

KFMF Coverage Area

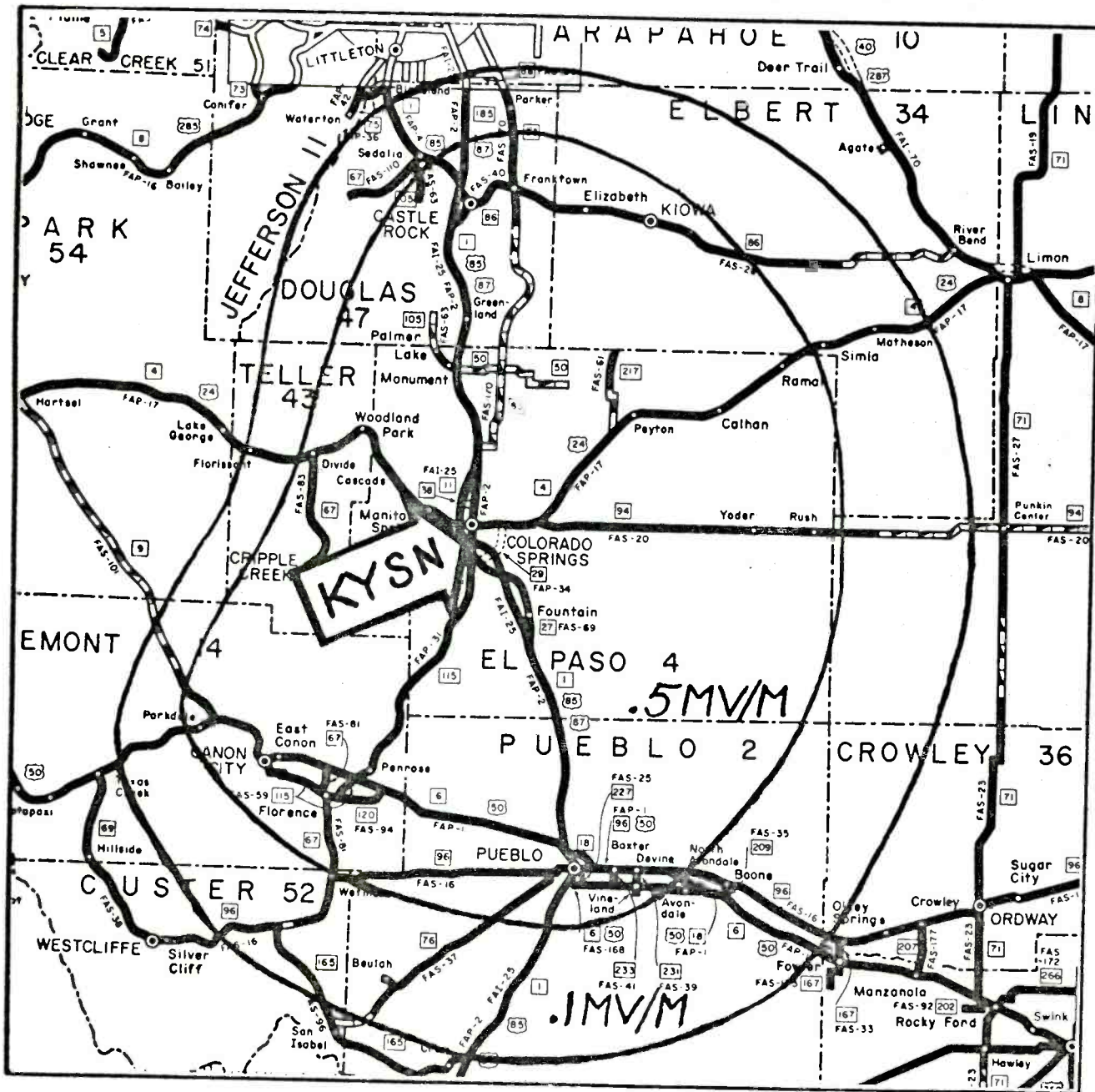


# KYSN RADIO

30 South Tejon Street  
COLORADO SPRINGS, COLORADO

Telephone 633-2608

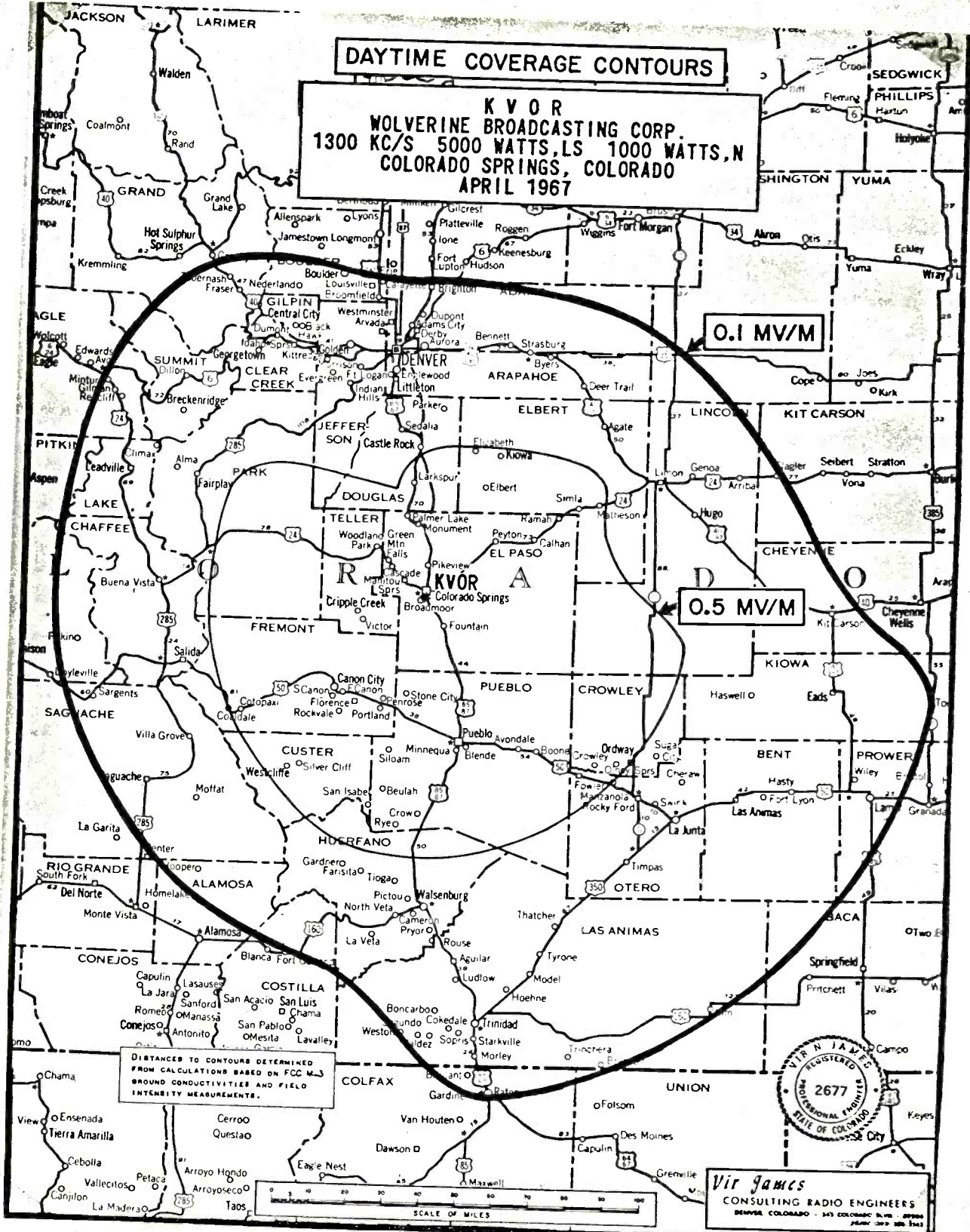
## COLORADO SPRINGS' MOST LISTENED TO STATION



- 1460 kc - 1000 Watts Days - 500 Watts Nights -

# DAYTIME COVERAGE CONTOURS

**KVOR**  
WOLVERINE BROADCASTING CORP.  
1300 KC/S 5000 WATTS, LS 1000 WATTS, N  
COLORADO SPRINGS, COLORADO  
APRIL 1967



DISTANCES TO CONTOURS DETERMINED FROM CALCULATIONS BASED ON FCC M-3 GROUND CONDUCTIVITIES AND FIELD INTENSITY MEASUREMENTS.



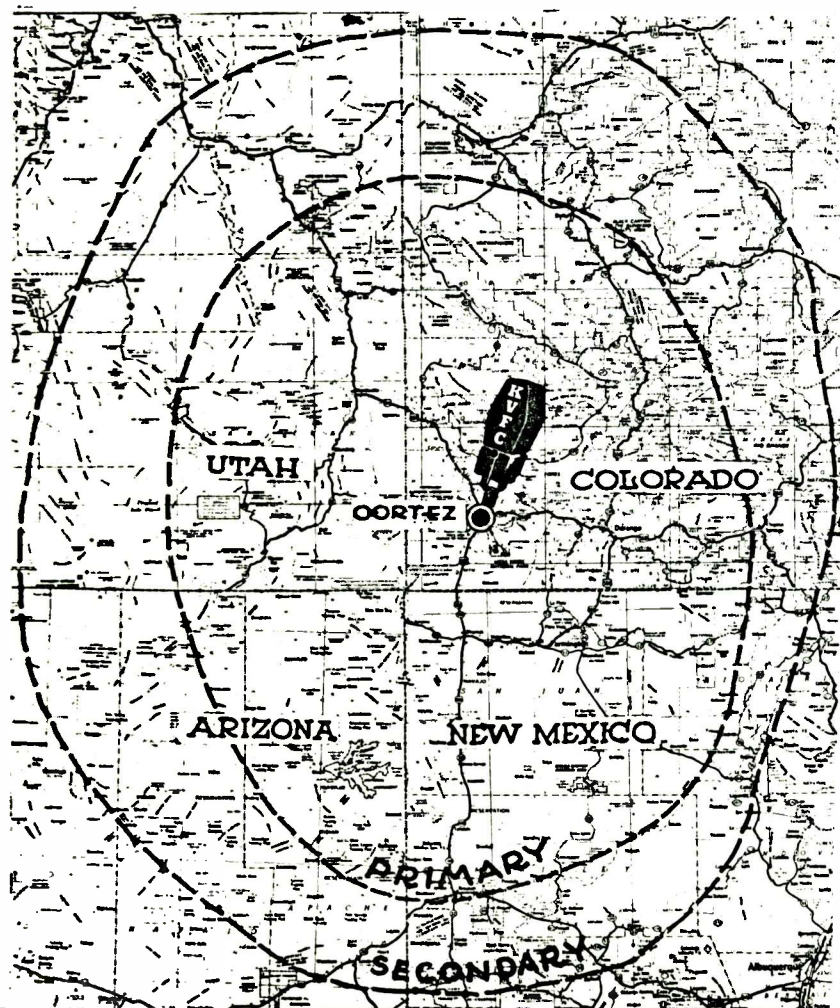
**Vir James**  
CONSULTING RADIO ENGINEERS  
DENVER, COLORADO - 845 COLORADO BLVD. - 80202  
PHONE 333-3333



Cortez is the Capitol of the Fabulous Four Corners Country, one of the great reservoirs of natural resources in the world. Great oil and gas fields . . . uranium . . . vast forests . . . ample water . . . archaeological treasures rating among the most extensive in the world . . . cattle raising . . . bean, wheat and grain production . . . immense tourist trade . . . a resurging industry of mining gold, silver, lead, zinc, and copper . . .

The Ute and Navajo Indian Reservations . . . All of these mean a varied economy . . . a beautiful, fascinating country . . . a land of great activity today and an overwhelming future.

KVFC is the dominant voice throughout this great country that lies in the states of Colorado . . . Arizona . . . Utah . . . and New Mexico.

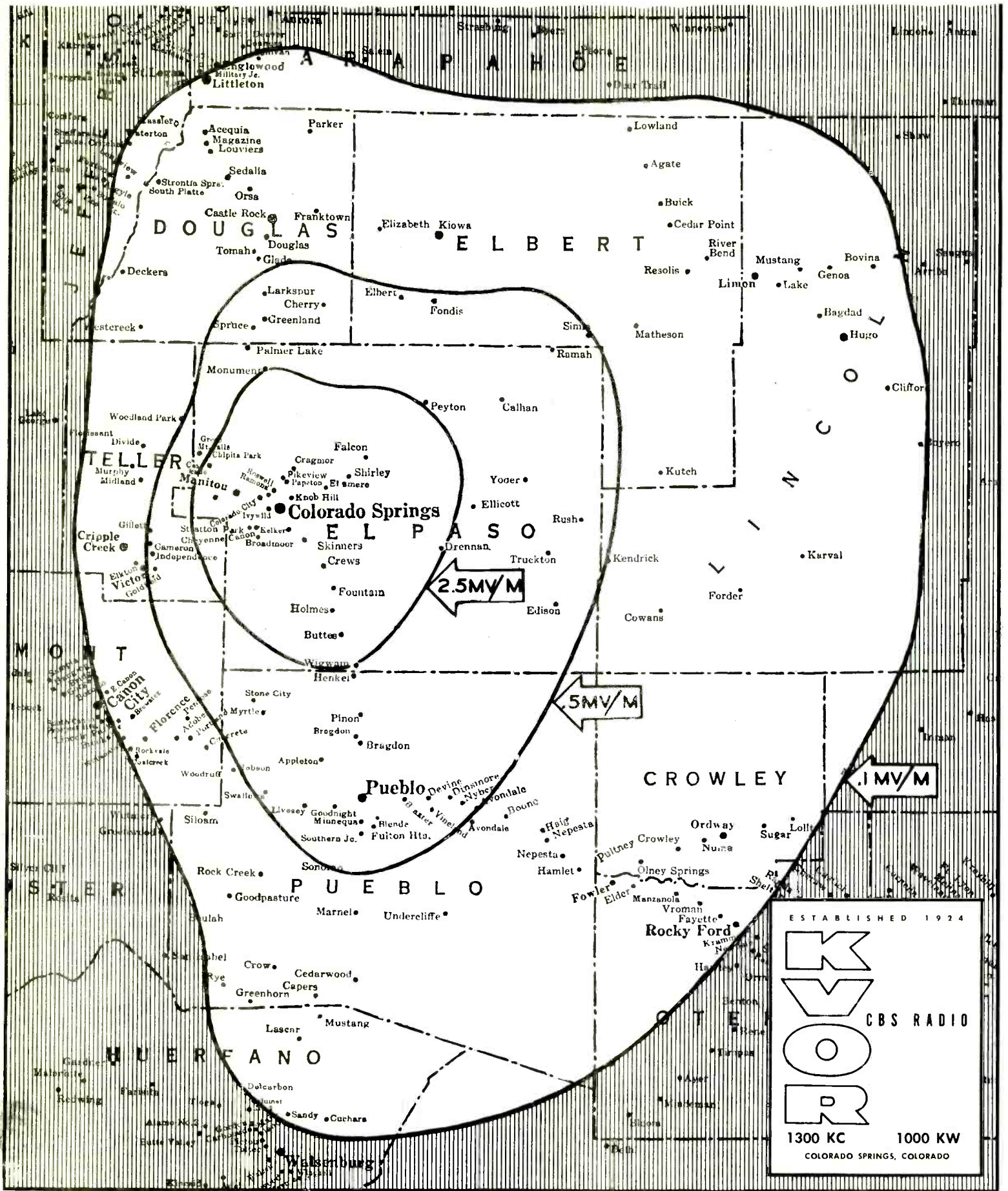


## ADD POWER TO YOUR ADVERTISING DOLLAR

Radio Station KVFC, with a booming signal on its choice 740, full-time channel, and power of 1,000 watts, takes your advertising message to nearly 165,000 people, with annual retail sales of \$265,000,000.

COLORADO		
COUNTY	POPULATION	RETAIL SALES
MONTEZUMA, (Cortez)	17,000	\$ 34,000,000
LA PLATA	25,000	46,000,000
DOLORES	2,000	2,100,000
SAN MIGUEL	4,000	3,000,000
PART MONTROSE (West part)	12,000	15,000,000
PART ARCHULETA	2,000	3,000,000
UTAH		
SAN JUAN	11,000	\$ 12,000,000
GRAND COUNTY (Moab)	9,000	11,000,000
ARIZONA		
APACHE COUNTY	20,000	20,000,000
NEW MEXICO		
SAN JUAN	60,000	100,000,000
PART MCKINLEY	10,000	10,000,000
		<u>256,000,000</u>





