

ANNOUNCEMENTS:

YEARLY PLANS

Times	Average No./Week	Rate:
1	4.50
26	4.25
52	1 per week	3.95
156	3 per week	3.50
260	5 per week	3.10
365	7 per week	2.75
520	10 per week	2.50
1040	20 per week	2.40

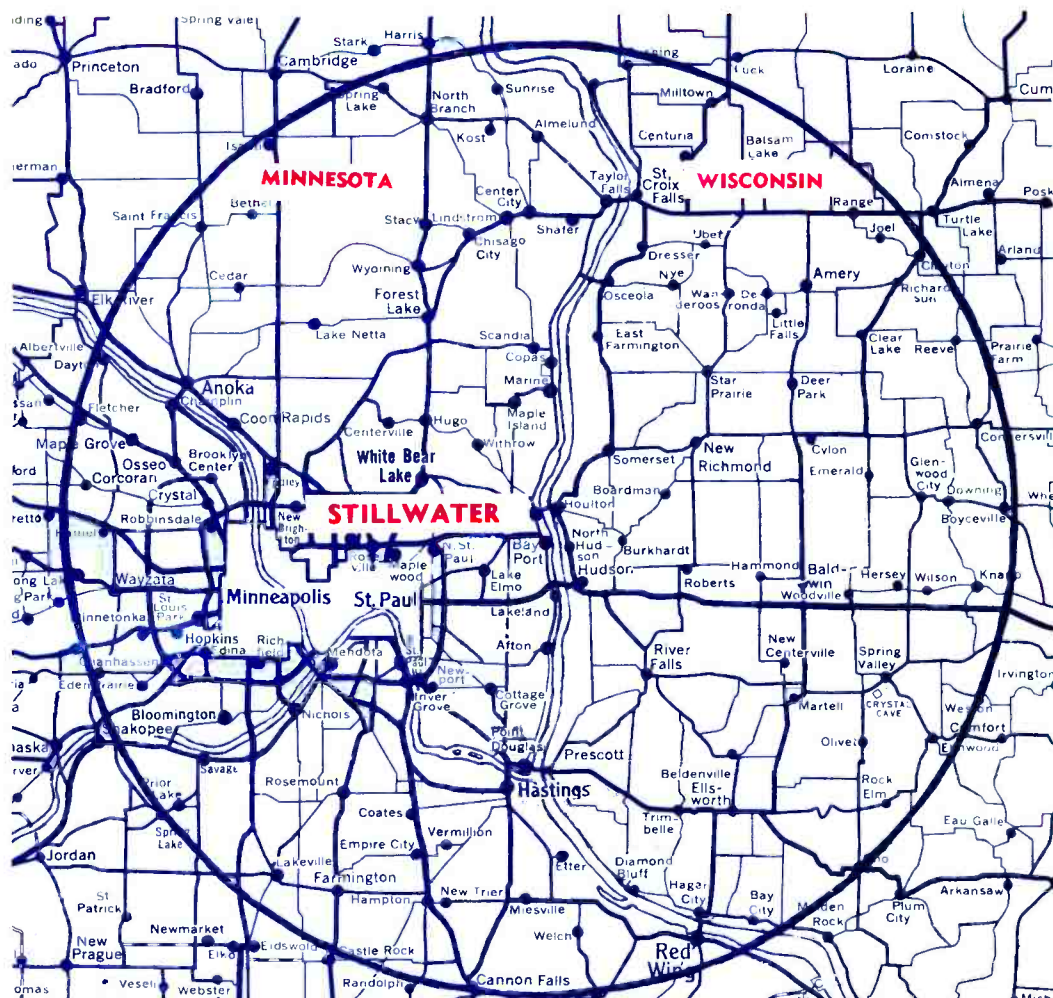
ANNOUNCEMENTS: PACKAGE PLANS

Number/Week	One Minute		30 Seconds	
	Per Spot	Package	Per Spot	Package
10	\$3.50	\$ 35.00	\$2.80	\$ 28.00
15	3.30	49.50	2.65	39.75
20	3.25	65.00	2.60	52.00
25	3.20	80.00	2.55	63.75
30	3.15	94.50	2.50	75.00
50	2.95	147.50	2.35	117.50
Number/Month				
50	3.25	162.50	2.60	130.00
100	2.95	295.00	2.35	235.00

PROGRAM TIME RATES

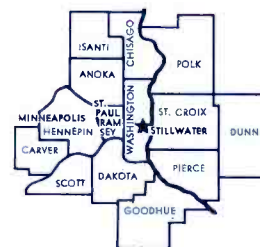
	1	26	52	104	156	260	312
5 Minutes	\$10.00	\$ 8.50	\$ 8.00	\$ 7.25	\$ 7.00	\$ 6.50	\$ 6.25
10 Minutes	13.50	11.50	11.00	10.25	9.75	9.00	8.75
15 Minutes	17.50	14.50	13.75	12.75	12.00	11.00	10.75
30 Minutes	30.00	26.50	25.25	23.50	22.00	20.50	19.75
One Hour	50.00	48.00	46.00	44.00	42.75	41.00	39.75

PRIMARY COVERAGE AREA OF WAVN'S 5,000 WATTS OF POWER



Based on F.C.C. Performance Proof, Measured .5MV/M Contour

COUNTIES COVERED



POPULATION

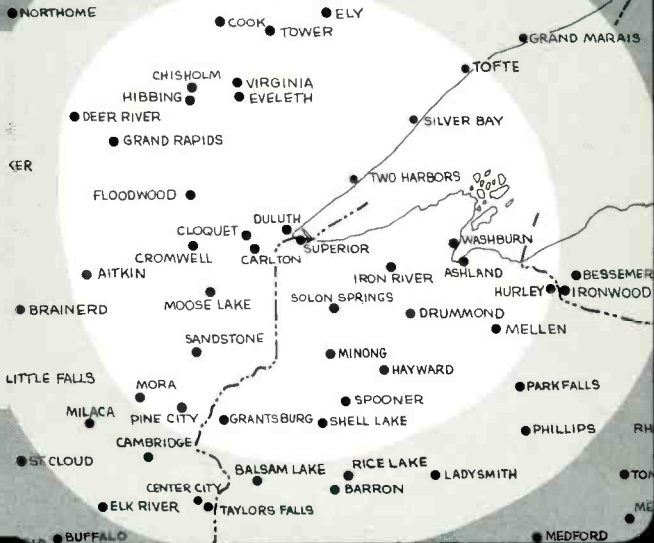
MINNESOTA	
Anoka	134,063
Carver	26,011
Chisago	13,419
Dakota	113,050
Goodhue	33,035
Hennepin	941,863
Isanti	13,530
Ramsey	462,782
Scott	27,813
Washington	72,851
WISCONSIN	
Dunn	26,156
Pierce	22,503
Polk	24,968
St. Croix	29,164

POPULATION 1,941,208
Latest Census Figures

Since going on the air in 1949 with 250 watts, the station increased power on F.C.C. approval to 1,000 watts and now up to the present powerful 5,000 watts.

The coverage map is an almost perfect circle for WAVN is non-directional with a strong primary signal reaching an area containing more than two million people.

WWJC 10,000 Watts - 850 KHZ
Calculated Coverage Contour



THE GOLDEN SOUND OF ADULT RADIO!

1120 East McCuen Street,
Duluth, Minnesota 55808
Phone 218/626-2738

ROGER ELM, General Manager

AM 850 KHZ

WJL

AMERICAN
ENTERTAINMENT
RADIO NETWORK



Rate Card No. 8
April 1, 1971

SPOT ANNOUNCEMENTS:

PER WEEK	1x	5x	10x	15x	20x
1 MINUTE	\$3.50	\$3.25	\$3.00	\$2.75	\$2.50
30 SECONDS	2.50	2.25	2.00	1.75	1.50
10 SECONDS	1.75	1.50	1.25	1.00

PROGRAM RATES:

1 Hour	1/2 Hour	1/4 Hour	5 Minutes
\$60.00	\$30.00	\$20.00	\$12.00

Discount: 5% - 26 weeks; 10% - 52 weeks.

All rates guaranteed. Alls rendered mo

WMFG

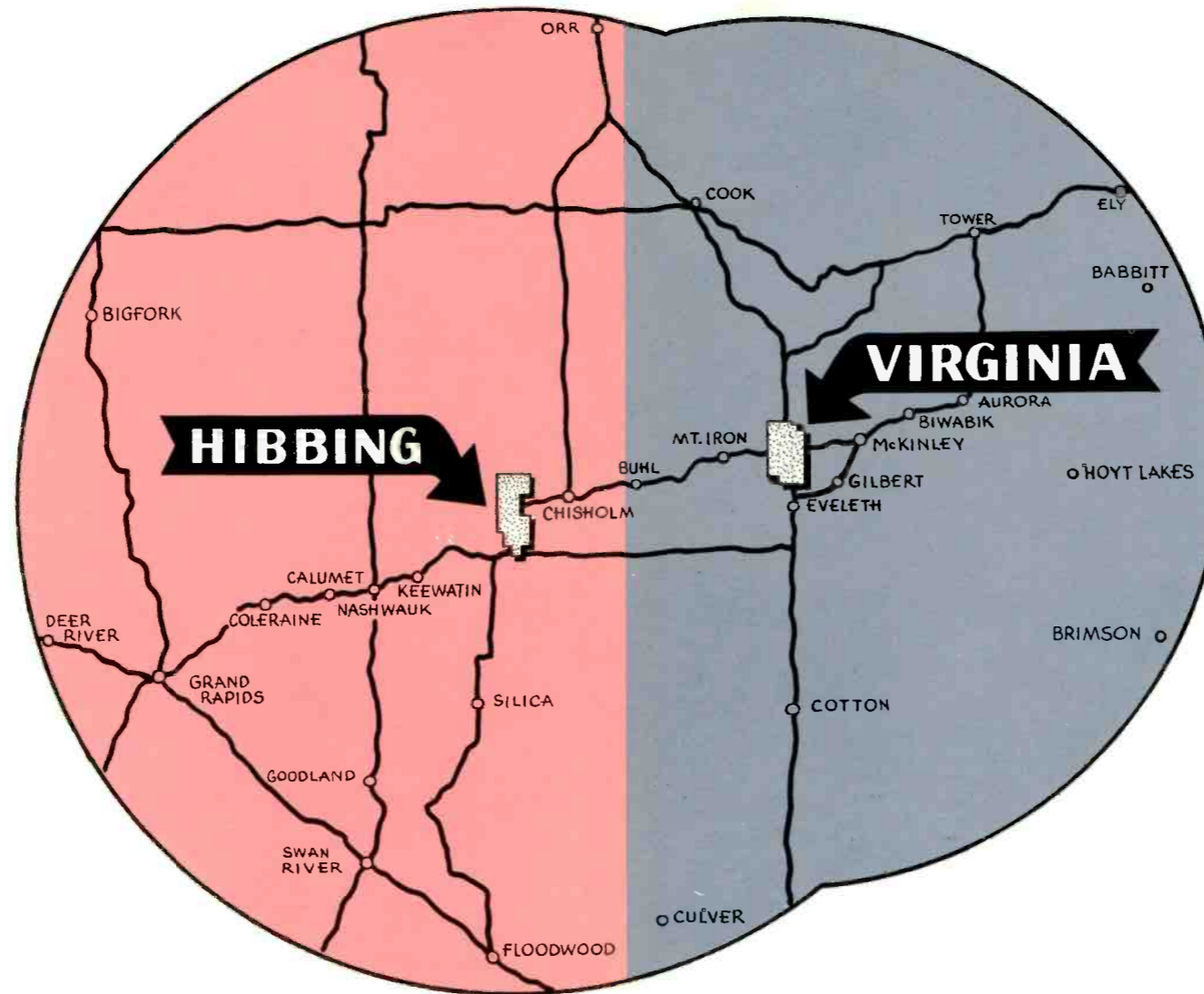
HIBBING, MINNESOTA

MARKET DATA - 1956

POPULATION	90,566
HOMES	25,765
RADIO HOMES	24,982

RETAIL SALES:

FOOD	41,030,000
AUTOMOTIVE	36,050,000
APPAREL	10,800,000
GENERAL MERCHANDISE	17,570,000
HARDWARE - LUMBER	11,180,000
GASOLINE	5,185,000
FURNITURE	8,820,000
EAT - DRINK	8,110,000
DRUGS	4,365,000



WHLB

VIRGINIA, MINNESOTA

MARKET DATA - 1956

POPULATION	67,184
HOMES	20,540
RADIO HOMES	19,924

RETAIL SALES:

FOOD	31,205,000
AUTOMOTIVE	24,480,000
APPAREL	13,880,000
GENERAL MERCHANDISE	10,965,000
HARDWARE - LUMBER	9,565,000
GASOLINE	8,110,000
FURNITURE	7,655,000
EAT - DRINK	7,510,000
DRUGS	3,025,000

COMPLETE RADIO DOMINATION OF THIS MARKET!

AUDIENCE OVER 4 TIMES GREATER THAN 2ND STATION



We have a large, loyal audience because of excellent family-type programming, and the area's only mobile news coverage facilities.

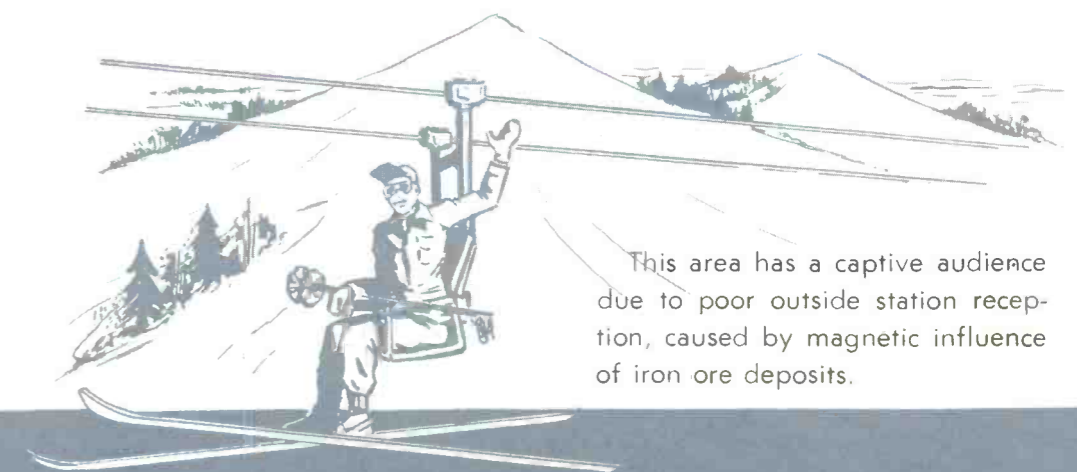
Average Weekly Industrial Payroll In Excess Of \$100.00 per Employee.

Covering Northeastern Minnesota's \$32 Million Annual Tourist Business.

Center of Minnesota's Fabulous — Hunting, Fishing, Camping, Forest Products, and Winter Sports Area.

Only skiing chair lift in the entire Mid-west — Lookout Mountain - Virginia.

SOURCE — Editor and Publisher Market Guide 1959
N. C. S. No. 2



This area has a captive audience due to poor outside station reception, caused by magnetic influence of iron ore deposits.

WMFG

HIBBING BROADCASTING CO.

W M F G Building

HIBBING, MINNESOTA

Phone AMherst 3-7531

Rate Card No. 1

EFFECTIVE NOVEMBER 1, 1959

OR

WHLB

VIRGINIA BROADCASTING CO.

W H L B Building

VIRGINIA, MINNESOTA

Phone SHerwood 1-2233

Rate Card No. 1

EFFECTIVE NOVEMBER 1, 1959

COVERAGE MAPS

MARKET DATA

RATE CARDS

WMFG

HIBBING, MINNESOTA



WHLB

VIRGINIA, MINNESOTA



IN THE HEART OF THE WORLD'S
GREATEST IRON DEPOSITS!

Broadcasting Rates

	1 Hr.	1/2 Hr.	1/4 Hr.	10 Min.	5 Min.	Ann.
1 time	\$48.00	\$26.40	\$14.40	\$12.00	\$7.20	\$5.75
26 times	45.60	25.10	13.70	11.40	6.85	5.45
52 times	44.40	24.45	13.35	11.10	6.70	5.30
65 times	43.00	23.80	13.00	10.80	6.50	5.15
130 times	42.00	23.10	12.60	10.50	6.30	4.85
156 times	40.80	22.45	12.25	10.20	6.15	4.55
260 or More Times	38.40	21.15	11.55	9.60	5.80	4.25

For similar schedules on both stations double above less 20%.

Represented by

Bill Hurley

1100 Roanoke Building

Minneapolis 2, Minnesota

Phone FEderal 5-1341



KKIN STANDARD LOCAL ANNOUNCEMENT RATES

Effective January 1, 1970

Times Run	Each Minute Spot	Each 30 Sec Spot
1	2.75	1.75
26	2.70	1.70
52	2.65	1.65
156	2.60	1.60
260	2.55	1.55
312	2.50	1.50
600	2.45	1.45

NOTE: All Spots R.O.S. Fixed Positions Add 10%.

KKIN YEARLY CONTRACT BUDGET PLAN

Total Spots	Each Min. Spot	Each 30 Sec. Spot	Avg. No. Spots Per Week
780	2.35	1.35	15
1040	2.25	1.25	20

10% Discount on all yearly contract orders paid in advance. First payment due 30 days following contract signing. Second payment due 6 months from original signing date.

Spots may be run in any fashion when using yearly budget plan. Average number used per week column is used only to help advertiser plan advertising schedule.

Any premature cancellation will result in advertiser being billed for unearned discount based on standard advertising rates above.

KKIN WEEKLY SATURATION ADVERTISING PLAN

Times Run	Each Minute Spot	Each 30 Sec. Spot
20	2.65	1.65
30	2.60	1.60
40	2.55	1.55
50	2.50	1.50

NOTE: To earn special weekly rate, all spots must be broadcast within a 7 day period.

KKIN WEEKEND SATURATION PACKAGE

12-One Minute Spots	\$30.00
12-Thirty Second Spots	\$20.00

NOTE: Weekend saturation package can only be used on Friday, Saturday or Sunday.

KKIN PACKAGE RATES

5 Minute News	\$3.75	15 Minutes	\$12.00
5 Minutes	\$3.75	30 Minutes	\$18.00
10 Minutes	\$8.00	60 Minutes	\$30.00

NOTE: Special Program rates available upon request. Remotes, will add line charges and talent fees.

UPPER MINNESOTA BROADCASTING CORPORATION

KKIN

Box 287 - Aitkin, Minnesota 56431
Box 80 - Brainerd, Minnesota 56401
Box 404 - Grand Rapids, Minnesota 55744

JIM COURSOLE - General Manager
BOB HANSEN - Sales Manager
JIM PRYOR - Account Executive

* CONTEMPORARY COUNTRY MUSIC, AMERICA'S MOST POPULAR TYPE OF MUSIC . . .

