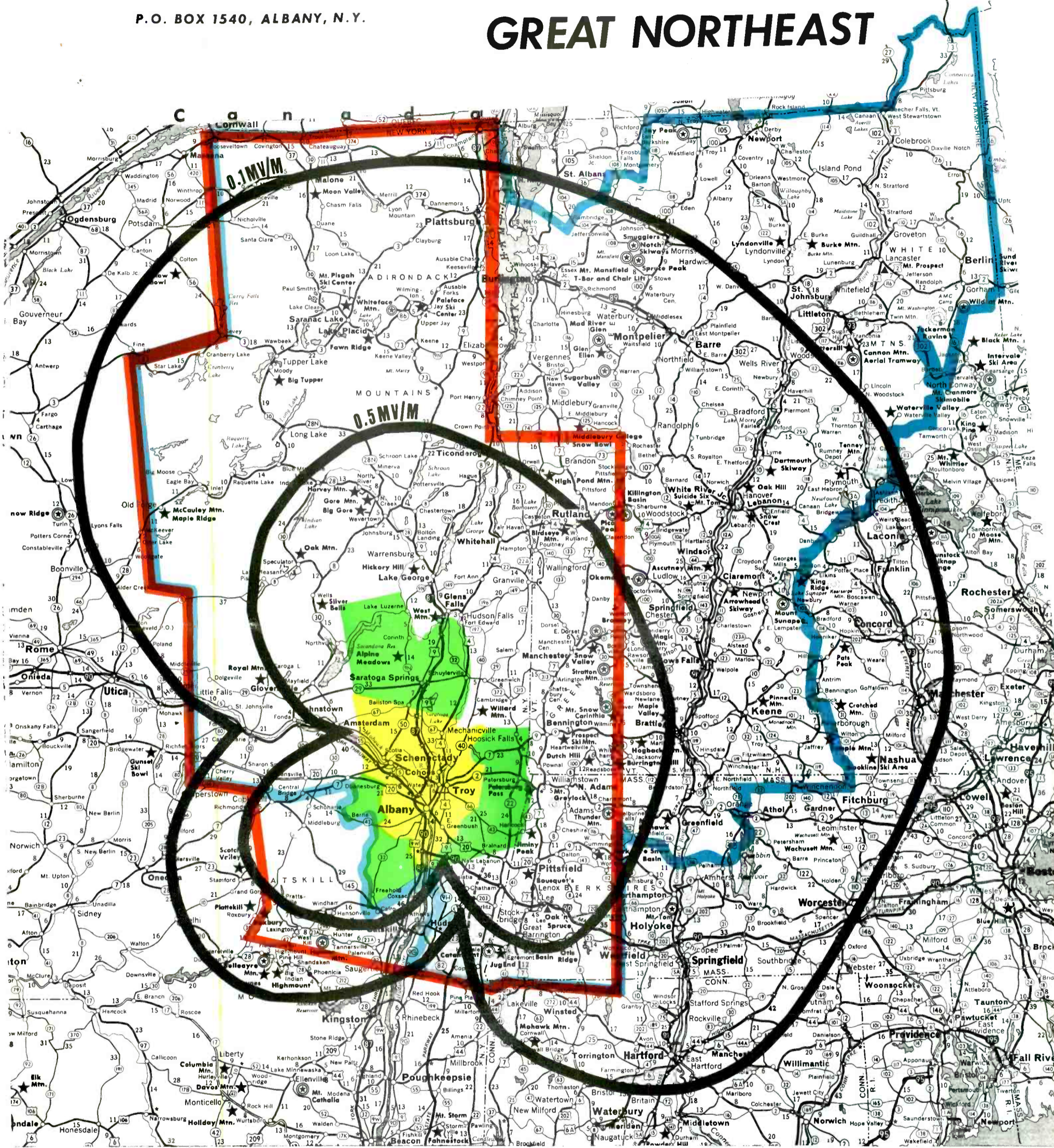


**fifteen
forty** **WPTR**

ALBANY SCHENECTADY TROY SARATOGA

P.O. BOX 1540, ALBANY, N.Y.

**-GOOD NEIGHBOR TO THE
GREAT NORTHEAST**



C. E. Hooper Tri-City Area. 195,249 Non Toll Telephone Homes. Population 614,797

**Total Retail Sales \$874,370,000.00
Retail Sales Per Household \$5874.00**

Pulse 4 County Metro Area. 213,000 Homes. Population 682,600

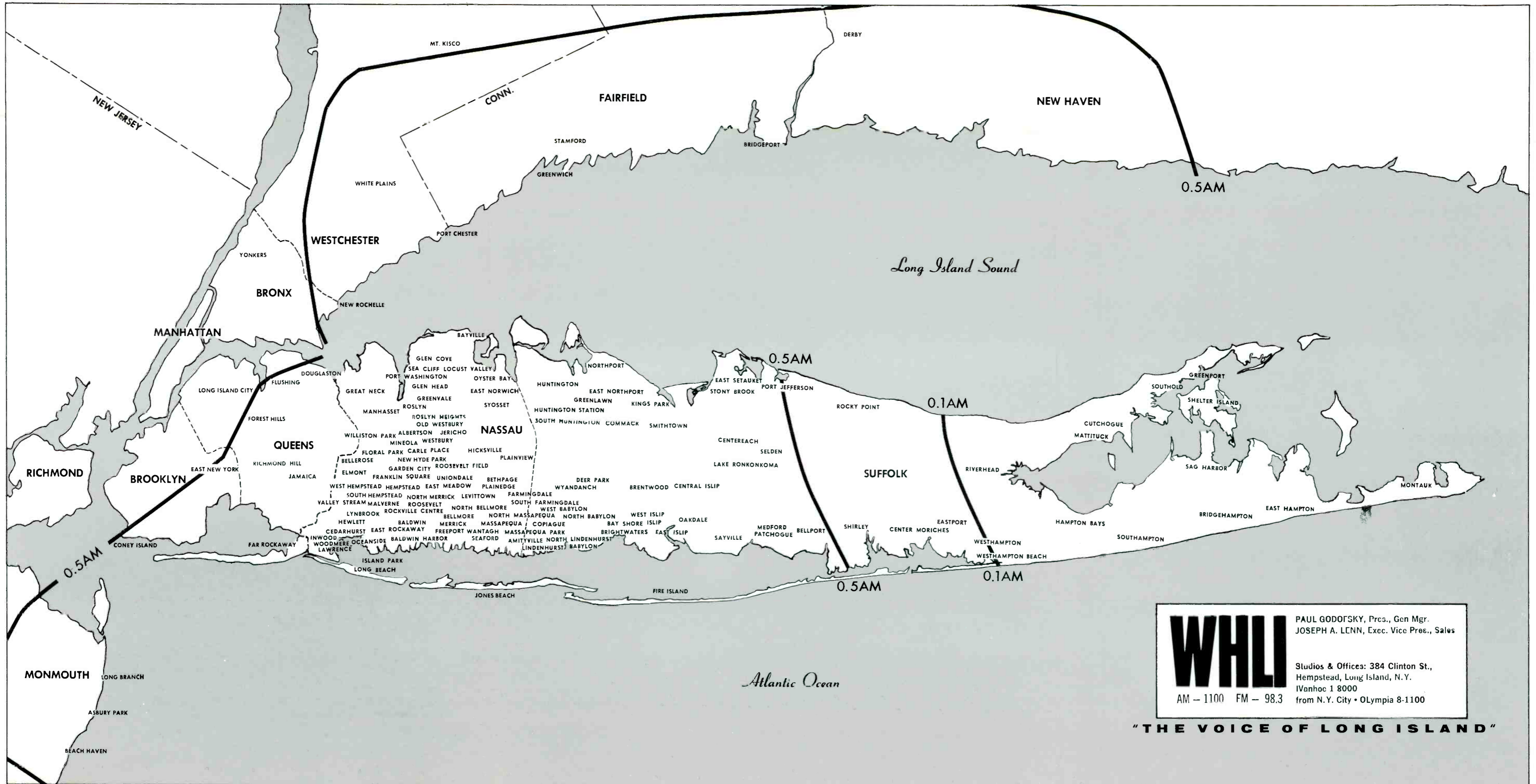
**Total Retail Sales \$949,370,000.00
Retail Sales Per Household \$4,441.00**

**Pulse 14 County Outer Trading Area. 210,000 Homes. Population 766,000
(DOES NOT INCLUDE 4 COUNTY METRO AREA)**

**Total Retail Sales \$883,470,000.00
Retail Sales Per Household \$4,207.00**

NCS#3, 30 Counties. 513,500 Homes. Population 1,848,600

**Total Retail Sales \$2,248,442,000.00
Retail Sales Per Household \$4,378.00**



WQXR 96.3 FM COVERAGE MAP

96.3 megacycles

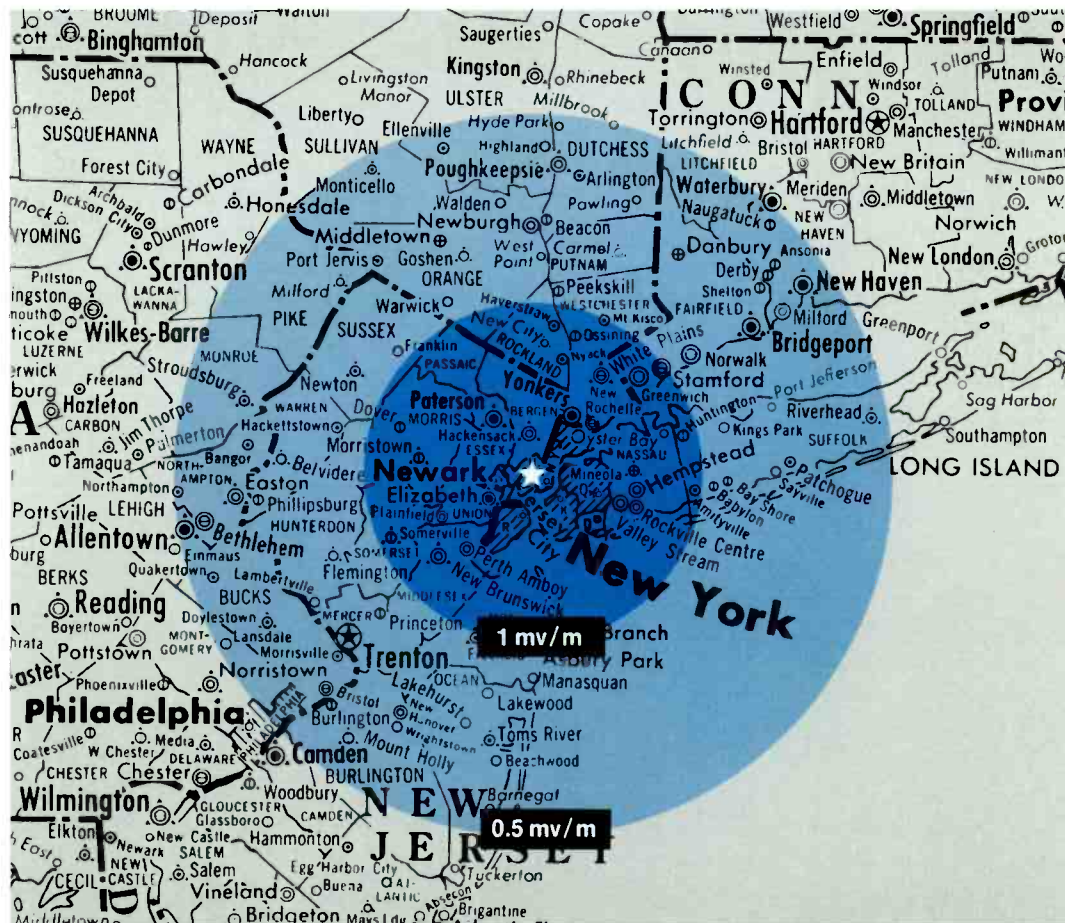
maximum power: 5.4 kW E.R.P., horizontal and vertical polarization.

computed coverage contours

Antenna site: Empire State Building, New York

December, 1966

Gautney & Jones Communications Inc.