KVOR Dept. of Engineering - Coverage Contour Map

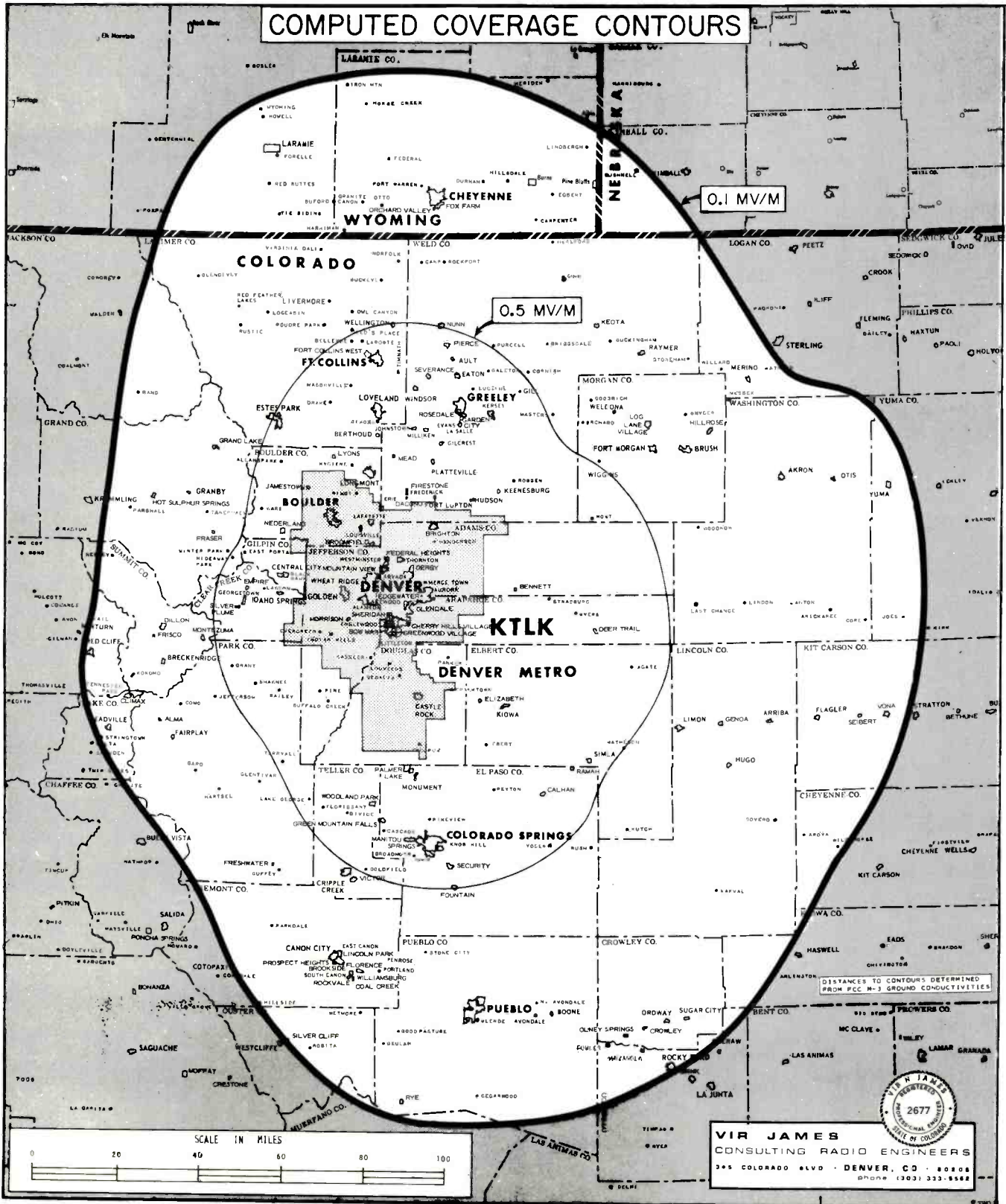


now!1280

# ktalk

## Denver, Colorado


## 5000 watts



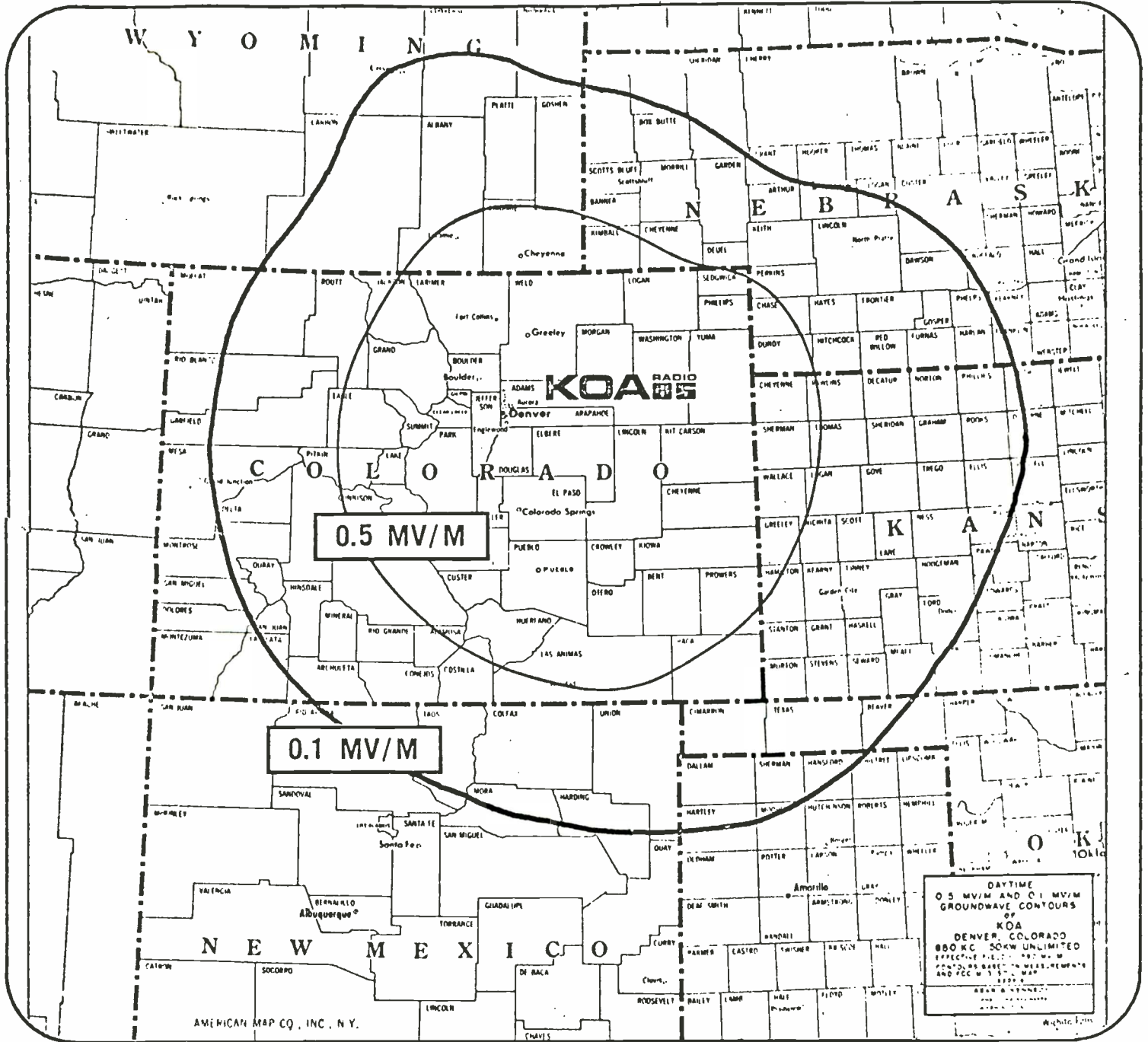




# KOAA 8.5

Denver, Colorado, 50,000 watts 

daytime coverage

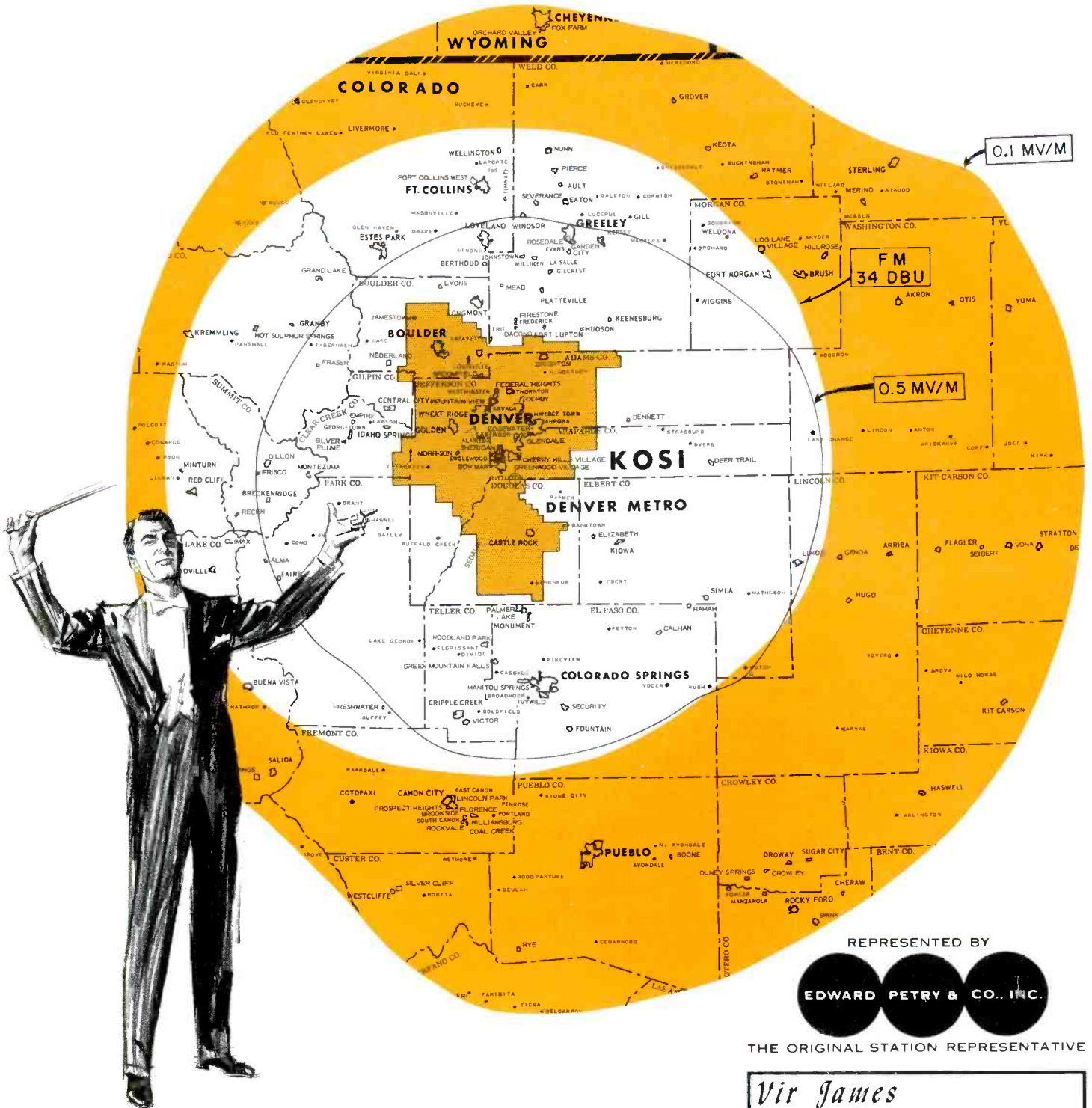


REPRESENTED NATIONALLY BY  
THE CHRISTAL CO.  
General Electric Broadcasting Co. of Colorado, Inc.

Population — 3,168,200  
Households — 966,390  
Radio Homes — 918,071  
Consumer Spendable Income — \$8,594,697,000  
Total Retail Sales — \$5,679,841,000  
Total Food Sales — \$1,097,772,000  
Total Drug Sales — \$214,214,000  
Total Automotive Sales — \$1,078,736,000  
Total Filling Station Sales — \$469,123,000  
Farm Population — 218,100  
Gross Farm Income — \$2,502,633,000  
10/1/69 — 158 DAYTIME COUNTY COVERAGE

# KOSI AM/FM LISTENING AREA

## Daytime Coverage Contours



REPRESENTED BY



THE ORIGINAL STATION REPRESENTATIVE

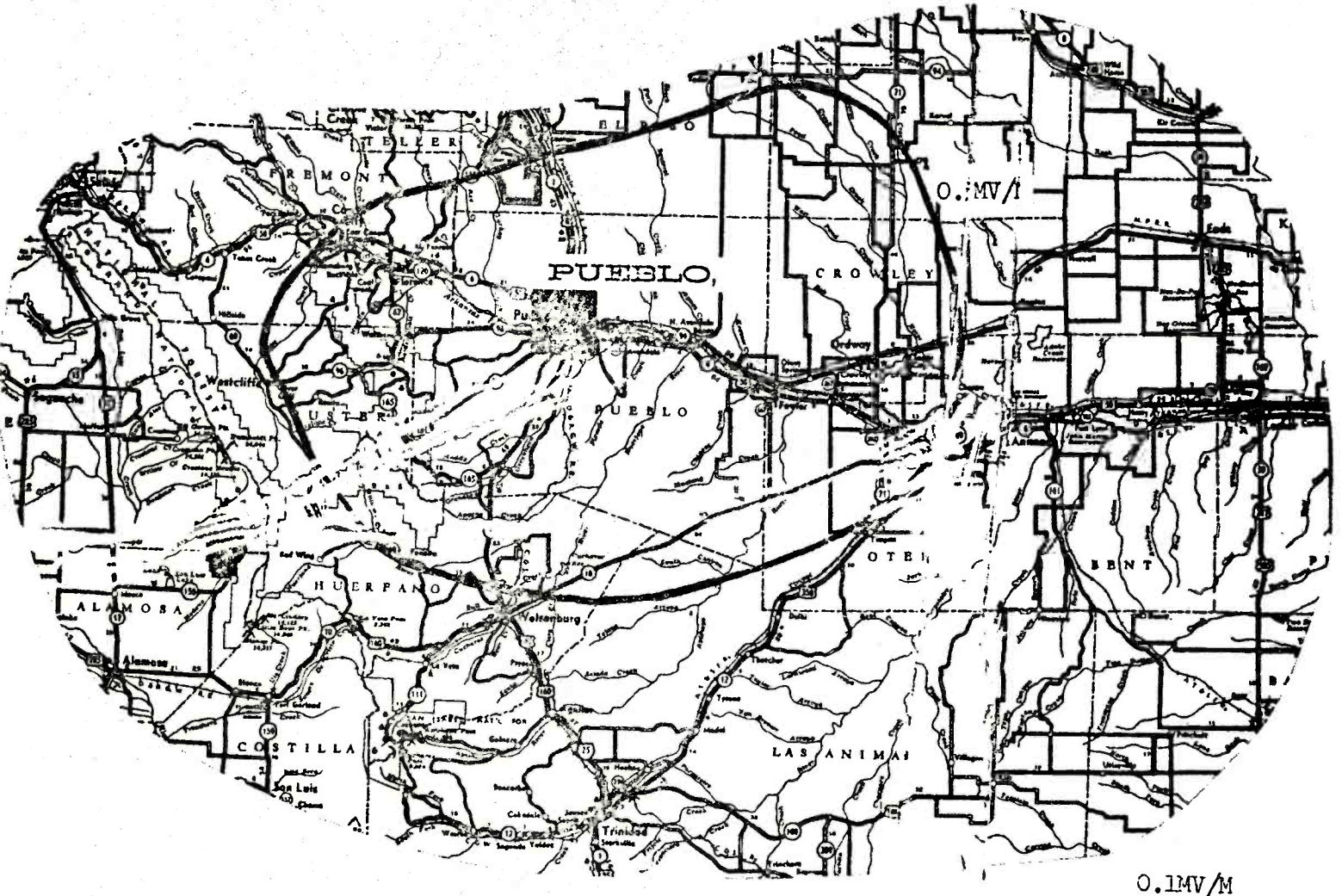
*Vir James*  
CONSULTING RADIO ENGINEERS  
DENVER, COLORADO • 345 COLORADO BLVD. • 80206  
phone (303) 333-5562



