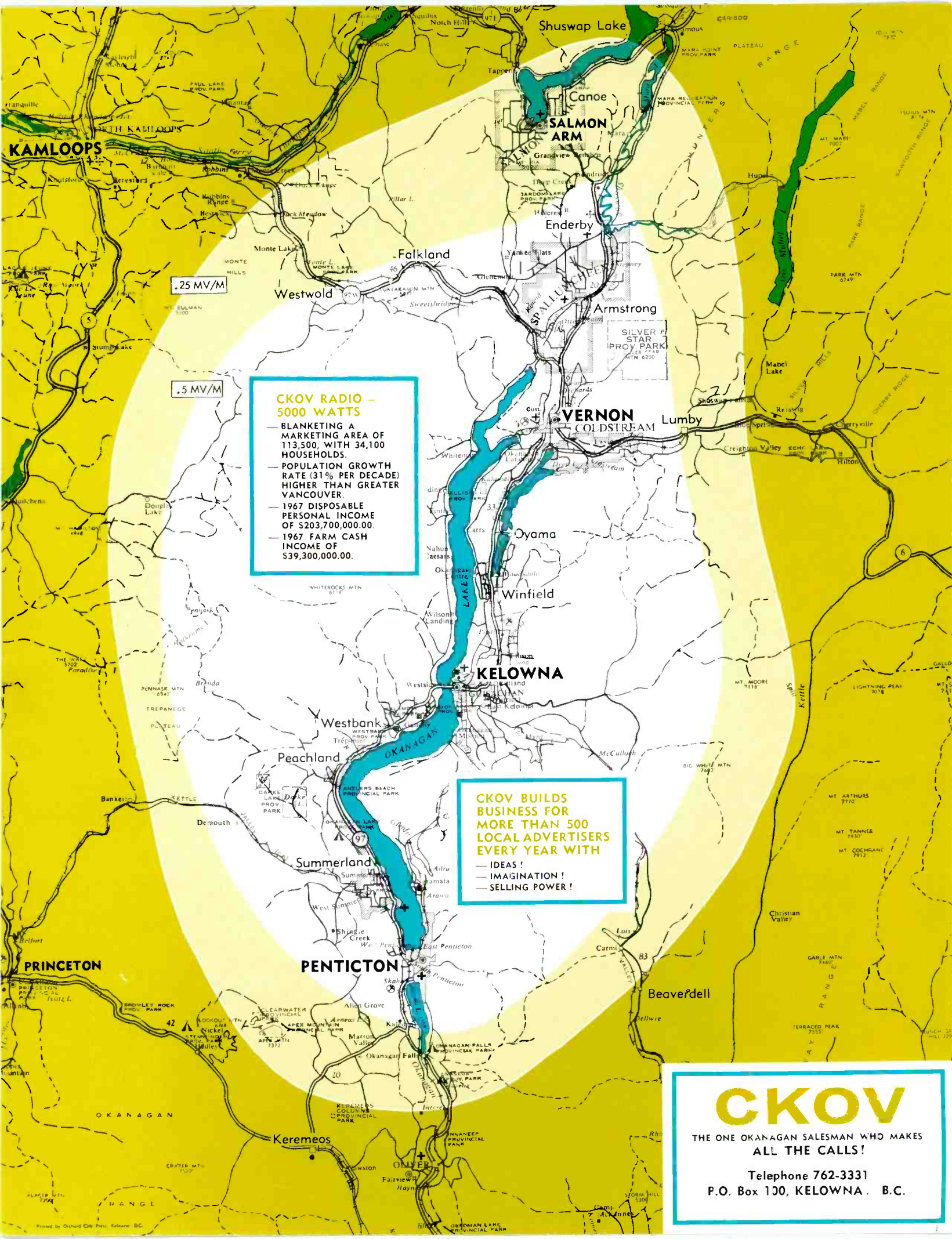
Transmitter Site

CFAX-1070

HOYLES  
YEL  
5110

T R A I T





.25 MV/M

.5 MV/M

**CKOV RADIO - 5000 WATTS**

- BLANKETING A MARKETING AREA OF 113,500, WITH 34,100 HOUSEHOLDS.
- POPULATION GROWTH RATE (31% PER DECADE) HIGHER THAN GREATER VANCOUVER.
- 1967 DISPOSABLE PERSONAL INCOME OF \$203,700,000.00.
- 1967 FARM CASH INCOME OF \$39,300,000.00.