WQXR 1560 AM COVERAGE MAP

1560 kilocycles

50,000 watts, DA-2

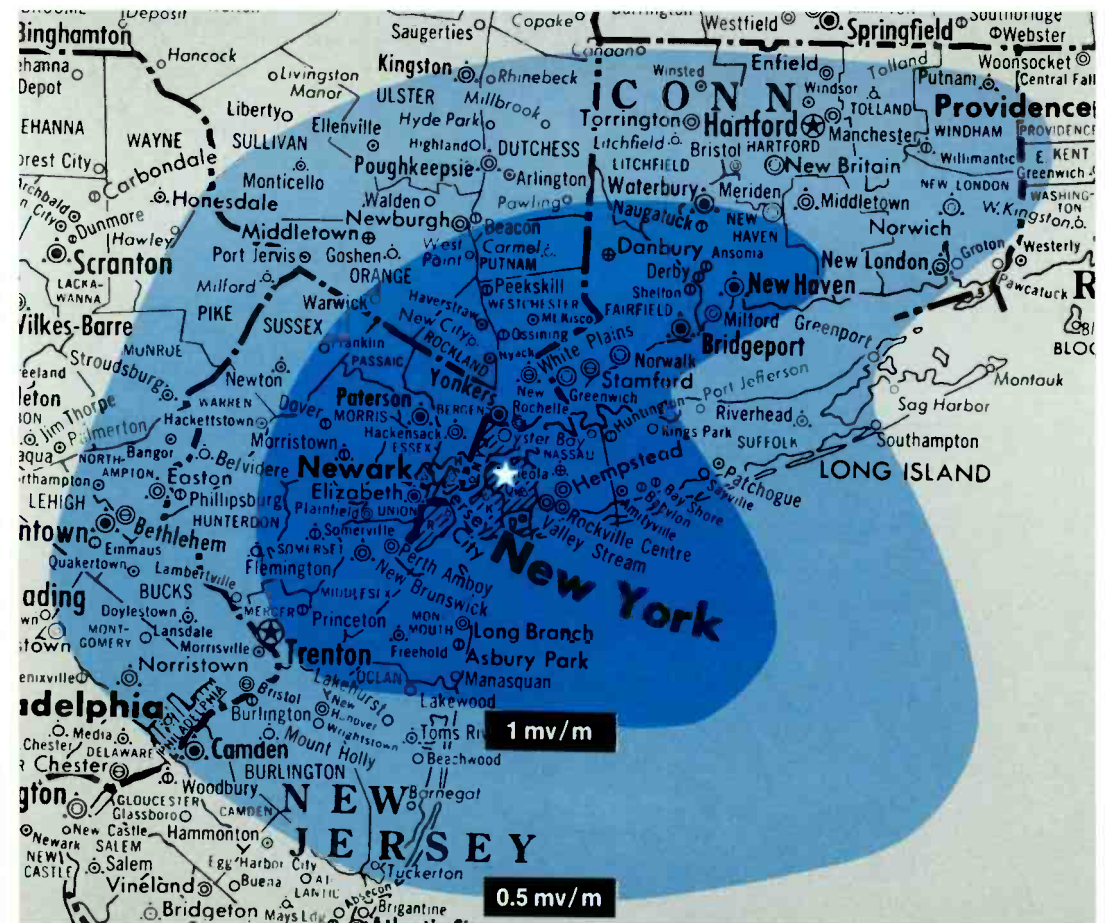
coverage contours based on

proof of performance measurements

Transmitter site: Maspeth, New York

December, 1964

Gautney & Jones Communications Inc.

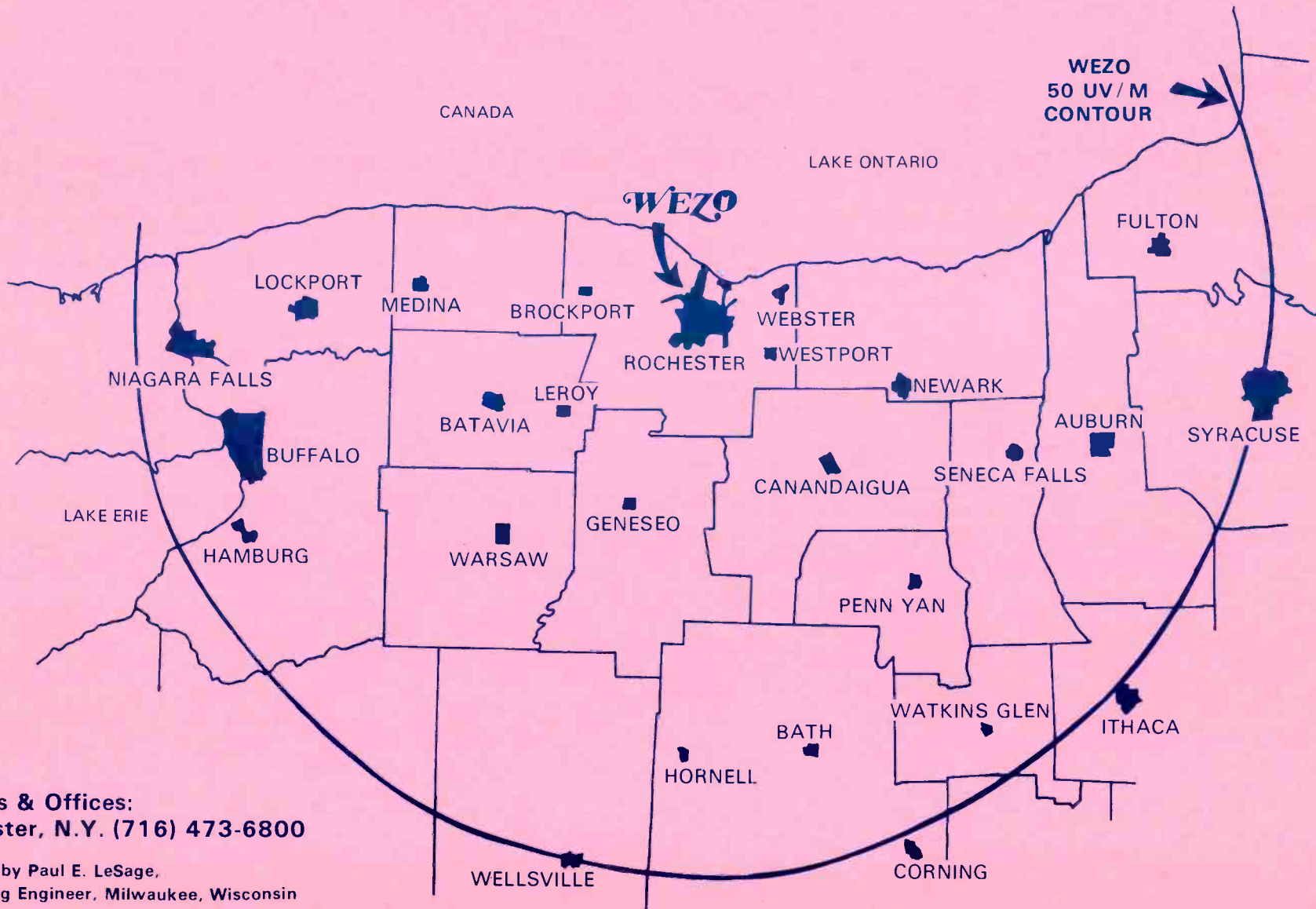


WEZO 50,000 WATTS STEREO -101.3

COVERING UPSTATE NEW YORK

MUSIC BEAUTIFUL TO TURN TO - 24 HOURS A DAY

visited



Studios & Offices:
Rochester, N.Y. (716) 473-6800

Prepared by Paul E. LeSage,
Consulting Engineer, Milwaukee, Wisconsin

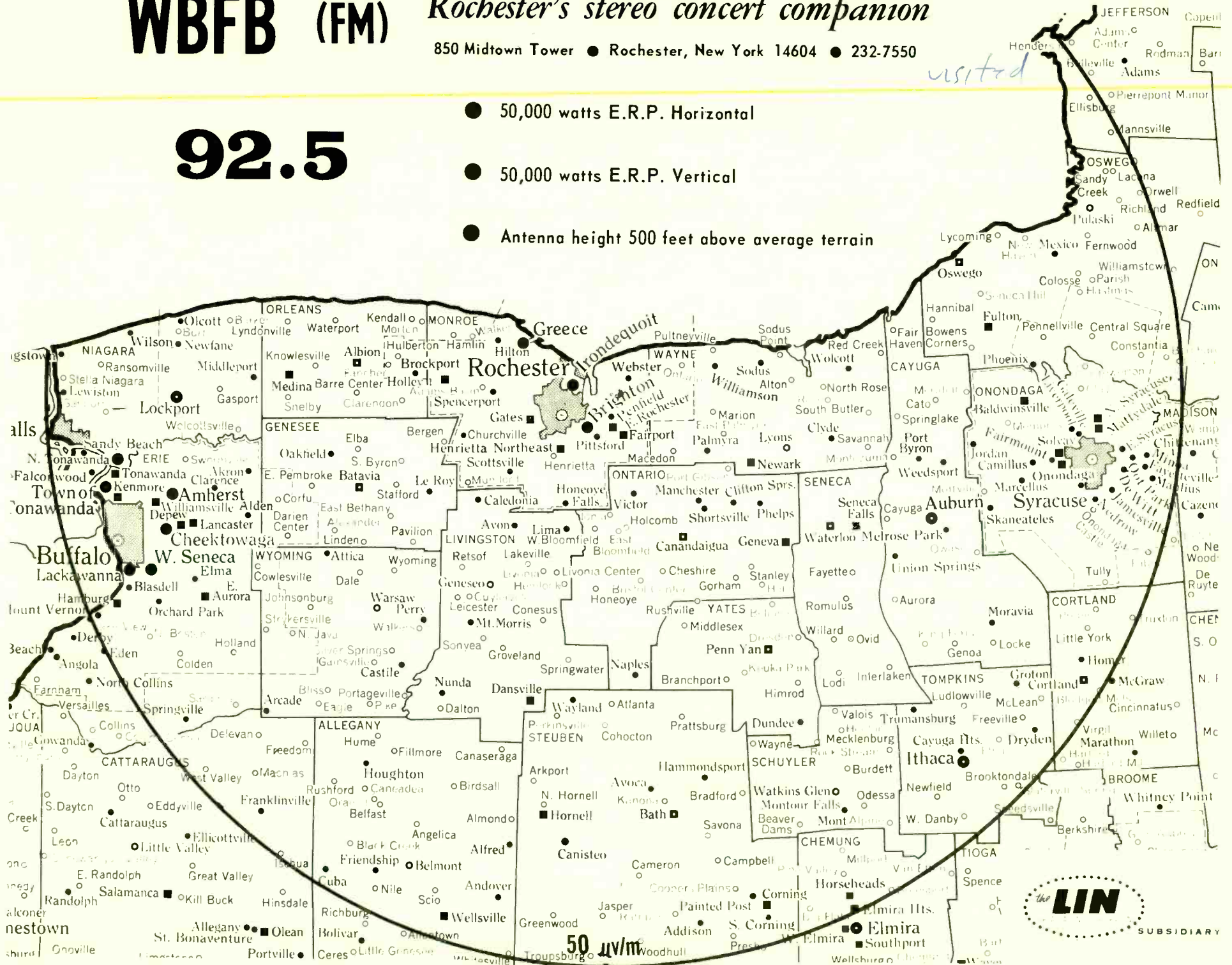
WBFB (FM)

Rochester's stereo concert companion

850 Midtown Tower • Rochester, New York 14604 • 232-7550

92.5

- 50,000 watts E.R.P. Horizontal
- 50,000 watts E.R.P. Vertical
- Antenna height 500 feet above average terrain



visited

50 μ V/m

the **LIN** SUBSIDIARY

WH
FM99
radio

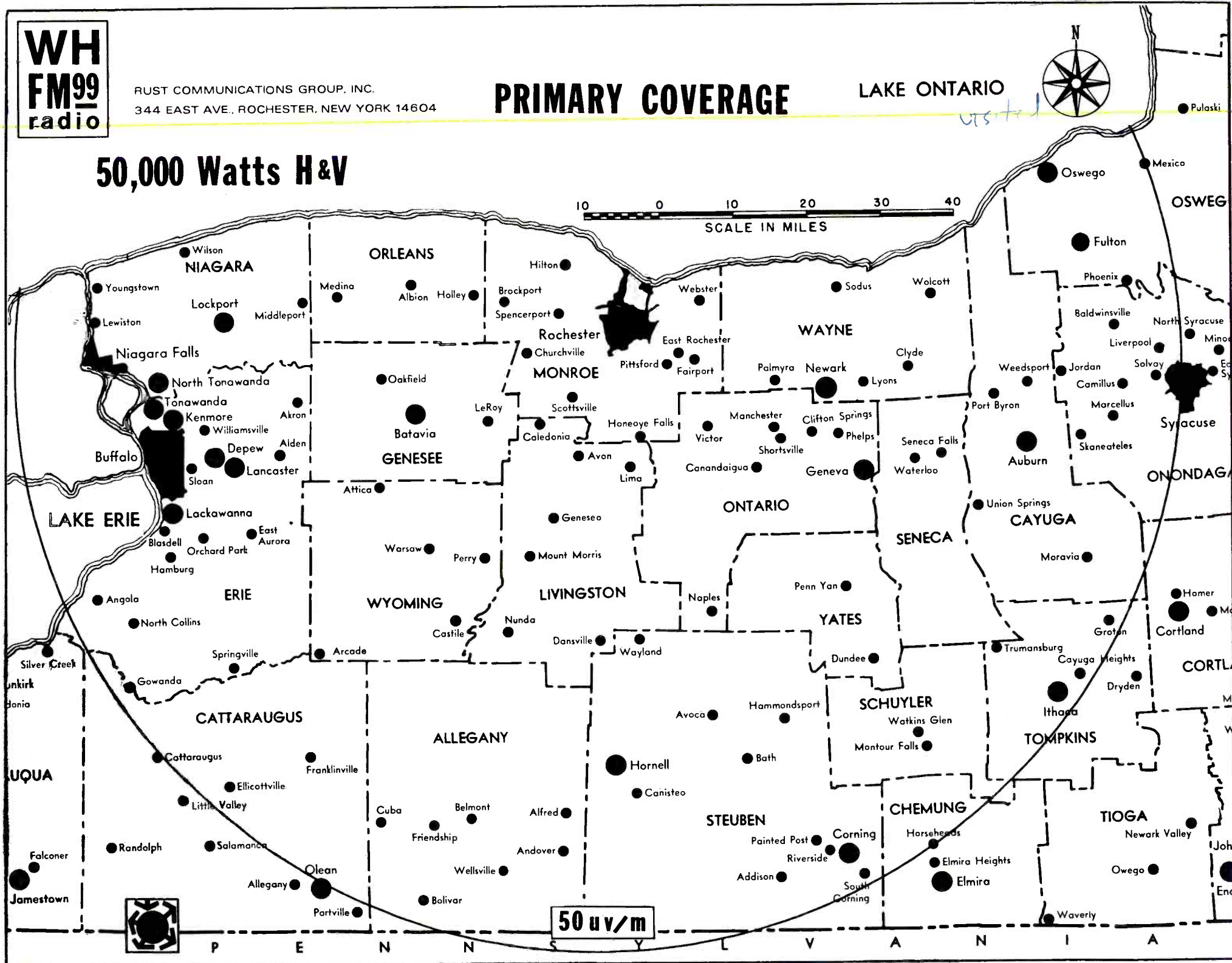
RUST COMMUNICATIONS GROUP, INC.
344 EAST AVE., ROCHESTER, NEW YORK 14604