THE WORDS ARE MOST UNIQUE

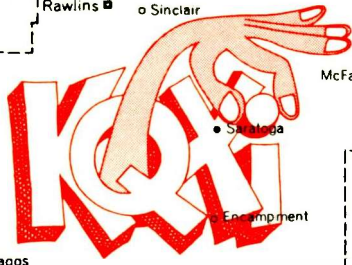
**KPVB**

Coverage Area

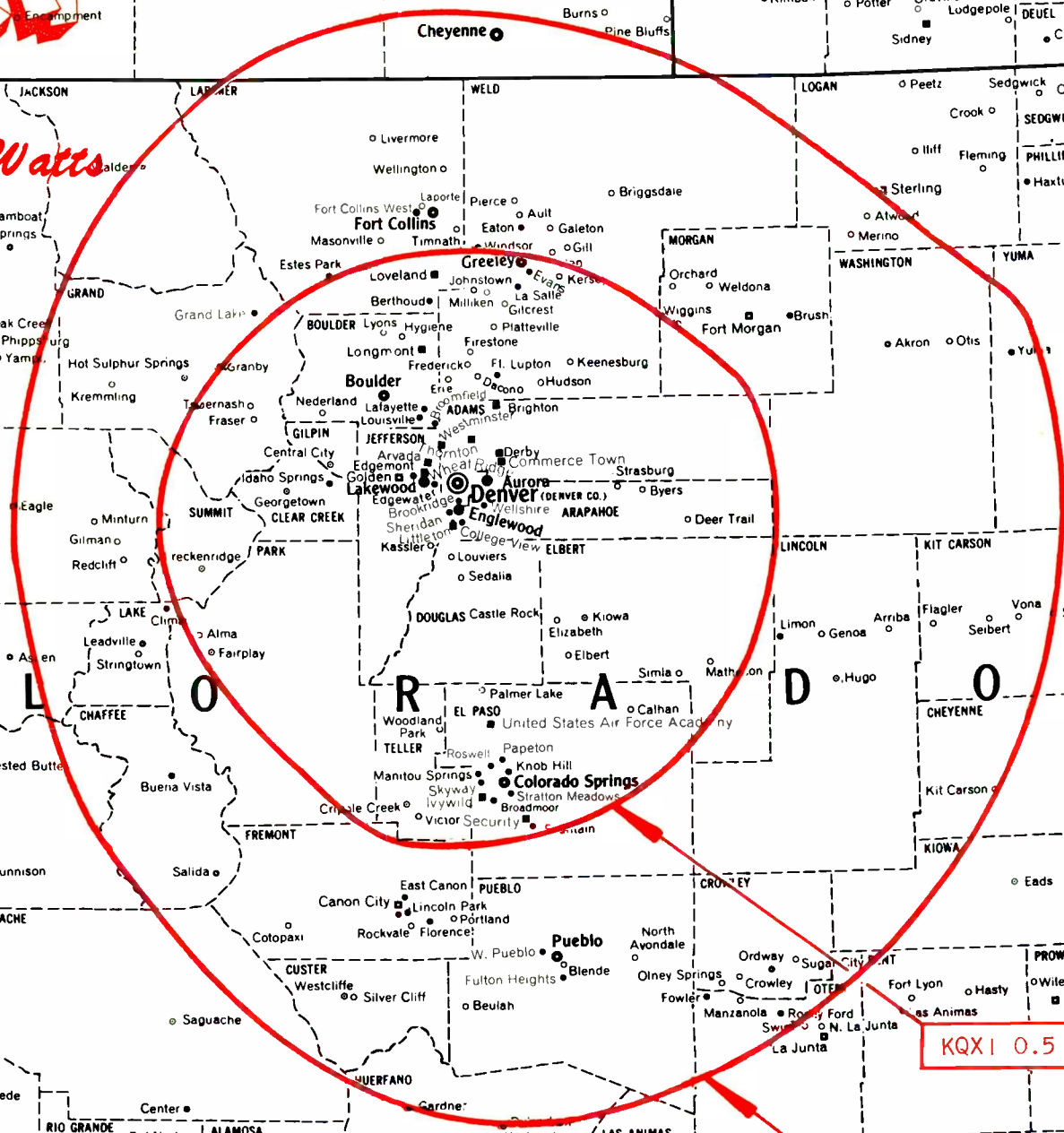


QUARTERED IN SUMPTUOUS SPLENDOR

AT 4211 N. ELIZABETH  
PUEBLO, COLORADO  
TELEPHONE 545-5970  
AREA CODE 303



**RADIO**  
*10,000 Watts*

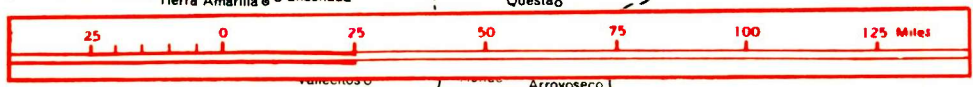


**KQXI 0.5 MV/M**

**KQXI 0.1 MV/M**

**COPYRIGHT BY  
RAND McNALLY  
R.L. 65-W-21**

**PREPARED BY  
SILLIMAN, MOFFET & KOWALSKI  
AUGUST 1967**

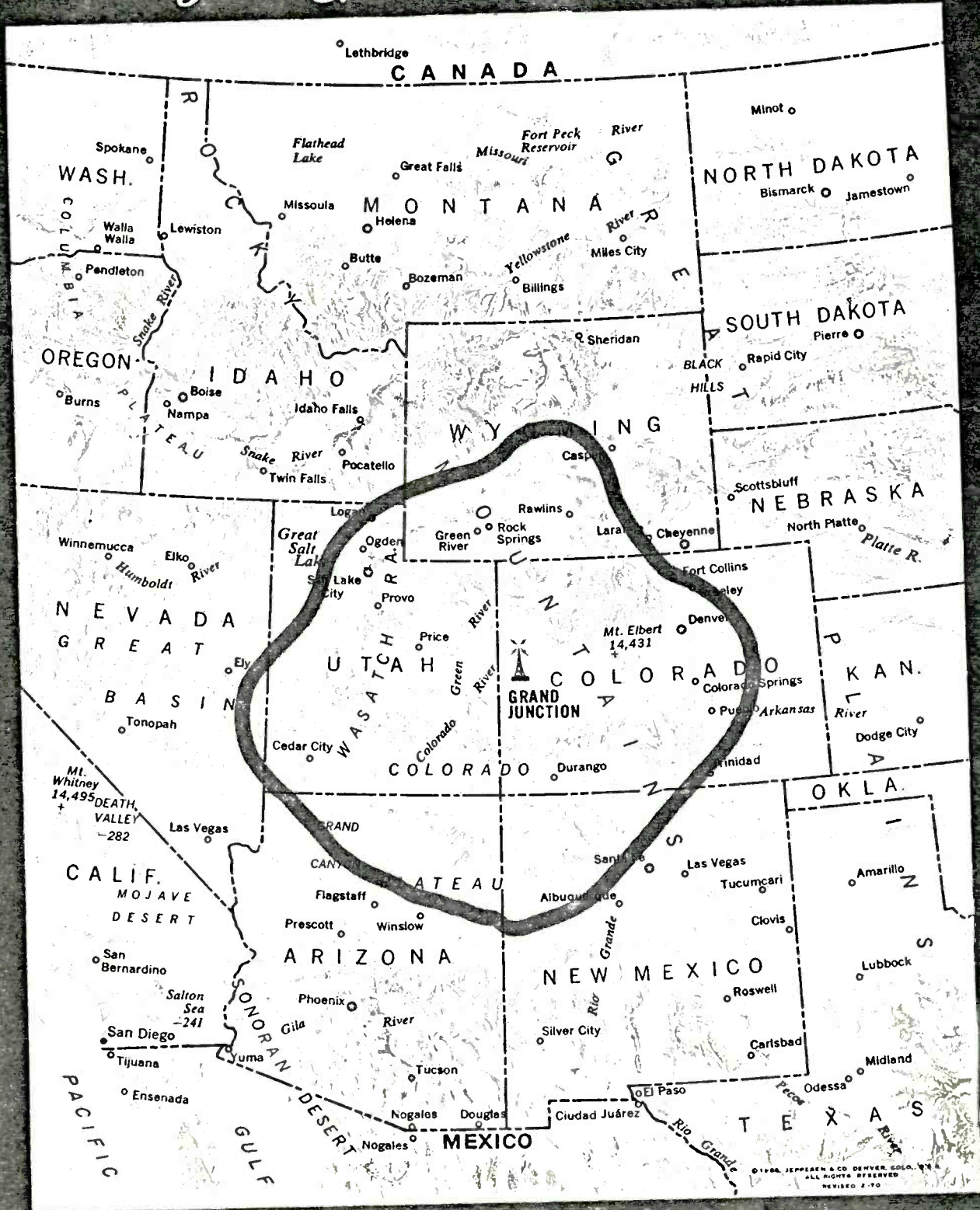


*..... Serving More of Colorful Colorado*



# WREX RADIO

*Serving 6 Great Western States*

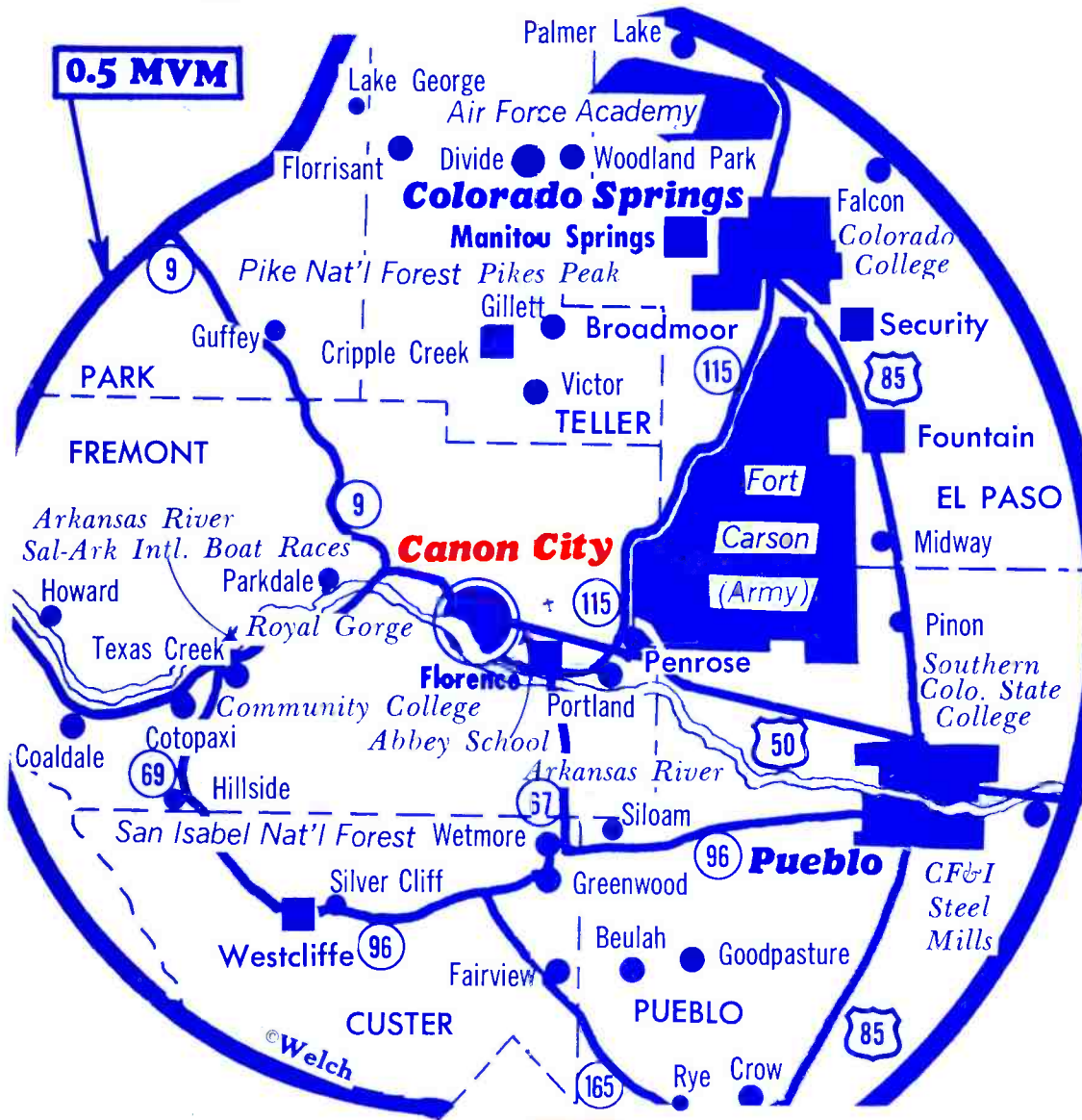


*50,000 Watts*

# CBS RAD



# Canon City, Colorado Home of the World's Famous Royal Gorge Bridge



Canon City is located beside the Arkansas River at a point where the Rockies rise from the Plains . . . at 5,400 feet altitude.

World-famous . . . Canon City is the site of the Royal Gorge Bridge, (owned by the city) . . . thousands of visitors come to see the Bridge, 1,200-foot-deep Royal Gorge, the 1,550-foot Incline railway, the town of Buckskin Joe . . .

Progressive Canon City has several manufacturers, processors and mills. Marble, quartz and granite are quarried here . . . Uranium ore is processed . . . nearby is the huge Colorado Portland Cement company development . . . other industries include the mining of perlite, feldspar, and coal . . . fibre board, two brick refractories, lumber, machined products, aircargo conveyor systems, meat and dairy products . . .

Florence is the location of the nation's oldest continuously producing oil well.

KRLN RADIO is the only station in all Fremont County . . . the station is the voice of the total community and has a wide variety within its program format . . . news, sports, weather, farm and ranch news, women's features and public service coverage.

**1400 Radio  
1000 Watts Days  
250 Watts Night**

Prepared & Copyrighted by:  
ALLIED CREATIVE SERVICES  
Prescott, Arizona 86301



Coverage Contours by  
VIR N. JAMES  
Consulting Engineers  
Denver, Colorado

# KRLN

**Canon City, Colorado**

KRLN Radio serves greater Fremont and Custer Counties . . . where the Old West Really Begins . . .

**1400 Radio  
1000 Watts Days  
250 Watts Night**

KRLN, Incorporated  
P. O. Box 511  
Phone (303) 275-7488

**Canon City,  
Colorado  
81212**


## Market Data:

	0.5 MVM Coverage
Population	352,600
Households	102,090
AM Radio Homes	100,050
Spendable Income	\$706,977,000
Total Retail Sales	\$428,149,000
Food Stores	\$ 99,790,000
Drug Stores	\$ 17,036,000
Gen'l Merchandise	\$ 46,686,000
Apparel Stores	\$ 22,783,000
Home Furnishings	\$ 24,319,000
Automotive Sales	\$ 89,894,000
Service Stations	\$ 38,096,000
Auto Ownership	143,390
Farm Population	9,300
Farm Households	1,980
Gross Farm Income	\$ 49,553,000
SOURCE: SRDS Consumer Data©	

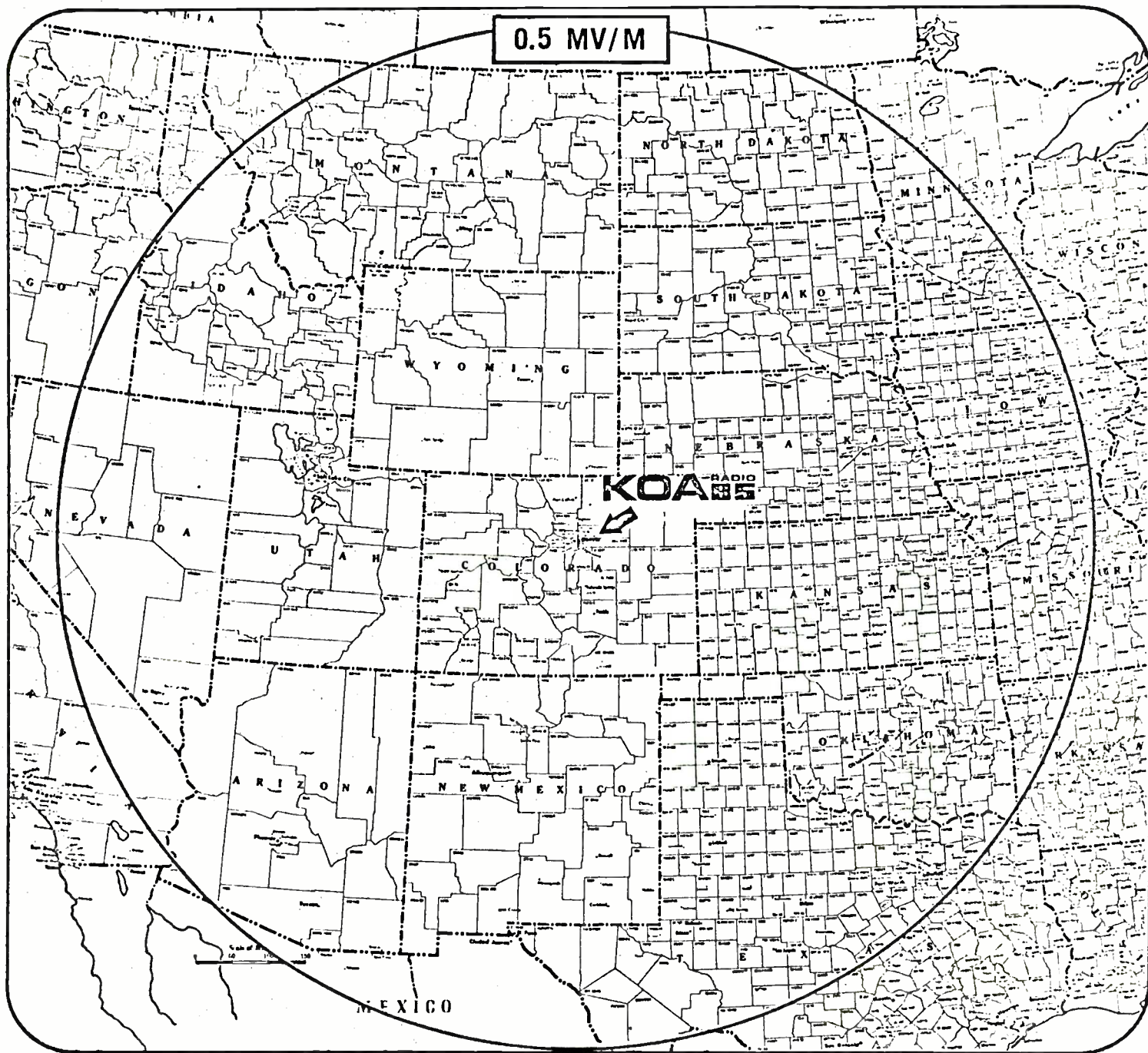




# KOAA RADIO 55

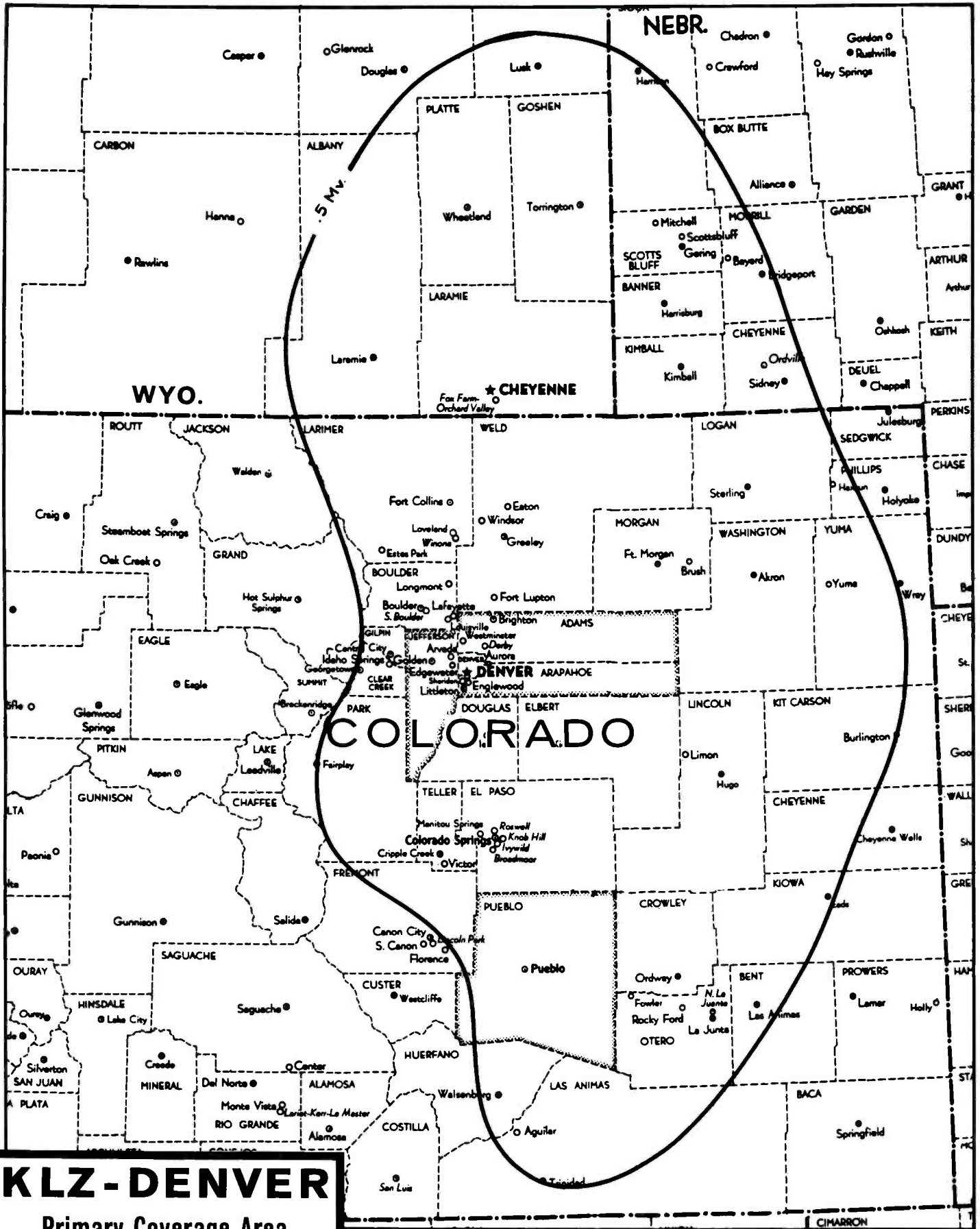
Denver, Colorado, 50,000 watts 

nighttime coverage



REPRESENTED NATIONALLY BY  
THE CHRISTAL CO.  
General Electric Broadcasting Co. of Colorado, Inc.