* AWARD WINNING NEWS DEPARTMENT. KKIN RECEIVED THE GOVERNOR'S LETTER OF EXCELLENCE FEATURING:

1. National Radio Network (MUTUAL)
2. United Press International Wire Service (International, National & Regional).
3. NEWS DIRECTOR & THREE NEWS PERSONNEL

* Fulltime Women's Director

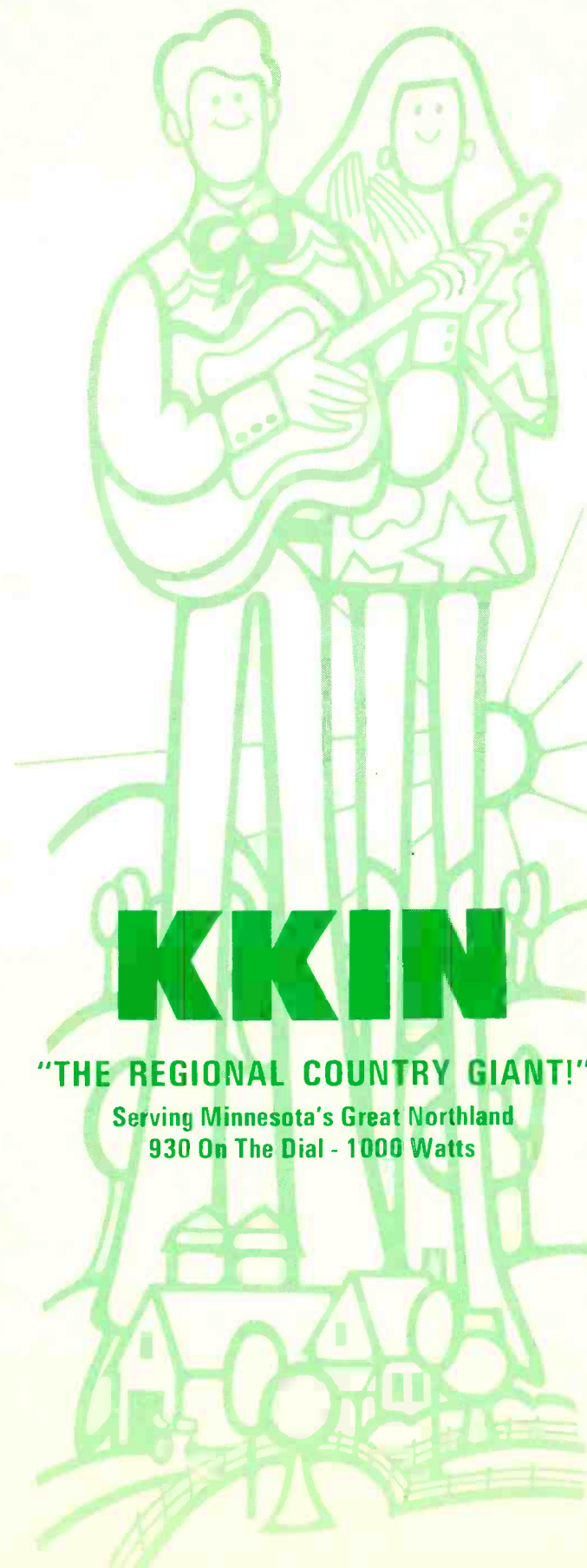
* Farm Service Director

*"A Giant Over
Minnesota's Northland
From 930 On The Dial!"*

Recognized Agencies Will Receive 15% Discount!

Political & Transient Advertising Payable In Advance!

Contract Length Maximum One Year!

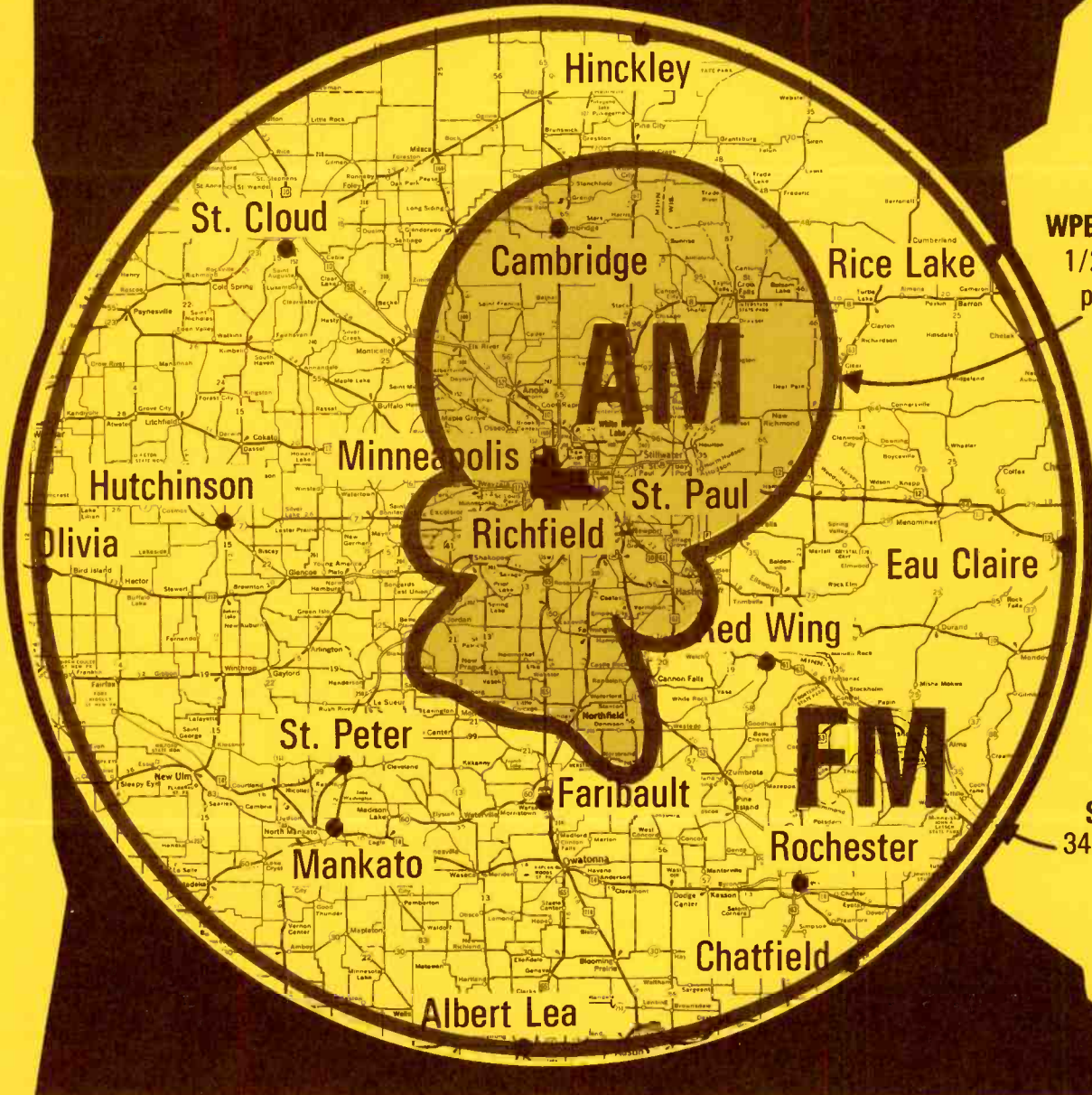


WPBC RADIO

Covering over 2,000,000 People
2/3rds of the Population

IN

MINNESOTA!!!



WPBC AM
1/2 millivolt
primary coverage

WPBC FM
Stereo
34 dbu coverage

WPBC AM and FM STEREO

AM ADULT RADIO

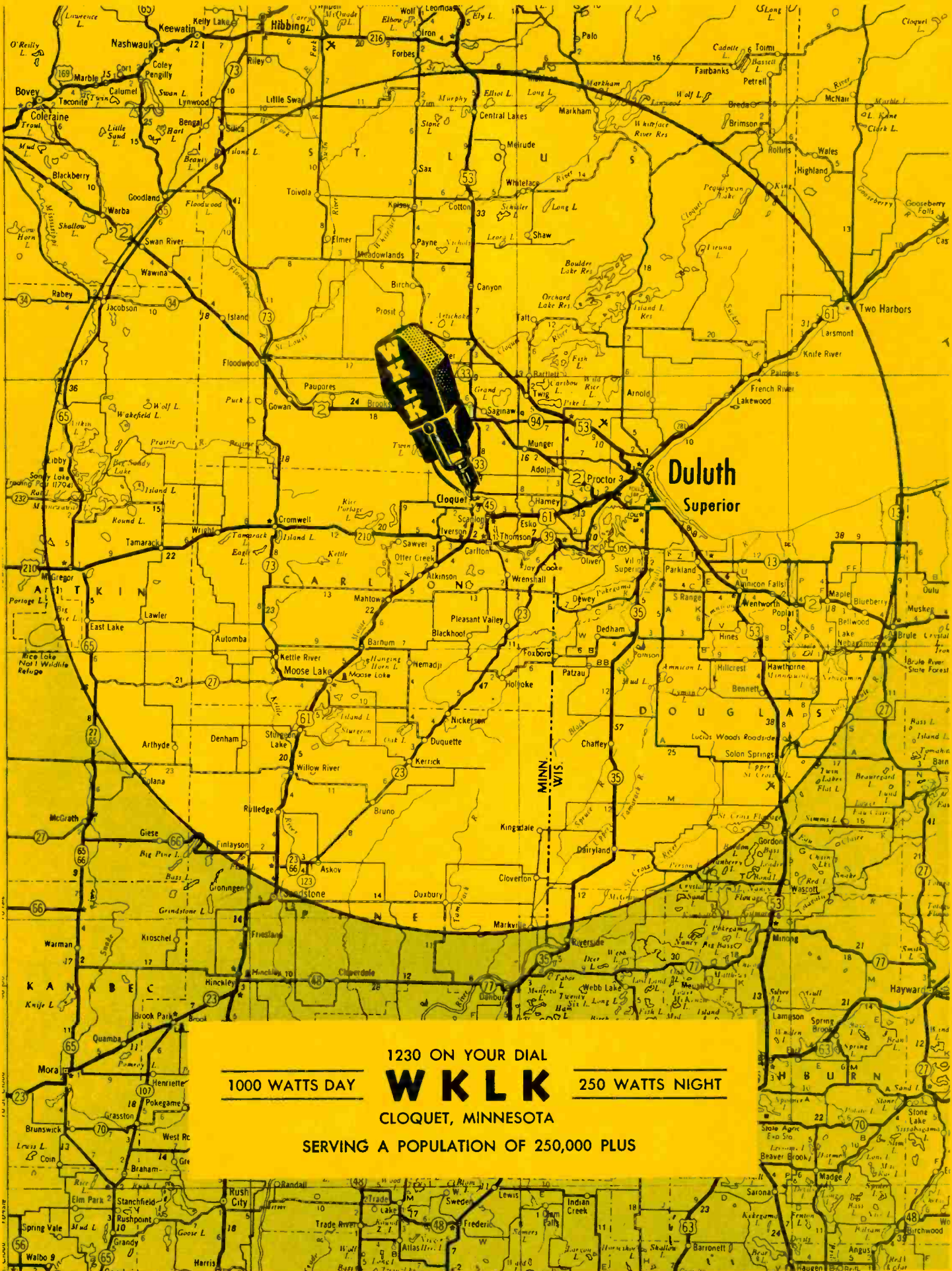
5,000 WATTS
DAY and NIGHT
980 Kilocycles
Daytime Contours

FM ADULT RADIO

100,000 WATTS
DAY and NIGHT
101.3 Megacycles
True Multiplex Stereo

EXECUTIVE OFFICES

RICHFIELD TOWN HOUSE
6425 Nicollet Avenue
Minneapolis, Minn. 55423
Phone: 869-7503



Duluth
Superior

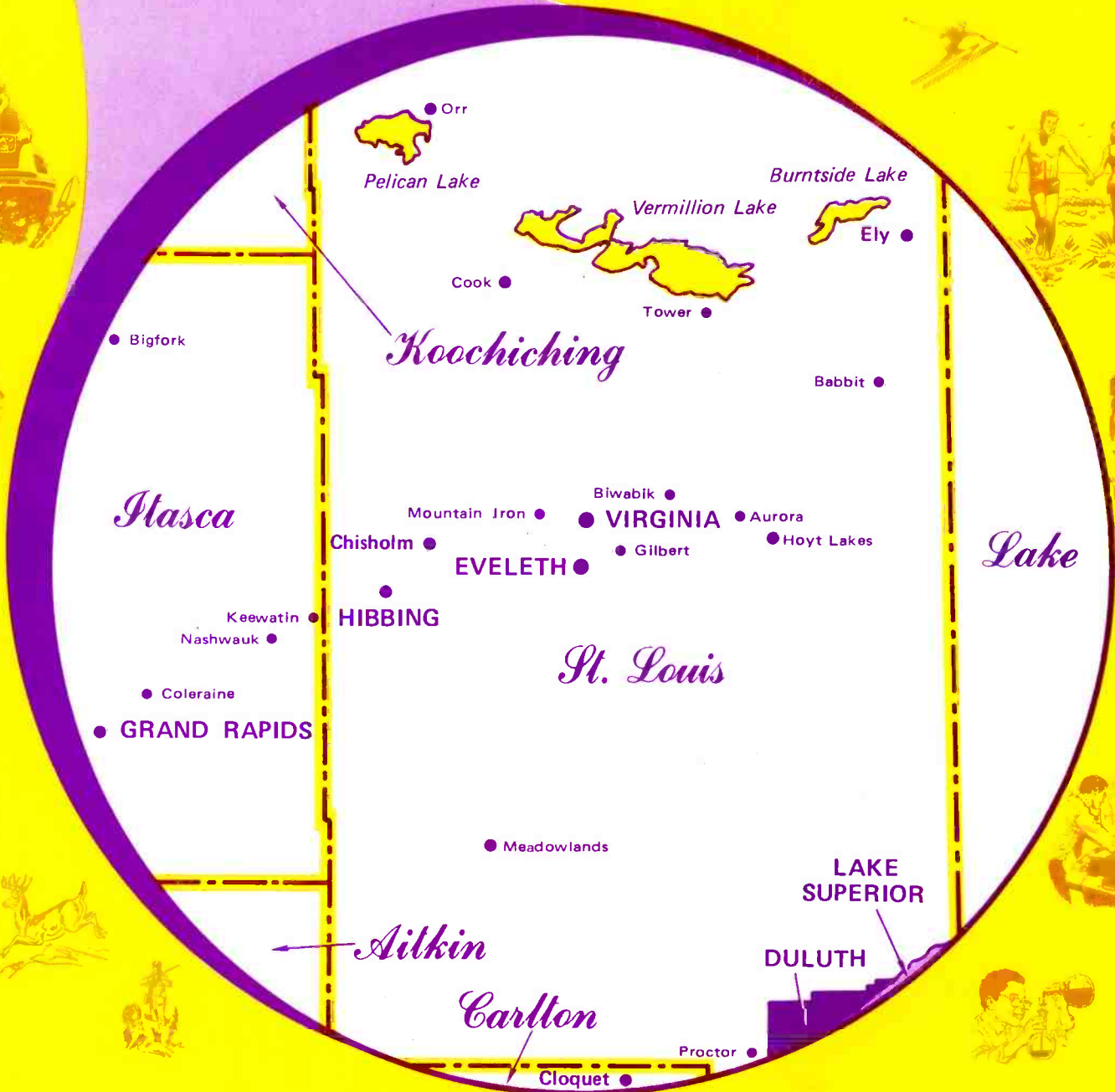
1230 ON YOUR DIAL
1000 WATTS DAY **W K L K** 250 WATTS NIGHT
CLOQUET, MINNESOTA
SERVING A POPULATION OF 250,000 PLUS

*The Home of the U.S. Hockey Hall of Fame
In the World Famous Mesabi Iron Range*

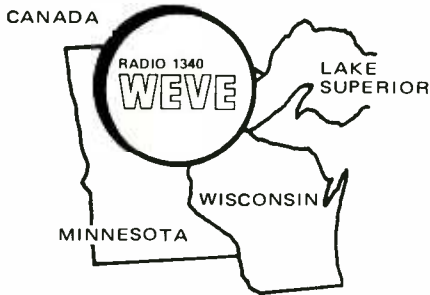


RADIO 1340
WEVE
EVELETH, MINNESOTA

Serving Eveleth—Virginia and the Entire Iron Range Area From Duluth to Canada with News, Sports, Community Participation and a Background of the Best Music since 1948.



It Only Takes ONE MEDIUM and WEVE RADIO is that ONE To Cover and Capture the Famous Mesabi Iron Range Area and It's High Income Diversified Mining, Industrial, Commercial and Recreational Market



The Home of the U.S. Hockey Hall of Fame In the World Famous Mesabi Iron Range

RADIO 1340
WEVE
EVELETH, MINNESOTA

Serving Eveleth—Virginia and the
Entire Iron Range Area From Duluth to
Canada with News, Sports, Community
Participation and a Background of the
Best Music since 1948.

AM 1340 KHz 1000 Watts daytime 250 night
Sign on 6 A.M. Off 11:00 P.M.

OWNED AND OPERATED BY
MESABI COMMUNICATIONS SYSTEMS, INC.

Box 650
Eveleth, Minnesota 55734

Carl Bloomquist, President
Ray E. Kent, General Manager

MARKET FACTS

MARKET AREA



TOTAL RETAIL SALES	\$438,967,000
Lumber, Bldg. Matl. Hardware, Impl'ts.	42,849,000
General Merchandise	60,175,000
Food Stores	144,105,000
Automotive Dealers	74,568,000
Gas Service Stations	34,306,000
Apparel & Accessories	18,486,000
Furniture & Home Furnishings	10,895,000
Electrical Appliances	8,419,000
Eating & Drinking	31,750,000
Drug & Proprietary	14,078,000
Other Retail Stores	40,175,000
Non-Store Retailers	19,335,000



POPULATION	214,111
HOUSEHOLDS	64,882

All figures are from the U.S. Census and are updated and delineated
by ED FELKER & ASSOCIATES, P.O. BOX 502, WILLOW GROVE,
PA. 19090 (215) 657-2455 12/15/72

PROGRAMMING

Variety of music throughout morning. Leaning to country/western.
Afternoon programming consists of 2 hours of c/w followed by an
hour of polka and old time waltzes.
Early evening . . . contemporary followed by easy-listening,
winding up the day with music programmed for the NOW
Generation.

COMPLETE LOCAL NEWS COVERAGE

Associated Press provides Minnesota, regional and national coverage.
World news and national news on the half hour by Mutual
Broadcasting System.
Special features provided by MBS.
Local and regional news on the hour with extended news at
7:00 A.M., 8:00 A.M., 12:00 P.M., and 5:00 P.M.
Chet Huntley, Jack Anderson and other commentary features.
Complete weather coverage.

SPORTS

Five sportscasts every day consisting of national and local sports,
with up to the minute local sports scores.
Local football, basketball, hockey, golf, curling bonspiel coverage.
University of Minnesota and Notre Dame football coverage.