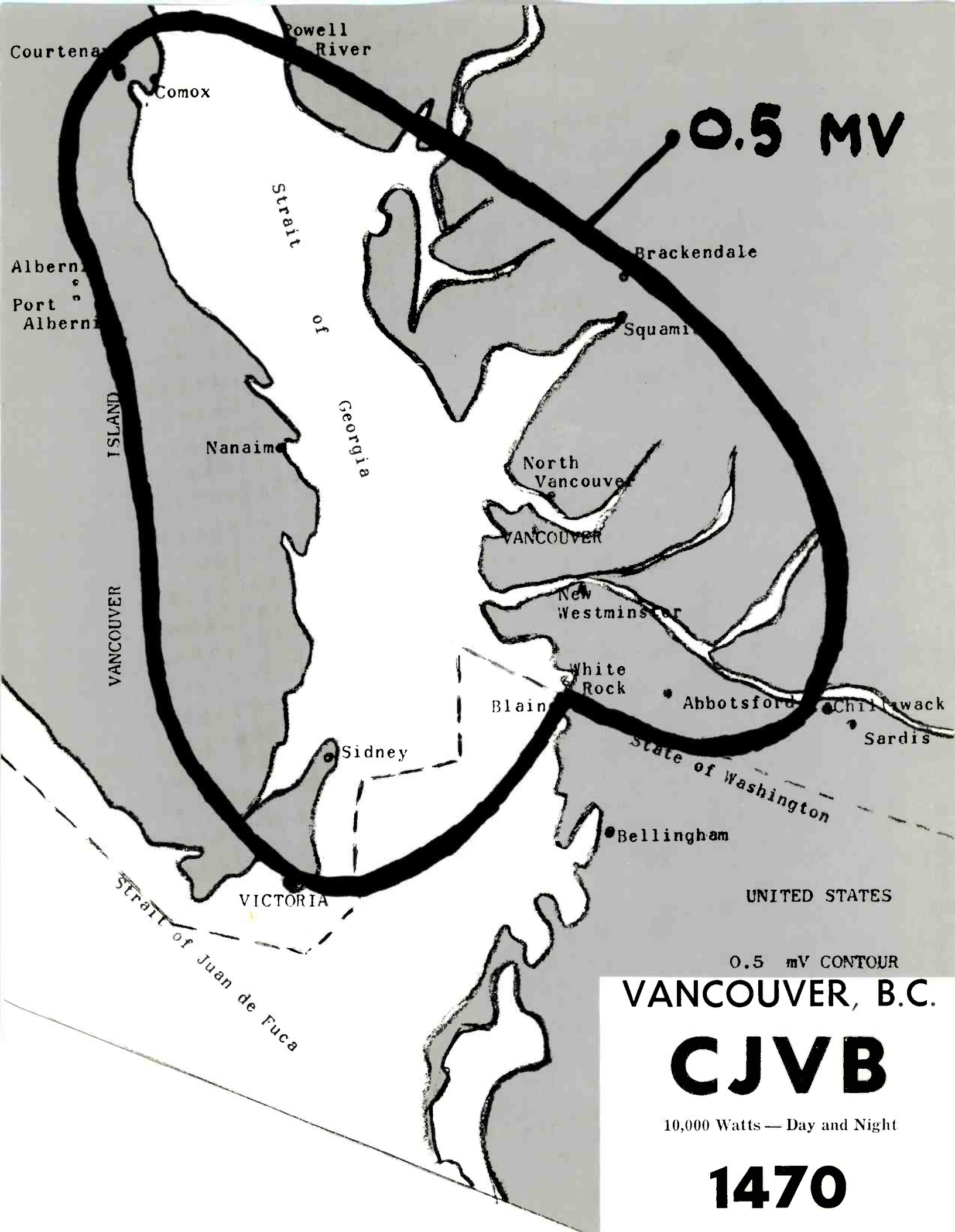
**CKOV BUILDS BUSINESS FOR MORE THAN 500 LOCAL ADVERTISERS EVERY YEAR WITH**

- IDEAS!
- IMAGINATION!
- SELLING POWER!

**CKOV**

THE ONE OKANAGAN SALESMAN WHO MAKES ALL THE CALLS!

Telephone 762-3331  
P.O. Box 100, KELOWNA, B.C.