# KLZ - DENVER

## Primary Coverage Area

.5 Millivolt contour map based on actual field intensity measurements under accepted engineering standards

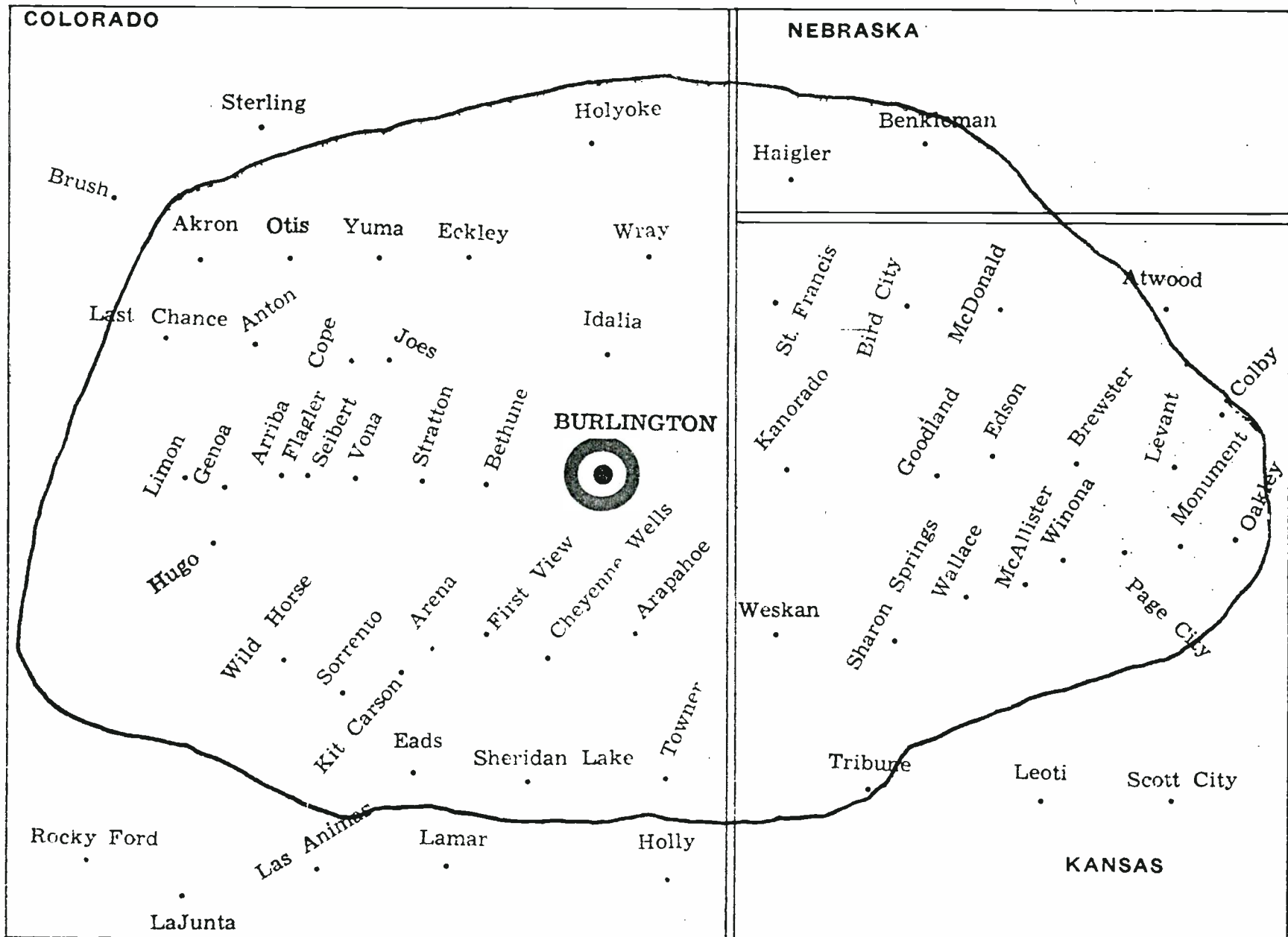
Copyright by Hagstrom Company, Inc., N.Y.C. Map Makers

KNAB 1140 Kc

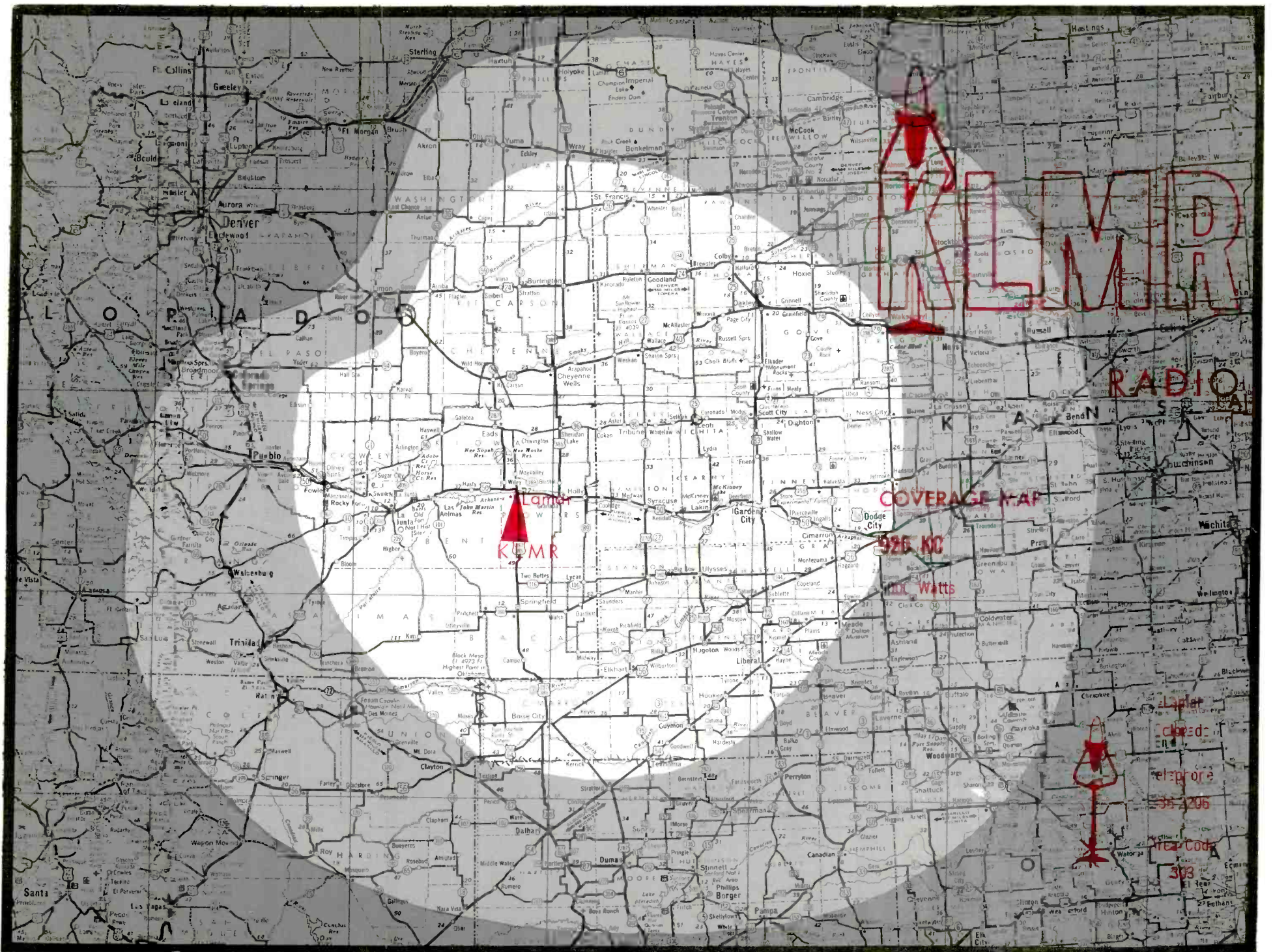
Coverage Map

Inner Circle .5 MV

Entire Map Blanket Coverage .25 MV







**KLMR**

**RADIO**

**COVERAGE MAP**

**KLMR**

**92.6 KC**

**100 Watts**

**Lamar**

**closed:**

**telephone**

**303-206**

**area code**

**303**

# KLMR RADIO

LAMAR, COLORADO 81052

P.O. Box 890

Radio 92

Effective December 1, 1969

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## PROGRAMS

1 HOUR -- \$50.00

HALF HOUR -- \$30.00

	1	13	26	52	104	156	260	312
15 Minutes	18.55	16.50	15.55	14.55	13.20	12.10	11.00	9.90
10 Minutes	14.55	13.20	12.05	10.75	9.90	9.10	8.55	7.70
5 Minutes	10.60	9.10	8.25	7.70	6.90	6.35	5.80	4.95

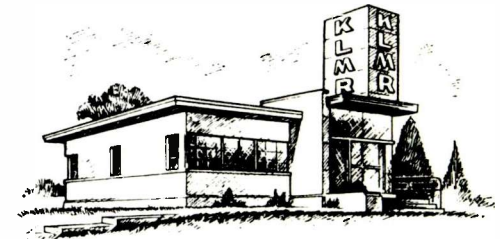
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## ANNOUNCEMENTS

	1	20	52	156	260	312	500	750	1000	Over 2000
Minutes	5.50	5.00	4.60	4.00	3.65	3.40	3.05	2.85	2.60	2.20
30 sec.	4.25	3.50	3.20	2.90	2.75	2.60	2.45	2.35	2.20	

---

FULL TIME LOCAL NEWS DIRECTOR. . . ABC - IMN  
COMPLETE FARM & RANCH & MARKET COVERAGE.  
FINANCIAL & BUSINESS NEWS.  
COMPLETE REMOTE BROADCAST FACILITIES.  
"THE NOW SOUND OF THE SEVENTIES"



The Voice of the High Plains



HLMO

RADIO LONGMONT, INC.

IMPERIAL HOTEL  
P. O. BOX 799  
LONGMONT, COLORADO

PHONE: 776-2323

FM nights... KLMO-FM, 28,000 watts e.r.p. 104.3mc

MARKET DATA:

Within .025 MV/M coverage	
Total population	3,732,636
Total households	1,139,290
Total radio homes	1,074,905
Total passenger cars	1,543,452
Spendable income	\$7,787,180,625

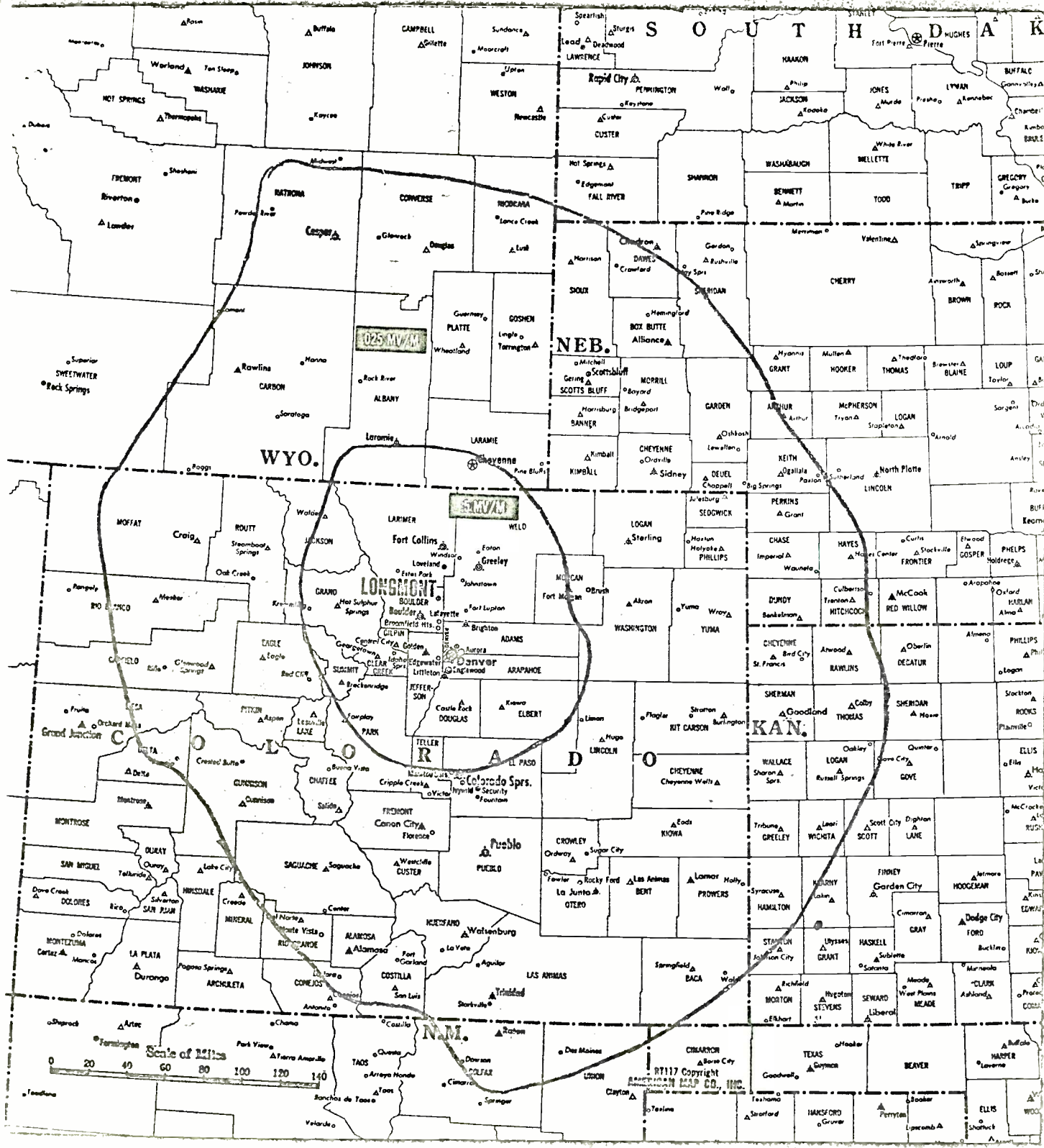
RETAIL DATA:

Food sales	\$1,069,580,500
Drug sales	\$198,017,875
Genl. merchandise sales	\$560,340,000
Apparel sales	\$207,381,875
Home furnishing sales	\$228,136,750
Automotive sales	\$1,102,512,000
Filling station sales	\$478,631,125
TOTAL RETAIL SALES	\$5,057,596,125

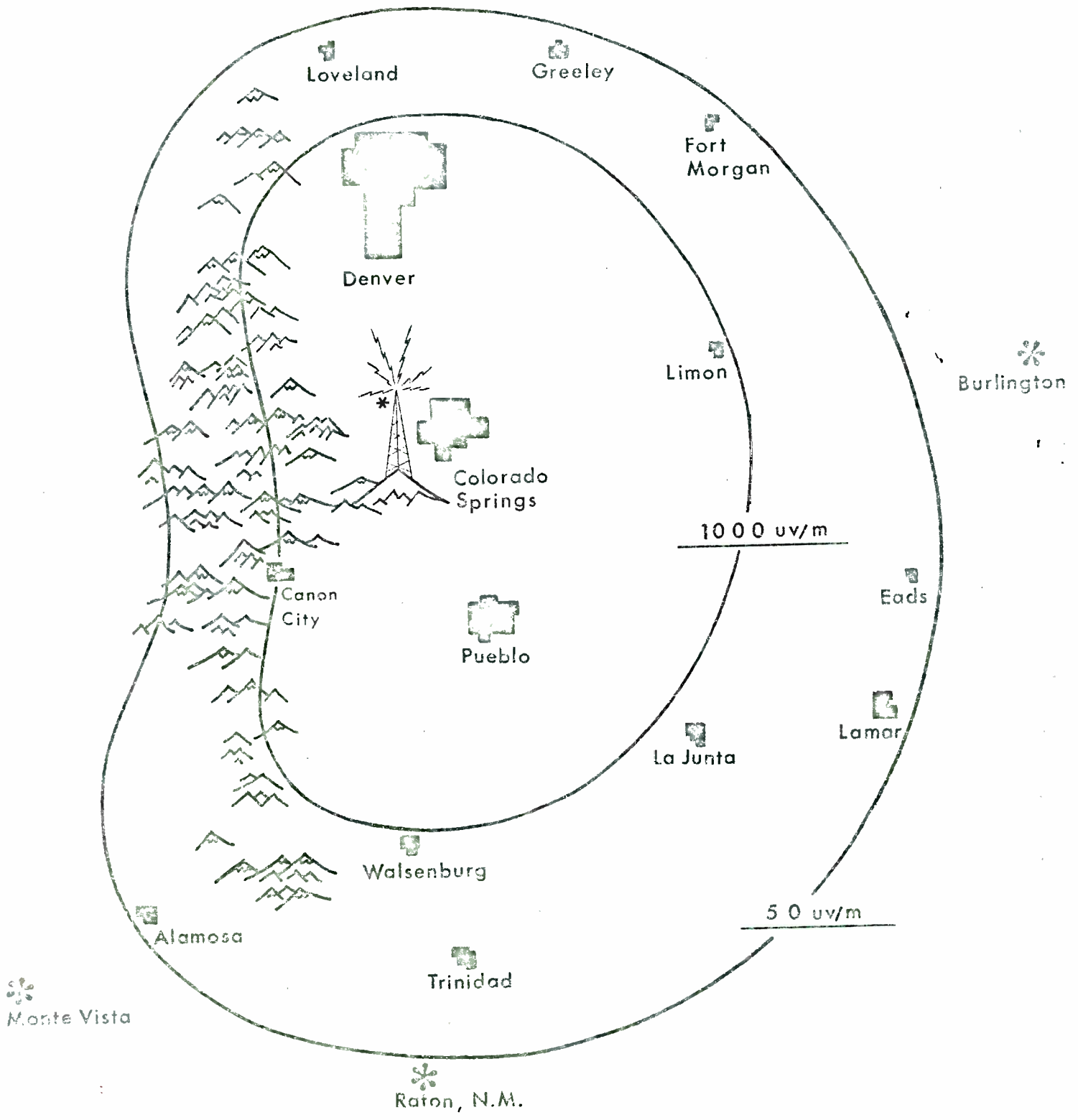
FARM DATA:

Total farm population	425,850
Total farm income	\$1,669,011,125

Statistics approximated from best available sources.