PRIMARY COVERAGE

LAKE ONTARIO



50,000 Watts H&V



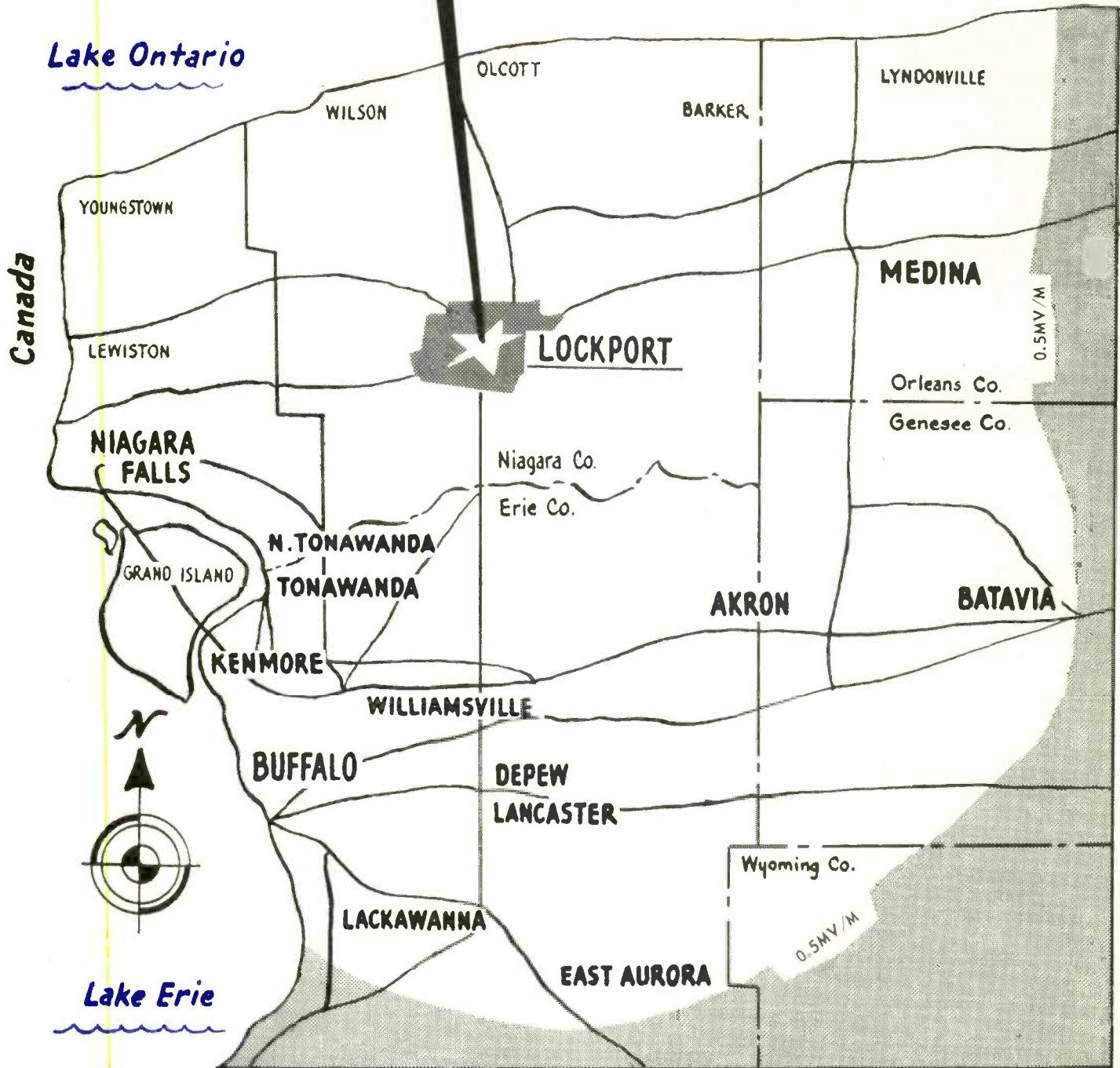
50 uv/m

P E N N S Y L V A N I A

W U S J



*"On the Grow . . .
 . . . in a Growing
 Area!"*



SERVING 1,680,300 ON THE NIAGARA FRONTIER

City of Lockport
 Lockport trade area

Total, trade area

28,100
 45,300
 —
 73,400

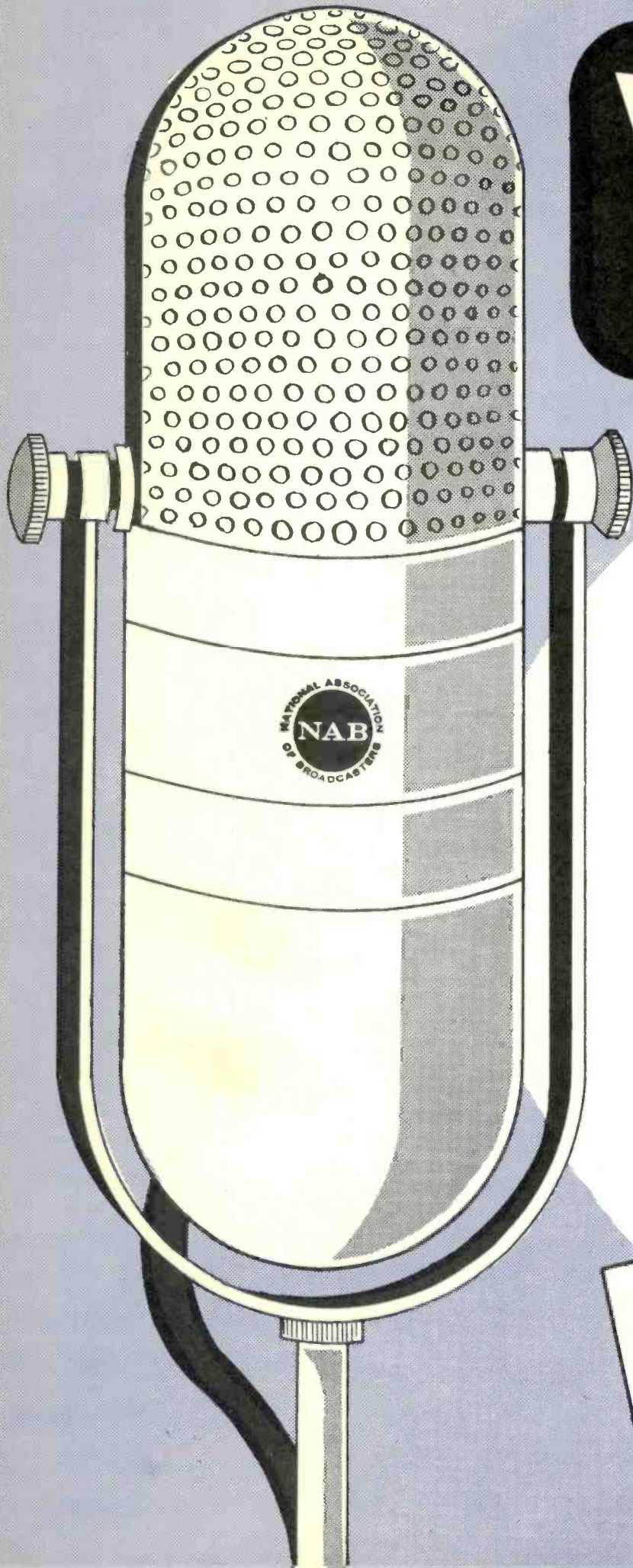
Niagara Falls
 North Tonawanda
 Balance Niagara County
 Total Niagara County

105,100
 40,100
 45,200
 263,800

Plus This Bonus Audience of 1,416,500
 Buffalo—Depew—East Aurora—Kenmore—Lackawanna
 Lancaster—Tonawanda—Williamsville—Akron

1,680,300

Total 0.5 MV/ Coverage



WUSJ

Lockport, N. Y.

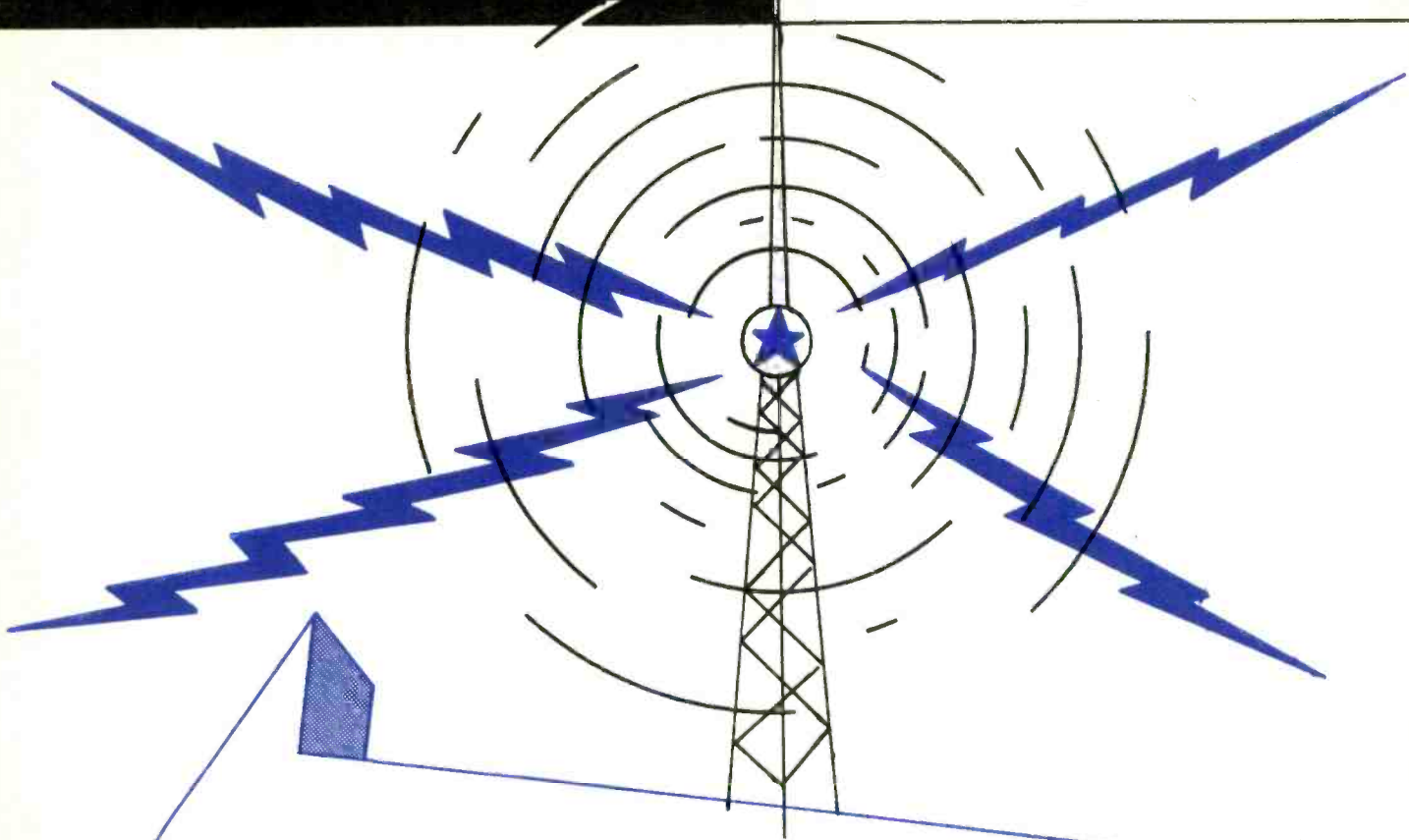
1340 kc — 250 Watts
Fulltime
Phone HF 3-5944

*"On the Grow
. . . in a Growing
Area!"*

SINCE 1948
The story of WUSJ since 1948 has been a story of successful, strong, pioneering and conscientious endeavor to serve all listeners thru-out a multi-city market in excess of one million persons.