MEMBERSHIPS

National Association of Broadcasters
Subscriber to NAB Code of Good Practice
Radio Advertising Bureau
Eveleth Retail Association
Eveleth Civic Association
Minnesota Broadcasters Assn.
Virginia Chamber of Commerce

KXRA

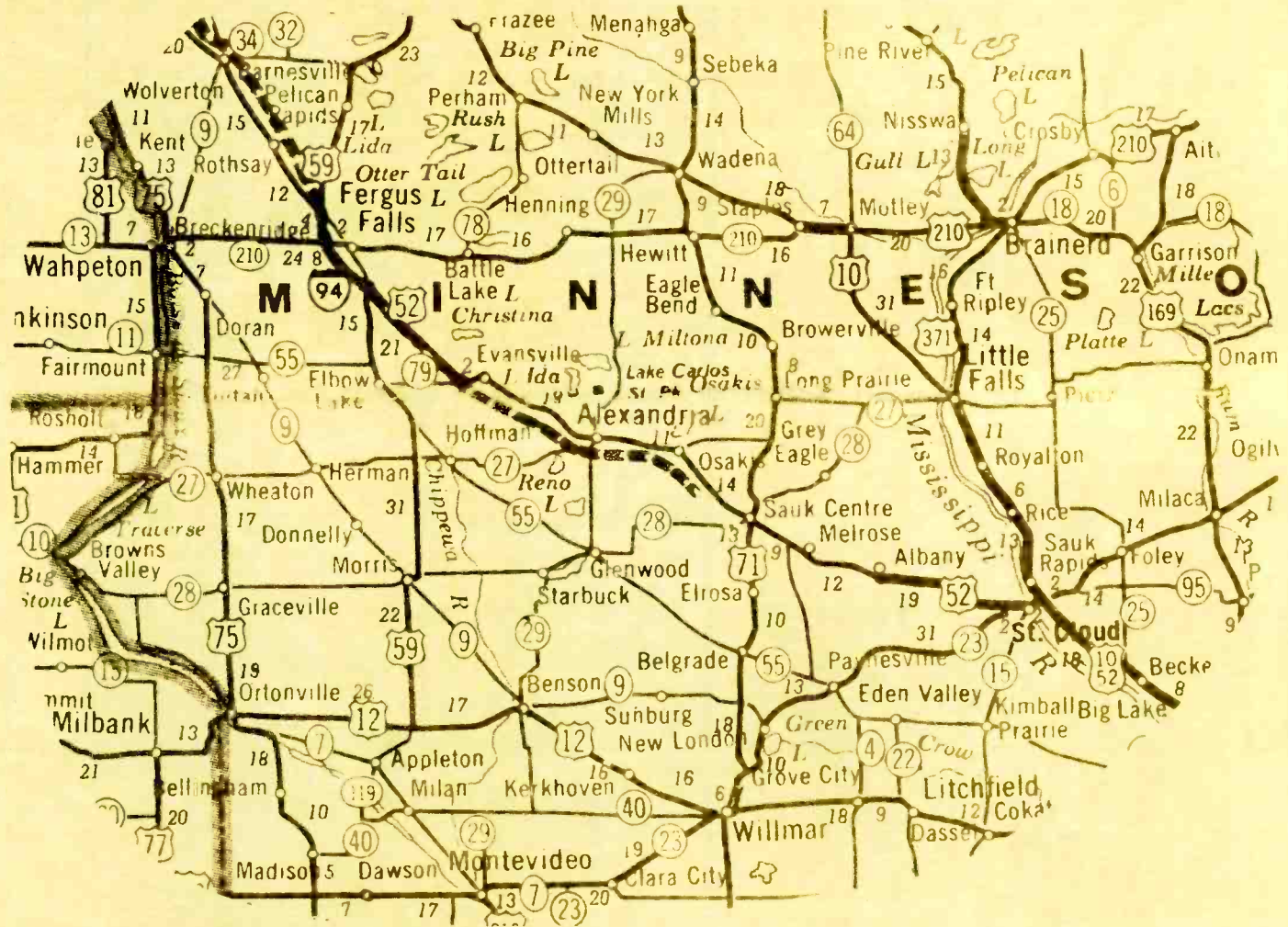
ALEXANDRIA

1490 K.C.

ABC AFFILIATION

1000 WATTS — DAYTIME

250 WATTS — NIGHTTIME



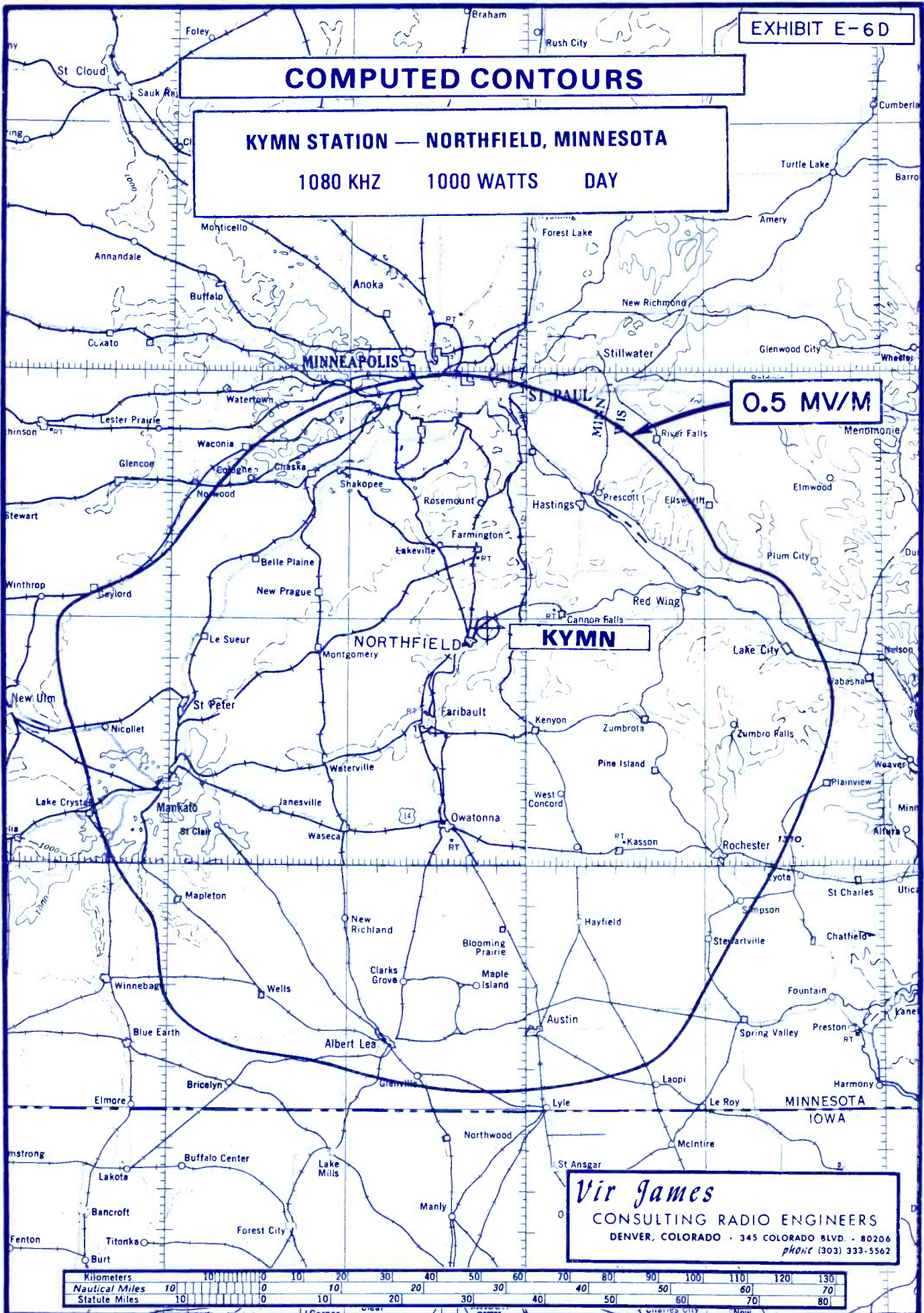
"ON THE RIGHT SIDE OF YOUR DIAL"

COMPUTED CONTOURS

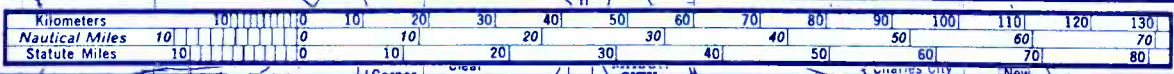
KYMN STATION — NORTHFIELD, MINNESOTA
1080 KHZ 1000 WATTS DAY

0.5 MV/M

KYMN



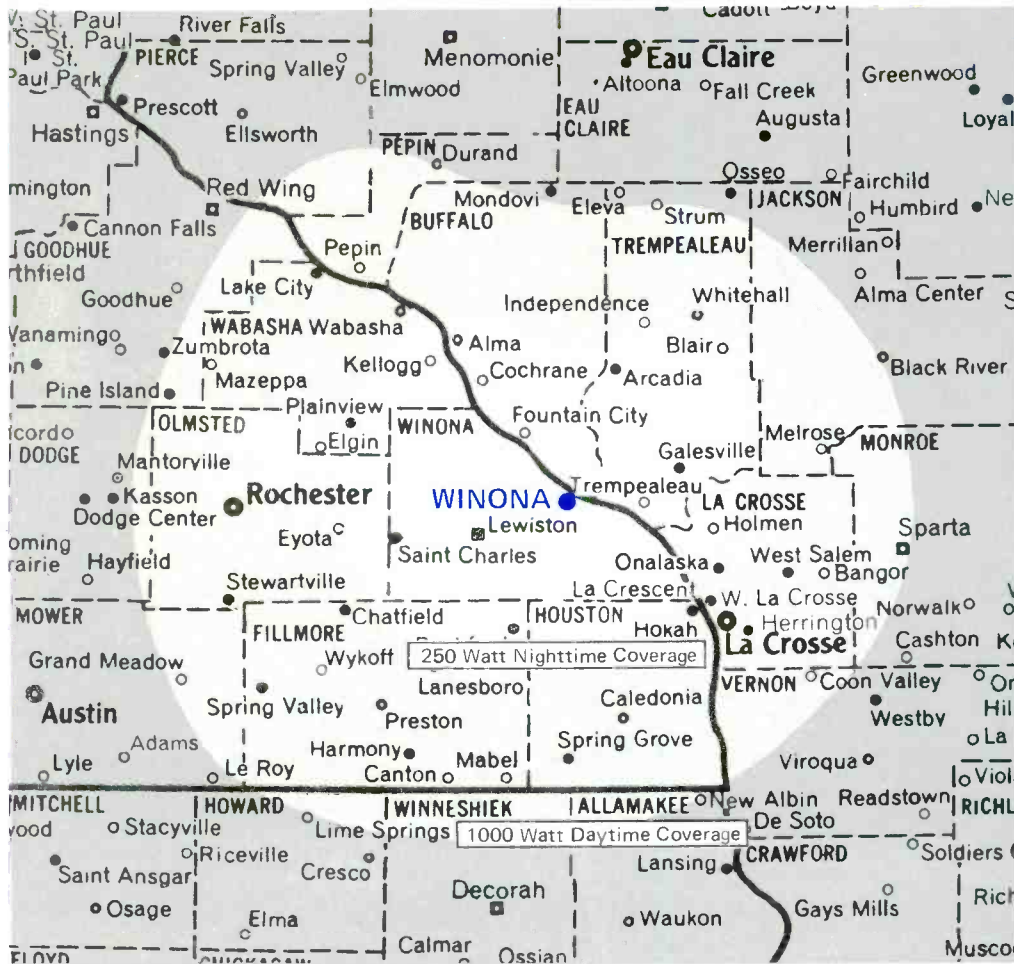
Vir James
CONSULTING RADIO ENGINEERS
 DENVER, COLORADO - 345 COLORADO BLVD. - 80206
 phone (303) 333-5562





Winona Area's **NUMBER ONE** Advertising Buy!

Winona, Minnesota



Map Copyright by Rand McNally & Co.

KWNO
WINONA, MINNESOTA
(Studios also in Arcadia, Wisconsin)

Since 1938, **NUMBER ONE** in the Winona Area . . . preferred by listeners and advertisers in the prosperous Hiawatha Valley of Southeastern Minnesota and Western Wisconsin.

The Winona Area's **only full-time AM radio station** . . . and the Winona Area's **only network station** . . . an affiliate of the **American Information Radio Network**.

- News — Weather
- Play-by-Play Sports
- Contemporary Easy-Listening Music
- Farm and Special Events
- 1230 KC on the AM dial
- 1000 Watts Daytime—250 Watts Nighttime



RADIO ADVERTISING PAYS, USE . . .



KWNO, Incorporated
216 Center Street
Winona, Minnesota 55987
(507) 452-4722



AUDIENCE

Population	
Homes	
with radio	
Automobiles	
with radio	

MARKET

Spendable Income	
Total Retail Sales	
Food Sales	
Drug Sales	
Gen. Mdse. Sales	
Apparel Sales	
Home Furn. Sales	
Automotive Sales	
Service Station Sales	

FARM MARKET

Farm Population	
Gross Farm Income	

**1000 Watt Daytime
Cover Area**

Population	403,000
Homes	120,010
with radio	117,610
Automobiles	173,310
with radio	155,980

**250 Watt Nighttime
Cover Area**

Population	81,800
Homes	24,560
with radio	24,070
Automobiles	33,780
with radio	30,400

\$ 1,124,956,000
699,556,000
128,067,000
22,691,000
98,268,000
32,029,000
28,657,000
106,214,000
61,391,000

\$ 206,599,000
129,471,000
22,774,000
3,546,000
11,996,000
5,155,000
3,333,000
20,434,000
11,291,000

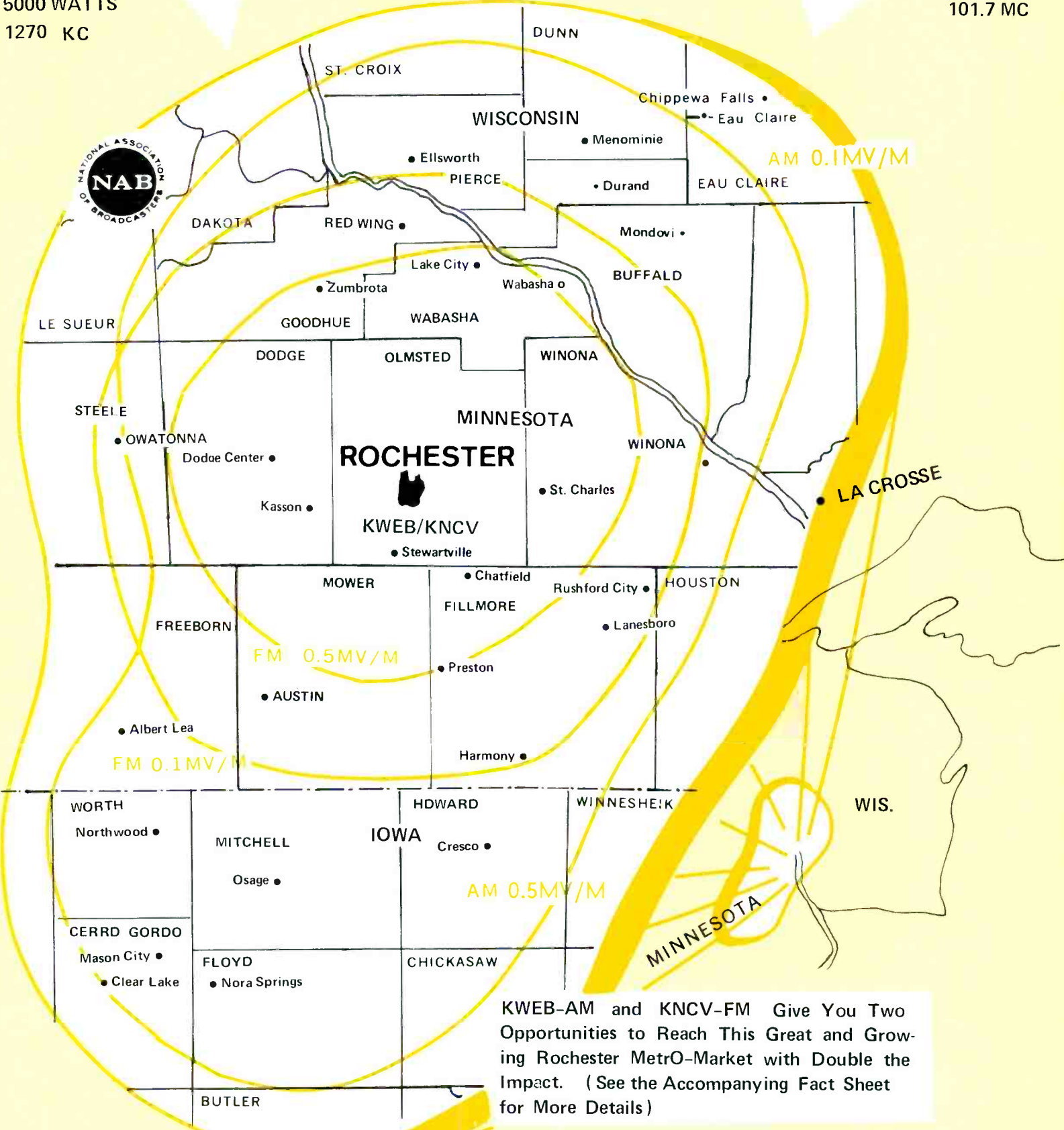
Data from 1970 Census, U.S. Dept. of Commerce, U.S. Dept. of Agriculture. SRDS Consumer Market Data January, 1971. Compiled and Printed by Natl. Research Bureau, Inc., Chicago, Ill., Burlington, Iowa © 1972

Double the Impact—Double the Results

KWEB—KNCV

5000 WATTS
1270 KC

101.7 MC



KWEB-AM and KNCV-FM Give You Two Opportunities to Reach This Great and Growing Rochester Metro-Market with Double the Impact. (See the Accompanying Fact Sheet for More Details)