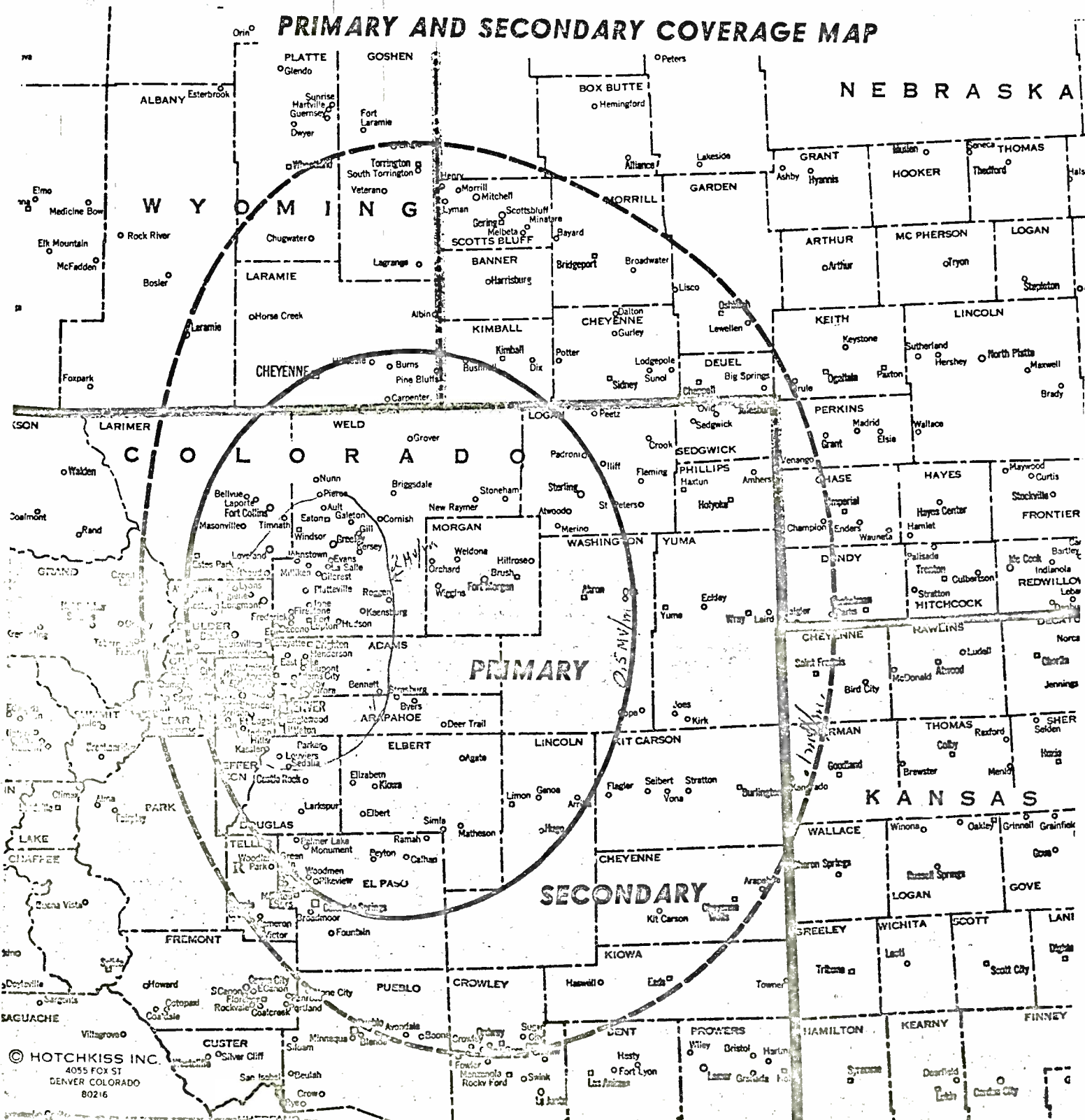
RT117 Copyright AMERICAN MAP CO., INC.



- **KKFM** COVERS MORE AREA
- ANTENNA LOCATED ON TOP OF CHEYENNE MOUNTAIN\*
- 23,000 WATTS
- 2,300 FEET ABOVE AVERAGE TERRAIN
- 9,800 FEET ABOVE SEA LEVEL
- CONSISTENTLY RECEIVES MAIL FROM CITIES ON MAP



# PRIMARY AND SECONDARY COVERAGE MAP



© HOTCHKISS INC.  
4055 FOX ST  
DENVER COLORADO  
80216

KLIR  
Denver, Colo.





				"AAA"			"AA"			"ROS"		
	WEEKLY	MONTHLY	ANNUAL	M-F 6-9A, 11:30-1P, 3-6P	SAT 6A-6P	SUN 10A-6P	M-F 9-11:30, 1-3P	SUN 6-10A	M-SUN 6-MID	MON-SUN 6A-MID		
			60	30	10	60	30	10	60	30	10	
1	1	1	\$4.70	\$4.20	\$3.70	\$3.70	\$3.20	\$2.70	\$4.20	\$3.70	\$3.20	
11	31	104	4.45	3.95	3.45	3.45	2.95	2.45	3.95	3.45	2.95	
21	51	312	4.20	3.70	3.20	3.20	2.70	2.20	3.70	3.20	2.70	
31	71	520	3.95	3.45	2.95	2.95	2.45	-	3.45	2.95	2.45	
41	91	1040	3.70	3.20	2.70	2.70	2.20	-	3.20	2.70	2.20	

"ROS" WEATHER AT :10 & :40  
MON-SUN 6A-6P

1 PER DAY, \$65.00 PER MONTH  
2 PER DAY, 110.00 PER MONTH  
3 PER DAY, 155.00 PER MONTH  
4 PER DAY, 185.00 PER MONTH

5-MIN. "ROS" NEWS  
MON-SUN 6A-6P  
1 PER DAY, 7 DAYS  
\$100.00 PER MONTH

"A"  
MON-SAT MID-6A

	60	30
3 PER NIGHT	\$1.35	\$1.10
4 PER NIGHT	1.25	1.00
5 PER NIGHT	1.15	.90
6 PER NIGHT	1.05	.80
7 PER NIGHT	.95	.70

2½-MIN. "ROS" NEWS  
MON-SUN 6P-MID  
1 PER DAY, 7 DAYS  
\$70.00 PER MONTH

"ROS" WEATHER AT :10 & :40  
MON-SUN 6P-MID

1 PER DAY, \$50.00 PER MONTH  
2 PER DAY, 80.00 PER MONTH  
3 PER DAY, 120.00 PER MONTH  
4 PER DAY, 155.00 PER MONTH

10-MIN. NEWS  
6:46, 7:46, 11:46, 4:46  
MON-FRI ONLY  
1-5 PER DAY \$13.00 EACH  
6 OR MORE PER WEEK \$11.00 EACH

PRODUCTION CHARGES: FOR COMMERCIALS USED ON KKAM ONLY, no CHARGE, FOR COMMERCIALS USED ON OTHER RADIO: 60 \$8.00, 30/10 \$5.00 PLUS \$1.50 PER DUB.

REMOTE BROADCASTS: PROGRAMS ORIGINATING OUTSIDE OF THE STUDIO ARE SUBJECT TO SPECIAL CHARGES, RATES ON REQUEST.

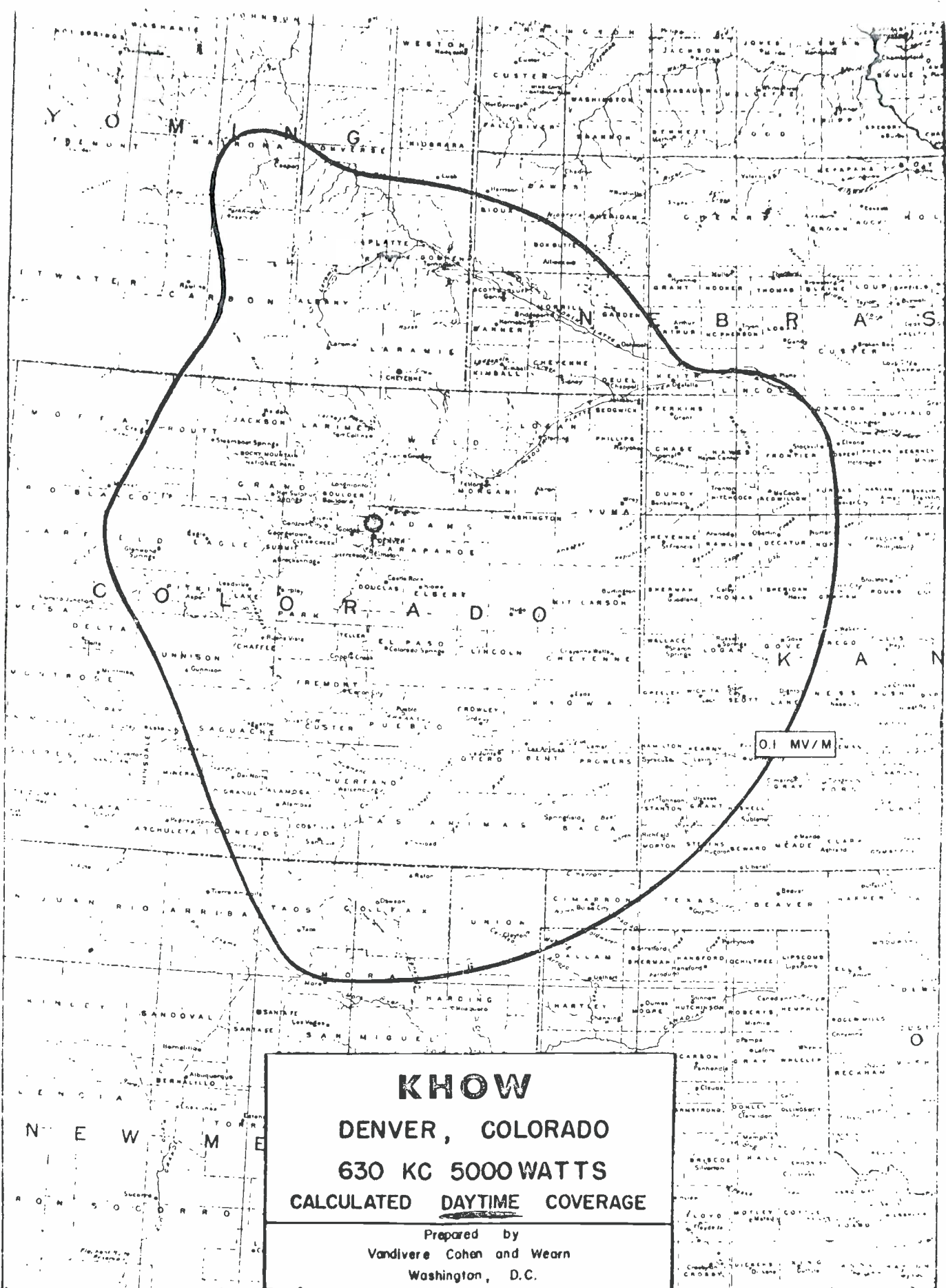
RATE PROTECTION: 26 WEEKS ON LIFE OF CONTRACT, MAXIMUM LENGTH 52 WEEKS.

SHORT RATE: CONTRACTS NOT FULFILLED WILL BE BILLED AT EARNED RATE.

FREQUENCY DISCOUNT: "AAA", "AA" & "ROS" ARE COMBINABLE FOR FREQUENCY DISCOUNT.

OPERATING HOURS: 5AM MONDAY THROUGH 11PM SUNDAY, 24 HOURS A DAY.

KKAM  
LOCAL RATE CARD #27  
EFFECTIVE AUGUST 1, 1972



0.1 MV/M

**KHOW**  
**DENVER, COLORADO**  
**630 KC 5000 WATTS**  
**CALCULATED DAYTIME COVERAGE**

---

Prepared by  
 Vandivere Cohen and Wearn  
 Washington, D.C.

0 25 50 75 100 125 150 175 200 225 250 275 300 MILES



# COMPUTED PRESENT CONTOURS

1000 Watts **KICN** 1250 KC  
P. O. Box 15469 - - - Denver 15, Colorado

0.5 MV/M

2 MV/M

5 MV/M

25 MV/M

KICN

Denver

*Vir N. James*  
CONSULTING RADIO ENGINEERS  
232 S. JASMINE, DENVER 22, COLORADO

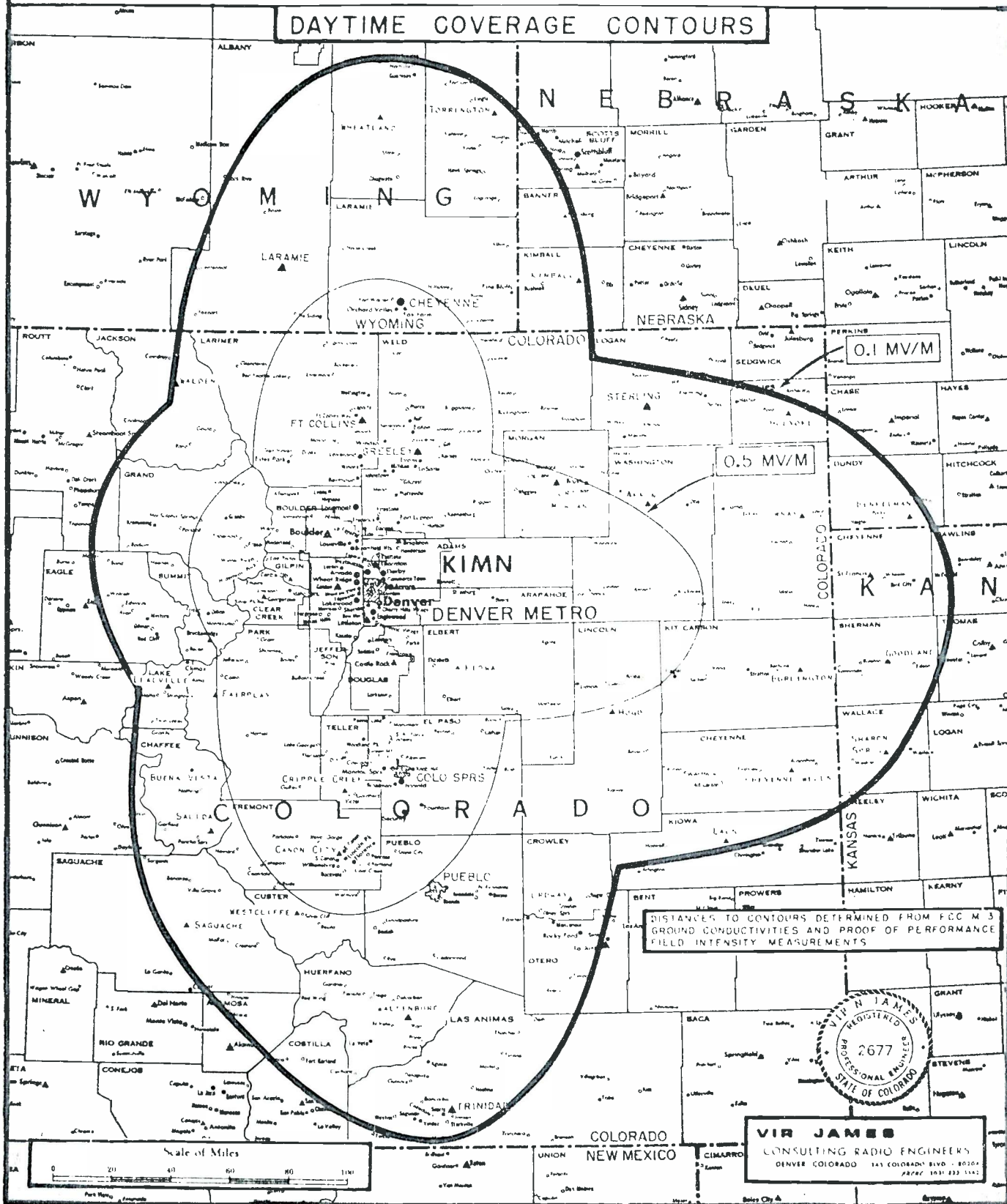


# KIMN

5000 watts..... 950 kc/s

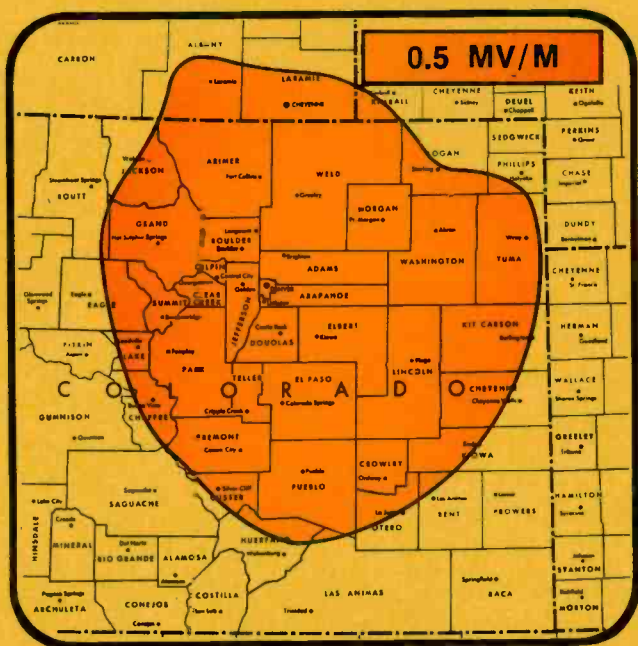
DENVER, COLORADO

## DAYTIME COVERAGE CONTOURS

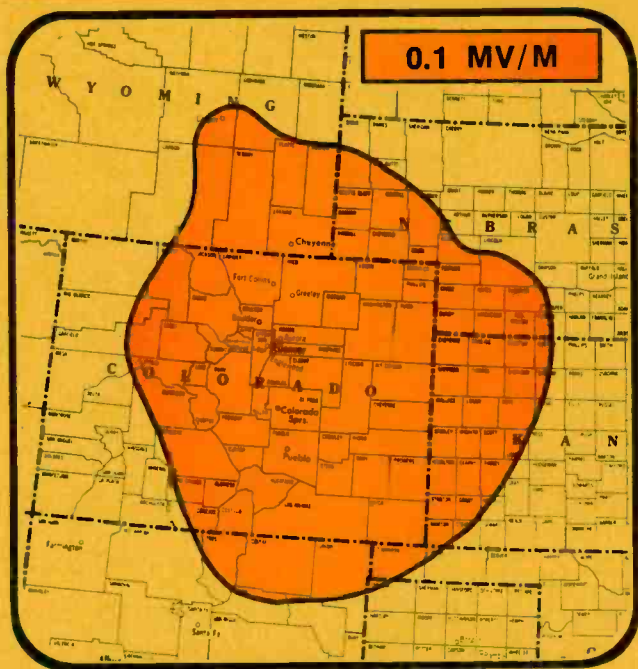




# COVERAGE



**KHOW** 630 KC 5000 WATTS  
Calculated Daytime Coverage  
DENVER, COLORADO



**KHOW** 630 KC 5000 WATTS  
Calculated Daytime Coverage  
DENVER, COLORADO

**K E D I** AM 500 Watts Day 250 Watts Night **1490 KHZ**

**K C M S** FM 50,000 Watts STEREO **102.7 MHZ**

SERVING THE RICH FRONT RANGE FROM MANITOU SPRINGS

P.O. Box 1072

\*

Manitou Springs, Colorado 80829

\*

(303) 685-5696

RATE CARD NUMBER 10 – EFFECTIVE JANUARY 1, 1972

**SPOT RATES**

**CLASS A TIME:** 6:00 - 9:00 a.m. Monday thru Saturday  
3:00 - 6:00 p.m. Monday thru Saturday

**CLASS B TIME:** 9:00 a.m. - 3:00 p.m. Monday - Friday  
9:00 a.m. - 6:00 p.m. Saturday  
6:00 a.m. - 6:00 p.m. Sunday

Monthly Frequency	CLASS A TIME			Monthly Frequency	CLASS B TIME		
	60"	30"	15"		60"	30"	15"
5x	6.00	5.00	4.00	10x	4.50	3.50	3.00
10x	5.70	4.70	3.70	20x	4.25	3.30	2.80
15x	5.40	4.40	3.40	30x	4.05	3.10	2.60
20x	5.10	4.10	3.10	40x	3.85	2.90	2.40
25x	4.80	3.80	2.80	50x	3.65	2.70	2.20
30x	4.50	3.50	2.50	60x	3.40	2.50	2.00

**CLASS C TIME:** 6:00 p.m. to midnight Monday - Saturday

**CLASS D TIME:**

10x	3.30	2.50	1.50
20x	3.10	2.30	1.40
30x	2.90	2.10	1.30
40x	2.70	1.90	1.20
50x	2.50	1.70	1.10
60x	2.30	1.50	1.00

All other time periods  
50% of the applicable  
Class C Rate.