WUSJ

Serving the GREATER Lockport Area



MARKET INFORMATION

	City of Lockport	County of Niagara
Consumer Spendable Income	\$76,509,000	\$759,260,000
Consumer Spendable Income per Household	8,568	9,898
Total Retail Sales	61,925,000	370,788,000
Total Retail Sales per Household	4,584	4,285
Food	20,945,000	93,227,000
Drugs	2,624,000	11,225,000
General Merchandise	9,784,000	48,224,000
Apparel	3,496,000	21,887,000
Home Furnishings	2,995,000	11,546,000
Automotive	11,606,000	66,661,000
Service Stations	3,001,000	17,966,000

**City of Lockport Index of Sales Activity Figure 41%
Higher Than National Average**

Centered in the great New York - New England Ski and Summer resort region.

"GREAT 98"

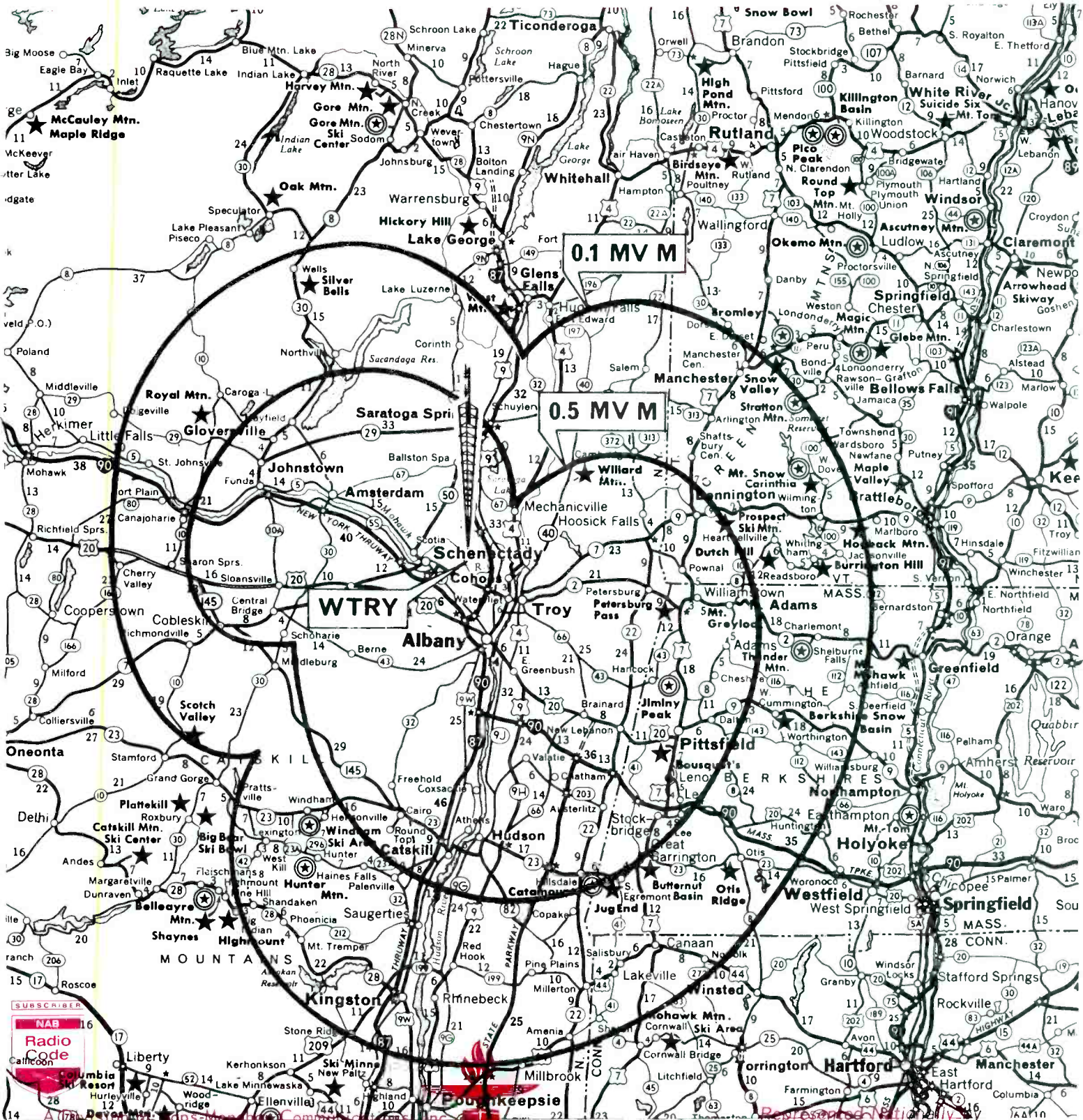
5,000 WATTS ■ 980 KC

SCHENECTADY



TROY

COVERAGE AREA



SUBSCRIBER
NAB
Radio
Code
California

WTRY
Troy, N.Y.

WDKC
Albany, N.Y.

WAVZ
New Haven, Conn.

WKCI
Hamden, Conn.

robert e. eastman & co., inc.

WSGO

OSWEGO
NEW YORK

1440 KC

1000 WATTS

OPERATING ALL DAYLIGHT HOURS

LAKE ONTARIO



COMPUTED DAYTIME CONTOURS
WSAY ROCHESTER, N.Y.
1370KC 5KW DA-N
APRIL 1958

visited

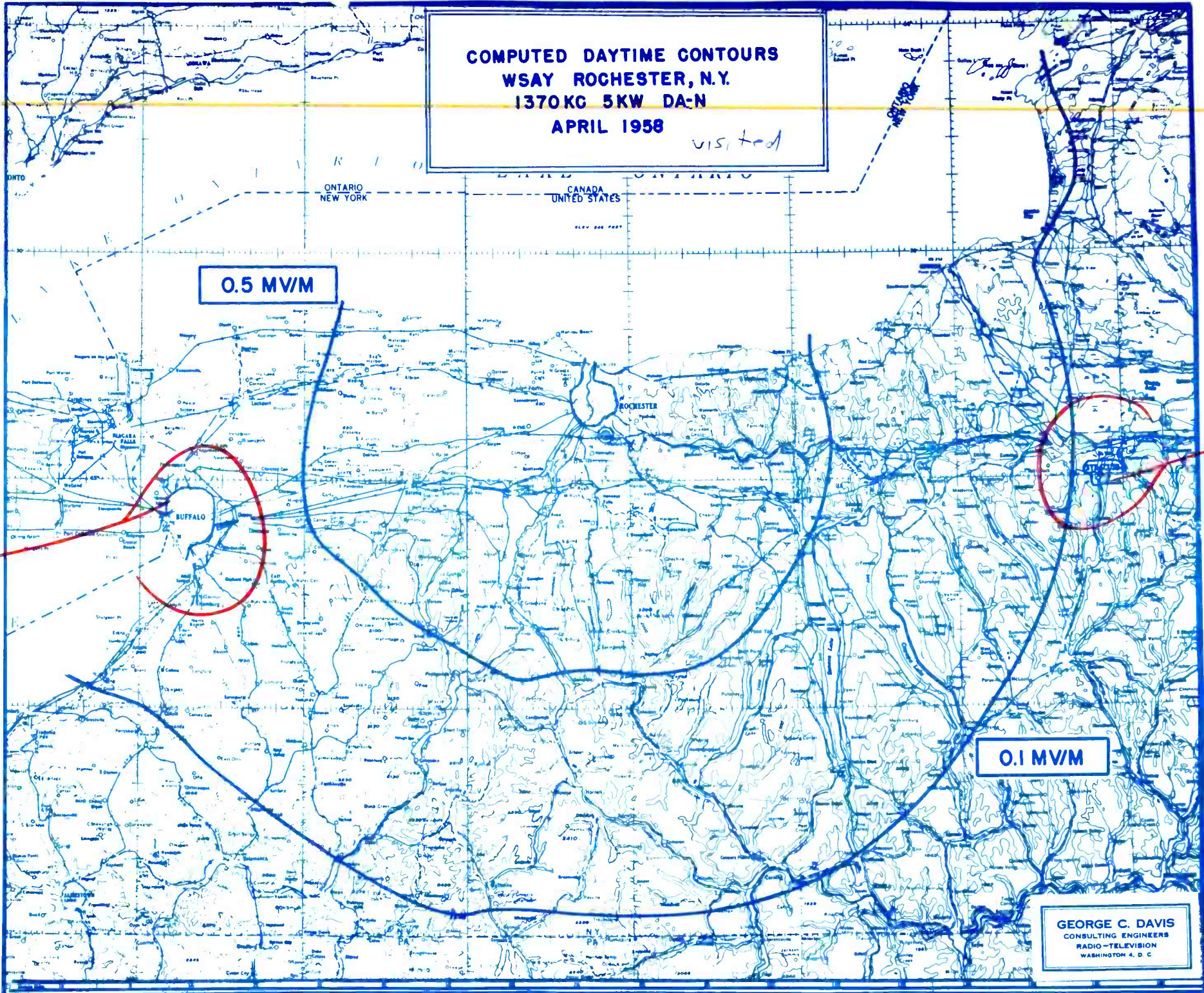
0.5 MV/M

0.1 MV/M

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO-TELEVISION
WASHINGTON 4, D. C.

BUFFALO

SYRACUSE



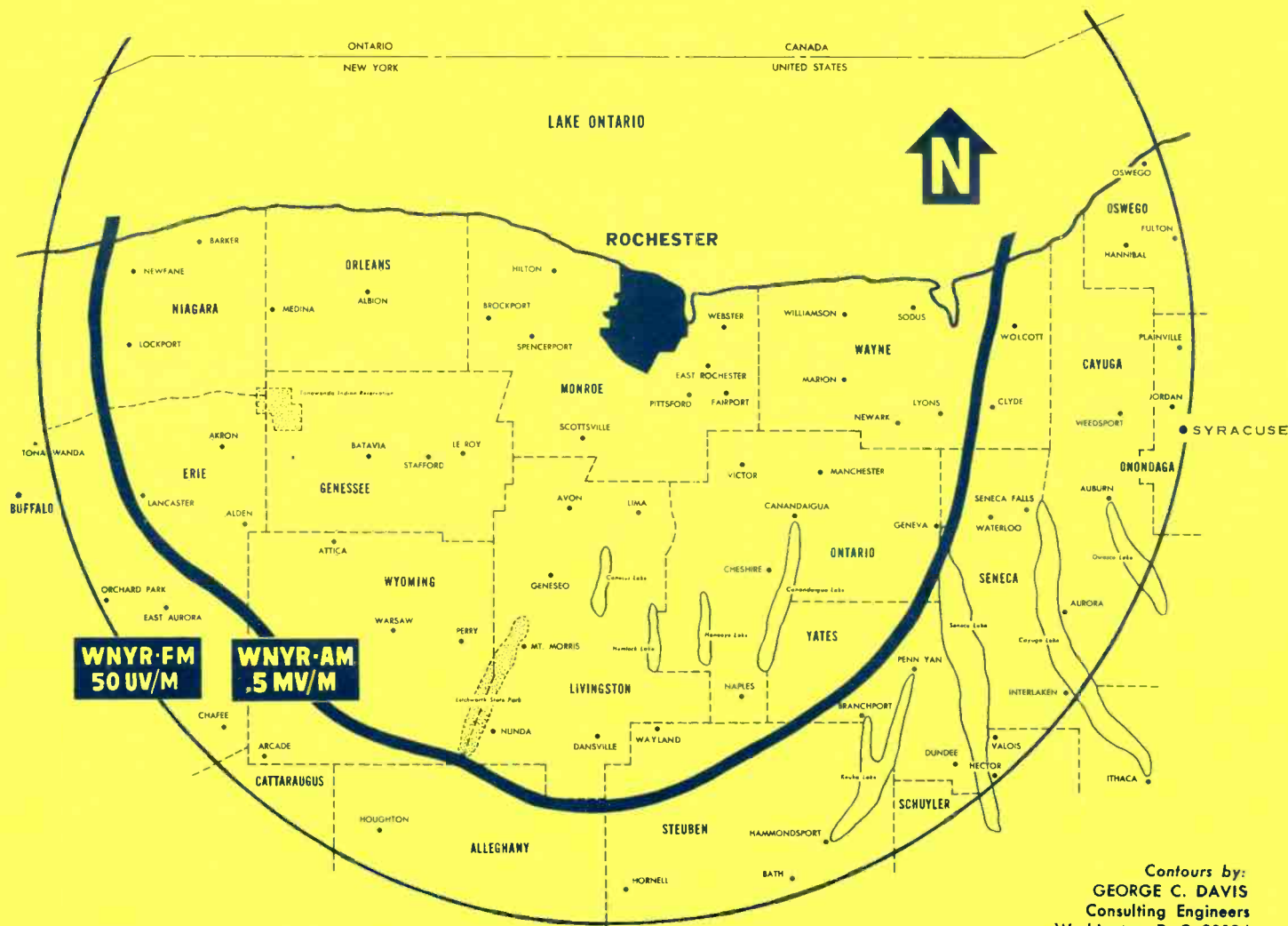
WNYR

"Covering New York's Western Empire"