MUTUAL

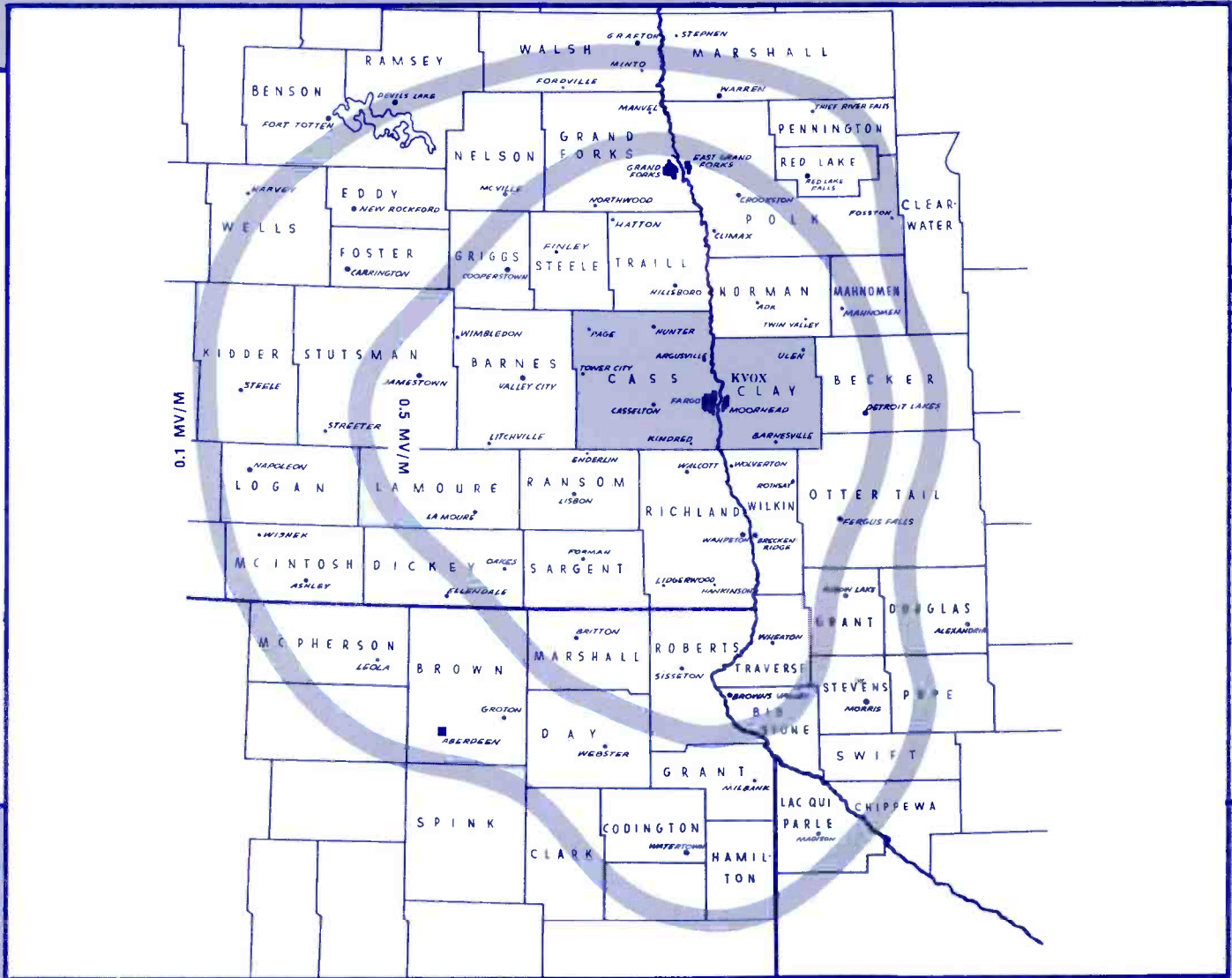
KVOX



MUTUAL

1280 KC - MOORHEAD, MINNESOTA

SERVING FARGO - MOORHEAD FOR OVER 30 YEARS



the Voice of the Rich Red River Valley

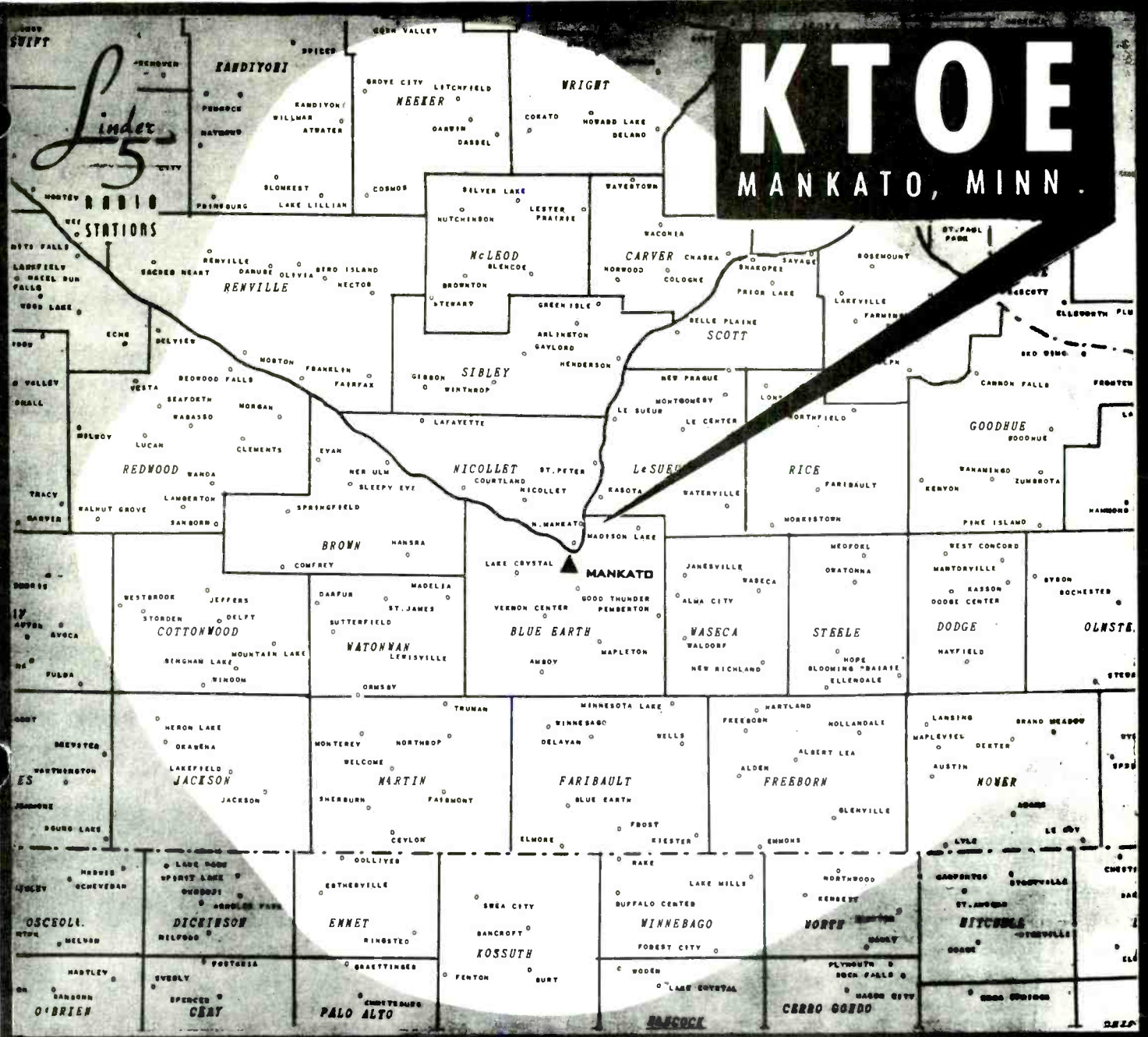
Market Data For Primary Coverage 0.5 MV/W

Population—294,200
 Households—83,601
 Total Retail Sales—415,471,000
 Food—68,135,000
 Drugs—10,638,000
 General Merchandise—34,210,000
 Apparel—20,663,000

Furniture—9,745,800
 Automotive—83,534,000
 Filling Stations—35,358,000
 Passenger Cars—94,650,000
 Farm Income—354,785,000
 Average Spendable Income
 Per Household—5,826

KTOE

MANKATO, MINN.



5,000 WATTS
night & day

Regional
POWER
Local
PRESTIGE

HOME TOWN RADIO SERVICE TO
750,000 People
IN OUR .5mv/m PRIMARY AREA-
200,000 HOMES...

KTOE leads in listenership in this half-billion dollar farm market. Our varied program schedule gives top priority to thorough coverage of Regional News, Play by Play Sports and local affairs

45,000 Rural Families
155,000 Urban Families

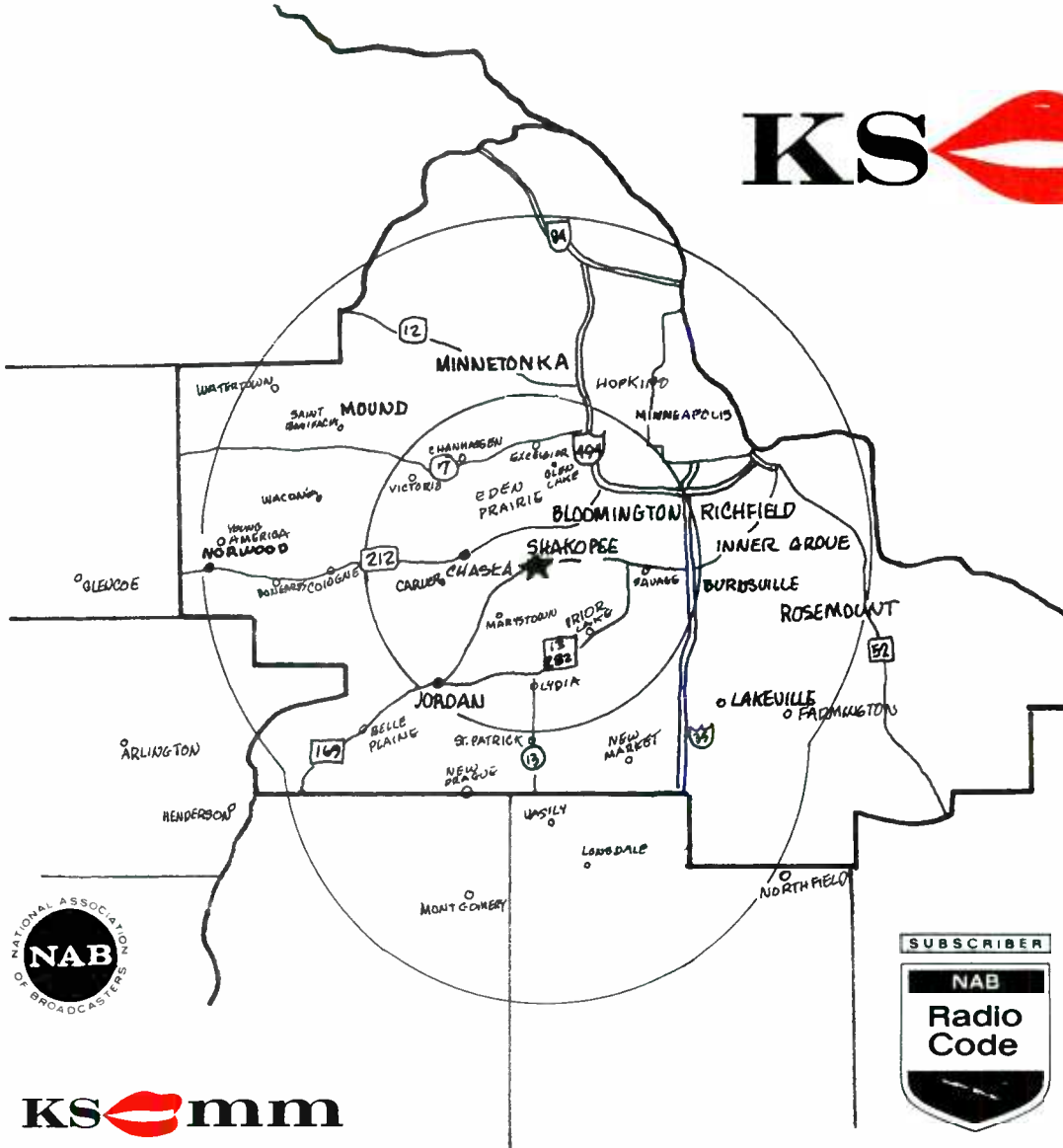
Donald O. Linder, Gen. Mgr. Harry W. Linder, Pres.

RADIO STATION KTOE, MANKATO, MINNESOTA

"SERVING THE MINNESOTA VALLEY AREA" . . .



1530 RADIO
Shakopee, Minnesota



KSMM has been on the air since October of 1963 on a frequency of 1530 with 500 watts, daytime.

KSMM's signal area covers the fastest growing area in the Metropolitan development. Recent market data information shows a monumental growth pattern, considerable increase in per capita income and substantial gains in retail sales.

KSMM provides listening for an audience of all ages. Music leans toward the adult listening audience with the modern trend included in our programming.

KSMM's service to our listeners is LOCAL NEWS and SPORTS. Our coverage provides the latest up to the minute NEWS OF YOUR COMMUNITY, including public service announcements for churches, clubs and civic organizations. KSMM covers LOCAL sporting events. KSMM's theme is music, news and sports. KSMM's first goal is LOCAL news and LOCAL sports. Our music format includes the old favorites, today's hits, country and old time.

KSMM radio is owned by Progress Valley Broadcasters, a name derived from the progressive attitude of the growing Minnesota Valley area.

KSMM'S signal also covers the rich agricultural area of Carver and Scott County bringing the latest livestock and farm news information to our farm friends, and providing another important link to the businesses of this area.

When you go with KSMM, you go with LOCAL radio, serving your kind of people.



Shakopee, Minn.

- Local News
- Local Sports
- Adult Appeal Music
- Community Involvement
- Audience Promotions
- World News

1530 kc.
500 Watts

Progress Valley Broadcasters Co.

421 1st Ave.
Shakopee, Minn.

RAY FOSLID
General Manager



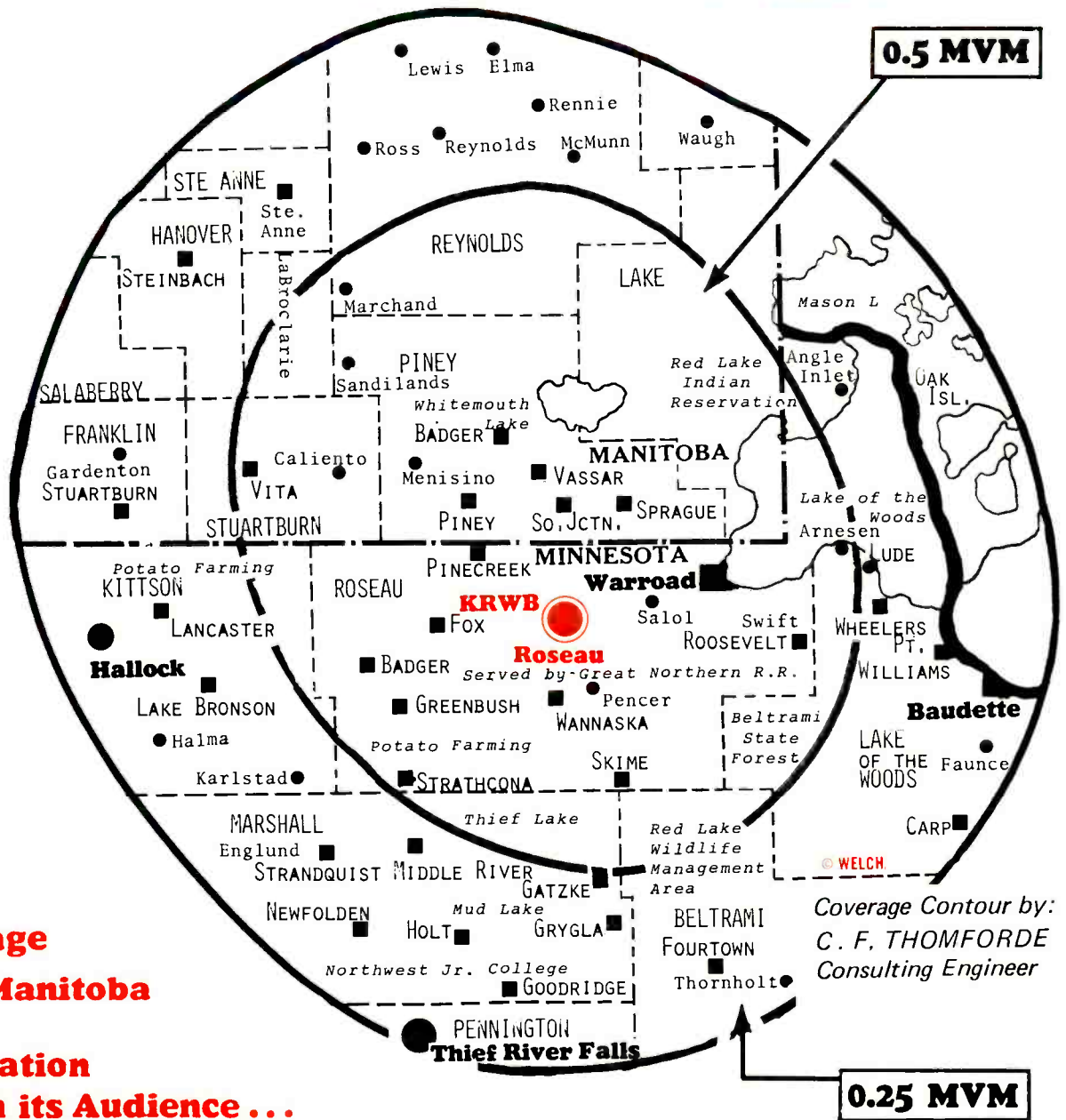
MARKET DATA:

	0.5 MVM Coverage
Population	304,700
Households	78,700
Spendable income per family (avg.)	\$10,865
Total Retail Sales	\$422,837,000
Food Stores	\$110,530,000
Drug Stores	\$ 15,898,000
General Merchandise	\$ 93,804,000
Furniture — Household Appliances	\$ 17,330,000
Automotive	\$ 39,472,000

SOURCE: Sales Management 1969 Survey of buying power

K R W B

"Voice of the Beautiful Northland"



Roseau, Minn.

**1410 kc
1000 Watts
Full Time**

**Regional Coverage
of Minnesota & Manitoba**

**A Good Music Station
in Tune with its Audience ...**

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population	22,600	73,400
Households	6,410	23,160
AM Radio Homes	6,280	22,090
Spendable Income ... \$	45,415,000	134,046,000
RETAIL SALES ... \$	29,844,000	93,670,000
Food Stores ... \$	5,491,000	18,943,000
Drug Stores ... \$	797,000	3,155,000
Dept. Stores ... \$	2,463,000	6,983,000
Apparel Shops ... \$	1,632,000	3,891,000
Homefurnishings ... \$	682,000	2,970,000
Auto Sales ... \$	3,598,000	15,843,000
Service Stations ... \$	2,865,000	7,064,000
Auto Ownership	10,800	28,930
Farm Population	11,200	30,400
Farm Income ... \$	38,843,000	87,163,000

SOURCE: SRDS Consumer Data 1968.

**"Voice of the
Beautiful Northland"**

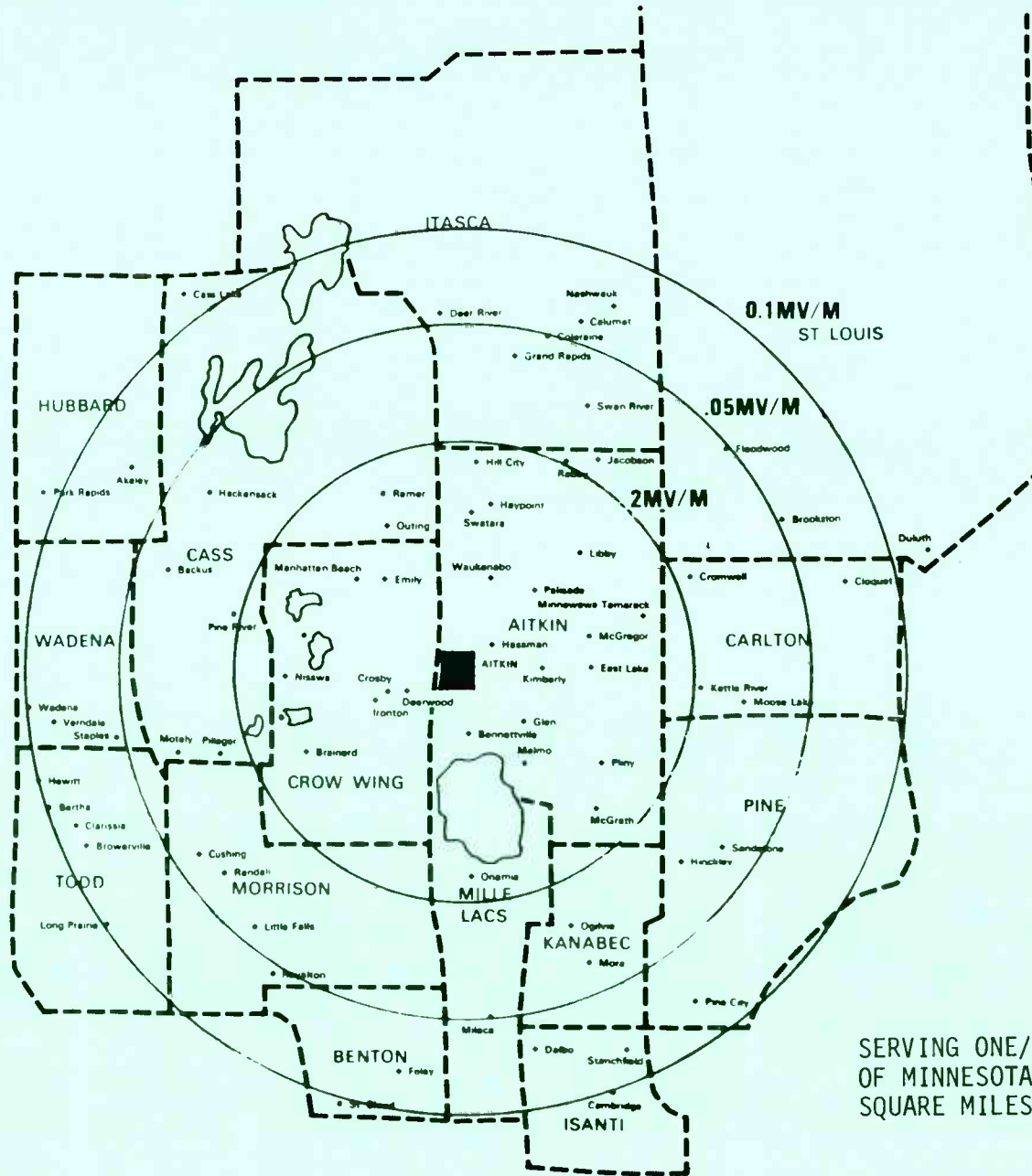
KRWB RADIO covers Lake-of-the-Woods and its 14,000 islands in the U.S.A. and Canada.