NOTE: Time periods may be combined to earn a Frequency Discount

**PROGRAM RATES:** Time periods same as spot time periods

**CLASS A TIME:**

**CLASS B TIME:**

**CLASS C TIME:**

	CLASS A TIME		CLASS B TIME		CLASS C TIME	
	2'	5'	2'	5'	2'	5'
39x	5.00	6.50	4.00	5.40	3.20	4.60
65x	4.80	6.30	3.85	5.25	3.05	4.45
78x	4.60	6.10	3.75	5.10	2.90	4.30
130x	4.40	5.90	3.55	4.95	2.75	4.15
156x	4.20	5.70	3.40	4.80	2.60	4.00
260x	4.00	5.50	3.25	4.65	2.45	3.85
312x	3.80	5.30	3.10	4.50	2.30	3.70

NOTE: Programs and announcements may be combined to earn Frequency Discounts on announcements only.



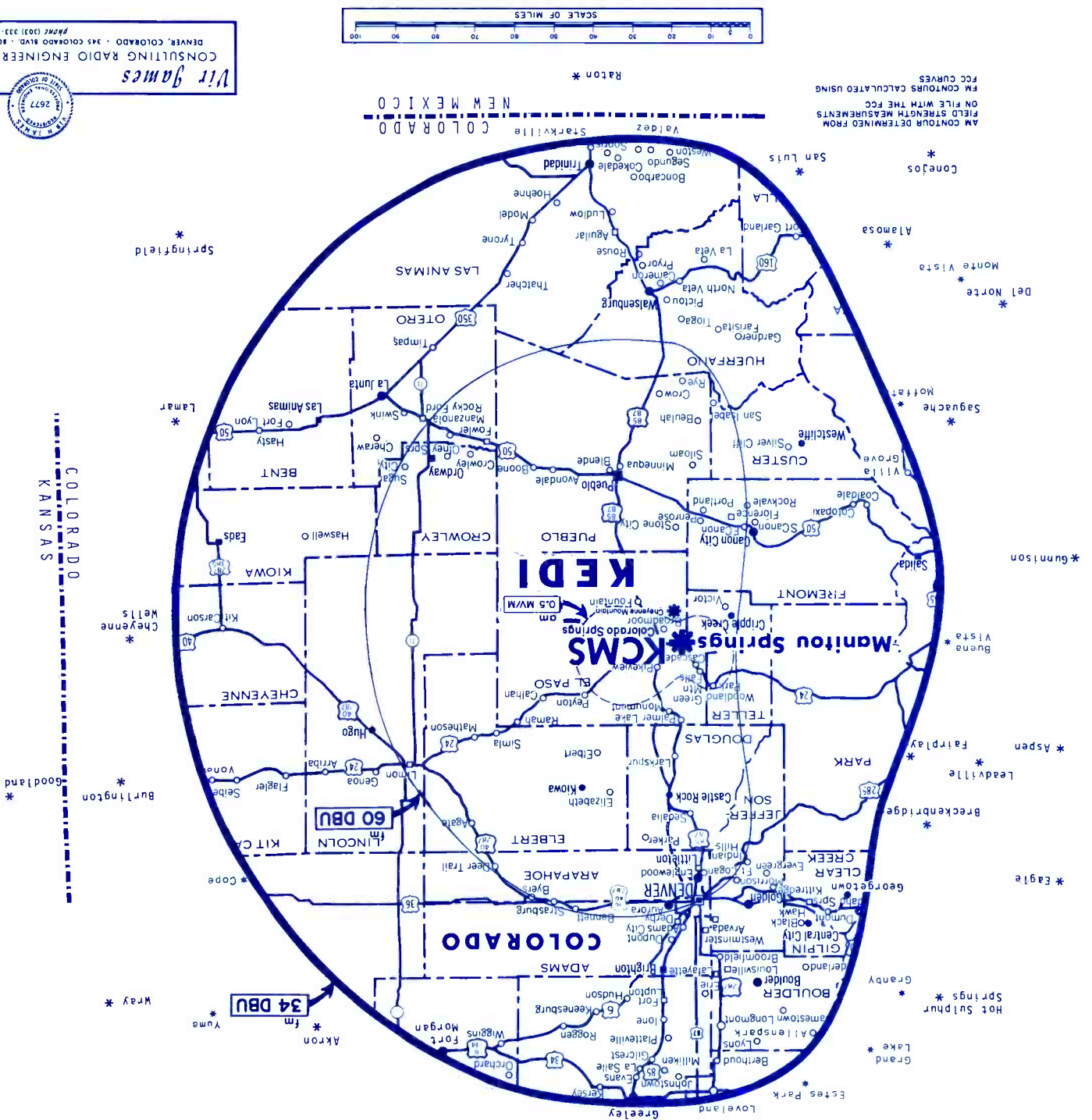
# KEDI AM 1490 KHZ

# KCMS FM 102.7 MHZ

500 Watts Day  
250 Watts Night

50,000 Watts  
STEREO

## COVERAGE CONTOURS



AM CONTOUR DETERMINED FROM  
FIELD STRENGTH MEASUREMENTS  
ON FILE WITH THE FCC  
FM CONTOURS CALCULATED USING  
FCC CURVES

**Vir James**  
CONSULTING RADIO ENGINEERS  
DENVER, COLORADO - 345 COLORADO BLVD. - 30394  
PHONE (303) 333-5542



# KFSC

1000W

1220 KC

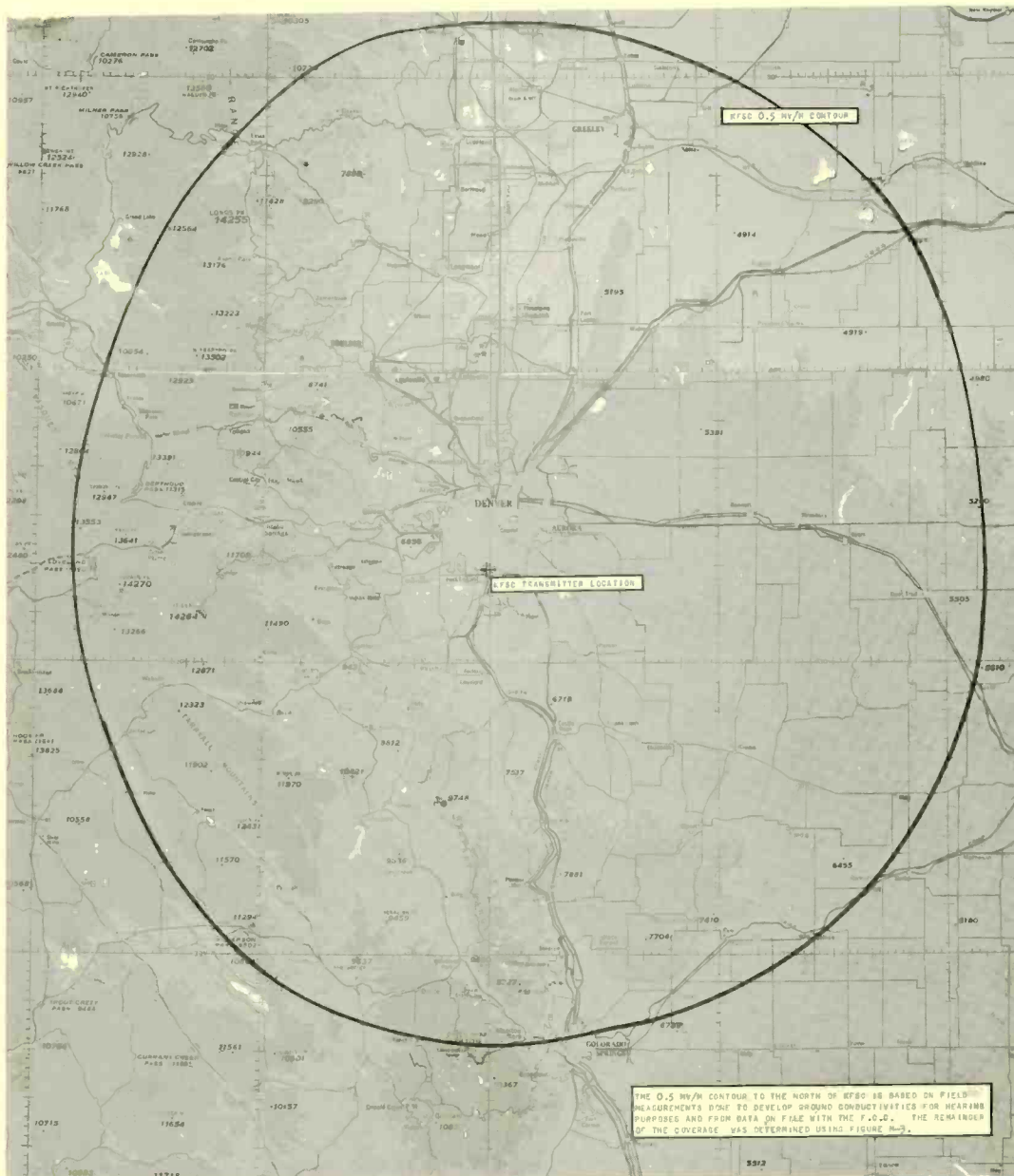
2185 Broadway

Denver, Colorado 80205

Phone 222-8935

## Spanish Language Radio

### Coverage Map





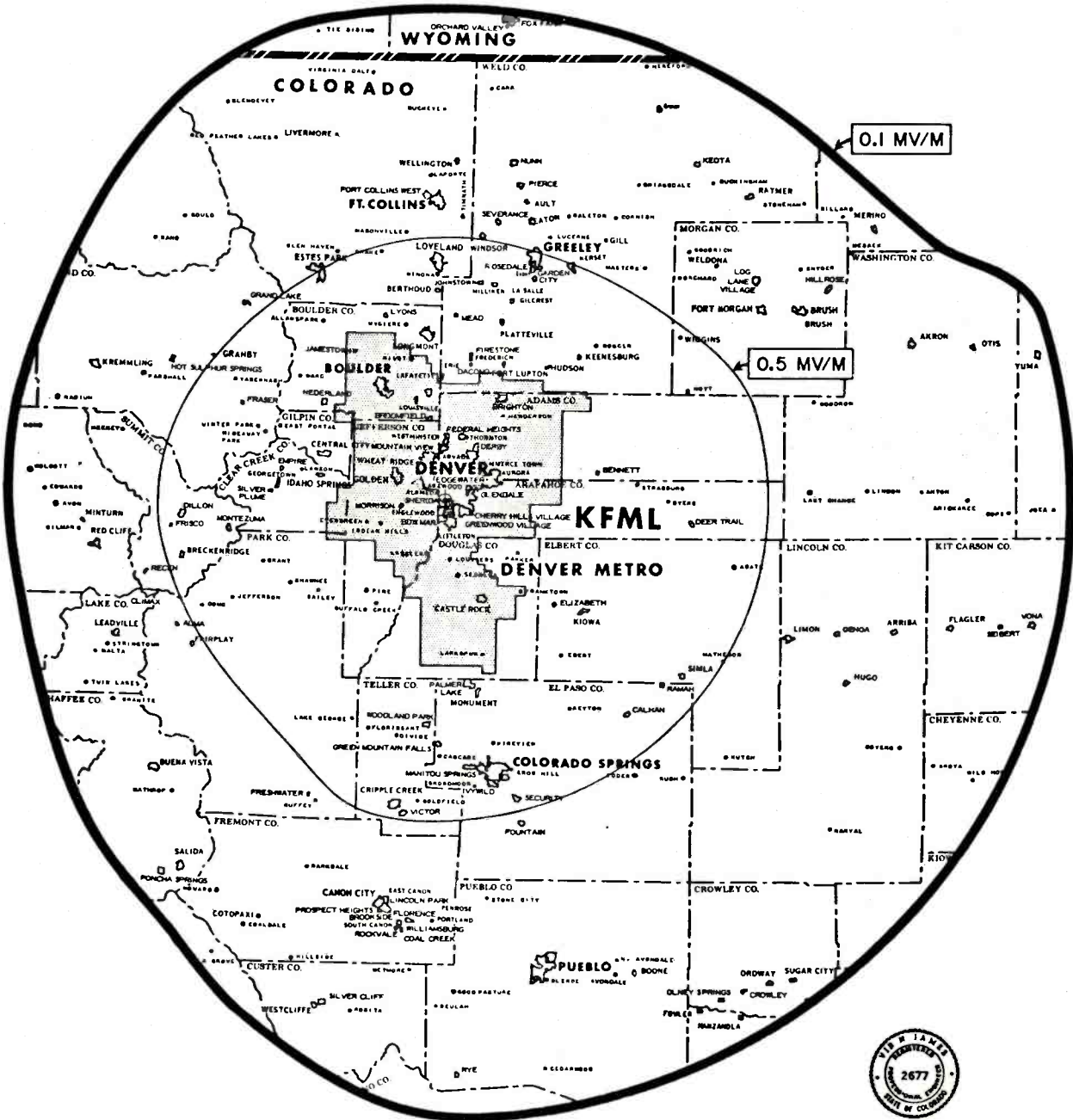
O'Fallon-O'Connor  
Broadcasting, Inc.