AM • 680kc

**ROCHESTER,
NEW YORK**

FM • 101.3mc



WNYR

RATE CARD #5 - SEPTEMBER 1, 1970

WINNYR RADIO 680 AM-101.3 FM

Music Countrywide

931 EAST MAIN STREET • ROCHESTER, NEW YORK 14605 • 716-473-6800

<p>WEEKLY PACKAGE PLAN - CLASS AAA MONDAY THRU SATURDAY 6 - 10 A.M. & 3 - 7 P.M.</p> <table border="1"> <thead> <tr> <th></th> <th><u>ONE MINUTE</u></th> <th><u>30 SECONDS</u></th> </tr> </thead> <tbody> <tr> <td>6 Times</td> <td>\$24.00</td> <td>\$19.00</td> </tr> <tr> <td>12 Times</td> <td>22.00</td> <td>17.00</td> </tr> <tr> <td>18 Times</td> <td>21.00</td> <td>16.50</td> </tr> <tr> <td>24 Times</td> <td>20.00</td> <td>16.00</td> </tr> <tr> <td>30 Times</td> <td>19.00</td> <td>15.00</td> </tr> </tbody> </table>		<u>ONE MINUTE</u>	<u>30 SECONDS</u>	6 Times	\$24.00	\$19.00	12 Times	22.00	17.00	18 Times	21.00	16.50	24 Times	20.00	16.00	30 Times	19.00	15.00	<p>WEEKLY PACKAGE PLAN - CLASS AA MONDAY THRU SATURDAY 10 A.M. - 3 P.M. SUNDAY 6:00 A.M. - 7 P.M.</p> <table border="1"> <thead> <tr> <th></th> <th><u>ONE MINUTE</u></th> <th><u>30 SECONDS</u></th> </tr> </thead> <tbody> <tr> <td>6 Times</td> <td>\$21.00</td> <td>\$17.00</td> </tr> <tr> <td>12 Times</td> <td>20.00</td> <td>16.00</td> </tr> <tr> <td>18 Times</td> <td>19.00</td> <td>15.00</td> </tr> <tr> <td>24 Times</td> <td>18.00</td> <td>14.50</td> </tr> <tr> <td>30 Times</td> <td>17.00</td> <td>14.00</td> </tr> </tbody> </table>		<u>ONE MINUTE</u>	<u>30 SECONDS</u>	6 Times	\$21.00	\$17.00	12 Times	20.00	16.00	18 Times	19.00	15.00	24 Times	18.00	14.50	30 Times	17.00	14.00
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DISCOUNT WEEKLY PLANS: 6 consecutive weeks 5%, 13 consecutive weeks 8%, 52 weeks 10%.

AGENCY COMMISSION: 15% to recognized agencies on station time only; no cash discounts.

SPECIAL FEATURES: News Service UPI, ABC Entertainment Network and complete local news bureau.

All program material and copy must be submitted 48 hrs. in advance of broadcast.



WNEW

1130 ON YOUR RADIO

A METROMEDIA STATION/WNEW RADIO
 565 FIFTH AVENUE, NEW YORK, NEW YORK 10017
 YUKON 6-7000
 REPRESENTED BY METRO RADIO SALES



Contours determined by Lohnes and Culver, Consulting Radio Engineers, Washington, D.C., are based on measured radiations, measured conductivities and FCC conductivities beyond the measured data.
 NEQ 751 © AMERICAN MAP CO., INC., N.Y. LIC. NO. NY524

Coverage Area

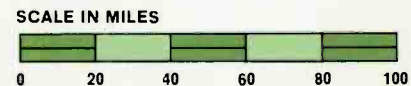
Half Millivolt Contour

WNBC ^{NB} 660

RADIO

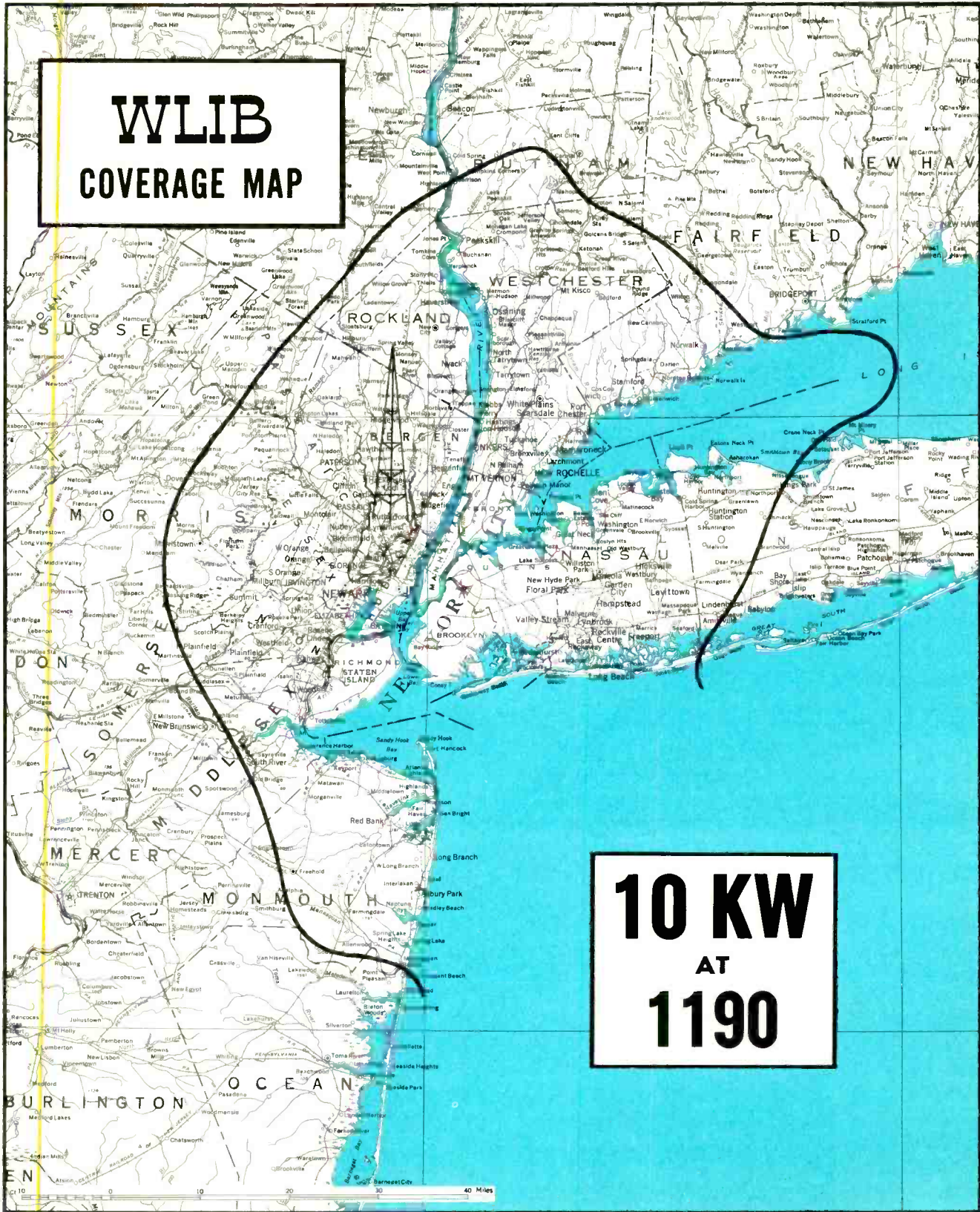
New York, New York / 50,000 Watts / Clear Channel

CONTOUR PREPARED BY NBC ALLOCATIONS ENGINEERING, 1-7



Copyright, American Map Co., Inc., New York, N.Y.—No. 313

WLIB COVERAGE MAP



10 KW
AT
1190

CALCULATED 0.5 MV/M COVERAGE
1190 KC/S 10,000 WATTS

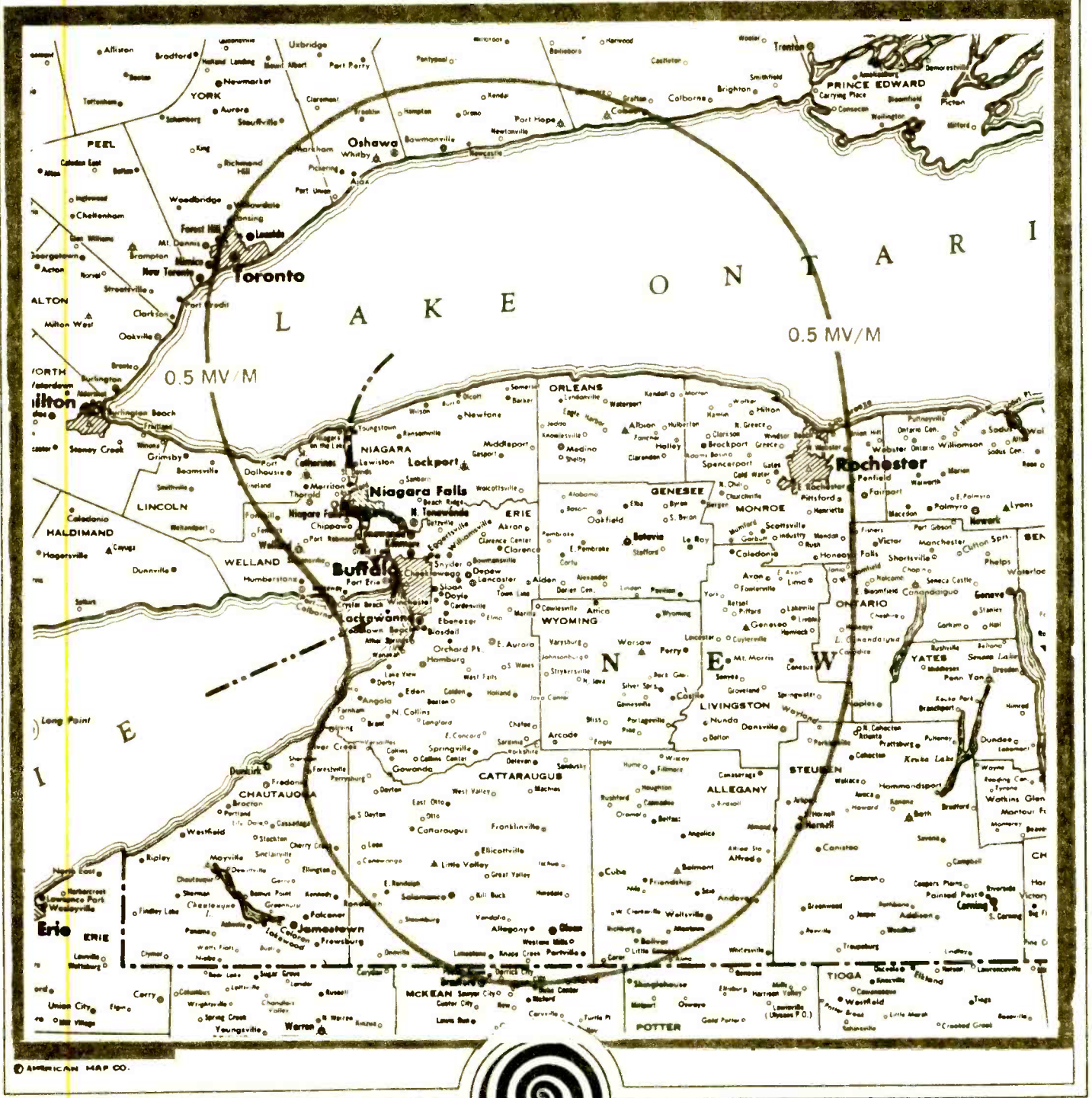
Jules Cohen & Associates
Consulting Electronics Engineers

WLIB
Harlem Radio Center
310 LENOX AVE. AT 125th ST. NEW YORK, NEW YORK, 10027

WKBW
RADIO
BUFFALO, NEW YORK

DAYTIME COVERAGE

0.5 MV/M/1520 KC/50,000 WATTS



WKBW RADIO

BUFFALO, N. Y.

A DIVISION OF CAPITAL CITIES BROADCASTING CORP.

NIAGARA FALLS, NEW YORK'S 7TH MARKET!



IT'S A FACT . . . Niagara Falls is internationally-known as the SEVENTH WONDER of the world, with 5,000,000 Visitors annually!

What is smugly bypassed by many is the fact that NIAGARA FALLS is a highly integrated industrial center, too. Here in Niagara Falls, more than 23,300 men and women are employed in factories . . . 6000 in chemicals, 4300 in abrasives, 3000 in metallurgicals, 4000 in paper products, 4000 in smaller plants. Plant payrolls in NIAGARA FALLS' average payroll is \$129 per-week-per-employee!