ROSEAU is the home of one of the nation's larger sno-cat manufacturers and Roseau County is noted for its famous Kentucky bluegrass ... and its foundation potato seeds.

KRWB RADIO covers Northwestern Minnesota and Southeastern Manitoba ... where hunting, hockey, fishing and sno-cattng are the four "Kings of Year-Round Vacationland."

KRWB RADIO
Postal Box 130 - Phone (218) 463-1410
Roseau, Minnesota
56751

Here Is Regional Radio Impact!



930 RADIO

BOX 930 / AITKIN, MINNESOTA 56431
PHONE (218) 927-2344

SERVING ONE/FIFTH OF THE STATE
OF MINNESOTA - OVER 15000
SQUARE MILES - AND 15 COUNTIES!

Dave,
We just put an
FM stereo station on the
air Jan. 5th, but won't have
coverage maps for a few months.
check with us this summer!!
Thanks for writing!

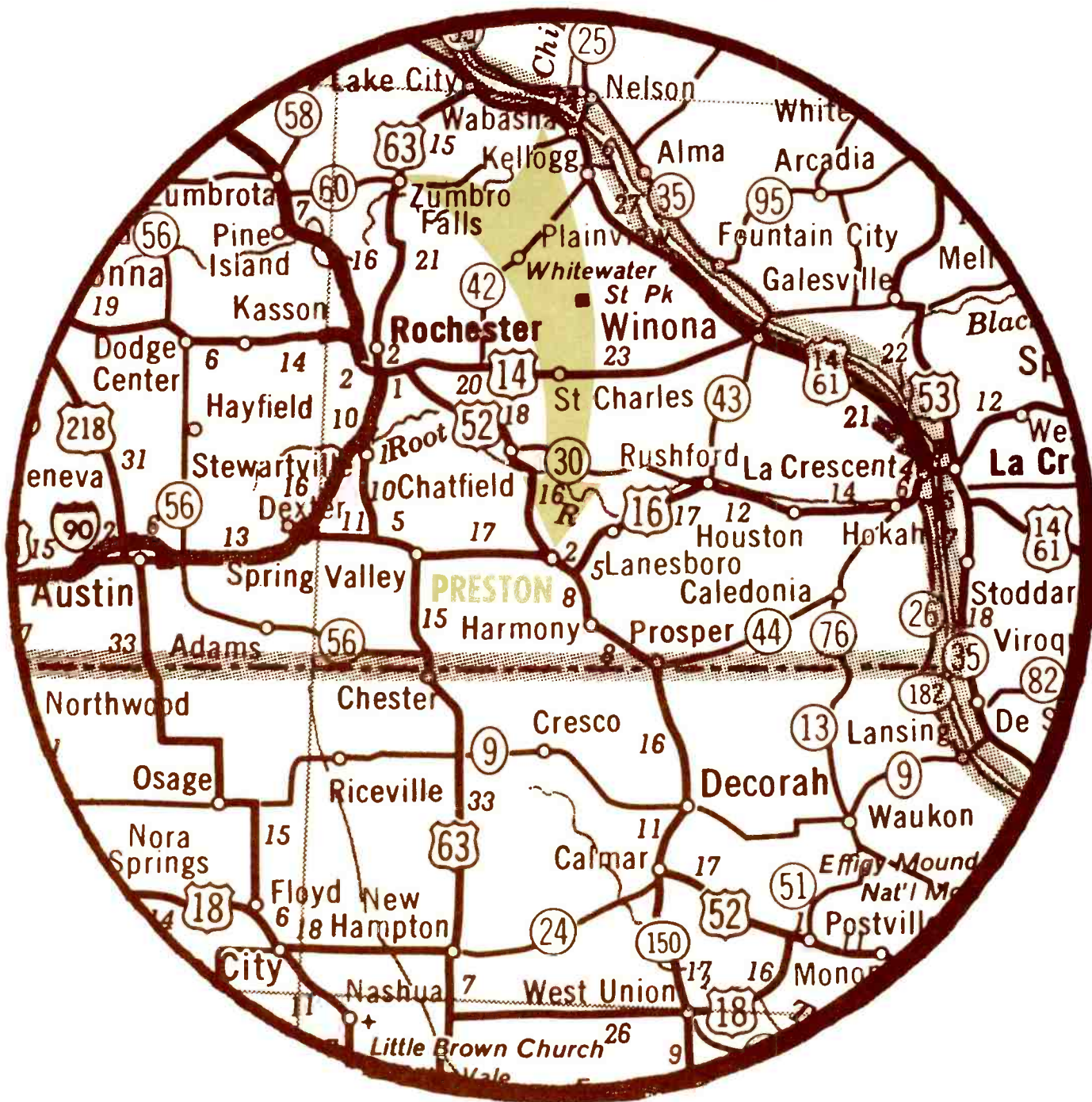
Tom Lang

Program Director
KKIN - KEZ2 FM

K F I L



COVERAGE MAP



BIG SOUTHERN MINNESOTA
FARM BUY — **KFIL** 1060 RADIO

KFAM AM FM-STEREO

St. Cloud, Minn.
Serving Central Minnesota since 1938

MARKET POTENTIAL Tri-County Area

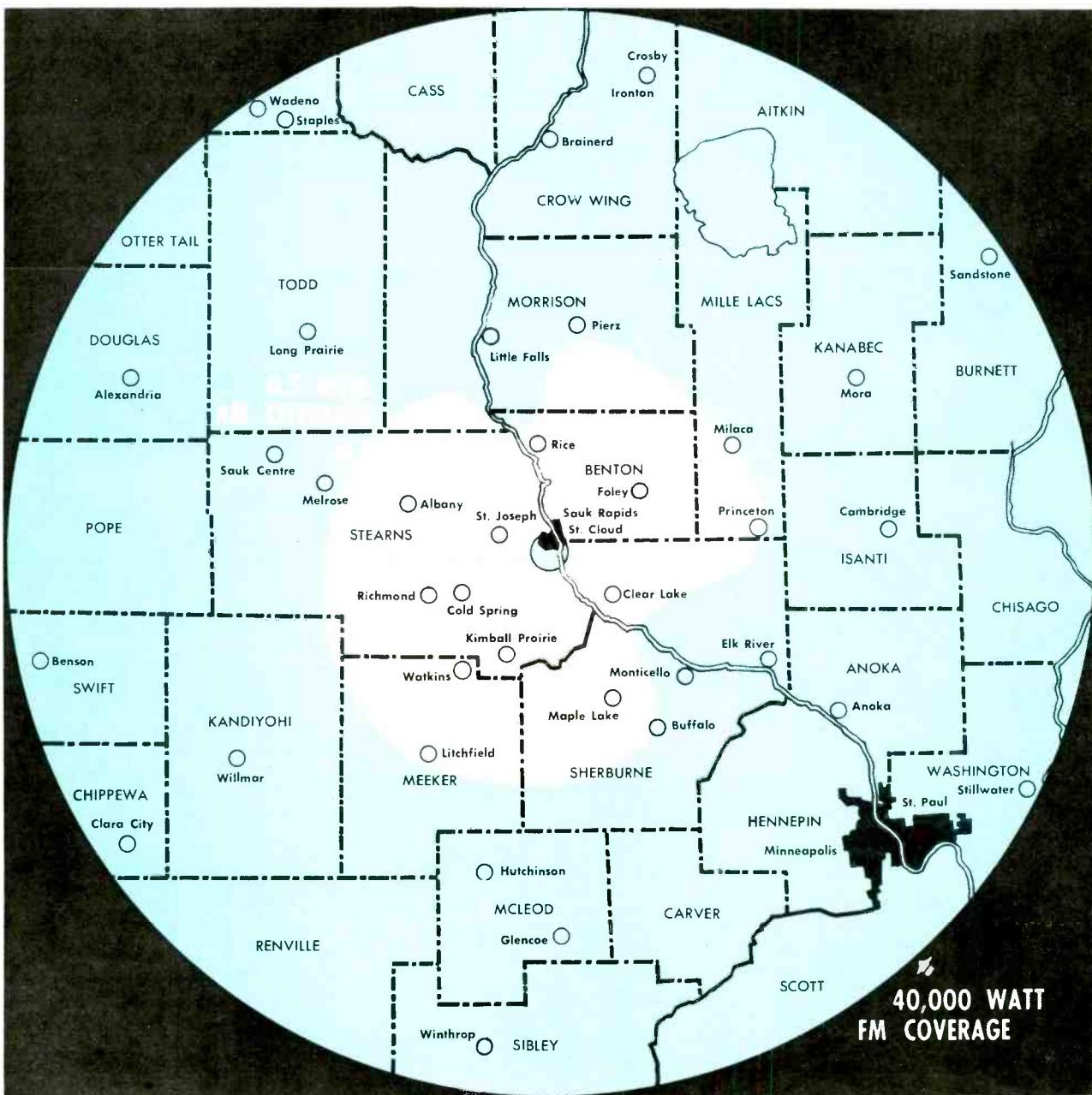


1970 DATA:

St. Cloud population	41,200
Metropolitan area population	60,000
Tri-County population	132,500
Tri-County Farm population	28,600

Tri-County Retail Sales	\$202,245,000
Tri-County Effective Buying Income	\$294,128,000
St. Cloud Effective Buying Income	\$110,360,000
St. Cloud Net Buying Inc. per household *1	\$9,196
St. Cloud Retail Sales per household *2	\$10,517 (10th in the nation)

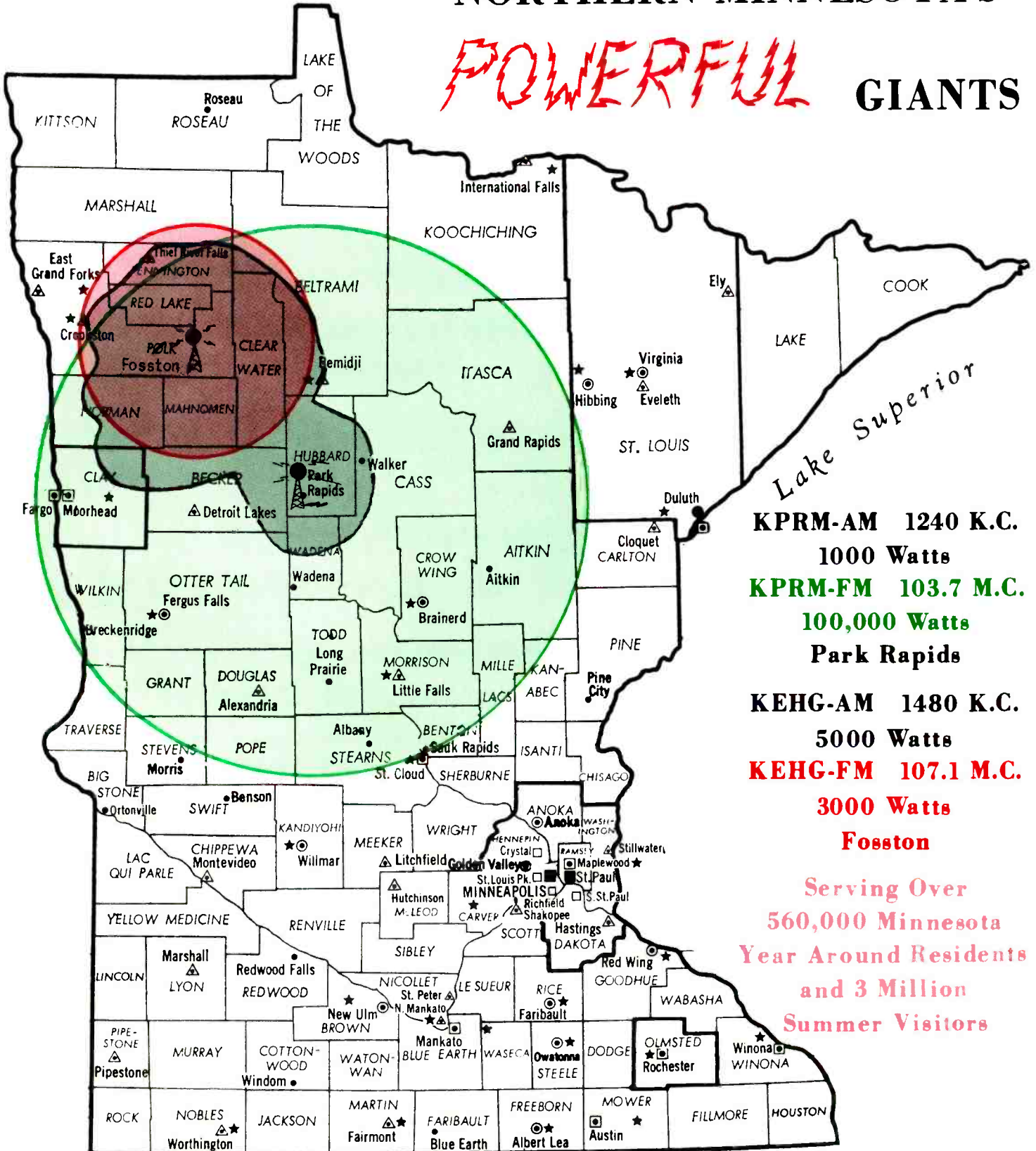
St. Cloud Retail Sales	Up 100.5%
1970	\$169,307,000
1958	\$ 84,410,000



*1 Source: Sales Management 1970 Survey of Buying Power 6-10-70
*2 Source: SRDS CM Data 1-1-70

KPRM & KEHG AM & FM NORTHERN MINNESOTA'S

POWERFUL GIANTS



KPRM-AM 1240 K.C.
1000 Watts

KPRM-FM 103.7 M.C.
100,000 Watts
Park Rapids

KEHG-AM 1480 K.C.
5000 Watts

KEHG-FM 107.1 M.C.
3000 Watts
Fosston

Serving Over
560,000 Minnesota
Year Around Residents
and 3 Million
Summer Visitors



Covering the **HEADWATERS**
of the mighty **MISSISSIPPI**
and Minnesota's
fabulous summer playground—
visited by **three million** tourists
every year.

Mr. Advertiser:

4 -MARKETS

4 -POPULAR STATIONS

4 -EFFECTIVE SALES TOOLS

4 -SURE WINNERS

But Only

ONE ORDER AND ONE BILL

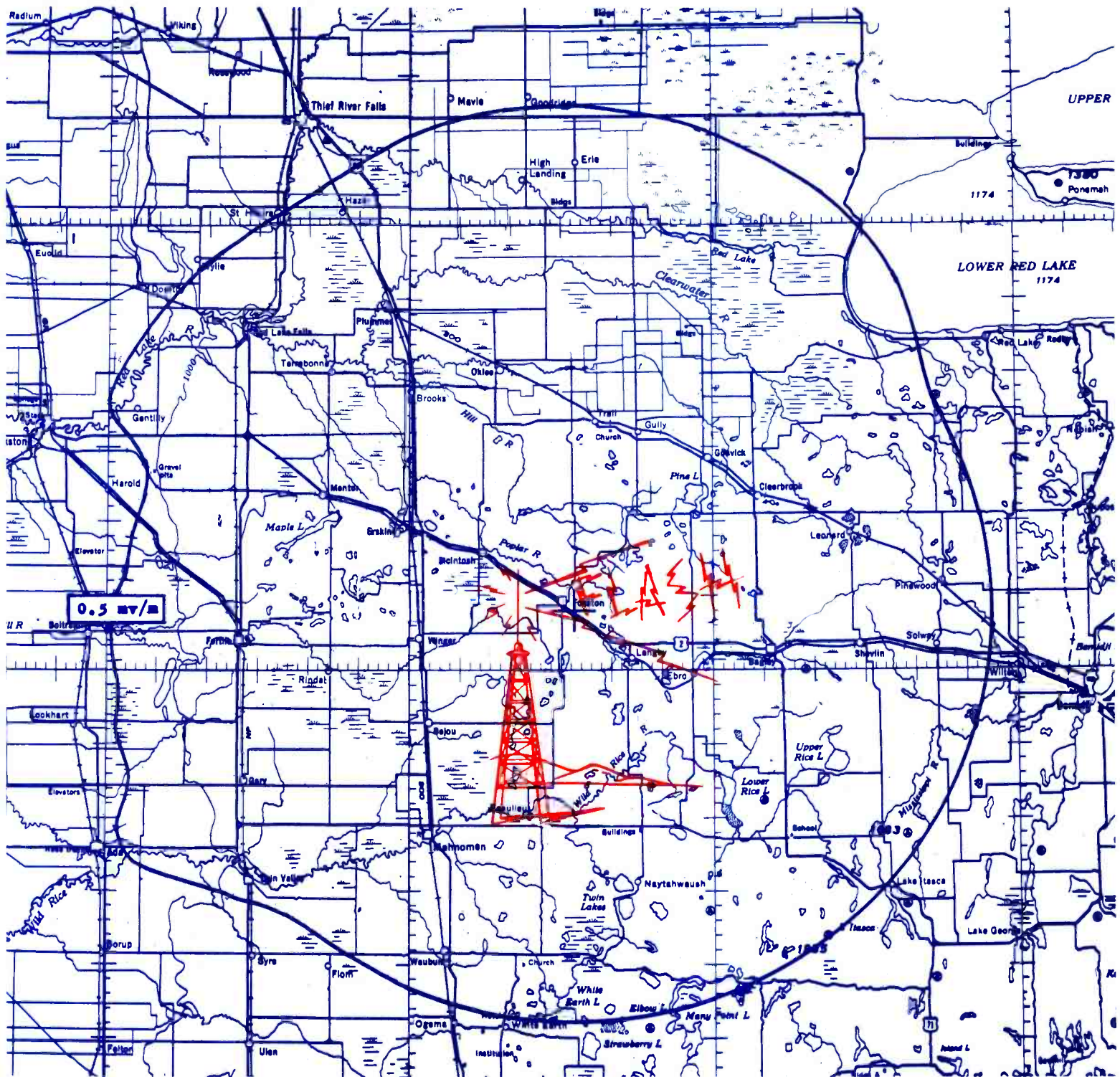
For Results—Not Promises

See or Call:

DeLaHUNT BROADCASTING

Box 49 • Park Rapids, Minnesota 56470

Phone 218 732-3306



Northern Minnesota's Powerful Giant
FOSTON, MINNESOTA

KEHG-1480

Phone: 435-2875



NOW... 5000 WATTS

MEET NORTHERN MINNESOTA'S

POWERFUL RADIO STATION

KEHG - 1480

Designed to serve all of Northern Minnesota with 5000 watts of power.