# KFML

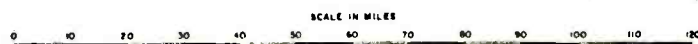
Denver, Colorado

1390 kc  
5000 watts

COMPUTED COVERAGE CONTOURS



*Vir James*  
CONSULTING RADIO ENGINEERS  
DENVER, COLORADO - 345 COLORADO BLVD. - 80204  
phone (303) 332-5562

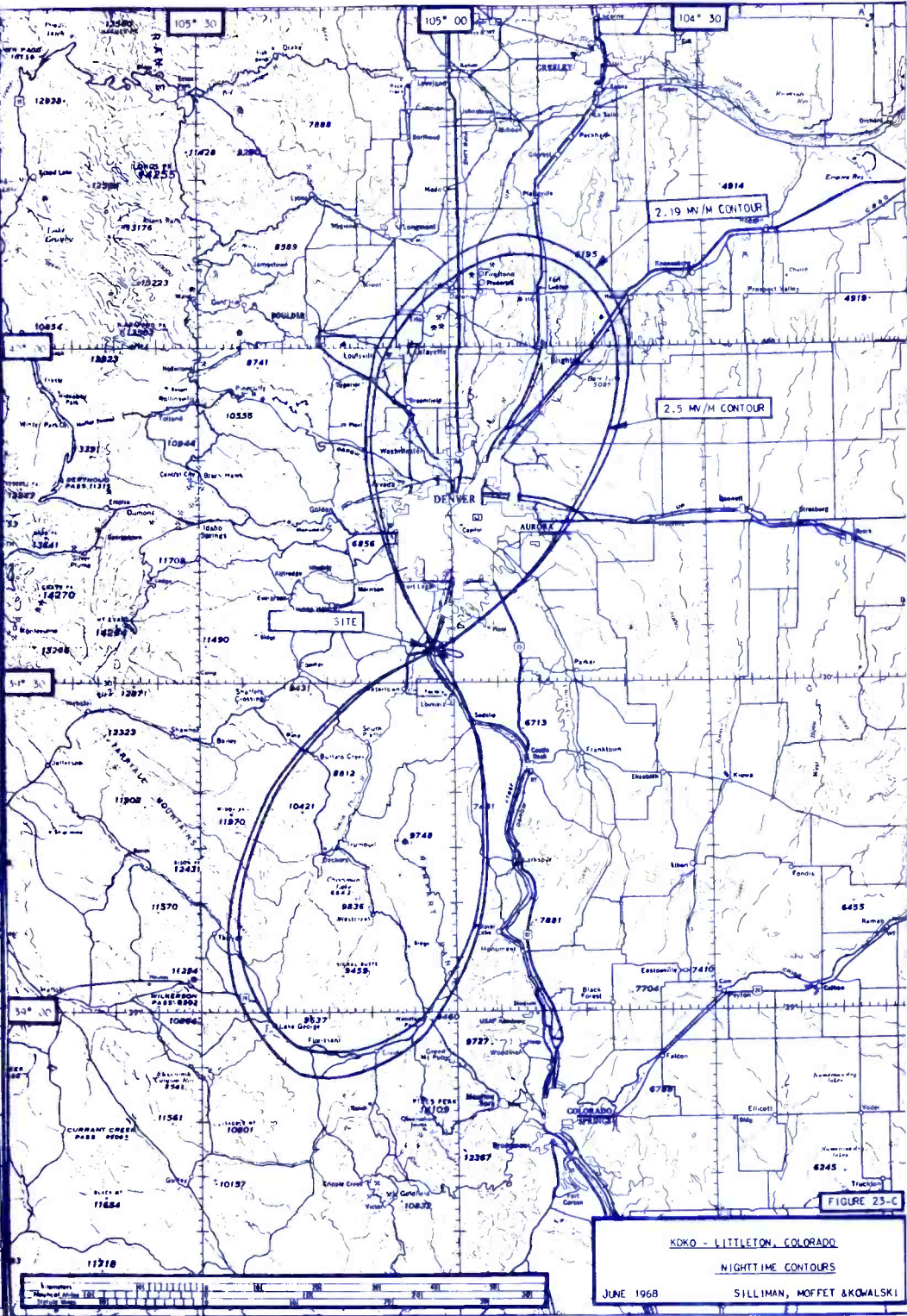
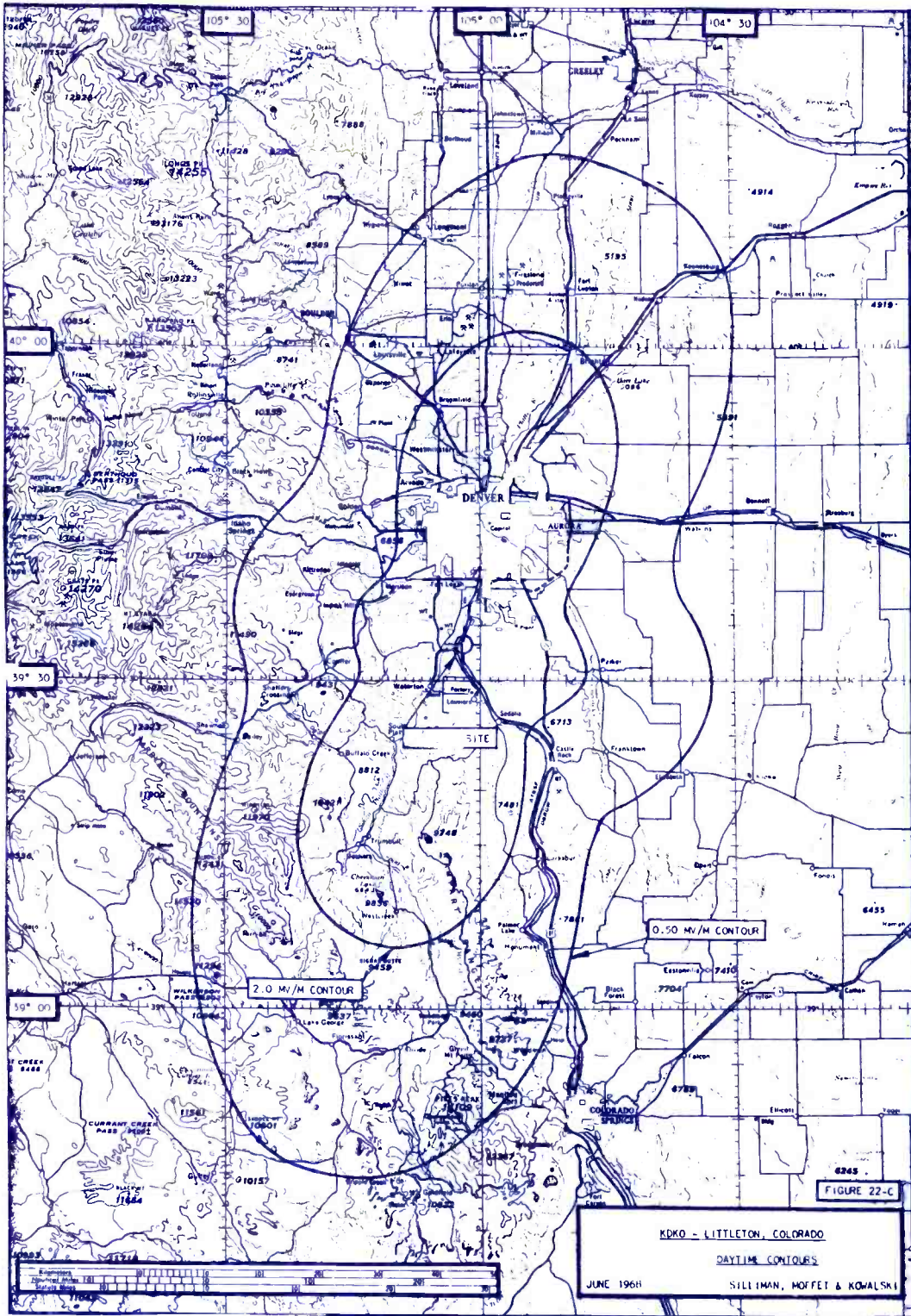








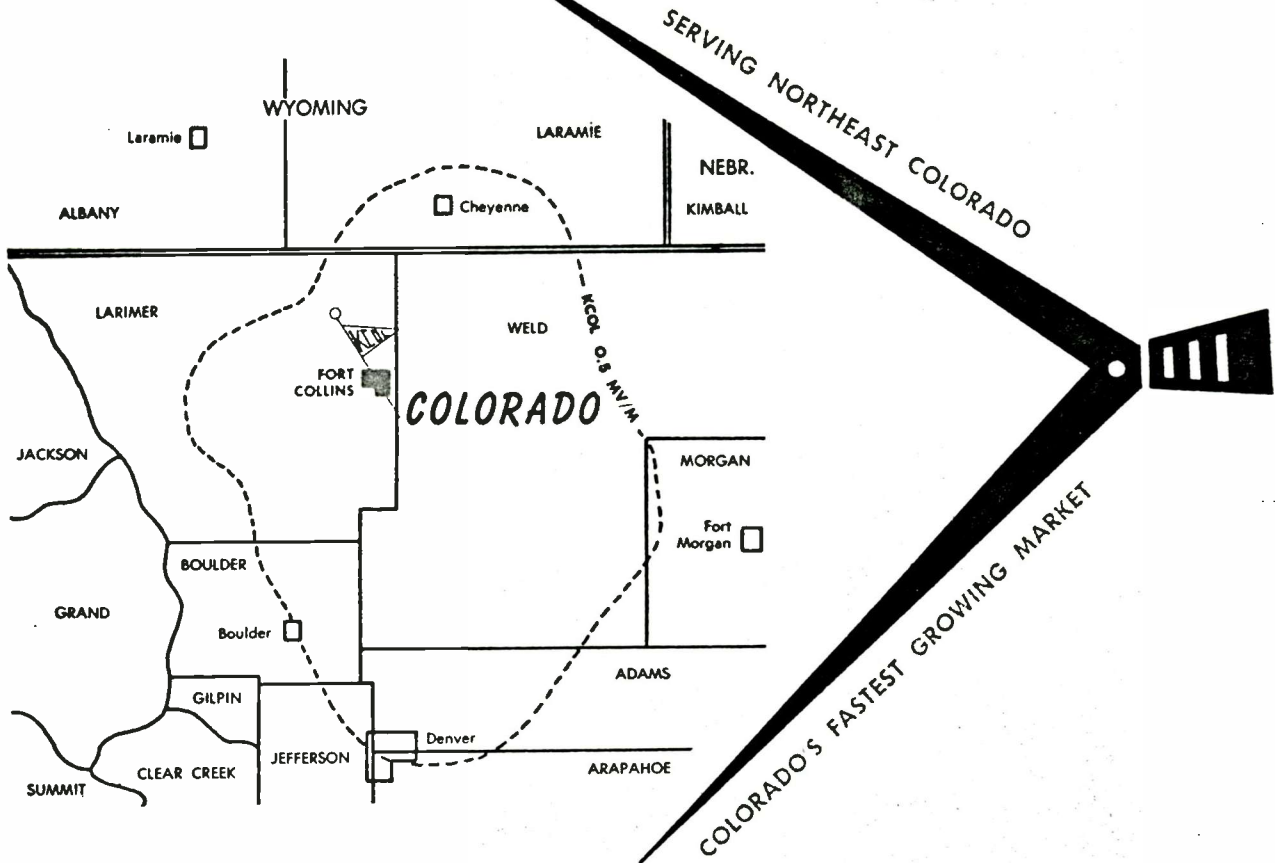






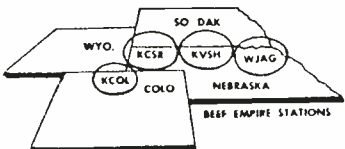
# KCOL RADIO

FORT COLLINS, COLORADO • 1000 WATTS 1410 KC

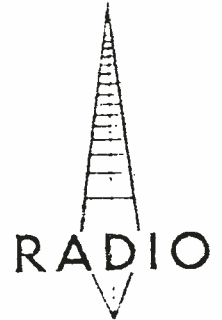


## MARKET DATA

Population .....	338,881
Households .....	119,629
Income .....	\$618,341,500
Agricultural Income .....	\$232,269,000
Total Retail Sales .....	\$396,453,000
Food Sales .....	\$ 96,109,000
Drug Sales .....	\$ 18,800,500
Automotive Sales .....	\$ 78,736,500
Filling Station Sales .....	\$ 38,525,500



# KCOLoradio



# AM KCSJ 590 KC

1000 Watts Day and Night

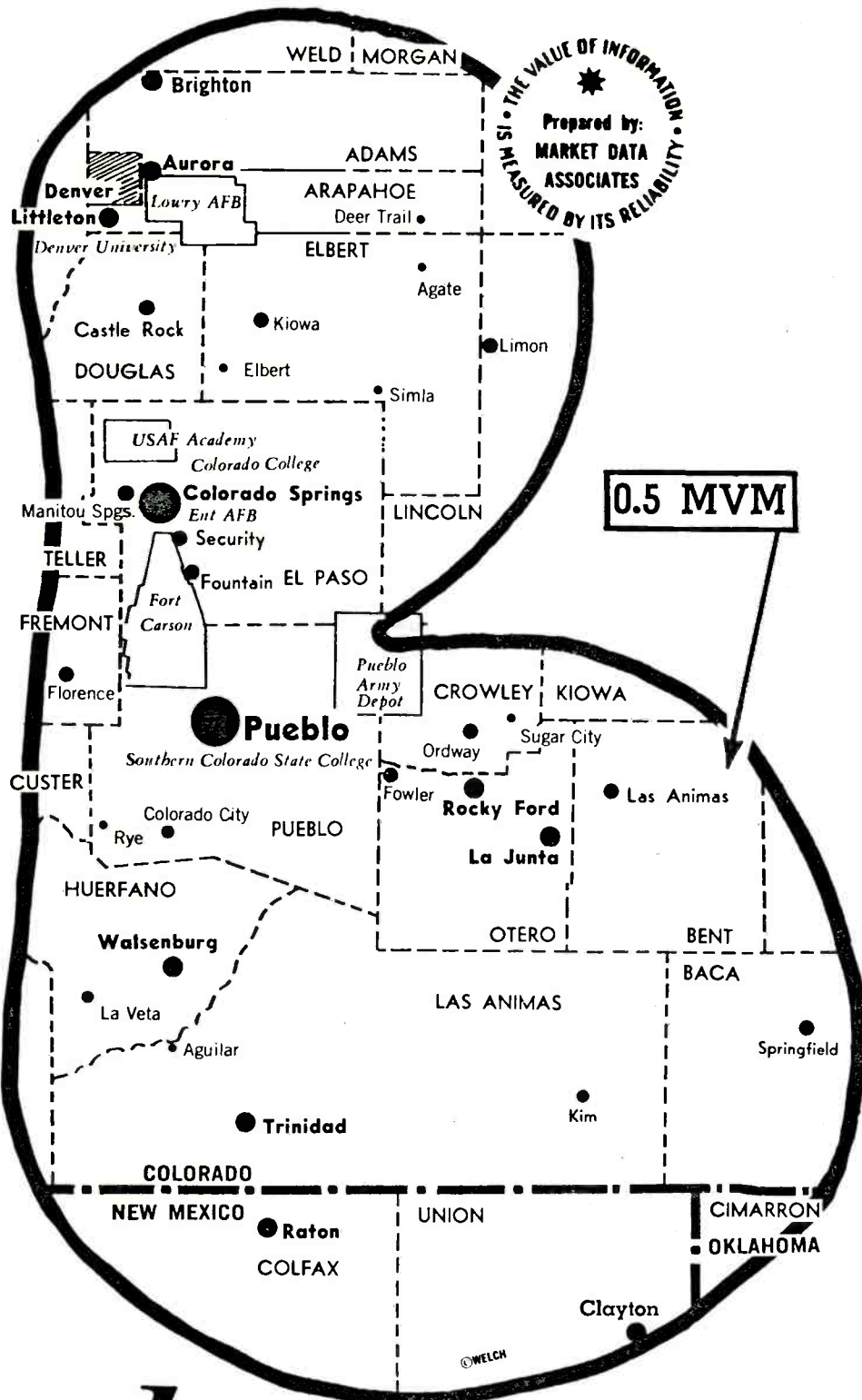
## PUEBLO, COLORADO

PUEBLO, with a population exceeding 140,000, is the trading metropolis of Southern Colorado, home of the huge CF&I steel mills, the Pueblo Army Depot, and other nearby military bases. It ranks 198th in the USA in Consumer Spendable Income.

KCSJ RADIO, with a power of 1000 watts Full-time at 590 kc, serves the prime mid-Colorado market from Denver to Raton. On-the-air since 1947, KCSJ RADIO presents the best in news, sports and community action coverage, quality music format and aggressive community service!

Sangre de Cristo Broadcasting Corporation  
Cliff Hendrix, General Manager  
P. O. Box 755 Phone 303-545-4106

**Pueblo, Colorado 81003**



# kcsj

at the Powerful 590 Spot  
**Pueblo, Colorado**

Coverage Contours by  
**KENNETH RENFROW**  
Consulting Engineer



Represented by:  
**THE MEEKER CO., INC.**  
In Colorado:  
**JOHN L. McGUIRE CO.**

### Market Data:

	0.5 MVM Coverage
Population .....	734,400*
Households .....	207,260*
Radio Homes .....	203,460*
Automobiles .....	299,710*
Spendable Income .....	\$1,461,378,000*

### RETAIL SALES:

Food Stores .....	\$ 215,433,000*
Drug Stores .....	\$ 30,525,000*
Gen'l. Merchandise .....	\$ 91,357,000*
Apparel Stores .....	\$ 37,323,000*
Home Furnishings .....	\$ 35,510,000*
Auto Sales .....	\$ 198,652,000*
Service Stations .....	\$ 77,311,000*
*Total Retail Sales .....	\$ 892,083,000*

### FARM DATA:

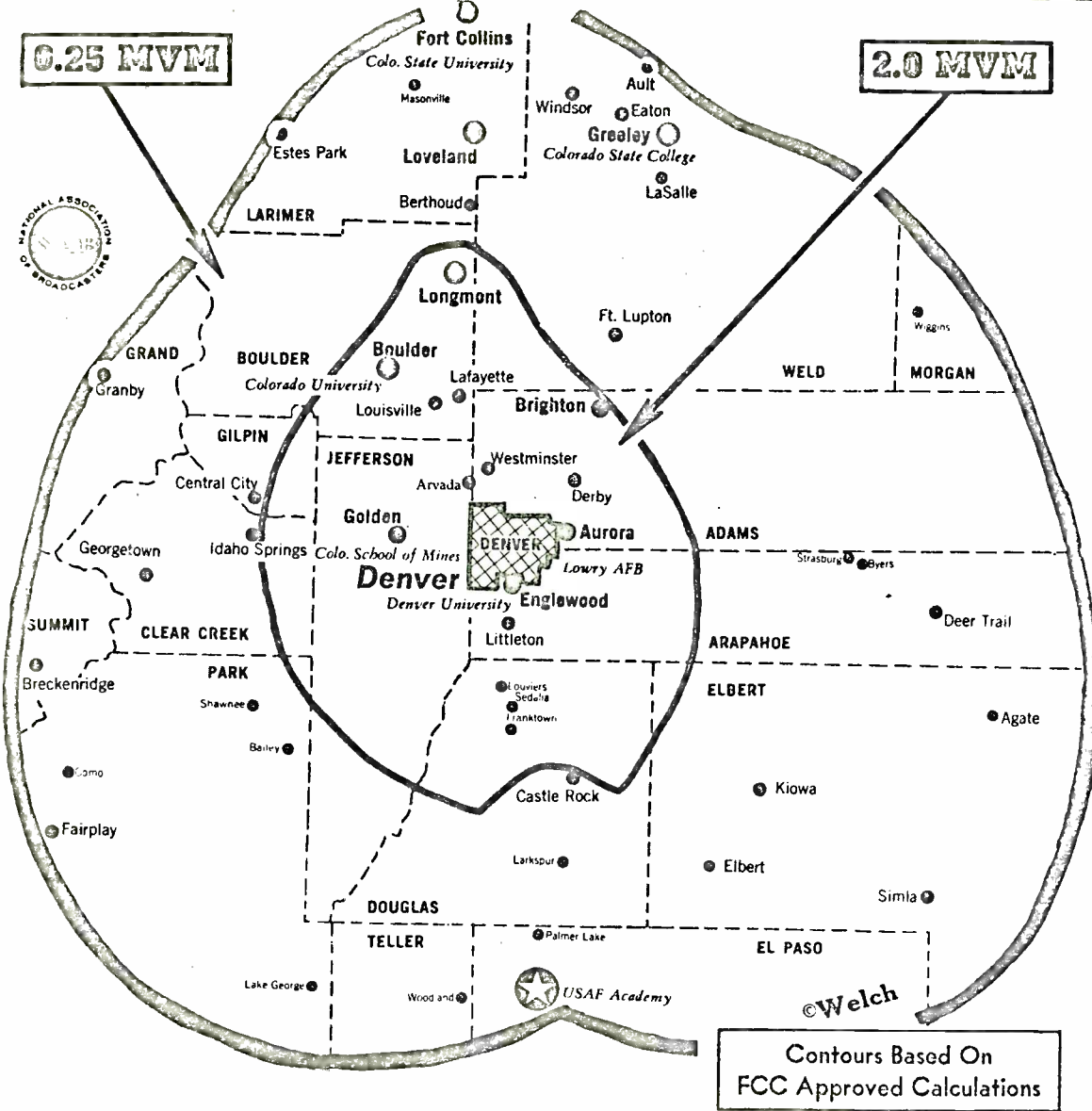
Farm Population .....	30,700*
Gross Farm Income .....	\$ 252,370,000*

SOURCE: SRDS Consumer Data

(\*) Data does not include Denver County altho well within our 0.5 MVM coverage.



# BUILD PROFITS WITH K D E N



## PERSONALITIES

Featuring well-known personalities . . . "real air salesmen" highlight all **KDEN** programs.



## MUSIC AND NEWS

**KDEN** offers finest music entertainment, ranging from popular hit tunes to the great symphonic master classics.

On the hour, every hour, **KDEN** reports the most significant news developments, providing both world-wide coverage from Associated Press and local-regional coverage by the **KDEN** news staff.



## SPORTS AND WEATHER

Daily sportscasts and play-by-play of leading events keep **KDEN** sports fans satisfied, year after year.

Leased wire service provides **KDEN** listeners with special weather and road conditions direct from Stapleton International Airport Weather Bureau and the Colorado Highway Patrol.