The City of Niagara Falls is the home of many of our Nation's industrial giants, such as: Bell Aerosystems, Carborundum Co., Hooker Chemical, DuPont, Moore Business Forms, B.F. Goodrich Co., Shredded Wheat, Kleenex, and many others . . . PLUS the world's largest power plant.

NIAGARA FALLS is also the home of WJL RADIO . . . 1000 power-packed watts at 1440 kc . . . Adult programming.

WJL RADIO has been serving the Niagara Falls USA-Canada Retail Trade Zone for more than 20 years.

IT'S A FACT . . . Niagarans love WJL Radio . . . and, we are confident, you'll like WJL RESULTS!

WJL RADIO, an award-winning station, is an affiliate of the Mutual Broadcasting System. WJL RADIO IS FIRST in local news coverage; FIRST in community service; FIRST in sports news; FIRST in entertainment; and most important . . . FIRST in Results for its advertisers.



**20 Years of Service
Niagara Falls**

A Quality Format for a Quality Audience . . . Middle-of-Road Music, Spot News, MBS World News and Sports Coverage!

**1000 Watts
1440 Radio**

Tom W. Talbot
President & General Manager
Hotel Niagara Ph (716)285-5795
NIAGARA FALLS, NEW YORK 14303

WJL RADIO is affiliated with WBNY-FM in Buffalo, New York.



Coverage Contours by GEORGE C. DAVIS, Consulting Engineer, Washington, D.C. (1966).

MARKET DATA:

	2.0 MVM Coverage	0.5 MVM Coverage
Population	1,513,000	2,159,600
Households	454,840	643,640
Radio Homes	445,740	630,770
Automobiles	499,770	749,560
Spendable Income	\$3,780,546,000	5,017,387,000

RETAIL SALES:

Food Stores	\$ 527,628,000	752,925,000
Drug Stores	\$ 72,817,000	96,461,000
Gen'l. Merchandise	\$ 267,749,000	344,136,000
Apparel Stores	\$ 124,763,000	173,604,000
Home Furnishings	\$ 84,784,000	117,859,000
Auto Dealers	\$ 386,984,000	540,747,000
Service Stations	\$ 115,045,000	178,423,000
*Total Retail Sales	\$1,948,785,000	2,789,042,000

METRO NIAGARA FALLS DATA:

POPULATION	140,000
RETAIL SALES	\$173,483,000

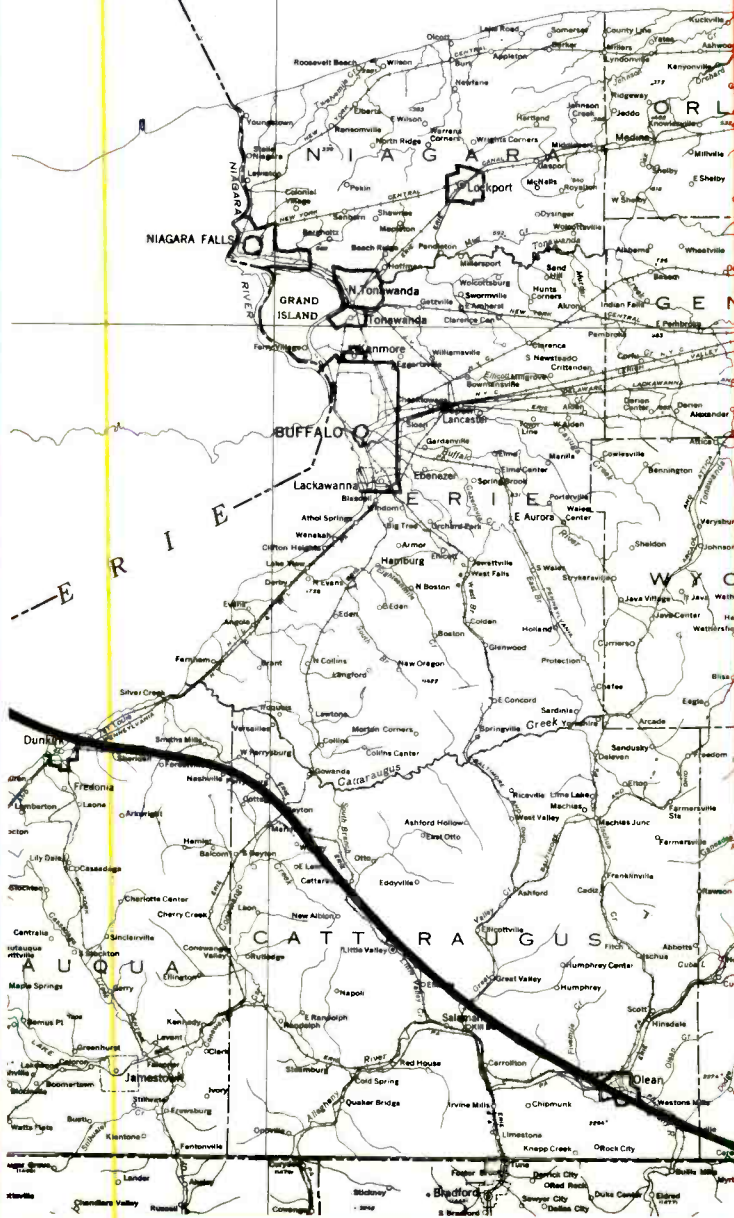
SOURCE: SRDS Consumer Data exclusively, 1967

WHAM radio 1180

**ROCHESTER
50,000 WATTS
1A CLEAR CHANNEL**



a william rust station



Scale 1:1,000,000



WHAM

NEW YORK STATE COVERAGE
(exclusive of Canadian service)

	Percent of N. Y. State
Counties	16
*Population	2,667,400 . . . 15%
*Radio Homes	747,760 . . . 15%
*Farm Population	110,400 . . . 34%
*Consumer Spendable Income . . .	\$6,022,181,000 . . . 14%
*Total Retail Sales	\$3,466,612,000 . . . 14%

*Source: Standard Rate & Data Service, Inc. (1-1-64)

visited 72

Represented Nationally by the
HENRY I. CHRISTAL CO., INC.



NEW YORK • DETROIT • BOSTON
SAN FRANCISCO • CHICAGO • ATLANTA
MEASURE OF A GREAT RADIO STATION



ROCHESTER
50,000 WATTS
1A CLEAR CHANNEL



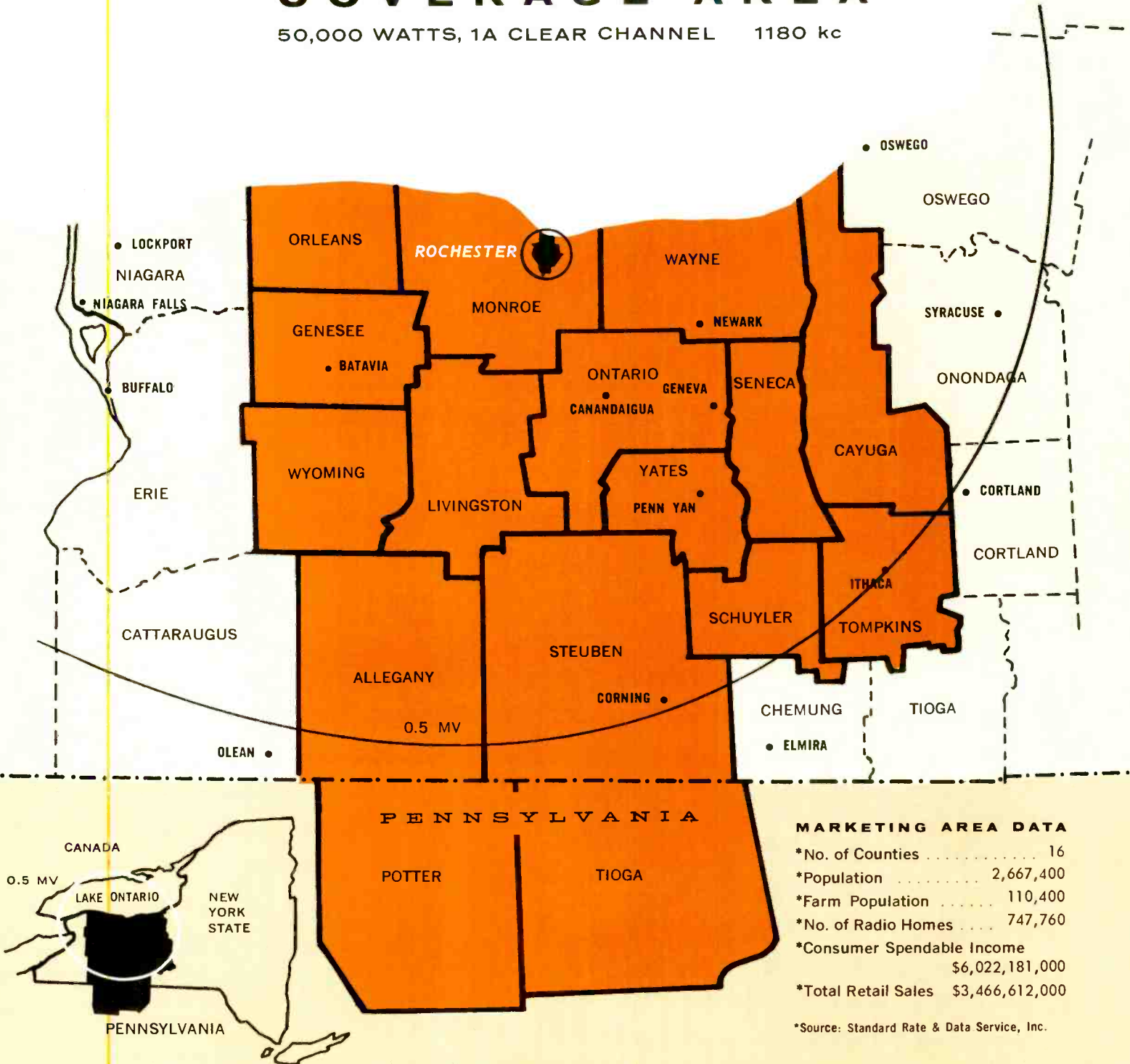
a william rust station

WHAM

ROCHESTER

COVERAGE AREA

50,000 WATTS, 1A CLEAR CHANNEL 1180 kc



MARKETING AREA DATA

*No. of Counties	16
*Population	2,667,400
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REPRESENTED BY THE HENRY I. CRISTAL CO.

NEW YORK • BOSTON • CHICAGO • DETROIT • LOS ANGELES • ST. LOUIS • SAN FRANCISCO • ATLANTA



Measure of a Great Radio Station

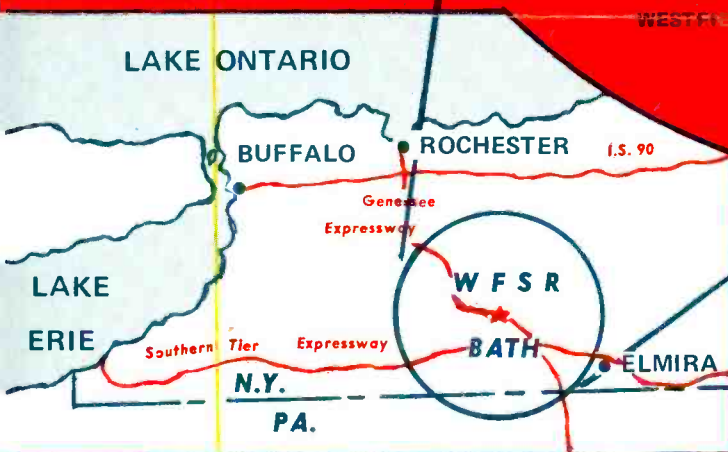
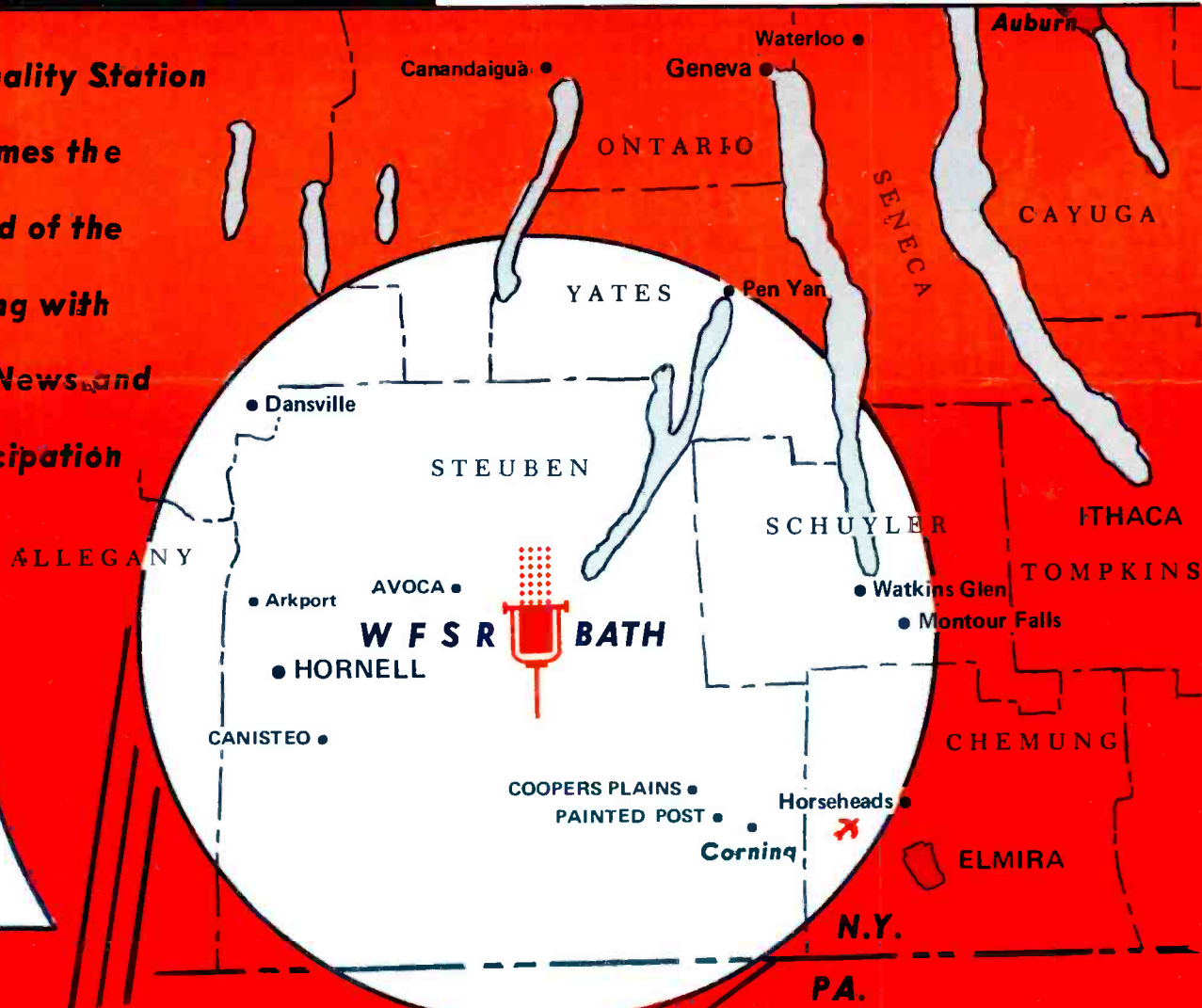
WFSR