SOME IMPORTANT POINTS ABOUT KEHG ADVERTISING

KEHG is everywhere in Northern Minnesota

No other station is listened to more in Northern Minnesota.

Saturation absolute

No other advertising medium reaches the percentage of Northern Minnesota homes as does KEHG Radio.

KEHG wherever you go

Today KEHG is listened to in homes plus more places than could be imagined.

In cars . . .

trucks
airplanes
stores
offices
boats
barns

On tractors . . .

bicycles
beaches
picnics
hikes

While milking . . .

walking
golfing
shaving
. . . you name it

KEHG is there.

SOME RADIO FACTS

Radio advertising is accepted and growing

As recently as 1945 there were only about 900 radio stations in the United States. Today the figure is rapidly approaching 7,000! The explanation is the ready acceptance of radio advertising by retailers due to radio's unique degree of effectiveness. Also, radio advertising is FLEXIBLE and may be speedily put on the air or have change of 'copy' to suit the needs of the advertiser on practically a moment's notice.

Radio listening serves listeners' needs

The big reason radio has grown so rapidly in spite of Television is that it serves LOCAL NEEDS more efficiently and consistently. In many communities, only the radio station is able to report funerals, local news and important notices on a day-to-day basis.

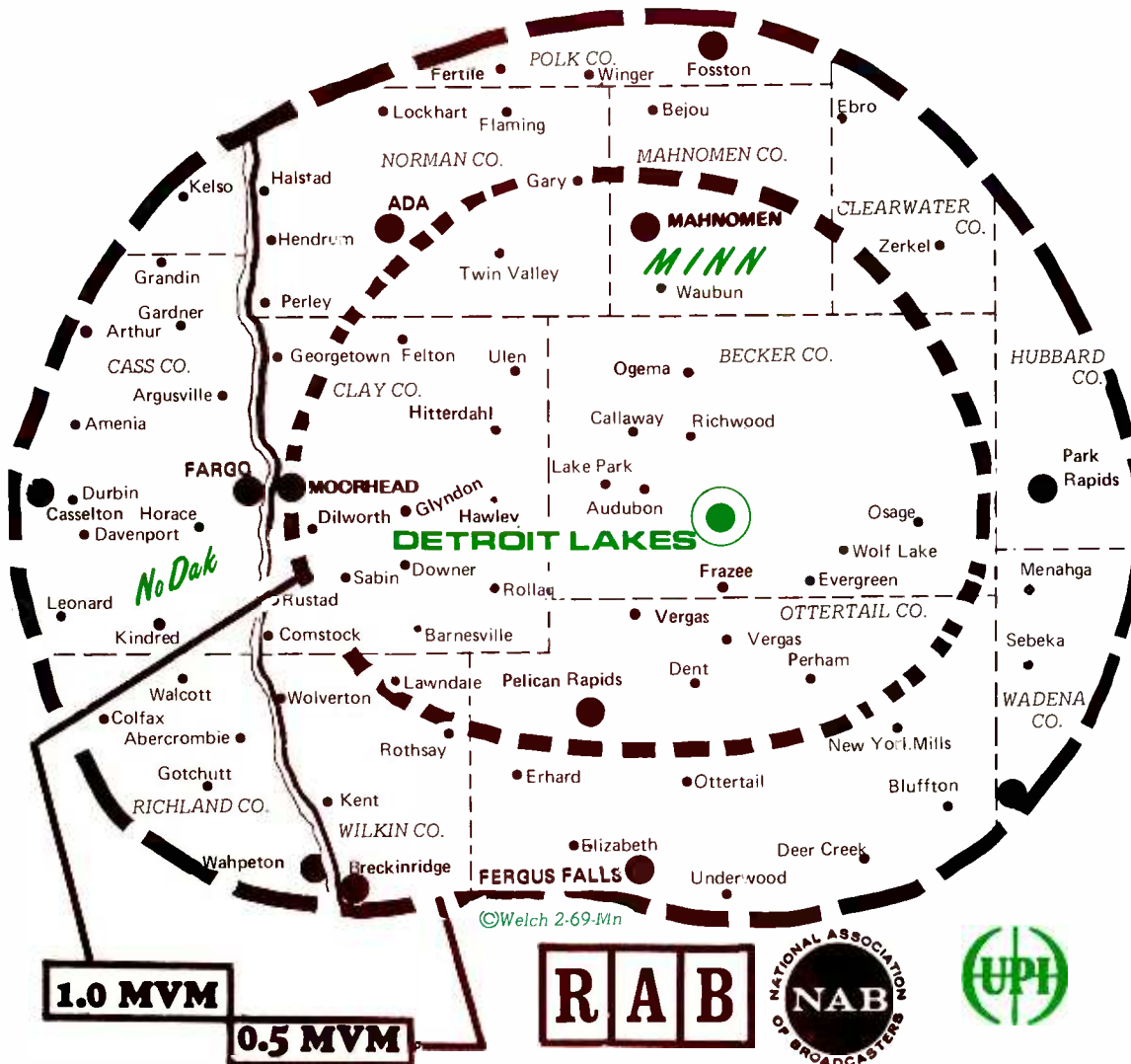
PLUS...KEHG listeners enjoy all other non-local services such as network, state, national and world news. Big-name musical entertainers, sports coverage, and markets are also available.

Even the press recognizes radio

Considering the heavy investment by newspaper interests in Radio and Television Stations in the U. S., one would logically assume the press people think rather highly of the air media. A conservative guess would give newspaper and magazine interests about 1/3 of the radio and TV stations in this country. Considering that hundreds of newspapers and magazines have gone out of existence while radio and TV have continued to grow in the last 15 years, it certainly looks like a wise investment.

SERVING THE RED RIVER VALLEY PLAYGROUND

A PROFILE OF DETROIT LAKES MINNESOTA



KDLM Radio serves a 14-community area in Northwestern Minnesota — just on the edge of the rich Red River Valley. More than 412 beautiful lakes in a 25-mile radius of our transmitter — account for an outstanding tourist trade and year-round recreation.

Area farming, responsible for more than half our economy, contributes to Minnesota's foremost turkey processing industry; a high-volume dry milk plant and other agriculture-related industries.

In summary — KDLM-Land serves the growing tourism industry while supplying the markets of America.

KDLM RADIO — established back in 1951 — serves this area — "in the Geographical Center of the North American Continent"

A Diversified Economy merits Variety in Programming!

KDLM RADIO provides well-diversified programming with complete local news coverage; farm features including grain and livestock market reports; a 24-hour UPI radio news service; weather reports every 20 minutes; sports news; and our music format is designed for young and mature adults.

KDLM Radio broadcasts over 250 games annually including Minnesota Vikings Football, Minnesota Twins Baseball, the Minnesota Gophers football - basketball games — and our area high school games.

Prepared & Copyrighted by:
ALLIED CREATIVE SERVICES

KDLM RADIO

Detroit Lakes, MINNESOTA

1340 KC

1000 WATTS

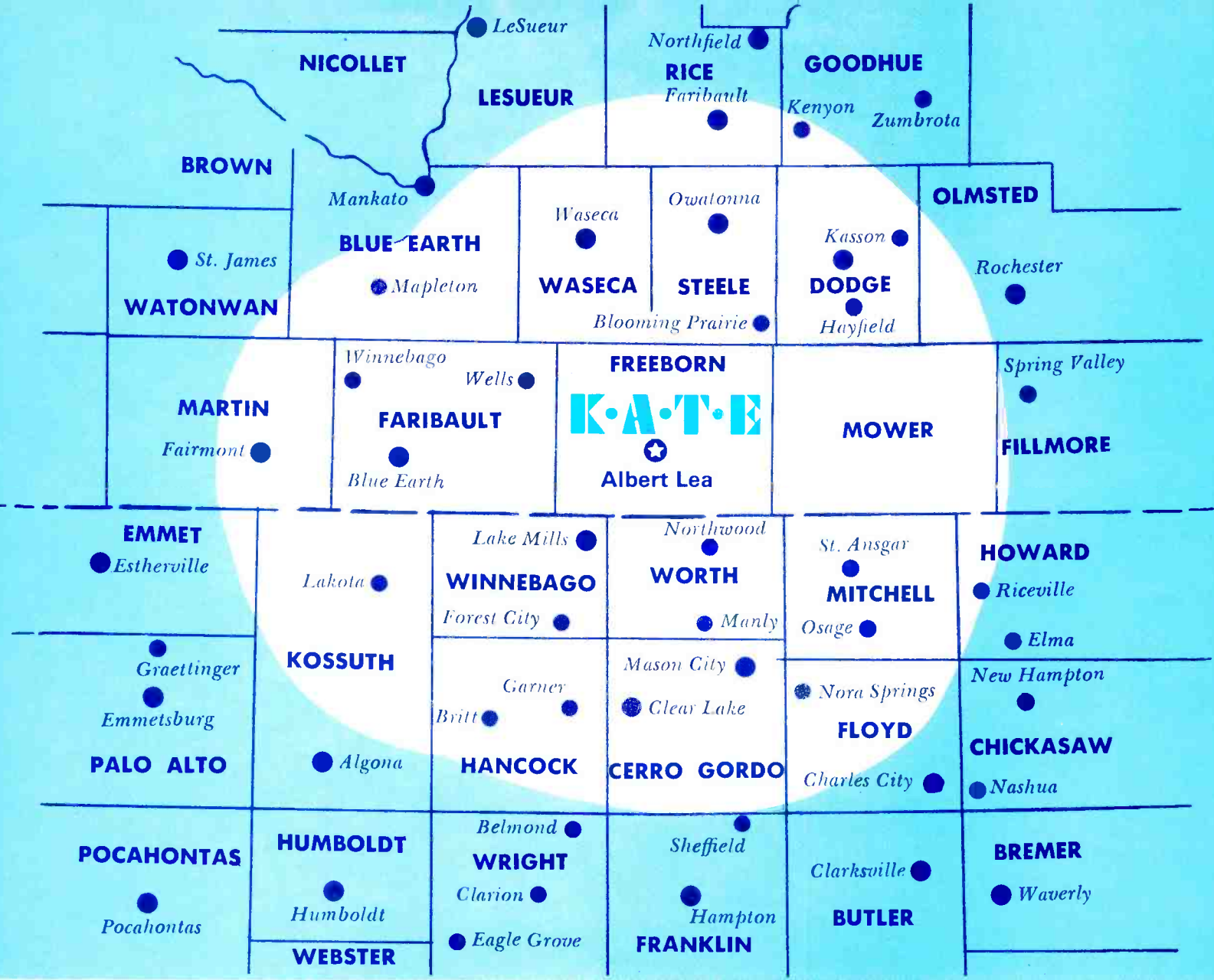
Detroit Lakes Broadcasting Corp
Alver G. Leighton, President
1340 Richwood Road
Phone 218-847-5624

Detroit Lakes, Minnesota 56501

We Provide our Advertisers PEPPER SOUND SERVICES

Market Data:	1.0 MVM Coverage	0.5 MVM Coverage
Population	98,370	297,360
Households	29,310	83,220
AM Radio Homes ..	28,080	82,720
Spendable Income . . \$	235,983,000	338,888,000
Total Retail Sales . . \$	144,883,000	279,252,000
Food Stores	\$ 39,220,000	77,839,000
Drug Stores	\$ 4,475,000	9,997,000
Department Stores . . \$	14,883,000	45,188,000
Apparel Stores	\$ 7,980,000	18,773,000
Homefurnishings . . . \$	6,881,000	15,994,000
Auto Sales	\$ 33,857,000	59,385,000
Service Stations . . . \$	10,068,000	29,296,000
Auto Ownership	41,005	98,750
Farm Population	39,855	98,970
Gross Farm Income . . \$	55,127,000	283,190,000

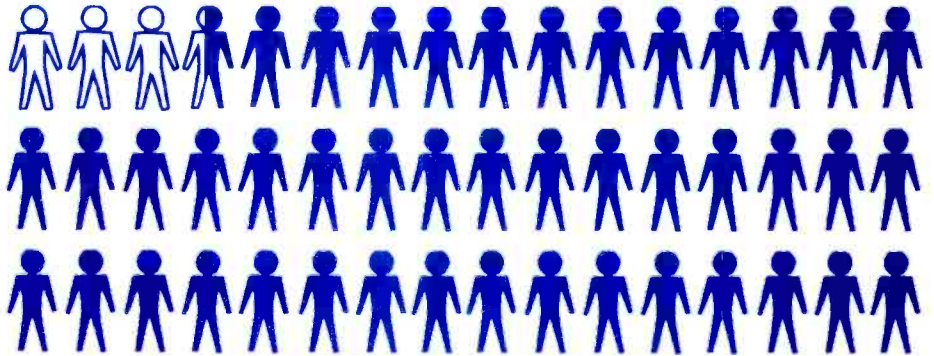
Source: SRDS Consumer Data 1969.©



White Area - .5 Millivolt Coverage

REACHING 93%* OF
FREEBORN COUNTY
EACH WEEK!

*1969 Mediastat; 1968 Pulse: 91%



NOTHING REACHES SO MANY
 SO OFTEN FOR SO LITTLE!

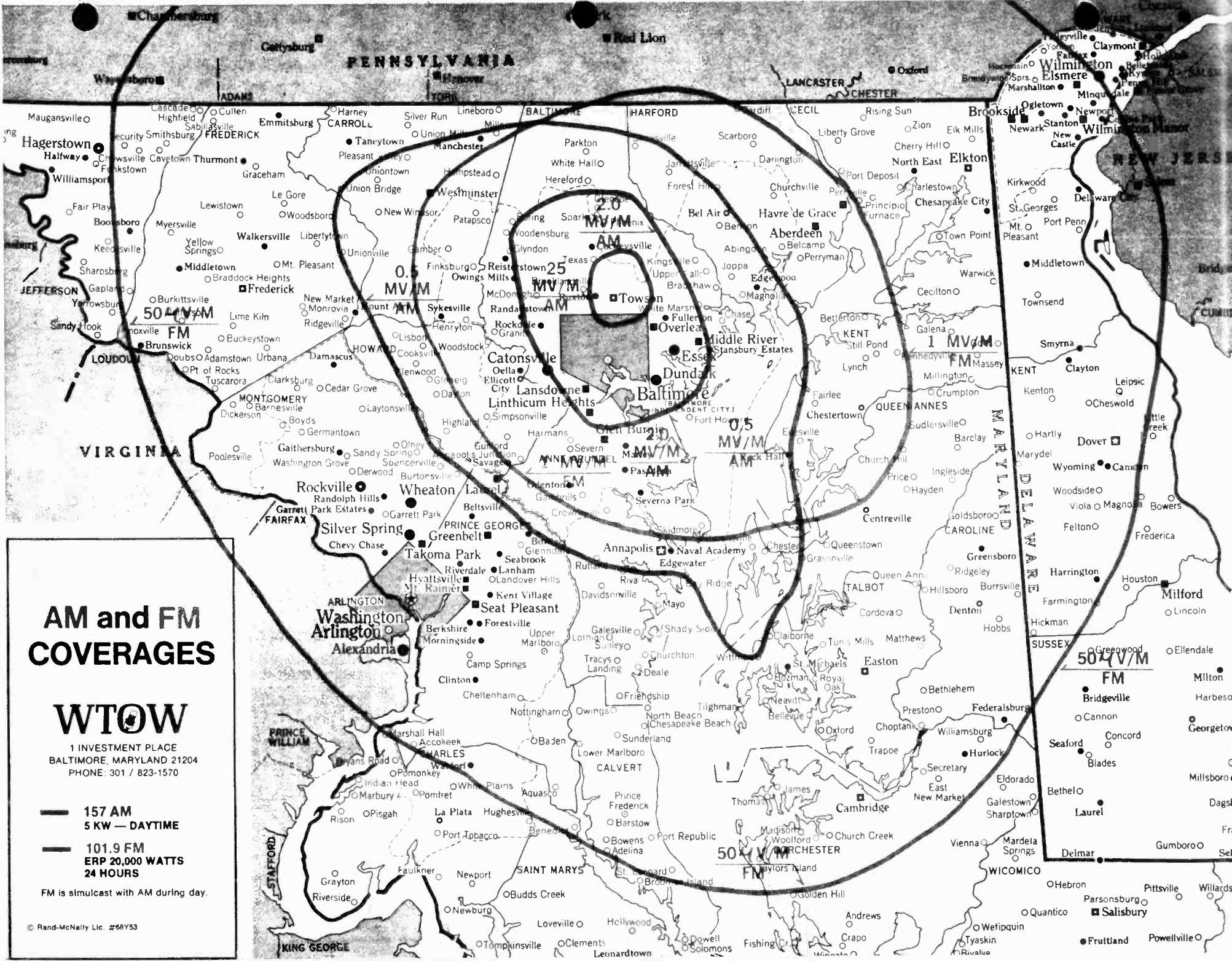


K.A.T.E. RADIO
 1450 on the dial



305 South First Avenue, Albert Lea, Minnesota 56007
 Division of Communications Properties, Inc.

telephone 507/373-2338



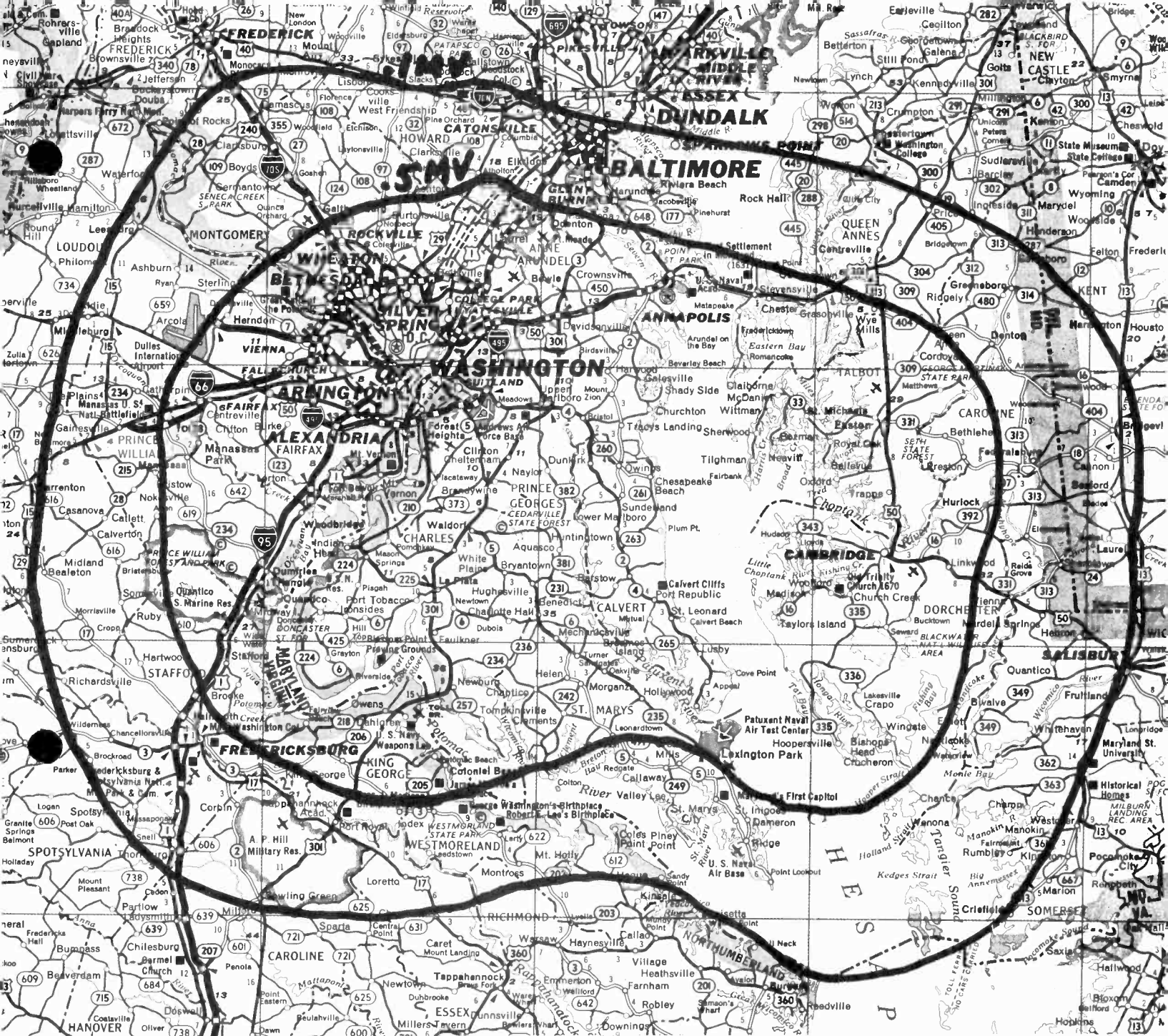
AM and FM COVERAGES

WTOW

1 INVESTMENT PLACE
BALTIMORE, MARYLAND 21204
PHONE: 301 / 823-1570

- 157 AM
5 KW — DAYTIME
- 101.9 FM
ERP 20,000 WATTS
24 HOURS

FM is simulcast with AM during day.