**0.5 MV**

Brackendale

Squamish

North Vancouver

VANCOUVER

New Westminister

White Rock

Blaine

Abbotsford

Chilliwack

Sardis

State of Washington

Bellingham

UNITED STATES

0.5 mV CONTOUR

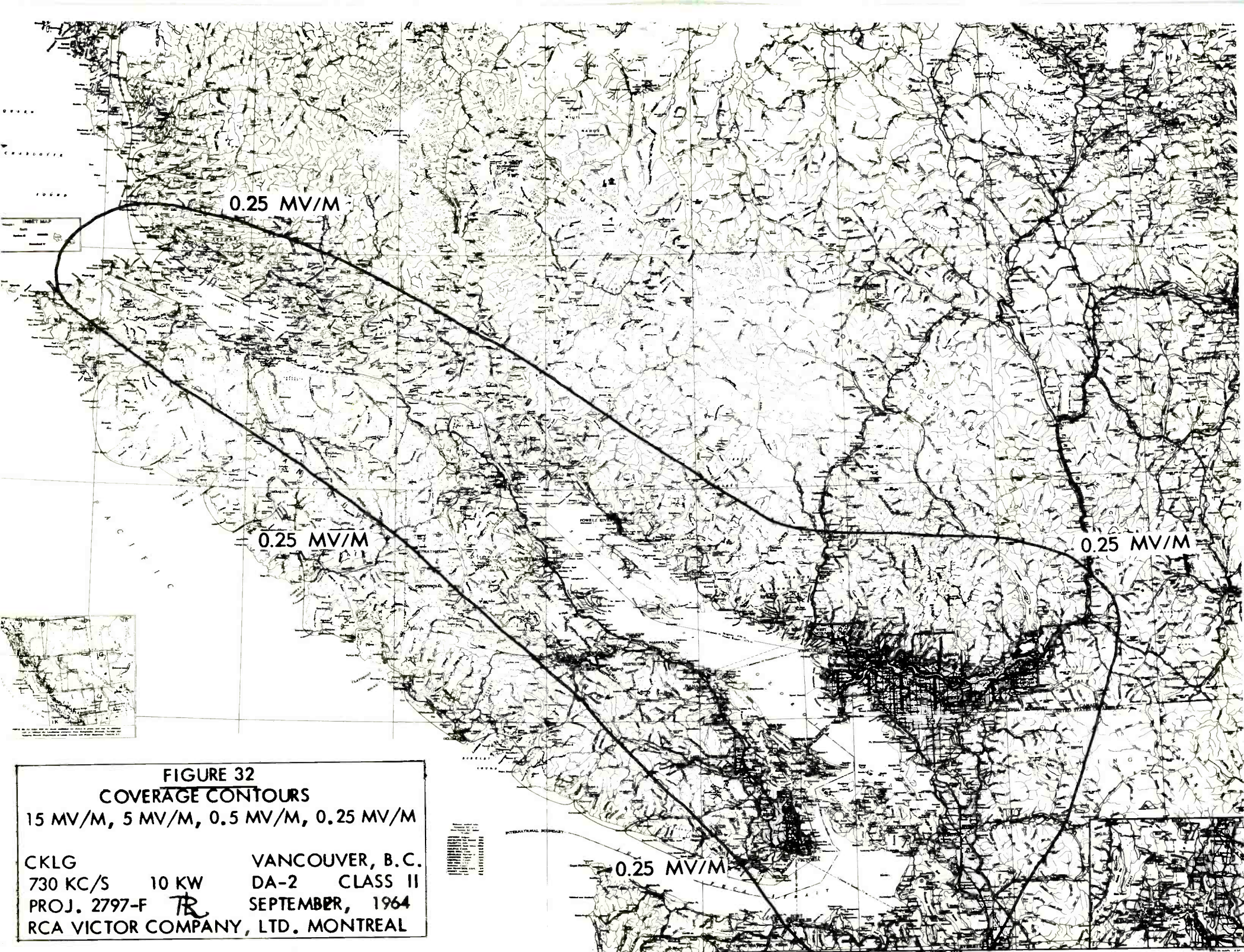
**VANCOUVER, B.C.**

**CJVB**

10,000 Watts — Day and Night

**1470**



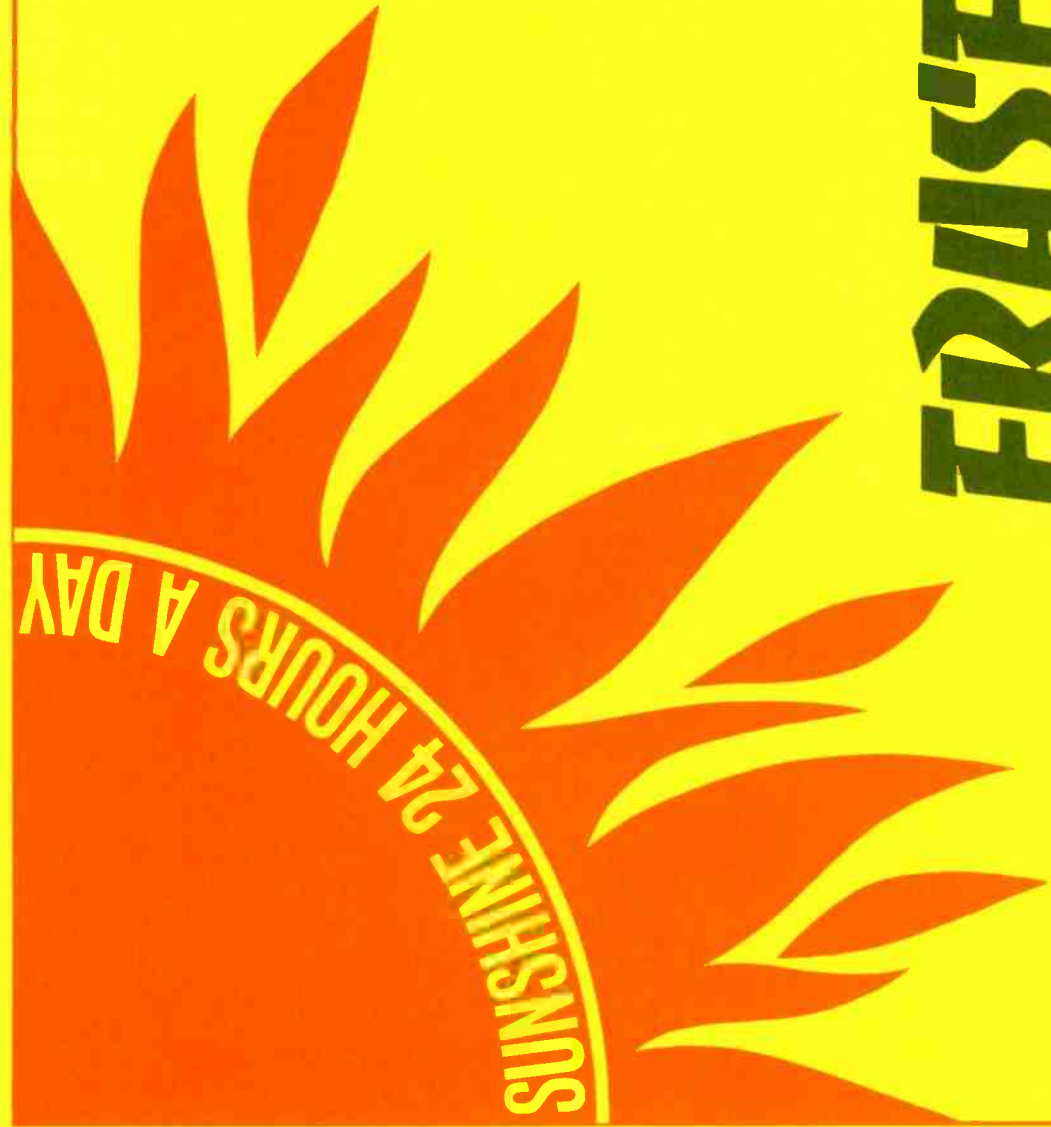


**FIGURE 32**  
**COVERAGE CONTOURS**  
15 MV/M, 5 MV/M, 0.5 MV/M, 0.25 MV/M

CKLG VANCOUVER, B.C.  
730 KC/S 10 KW DA-2 CLASS II  
PROJ. 2797-F TR SEPTEMBER, 1964  
RCA VICTOR COMPANY, LTD. MONTREAL



SUNSHINE 24 HOURS A DAY



# FRASER VALLEY RADIO

# CHWK 1270

CHILLIWACK

ABBOTSFORD

BCAB



# CHWK 1270

STUDIOS 50 YALE ROAD EAST  
CHILLIWACK, B.C.  
(604) 795-5711

MANAGING DIRECTOR DENNIS BARKMAN  
SALES MANAGER KEN DAVIS  
BROADCAST MANAGER HAROLD ROBERTS  
OFFICE MANAGER GENE ROSS

# CFVR 1240

STUDIOS 2722 ALLWOOD STREET  
ABBOTSFORD, B.C.  
(604) 859-5277

MANAGING DIRECTOR DENNIS BARKMAN  
SALES MANAGER GERRY PASH  
BROADCAST MANAGER BOB SINGLETON

# FRASER VALLEY RADIO



AN IMPORTANT PART OF RADIO B.C.