RADIO
1380

BATH
NEW YORK

**From Your Personality Station
on the Square Comes the
Bright New Sound of the
Southern Tier along with
Complete Local News and
Community Participation**

**We're
Friendly
Steuben
Radio**



**WFSR Radio
MARKET FACTS**

	Market Area
TOTAL SALES	455,569
Lumbr., Bldg. Matl., Hdwe.	16,984
Gen. Merchandise	58,497
Food Stores	115,629
Automotive Dealers	60,620
Gas Service Stations	21,568
Apparel & Acces'y	38,568
Furniture & Home Furng'g's	14,612
Electrical Appliances	7,594
Eating & Drinking	48,471
Drug & Prop'y	13,315
Other Retail Stores	47,906
Non-store Retailers	11,895

Population	255,057
Households	77,290

All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, 141 J.D. Ferry St. Corning, N.Y.

**WFSR RADIO has just the Right Local Touch to
Make Friends and Influence People in the Diversified
Industrial, Commercial, Agricultural, and Finger Lakes**

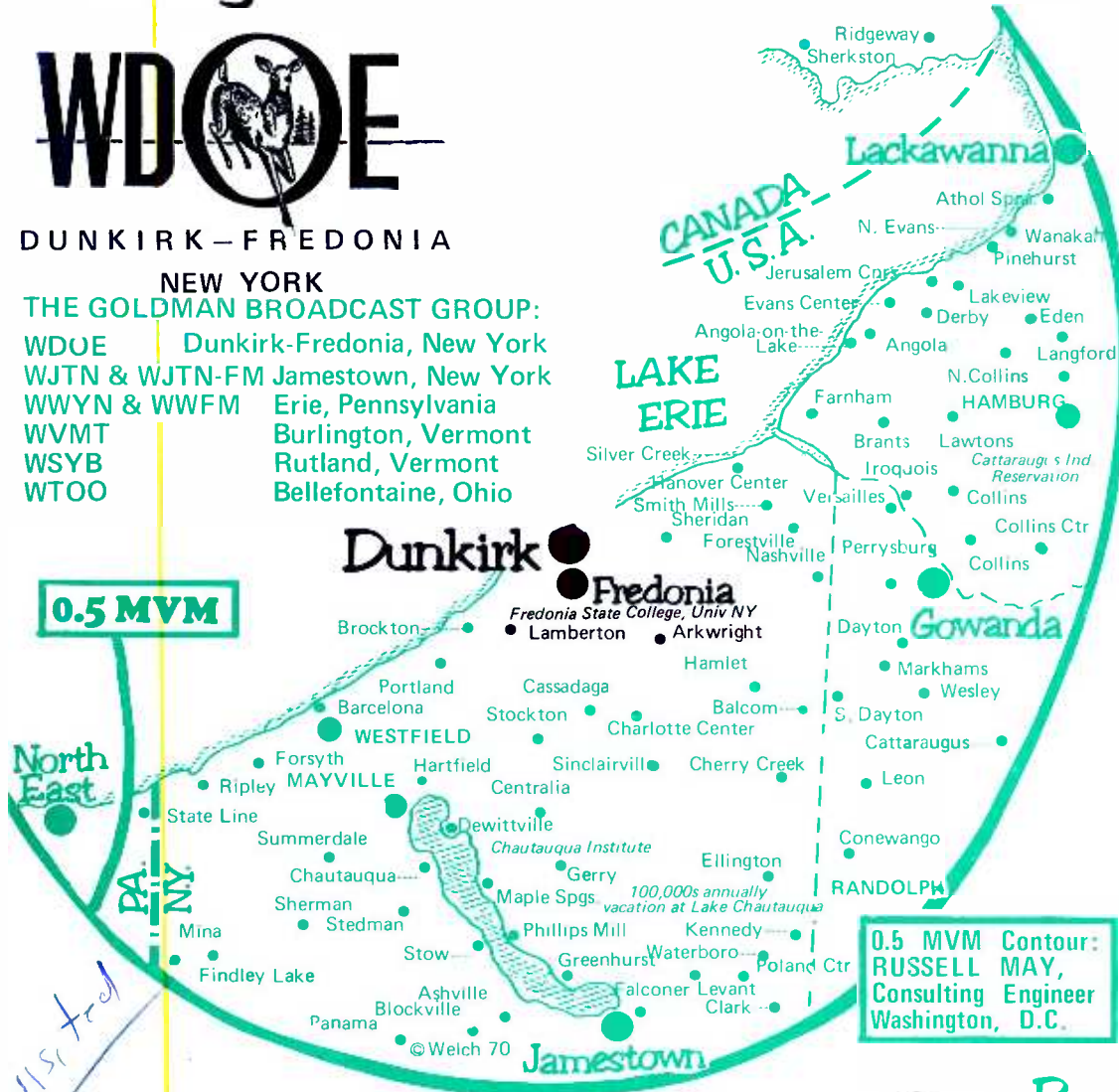
"Programmed for the People"



DUNKIRK-FREDONIA
NEW YORK

THE GOLDMAN BROADCAST GROUP:

- WDOE Dunkirk-Fredonia, New York
- WJTN & WJTN-FM Jamestown, New York
- WWYN & WWFM Erie, Pennsylvania
- WVMT Burlington, Vermont
- WSYB Rutland, Vermont
- WTOO Bellefontaine, Ohio



0.5 MVM Contour:
RUSSELL MAY,
Consulting Engineer
Washington, D.C.

DUNKIRK-FREDONIA is in the center of a huge steel production area with diversified manufacturers and processors including: Allegheny Ludlum Steel Mills, the Mogan David Wineries, Kraft Foods, Welch Grape Juice Co., Roblin Steel Company, True Temper Co., American Massage Mfg. Co., Red Wing Corporation, Forbes and Wagner, Knowles-Fisher, Excelco Manufacturing Company, Niagara Therapy Mfg. Co., Dunkirk Radiator Co., M. Wile & Co., Mitchell Foods, Niagara Motor Co., Fredonia Seed Co., Newbrook Machine, Rem-tronics, Silver Creek Precision, Empire Machine Company, Dunkirk Metal Products, Star Winery, Plymouth Tube, Nog Inc., A. J. Wahl Company, Cassadaga Wood Products Co., Sackett Manufacturing Co., Hygrade Seed Company, King Windows, Dunkirk Stamping Company, and the Dunkirk Fresh Fish Company.

FREDONIA is the home of the Fredonia State College division of University of New York.

CHAUTAUQUA COUNTY — ranks 177th in the first 300 counties of the US in Total Consumer Spendable Income according to SRDS 1970.

CHAUTAUQUA COUNTY — ranks as one of 25 top resort counties east of the Ohio State Line

CHAUTAUQUA COUNTY — ranks first in the USA in both the production and processing of fine quality Concord grapes with America's most famous brand names — Mogan David Wines; Welch Grape Juice.

WDOE RADIO — serving the lakeshore from Buffalo to Erie — is programmed for the total audience! MUSIC is programmed thru senior adults — not "just played"! NEWS on-the-hour, 18 hours-a-day; Two 30-minute news summaries at 7:45 AM and at Noon — Plus a FULL HOUR of Total Information News at 5:30 PM --- and WDOE SPORTS ACTION --- when it happens!

Represented by:
ALAN TORBET Associates
Offices in Major Cities

Prepared by: **RADIO Unlimited**
Pueblo, Colorado



DUNKIRK-FREDONIA

RADIO 1410
1000 WATTS
DAYS
500 WATTS
NITES

LAKE SHORE BROADCASTING CO., INC.
Simon Goldman, President
David Ridgeway, General Manager
Phone (716) 366-1410
DUNKIRK NEW YORK 14048

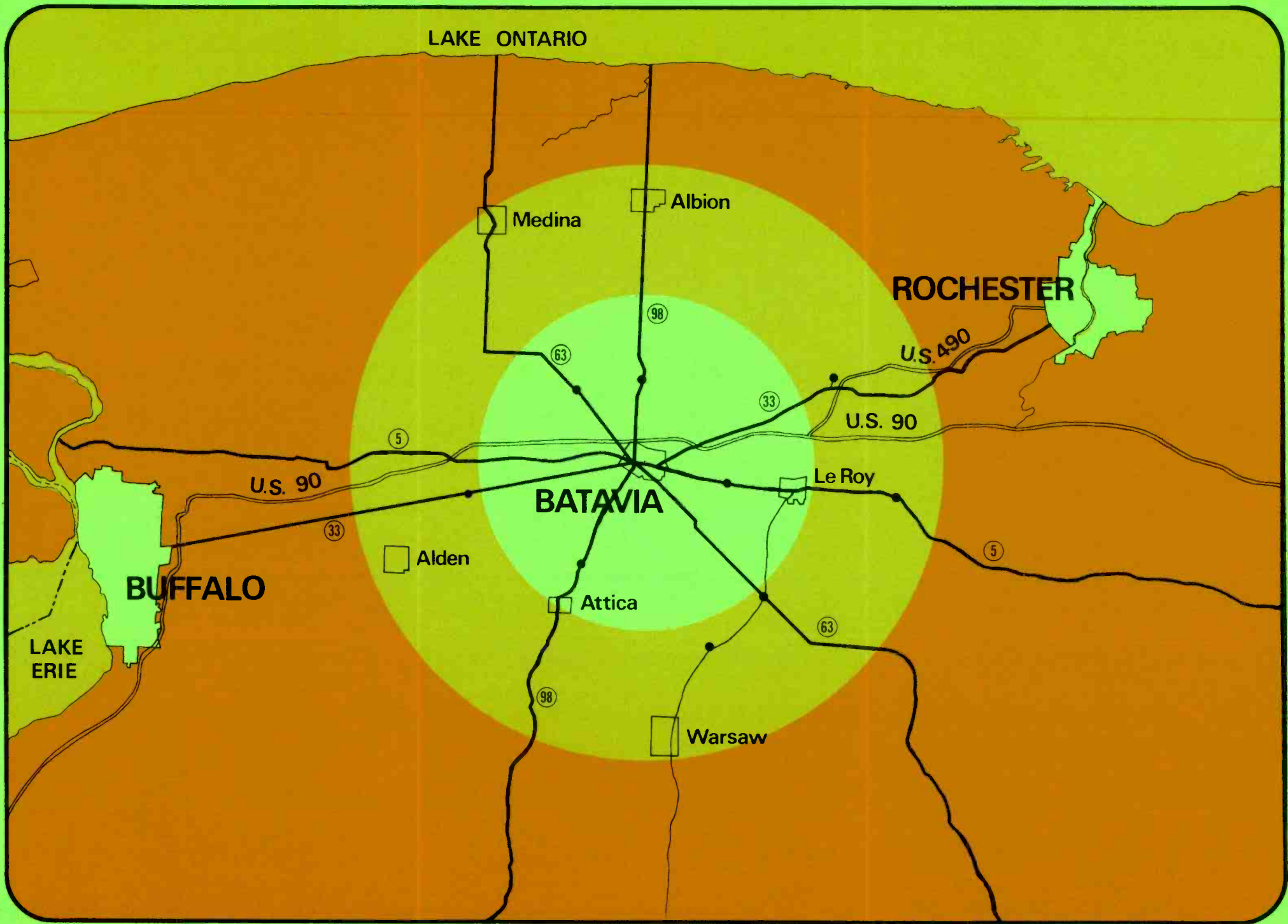


American
Information
Radio Network



R
A
B

Market Data:	0.5 MVM Coverage
Population	292,020
Households	76,520
Radio Homes	75,900
Auto Ownership	90,180
Farm Population	20,180
SPENDABLE INCOME	\$ 667,893,000
TOTAL RETAIL SALES	\$ 468,299,000
Food Stores	\$ 98,567,000
Drug Stores	\$ 13,877,000
Department Stores	\$ 69,034,000
Apparel Shops	\$ 26,383,000
Homefurnishings	\$ 20,233,000
Auto Dealers	\$ 97,993,000
Service Stations	\$ 32,888,000
Gross Farm Income	\$ 72,209,000
Source: SRDS Consumer Data	1970.®



BATAVIA BROADCASTING CORP. 22 SEAVER PL. BATAVIA, N. Y.