## COMMUNITY SERVICE

The locally-based ownership and management of **KDEN** makes possible a fully-integrated service for radio listeners in the Metropolitan Denver area, providing complete coverage of significant community events.

Owned and Operated by —  
**KDEN Broadcasting Company**  
 Ed Koepke - Gene Amole  
 1601 West Jewell Avenue

PHONE (303) 935-3525  
 Denver, Colorado 80223

# KDEN

Broadcasting 24 Hours Daily

**1000  
Watts**

**1340 KC**

**250 Watts Nites**

*The bright sound of*

# DENVER

### Market Data:

	2.0 MVM Coverage	0.25 MVM Coverage
Population .....	1,074,200	1,260,500
Households .....	331,870	388,750
Radio Homes .....	316,280	370,480
Automobiles .....	520,750	601,450
Spendable Income .....	\$2,532,157,000	2,866,128,000

### RETAIL SALES:

Food Stores .....	\$ 321,327,000	374,854,000
Drug Stores .....	\$ 74,066,000	84,893,000
Gen'l. Merchandise .....	\$ 214,694,000	231,581,000
Apparel Stores .....	\$ 61,890,000	71,006,000
Home Furnishings .....	\$ 76,088,000	86,708,000
Auto Dealers .....	\$ 346,284,000	396,662,000
Service Stations .....	\$ 115,829,000	142,721,000
<b>Total Retail Sales .....</b>	<b>\$1,541,024,000</b>	<b>1,793,916,000</b>

### FARM DATA:

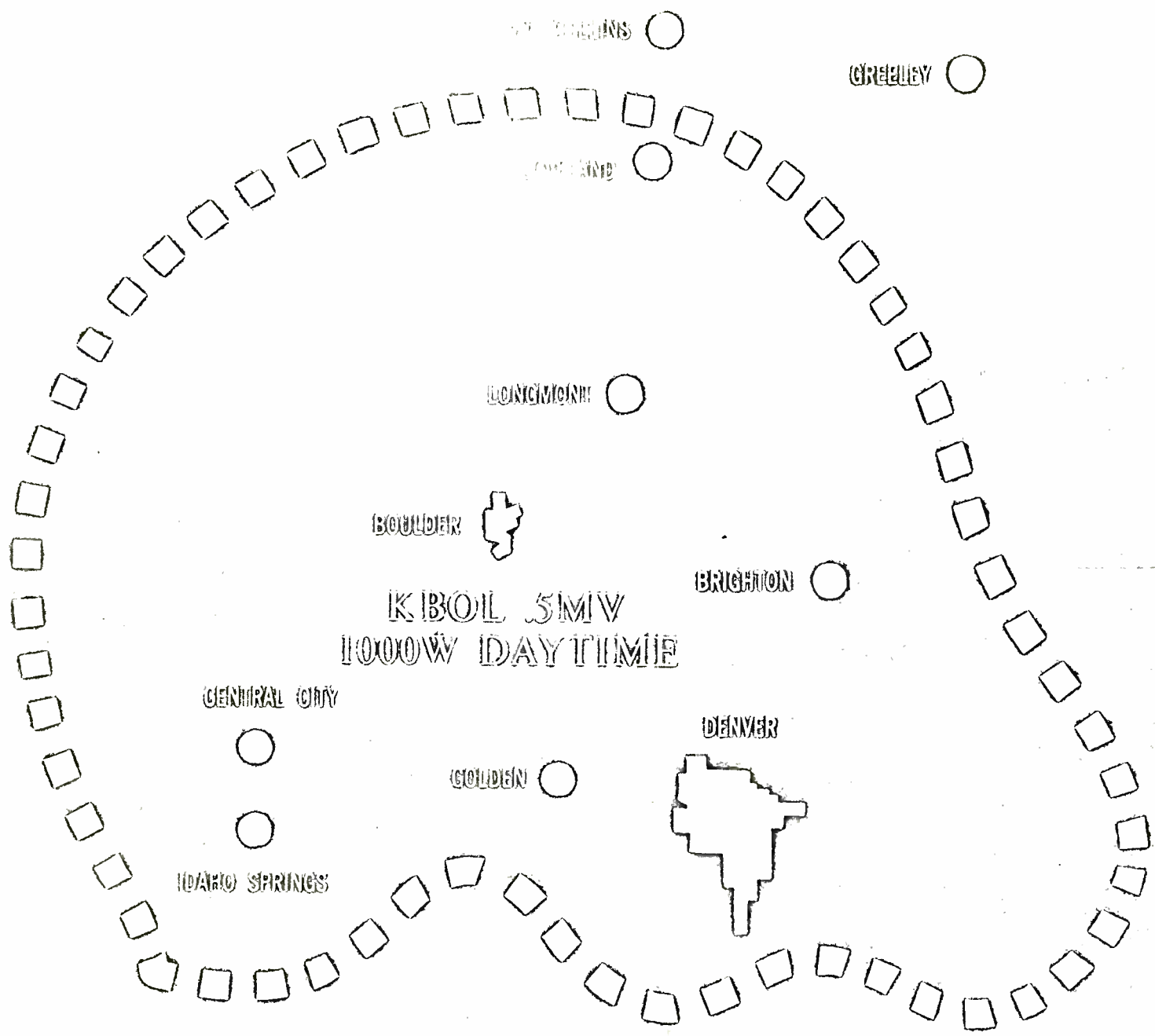
Farm Population .....	11,200	48,300
Farm Households .....	2,800	12,075
Gross Farm Income .....	\$ 77,289,000	346,275,000

SOURCE: SRDS Consumer Data exclusively.

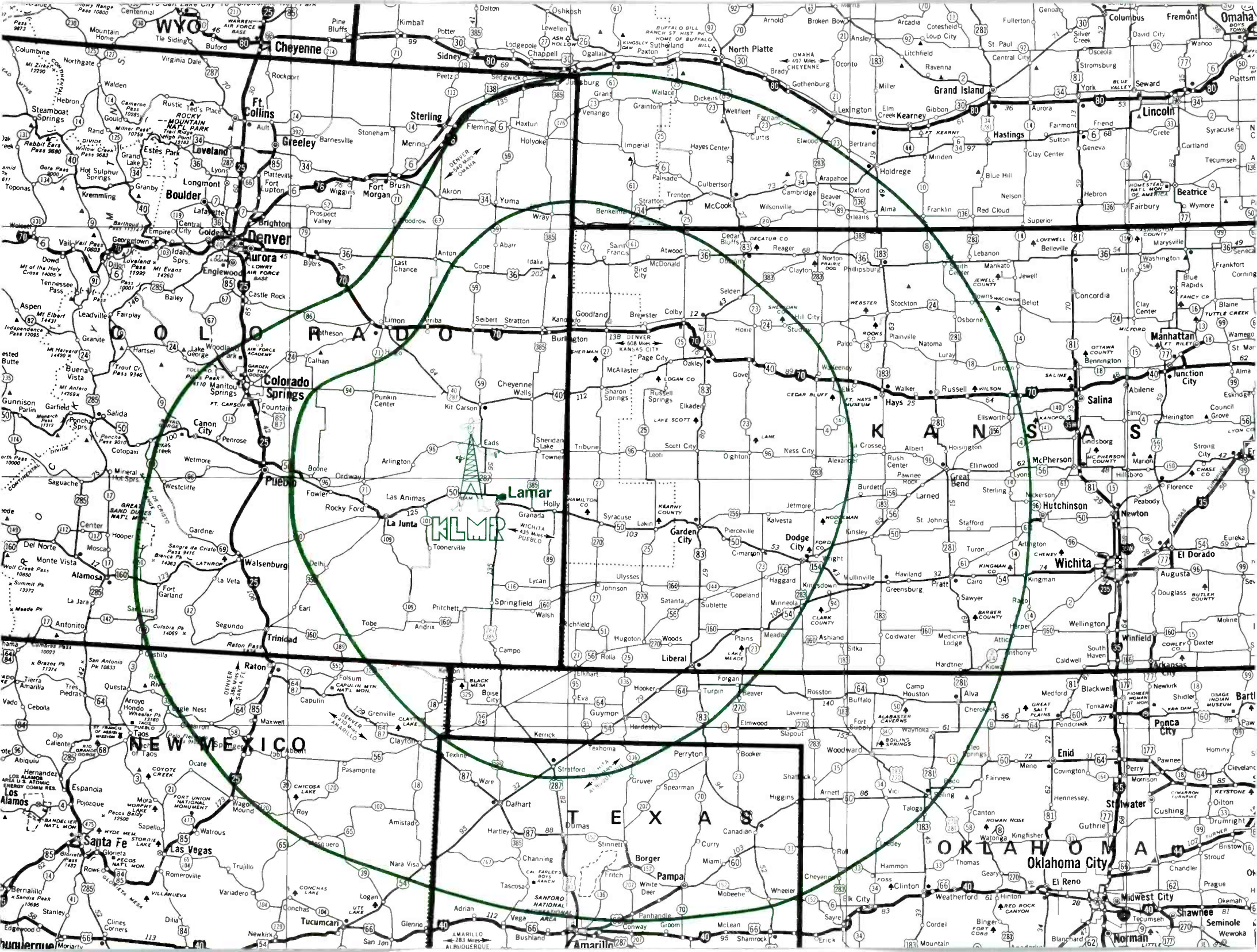
PREPARED BY MARKET DATA ASSOCIATES







JOHN B REIFELFINGER  
 CONSULTING RADIO ENGINEER  
 8401 CHERRY STREET  
 KANSAS CITY 10, MISSOURI



WYOMING

Cheyenne

North Platte

Grand Island

Lincoln

Ft. Collins

Sterling

Denver

Loveland

Boulder

Denver

Aurora

Colorado Springs

Pueblo

Lamar

La Junta

Garden City

Dodge City

Wichita

NEW MEXICO

Santa Fe

Las Vegas

TEXAS

Amarillo

OKLAHOMA

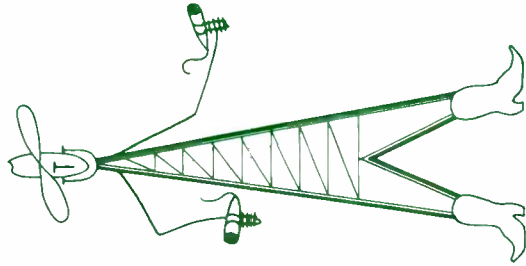
Oklahoma City

KLMP



**You used our  
TWO-GUN TOWER  
to fire your messages  
into 6 states!**

**THANK YOU!**



**FULL TIME NEWS & FEATURE DIRECTOR:**

coverage in depth of local government  
 . . . . political representatives on  
 national, state and local levels . . . .  
 police and patrol blotters . . . . com-  
 munity affairs and institutions

- \* -

**U. P. I. AUDIO NETWORK:**

on-the-hour newscasts  
 with on-the-scene actualities  
 live feeds of key national events  
 special features on agriculture . . . .  
 sports . . . science . . . . finance . . . .  
 fashion . . . . entertainment . . . .  
 education . . . . personalities

- \* -

**U. P. I. WIRE SERVICE:**

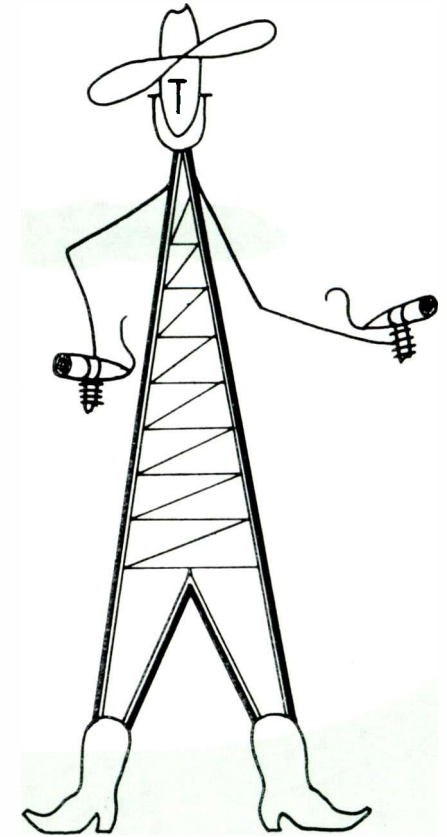
hourly national/international news-  
 casts  
 state and regional news  
 special features on names in the news  
 . . . . headline backgrounds . . . .  
 agriculture . . . . art . . . . transporta-  
 tion . . . . finance  
 sportscasts, features and line scores  
 national and regional weather and  
 road condition reports

- \* -

**LOCAL SPORTS DIRECTOR/SPORTSCASTER**

- \* -

**24-HOUR KLMR WEATHER STATION**



**giant of the high plains**

**KLMR**

**920**  
khz

**5000**  
watts

LAMAR, COLORADO

(303) 336-2206



# 800 Kc

Country-Western and Polka Capital  
of the Rocky Mountain Empire . . .

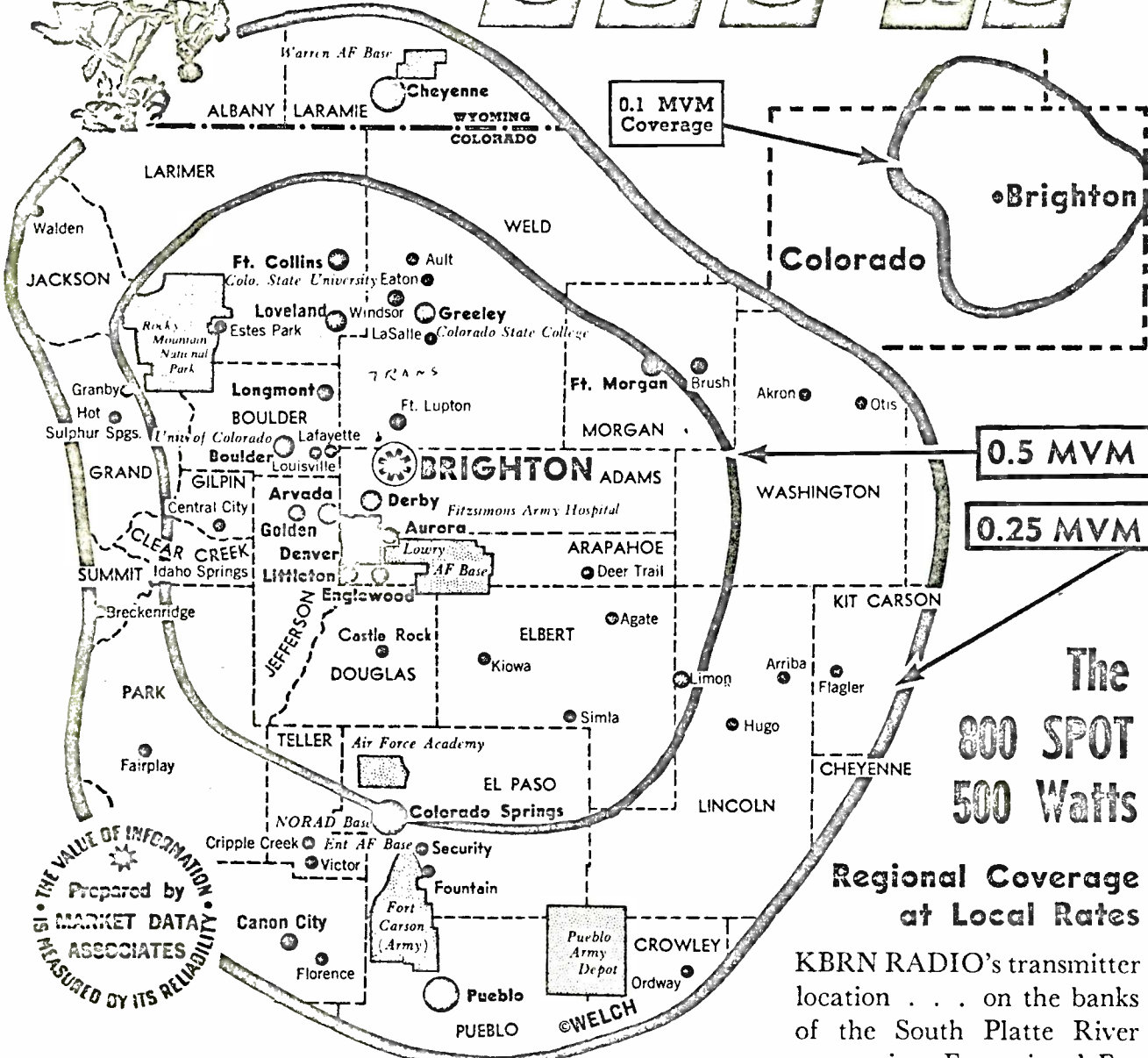
# KBRN

**BRIGHTON, COLORADO**

KBRN RADIO . . . at the Powerful 800 SPOT . . . serves Metro Denver and the vast Farming, Ranching and Tourist region of North Central Colorado . . . with Community Service programs, including: Local News and features, Farm News and Live-stock Markets, Official Weather Reports, Sports News, School and Public Service programs . . . PLUS UPI wire news from everywhere!

**MILE HIGH BROADCASTING CO., INC.**  
Virgle E. Craig, Owner-General Manager  
Hal Peirce, Commercial Manager  
Phone (303) 659-0831

**BRIGHTON, COLORADO 80601**



**The  
800 SPOT  
500 Watts**

**Regional Coverage  
at Local Rates**

KBRN RADIO's transmitter location . . . on the banks of the South Platte River . . . gives Exceptional Extra Coverage on CLEAR CHANNEL 800 Kc.

THE VALUE OF INFORMATION  
Prepared by  
**MARKET DATA  
ASSOCIATES**  
AS MEASURED BY ITS RELIABILITY

# KBRN

**BRIGHTON, COLORADO**

**Market Data:**

	0.5 MVM Coverage	0.25 MVM Coverage
Population	1,246,800	1,708,740
Households	392,330	517,820
Radio Homes	387,020	509,350
Automobiles	560,200	737,050
Spendable Income	\$3,032,604,000	3,985,510,000

**RETAIL SALES:**

Food Stores	\$ 414,756,000	532,045,000
Drug Stores	\$ 74,966,000	97,215,000
Gen'l. Merchandise	\$ 242,878,000	297,328,000
Apparel Stores	\$ 80,673,000	101,876,000
Home Furnishings	\$ 97,320,000	125,053,000
Auto Sales	\$ 355,005,000	450,731,000
Service Stations	\$ 133,267,000	177,990,000
*Total Retail Sales	\$1,818,074,000	2,350,080,000

**FARM DATA:**

Farm Population	34,400	55,800
Gross Farm Income	\$ 312,204,000	475,804,000

SOURCE: SRDS Consumer Data exclusively.