CHECK WITH OUR REPRESENTATIVES

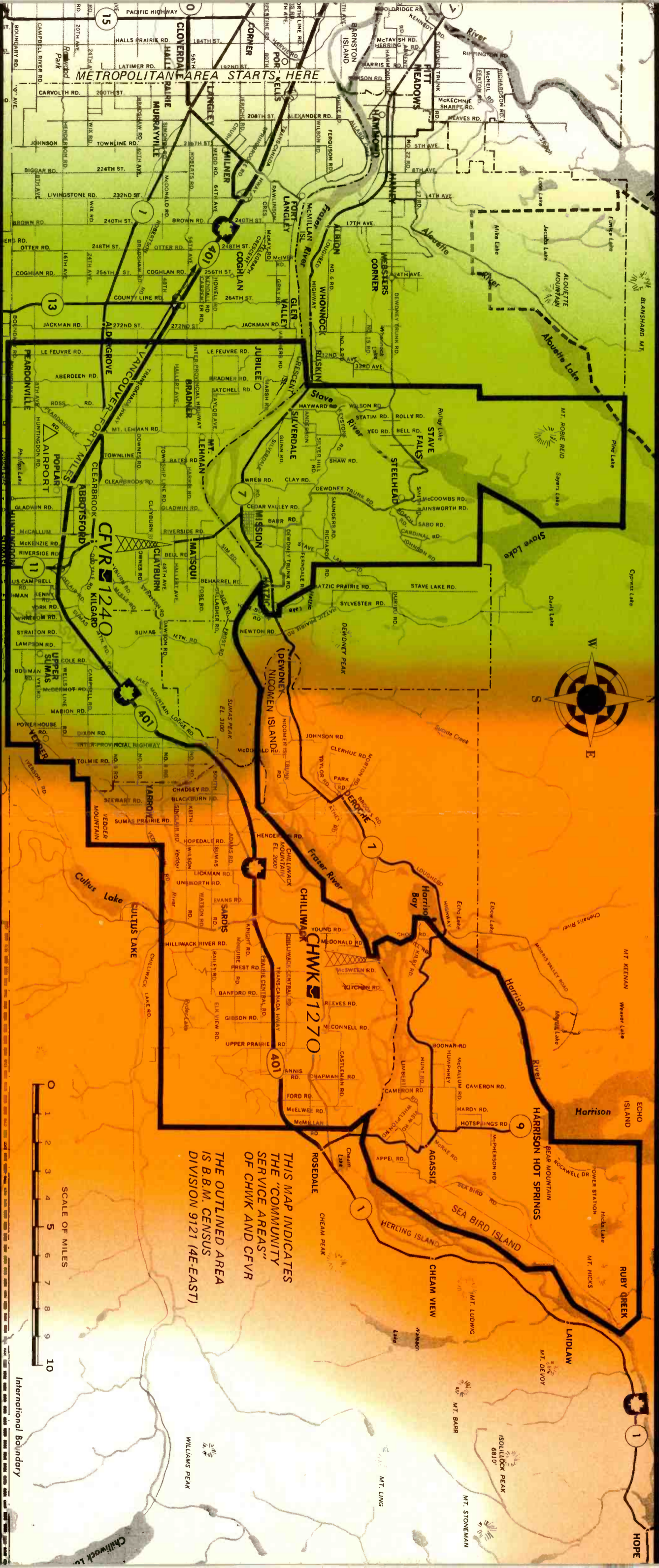


**ALL CANADA** *radio and television limited*

VANCOUVER · WINNIPEG · TORONTO · MONTREAL



**THE ONLY EFFECTIVE WAY TO REACH THE RICH, NON-METROPOLITAN, LOWER MAINLAND AREA OF BRITISH COLUMBIA**



THIS MAP INDICATES THE "COMMUNITY SERVICE AREAS" OF CHWK AND CFVR

THE OUTLINED AREA IS B.M. CENSUS DIVISION 9121 (4E-EAST)

**CFVR**  **1240**  
1,000 WATTS AT ABBOTSFORD

**24 HOURS A DAY**

**CHWK**  **1270**  
10,000 WATTS AT CHILLIWACK

TWO STATIONS SEPARATELY PROGRAMMED TO SERVE AND SELL THE FRASER VALLEY PROVIDING THE ONLY LOCAL DAILY NEWS SERVICE

**FRASER VALLEY RADIO**

**CFVR SERVICE AREA**

TOTAL POPULATION 44,650  
POPULATION IN AREA 9121 40,800  
PERSONAL DISPOSABLE INCOME \$114,750,500  
RETAIL SALES \$63,537,000

**CHWK SERVICE AREA**

TOTAL POPULATION 39,800\*  
POPULATION IN AREA 9121 34,360\*  
PERSONAL DISPOSABLE INCOME \$98,783,600  
RETAIL SALES \$72,741,700

\*EXCLUDING CFB CHILLIWACK