10,000 WATTS

The MOST POWERFUL

Independent in the
Washington, D.C. area

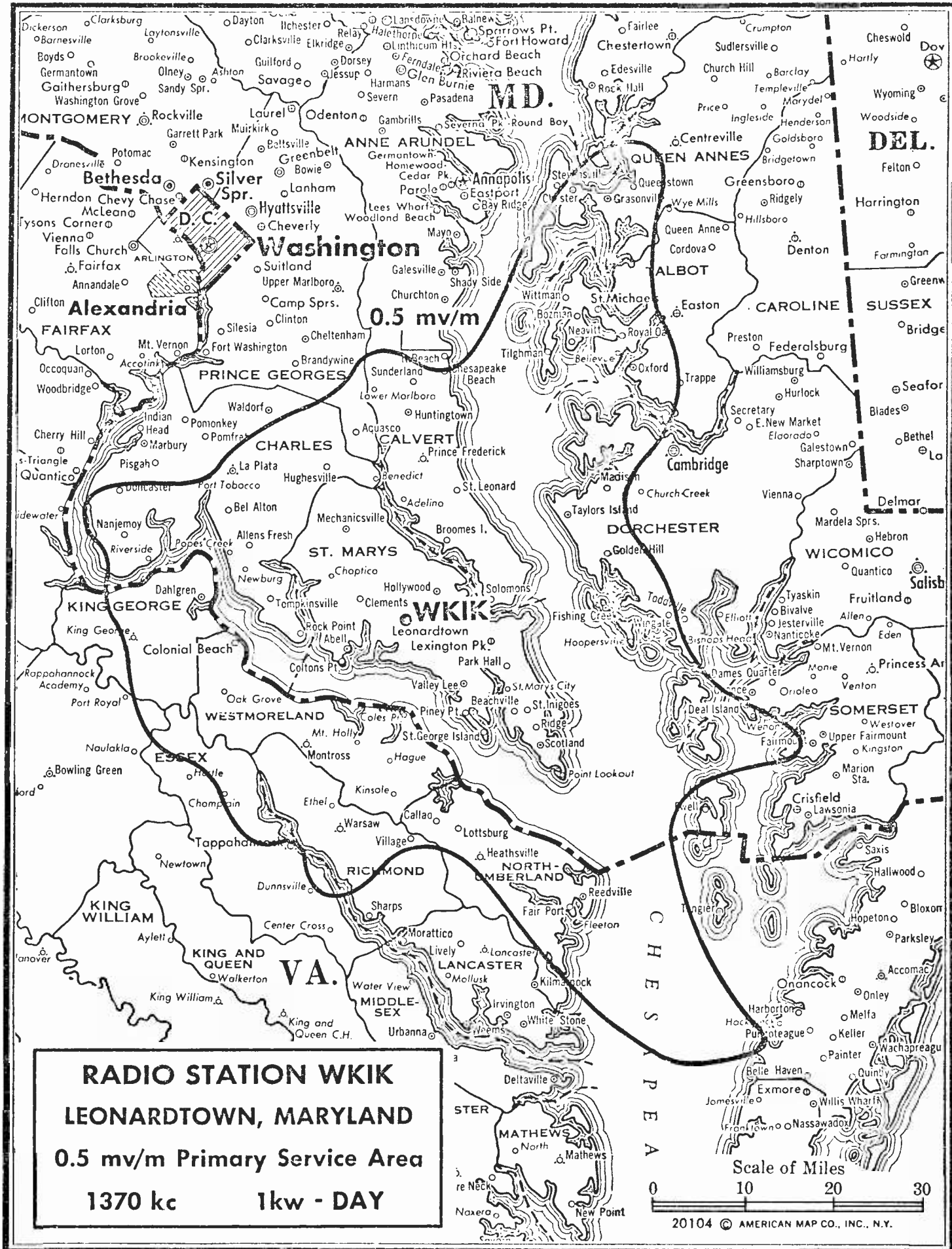
RADIO STATION
WPGC
COVERAGE MAP



The PERSONALITY Station

BLADENSBURG, MD.

779-2100



RADIO STATION WKIK
LEONARDTOWN, MARYLAND
0.5 mv/m Primary Service Area
1370 kc 1kw - DAY

Scale of Miles
 0 10 20 30
 20104 © AMERICAN MAP CO., INC., N.Y.



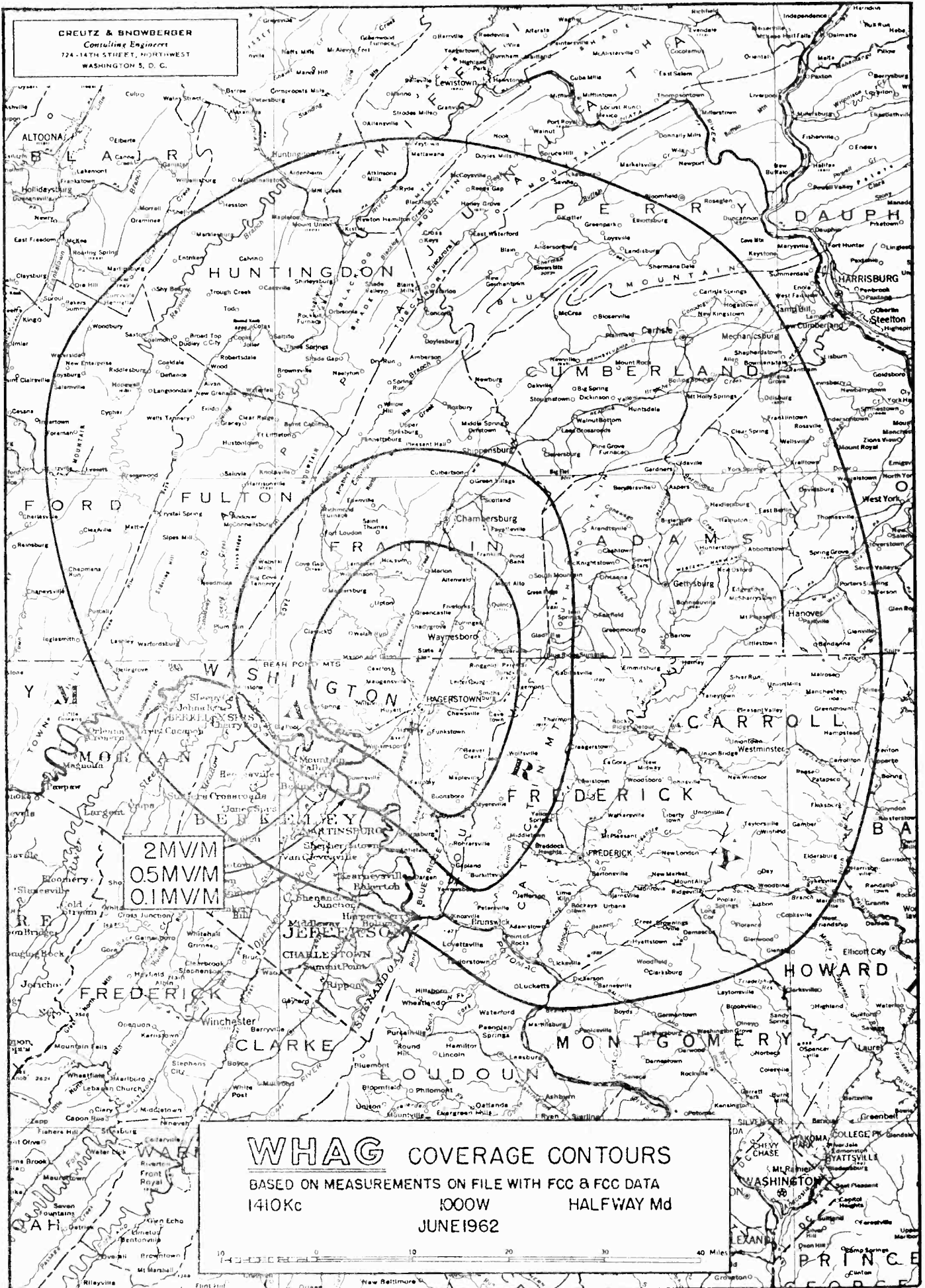


WINX "DIAL-16"

MUSIC LIST WEEK OF MAY 25 - 31, 1974

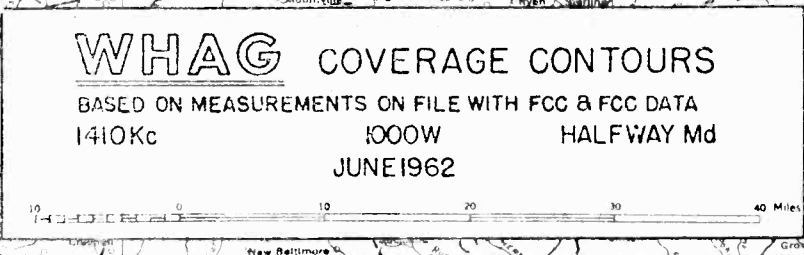
	<u>Label</u>	<u>Weeks on Chart</u>
AIR I BREATHE - HOLLIES	EPIC	1
ALL IN LOVE IS FAIR - BARBARA STREISAND	COLUMBIA	9
*ALREADY GONE - EAGLES	ASYLUM	3
ANOTHER PARK, ANOTHER SUNDAY - DOOBIE BROTHERS	WARNER BROS.	5
BAND ON THE RUN - WINGS	CAPITOL	8
BE THANKFUL - WILLIAM DeVAUGHN	ROXBURY	1
BILLY DON'T BE A HERO - BO DONALDSON & THE HEYWOODS	ABC	8
COME MONDAY - JIMMY BUFFET	ABC/DUNHILL	4
*DANCING MACHINE - JACKSON 5	MOTOWN	10
DAYBREAK - NILSSON	RCA	1
DON'T YOU WORRY 'BOUT A THING - STEVE WONDER	TAMLA	6
FOREVER YOUNG - JOAN BAEZ	A&M	4
HELP ME - JONI MITCHELL	ASYLUM	13
HAVEN'T GOT TIME FOR THE PAIN - CARLY SIMON	ELECTRA	3
I DON'T SEE ME IN YOUR EYES ANYMORE - CHARLY RICH	RCA	4
IF YOU LOVE ME - OLIVIA NEWTON JOHN	MCA	7
(I'VE) BEEN) SEARCHIN' SO LONG - CHICAGO	COLUMBIA	11
IF YOU WANT TO GET TO HEAVEN - OZARK MTN. DAREDEVILS	A&M	3
I'M COMIN' HOME - SPINNERS	ATLANTIC	1
I'M IN LOVE - ARETHA FRANKLIN	ATLANTIC	5
I WON'T LAST A DAY WITHOUT YOU - CARPENTERS	A&M	7
KNIGHTS OF NOTHING - SEALS & CROFTS	WARNER	1
MIDNIGHT AT THE OASIS - MARIA MULDAUR	REPRISE	12
MY GIRL BILL - JIM STAFORD	MGM	7
ONE HELL OF A WOMAN - MAC DAVIS	COLUMBIA	11
OH VERY YOUNG - CAT STEVENS	A&M	11
PEPPER BOX - PEPPERS	EVENT	1
RHAPSODY IN WHITE - LOVE UNLIMITED ORCHESTRA	20th CENT.	4
*RIKKI, DON'T LOSE THAT NUMBER - STEELY DAN	ABC	1
ROCK AND ROLL HEAVEN - RIGHTEOUS BROTHERS	HAVEN	1
*SAVE THE LAST DANCE - DEFRANCO	20th CENT.	1
SON OF SAGITTARIUS - EDDIE KENDRICKS	TAMLA	1
SUNDOWN - GORDON LIGHTFOOT	REPRISE	7
THE ENTERTAINER - MARVIN HAMLISH	MCA	9
THE STREAK - RAY STEVENS	CHESS/JANUS	8
THE LOCOMOTION - GRAND FUNK	CAPITOL	12
THE SHOW MUST GO ON - THREE DOG NIGHT	CAPITOL	11

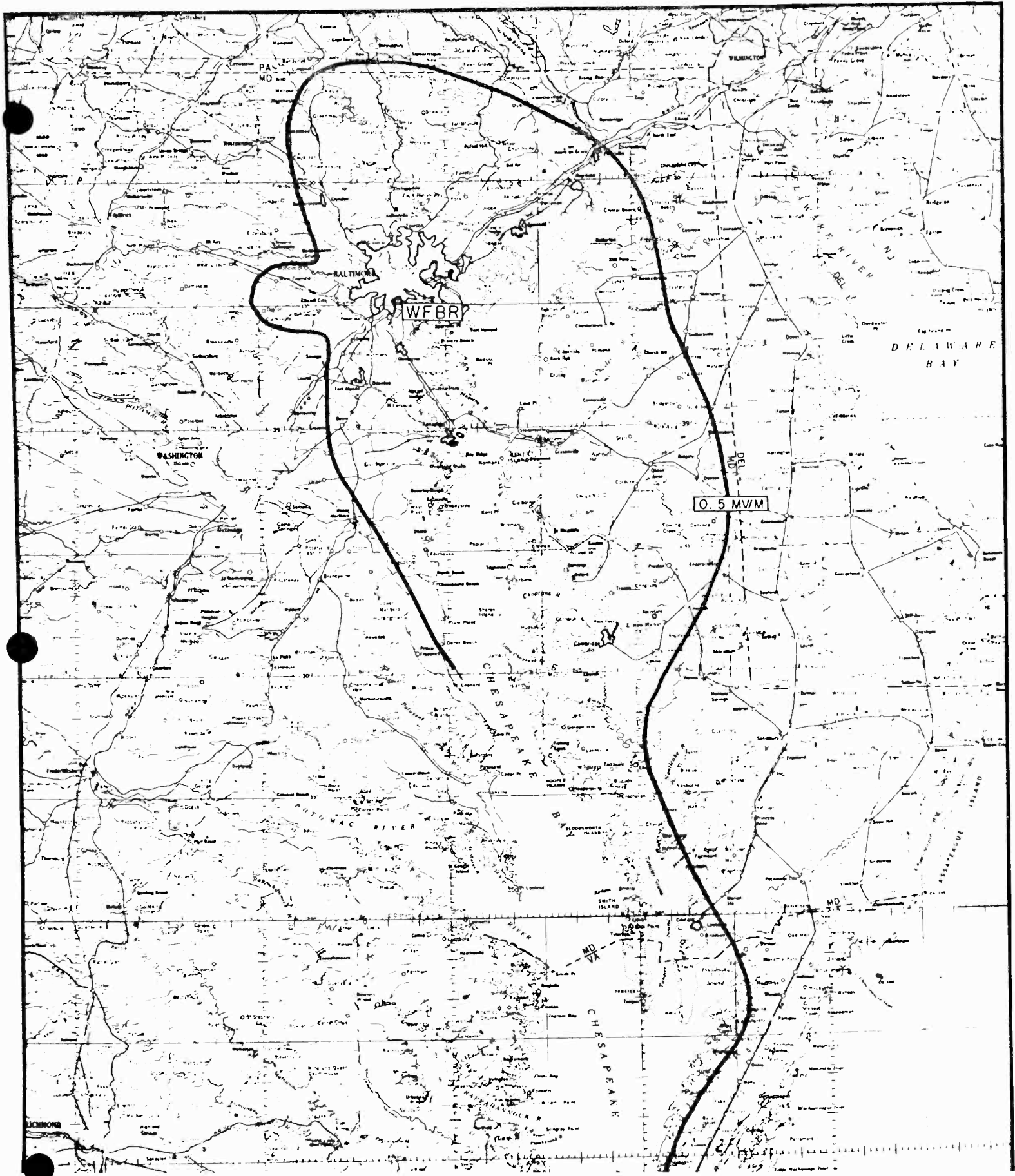
CREUTZ & SNOWBERGER
Consulting Engineers
774 14TH STREET, NORTHWEST
WASHINGTON 5, D. C.



2MV/M
0.5MV/M
0.1MV/M

WHAG COVERAGE CONTOURS
BASED ON MEASUREMENTS ON FILE WITH FCC & FCC DATA
1410Kc 1000W HALFWAY Md
JUNE 1962





COMPLETE COVERAGE MAP
 1000 Watts Day
 500 Watts Night

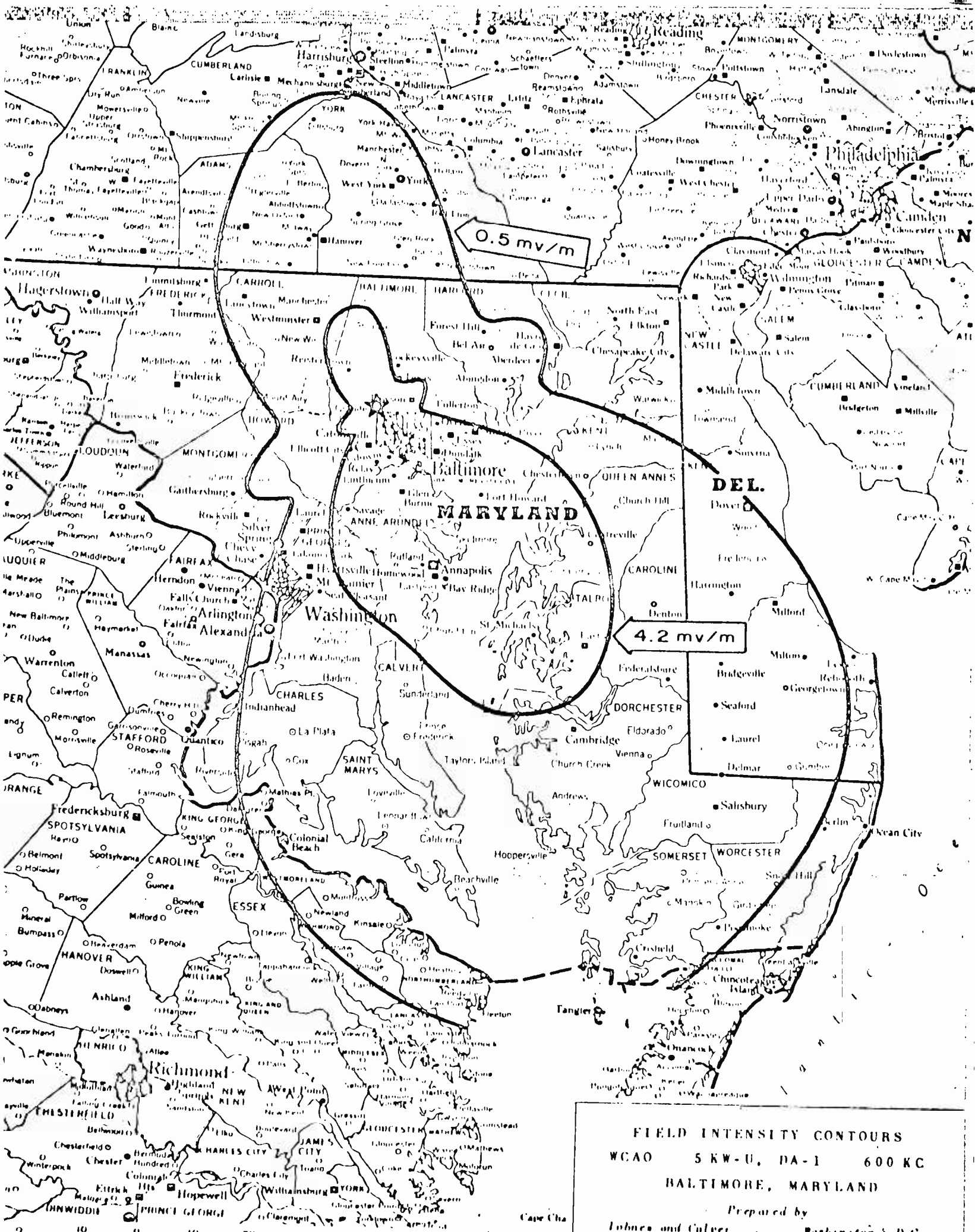
W E T T / Radio 1590



COVERAGE



John H. Mullaney
 Consulting Radio Engineer
 Washington, D.C.



FIELD INTENSITY CONTOURS

WCAO 5 KW-U, DA-1 600 KC

BALTIMORE, MARYLAND

Prepared by
 Johns and Culver, Washington, D. C.

April 1957

CHESTERTOWN, MD.—Phone 301-778-1530

**Covering Kent and Queen Annes Counties
East of Chesapeake Bay from Bay Bridge to Elkton.**

PENNA.

WILMINGTON

N



S

MARYLAND

Newcastle

Newark

MARYLAND



Kirkwood

ELKTON

Chesapeake City

North East

Charlestown

Susquehanna River

HAVRE de GRACE

Elk Neck

ABERDEEN

Abingdon

Perryman

Bush River

Edgewood

Crystal Beach

Earleville

Cecilton

0.5 MV/M

Sassafras River

Betterton

Coleman

Locust Grove

Still Pond

Fredericktown

Georgetown

Galena

KENT COUNTY

Warwick

Middletown

DELAWARE

QUEEN ANNES COUNTY

DOVER

Baltimore

Middle River

Essex

SPARROWS POINT

CHESAPEAKE BAY

Newtown

Janesville

Melitola

Worton

Lynch

Kennedyville

Chesterville

Morgnac

Crumpton

Unicorn

Pondtown

Sudlersville

Barclay

Church Hill

Roberts

Price

Ingleside

WCTR

CHESTERTOWN

CENTREVILLE

Bridgetown

Ruthsburg

BAY BRIDGE

Chester River

Queenstown

Stevensville

Grasonville

ANNAPOLIS

MARKET FACTS

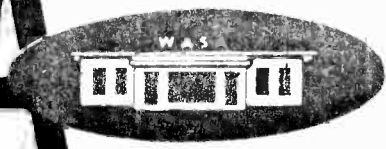
	Kent & Queen Annes Counties \$1,000's added	0.5 MV/M Market \$1,000's added
Total Sales	\$39,913	\$146,347
Lumber Bldg Mat'l & Hardware, Farm Impl's	2,155	7,901
General Merchandise	4,386	16,083
Food Stores	10,735	39,360
Automotive Dealers	5,828	21,368
Gas Service Stations	2,726	9,895
Apparel	2,194	3,635
Furn'te, House Furn'g's.	1,665	6,110
Eating & Drinking	3,374	12,370
Drug & Prop'y	1,679	6,158
Other Retail	3,638	13,359
Non-store Retailers	1,527	1,508
Population	34,931	128,637
Households	10,356	37,870

All figures for 1960. Census Bureau, U.S. Dept. of Commerce, Bureau of Economic Analysis.

WASA

1330 K.C. AM
103.7 M.C. FM

Good Listening Comes First From
SIGNAL HILL
HAVRE DE GRACE Md.



The Best All Day
Around
Chesapeake Bay

Now 5,000 Watts
More Power and
Results Over 10
County Tri-State
Area

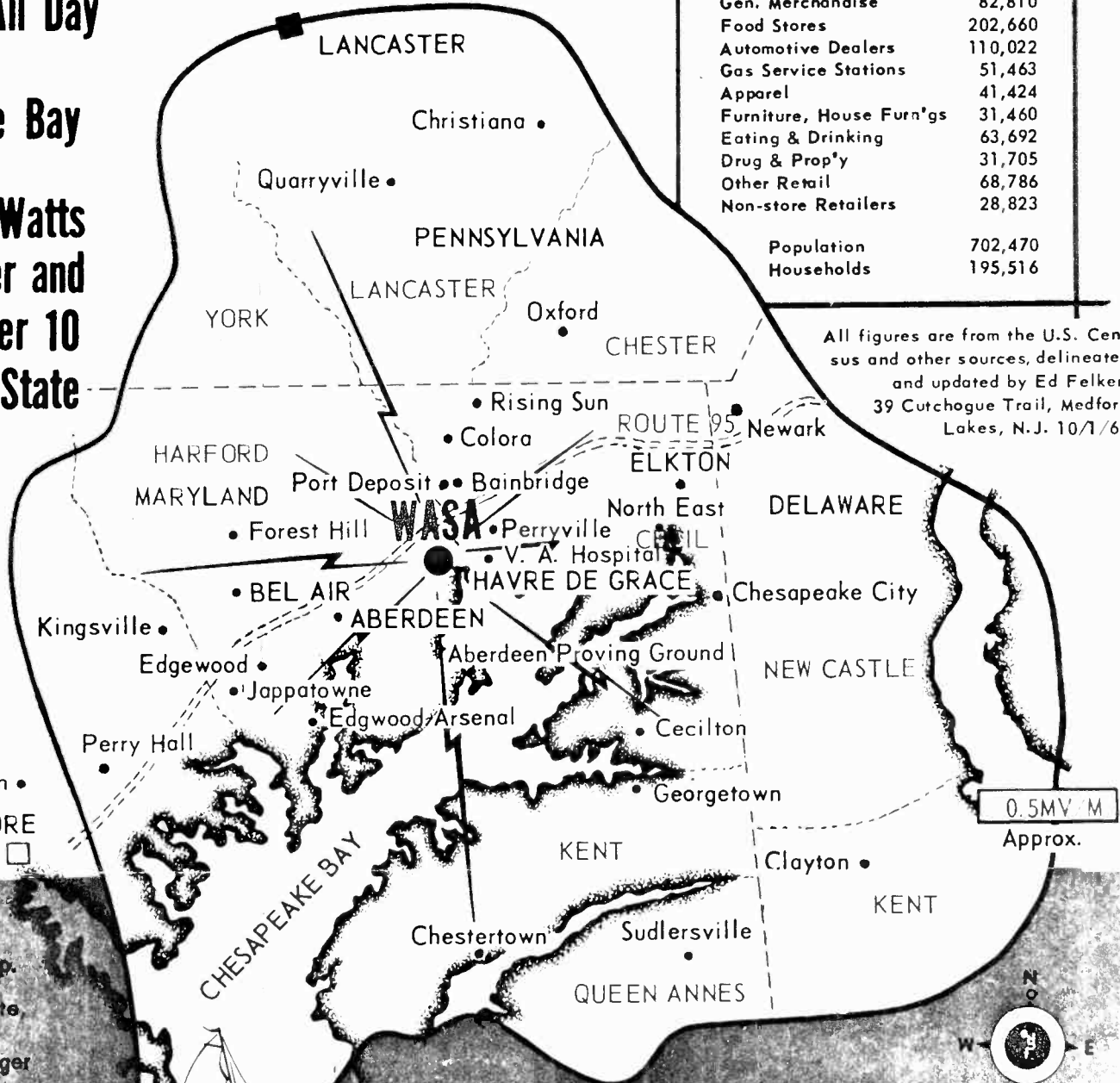
MARKET FACTS

(Retail Sales \$1,000's)

TOTAL RETAIL SALES	753,528
L'br, Bldg. Mat'l, Hdwe, etc.	40,682
Gen. Merchandise	82,810
Food Stores	202,660
Automotive Dealers	110,022
Gas Service Stations	51,463
Apparel	41,424
Furniture, House Furn'gs	31,460
Eating & Drinking	63,692
Drug & Prop'y	31,705
Other Retail	68,786
Non-store Retailers	28,823

Population	702,470
Households	195,516

All figures are from the U.S. Census and other sources, delineated and updated by Ed Felker, 39 Cutchogue Trail, Medford Lakes, N.J. 10/1/63



Chesapeake
Broadcasting Corp.
Mrs. Jason T. Pate,
President
and General Manager
Havre de Grace, Md.
Phone - 939-0800



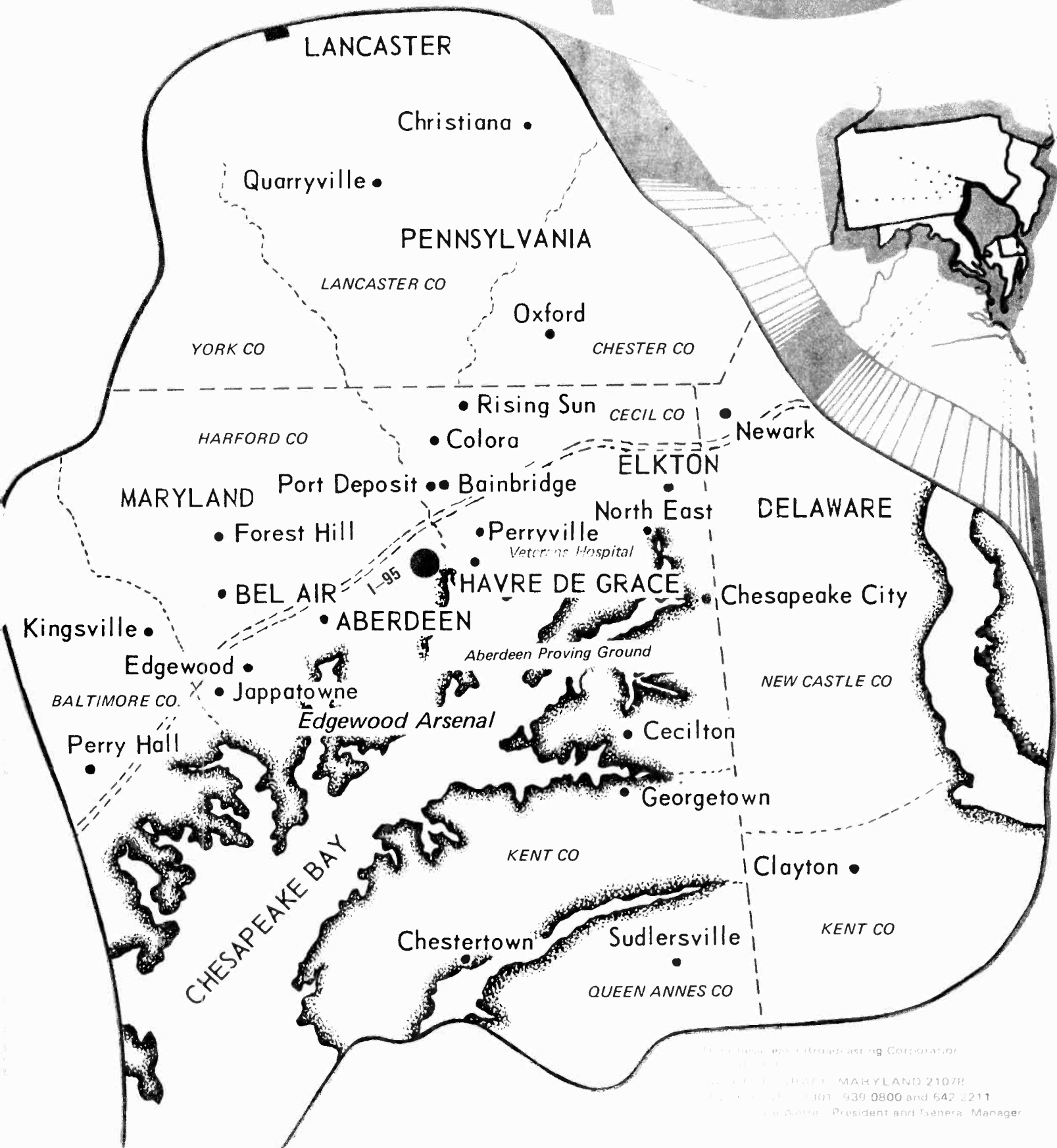
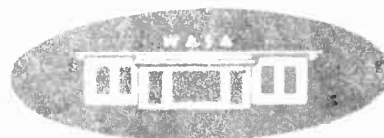
**COMPLETE NATIONAL
and LOCAL NEWS, SPORTS and WEATHER
COVERAGE THAT REACHES a PRIMARY MARKET
of \$750,000,000 WITH a BONUS MARKET
of \$3,000,000,000**

WASA

HAVRE DE GRACE,
MARYLAND

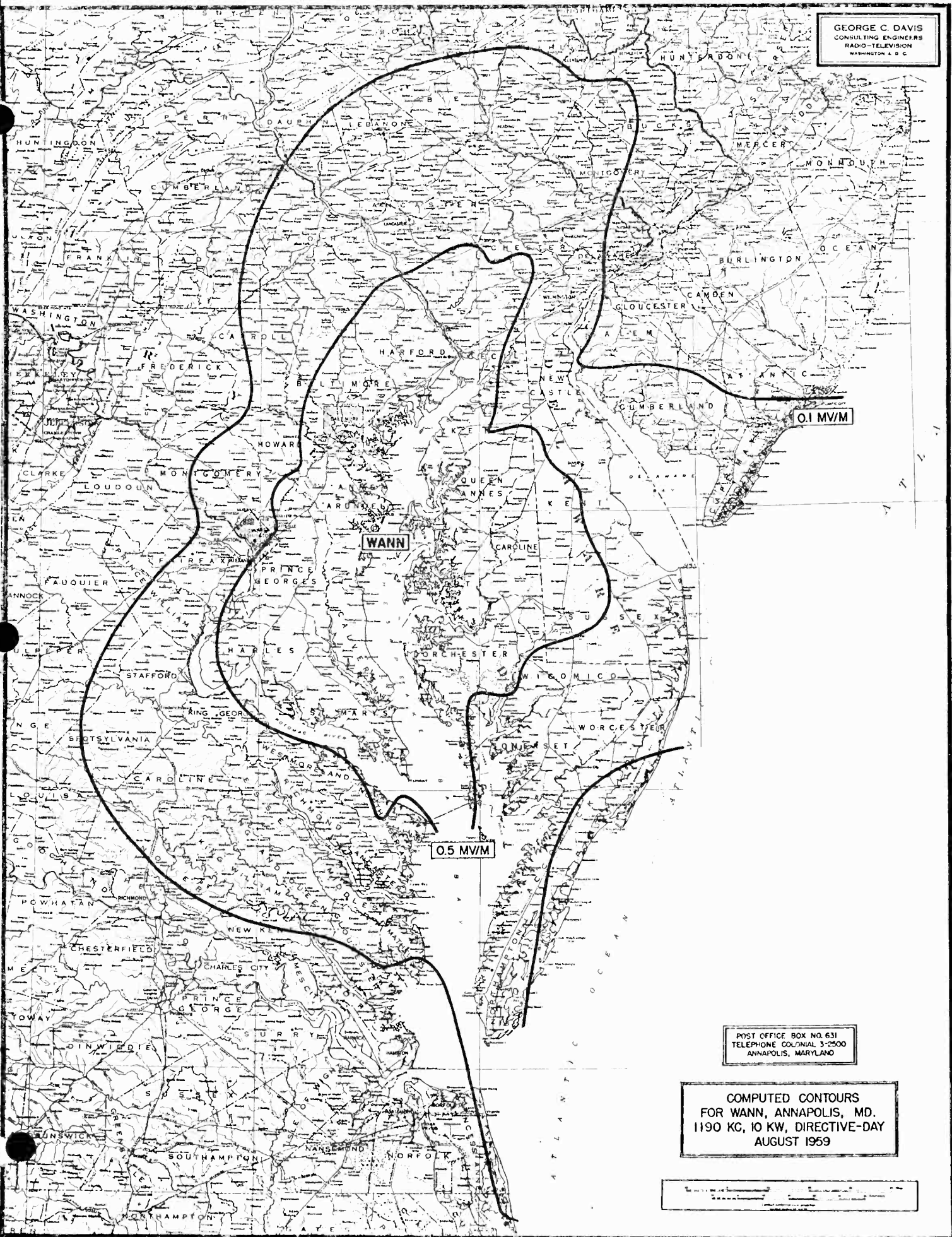
1230 KHZ

5000 WATTS



WASA Broadcasting Corporation
1000 W. BALTIMORE AVE.
HAVRE DE GRACE, MARYLAND 21078
TELEPHONE (410) 939-0800 and 642-2211
WASA-TV, President and General Manager

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO-TELEVISION
WASHINGTON 2, D. C.



0.1 MV/M

WANN

0.5 MV/M

POST OFFICE BOX NO. 631
TELEPHONE COLONIAL 3-2500
ANNAPOLIS, MARYLAND

COMPUTED CONTOURS
FOR WANN, ANNAPOLIS, MD.
1190 KC, 10 KW, DIRECTIVE-DAY
AUGUST 1959