PRIMARY COVERAGE 5 MILLIVOLT
 SECONDARY COVERAGE 2 MILLIVOLT

wbta RADIO

WBTA Radio is located in the center of a diverse industrial and rich agricultural area midway between Buffalo and Rochester. The station has served three counties — Genesee, Wyoming and Orleans — for thirty years. There are approximately 39,000 households in the three-county area, 98.6% of them with one or more radios. Of the more than 46,000 cars registered in the three county region, 87% or more than 40,000 are equipped with radios.

WBTA Radio is located in downtown Batavia, a city of over 18,000 population and the county seat for Genesee and its 62,471 people. The population of Batavia's retail trading zone is 91,275 and retail sales in 1970 topped an estimated \$115,000,000.

Genesee County has 28.1% of its households earning \$10,000 or more. Of the eighteen counties west of Syracuse, only three surpass Genesee in percent of households earning \$10,000 or more. Genesee ranks 15th in 57 upstate counties in percent of households earning \$10,000 or more per year.

With a heavy emphasis on local news and community involvement, WBTA Radio is proud to have one of the highest audience percentages of any station anywhere! We're number one in this area, topping by a large margin any "outside" stations. (A recent survey showed WBTA Radio 40% ahead of seven other small market WNY radio stations in weekly coverage of their home counties, and 50% ahead of the number one outside station coming in to Genesee County.)

If you're interested in reaching the rich and fast-growing market between Buffalo and Rochester, you need WBTA Radio and its full-time local service.

Member National Association of Broadcasters *
 NAB Radio Code * United Press International *
 UPI Audio Service * New York State Broadcasters Association.

Rates

ANNOUNCEMENTS

Times per year	Minutes	30 Sec.	10 Sec.
1-12	\$7.00	\$5.15	
13-25	6.50	5.00	
26-51	6.25	4.85	\$3.00
52-129	6.00	4.70	2.75
130-259	5.25	4.00	2.50
260-519	4.60	3.60	2.10
520	4.25	3.35	1.85
1041 or more	4.00	3.10	1.85

PROGRAMS

Times per year	5 Min.	¼ Hr.	½ Hr.	1 Hr.
1-12	\$14.00	\$20.00	\$35.00	\$60.00
13-25	13.00	19.00	33.00	58.00
26-51	12.00	18.00	32.00	55.00
52-129	11.00	17.00	30.00	50.00
130-259	9.00	—	—	—
260 or more	7.00	—	—	—

Rates for Newscasts, Remote Broadcasts and use of Mobile Van on Request

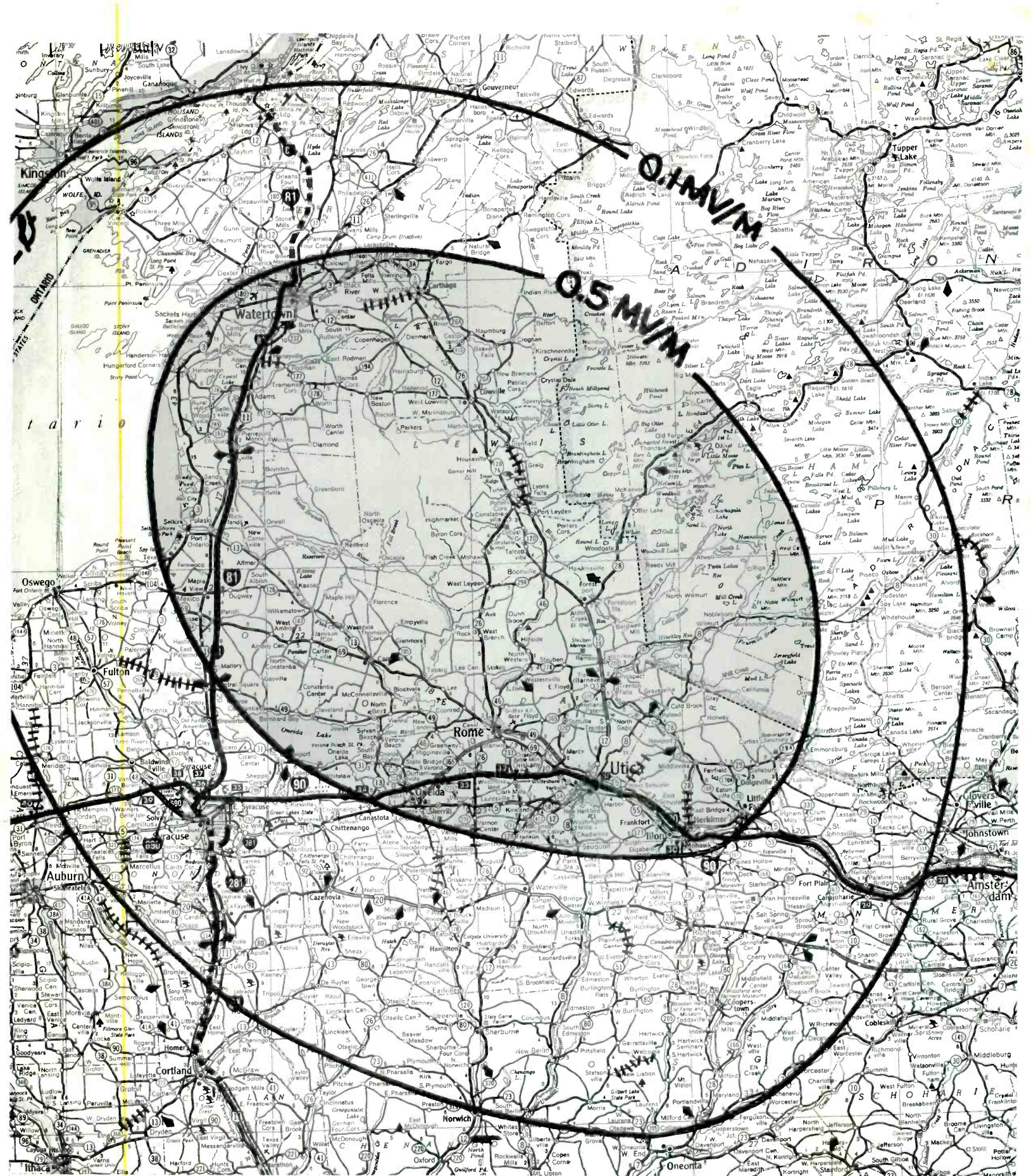
Serving over 39,000 Homes in the Genesee-Orleans-Wyoming County Region Full-Time Since 1941

500/250 Watts

Revised
2-5-71

Crossroads of Western New York





ESTIMATED COVERAGE OF RADIO WBRY
PRIMARY COVERAGE TO 0.5 MV/M
SECONDARY COVERAGE TO 0.1 MV/M

1000 WATTS AT 900 KC

visited

WBBF

ROCHESTER

0.5 MV/M DAYTIME CONTOUR

1,000 WATTS-950 KC



BASE MAP: © HAGSTROM COMPANY, INC..
 NOTE: 0.5 MV/M contours are based on maps filed with the FCC



850 MIDTOWN TOWER
 ROCHESTER, N. Y. 14604
 716/232-7550

A Wholly-Owned Subsidiary of LIN Broadcasting Corporation

The LIN Group

KAAY - 50KW - 1090 KC
 Little Rock, Ark.
 KEEL - 50 KW - 710 KC
 Shreveport, La.

WAKY - 5 KW - 790 KC
 Louisville, Ky.
 WMAK - 5 KW - 1300 KC
 Nashville, Tenn.

WBBF - 1 KW - 950 KC
 Rochester, N. Y.

WAND Television - Ch. 17 (ABC)
 Decatur - Springfield - Champaign, Ill.

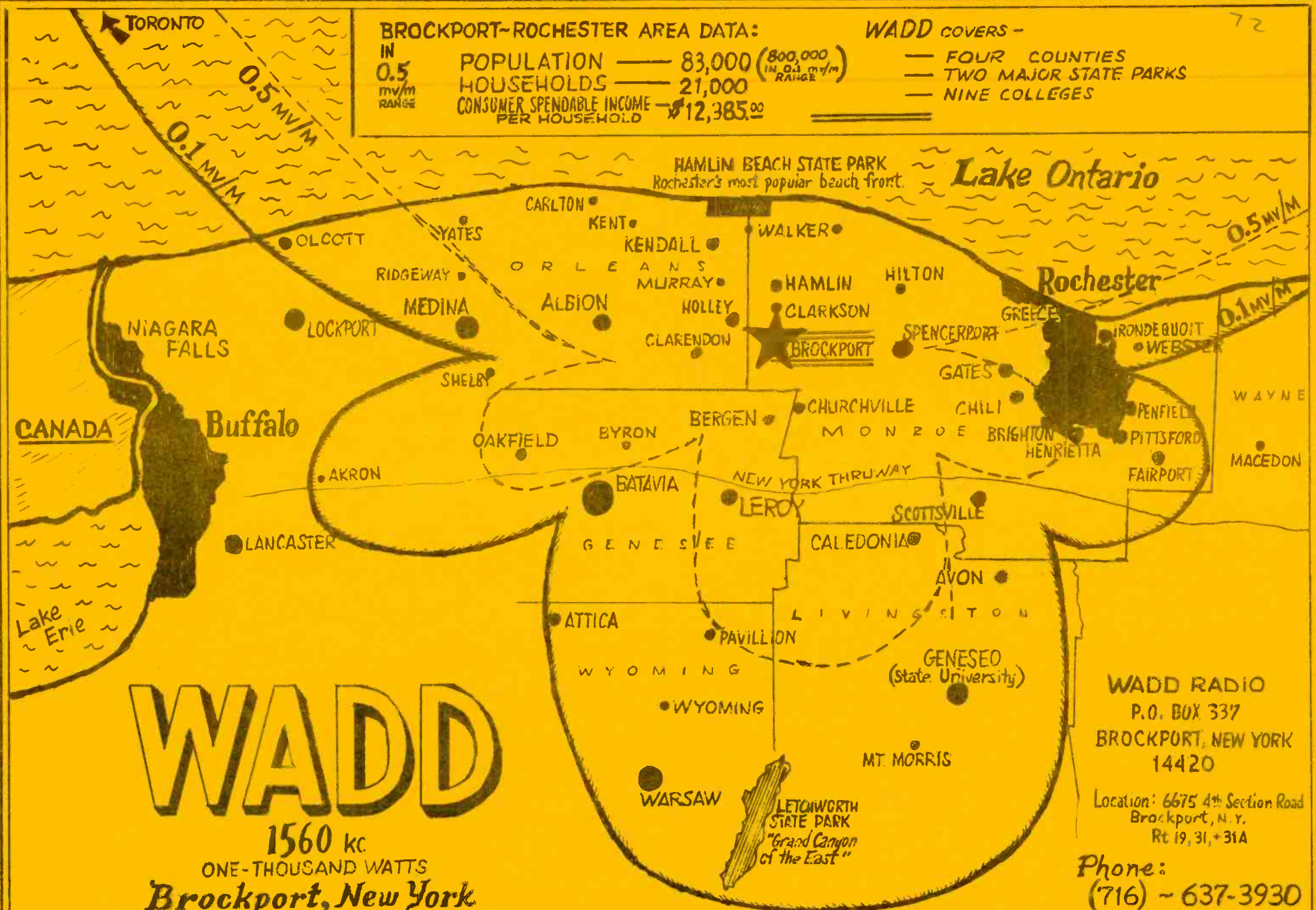
BROCKPORT-ROCHESTER AREA DATA:

IN
0.5
mv/m
RANGE

POPULATION — 83,000 (800,000 IN 0.5 mv/m RANGE)
HOUSEHOLDS — 21,000
CONSUMER SPENDABLE INCOME PER HOUSEHOLD — \$12,385.00

WADD COVERS -

- FOUR COUNTIES
- TWO MAJOR STATE PARKS
- NINE COLLEGES



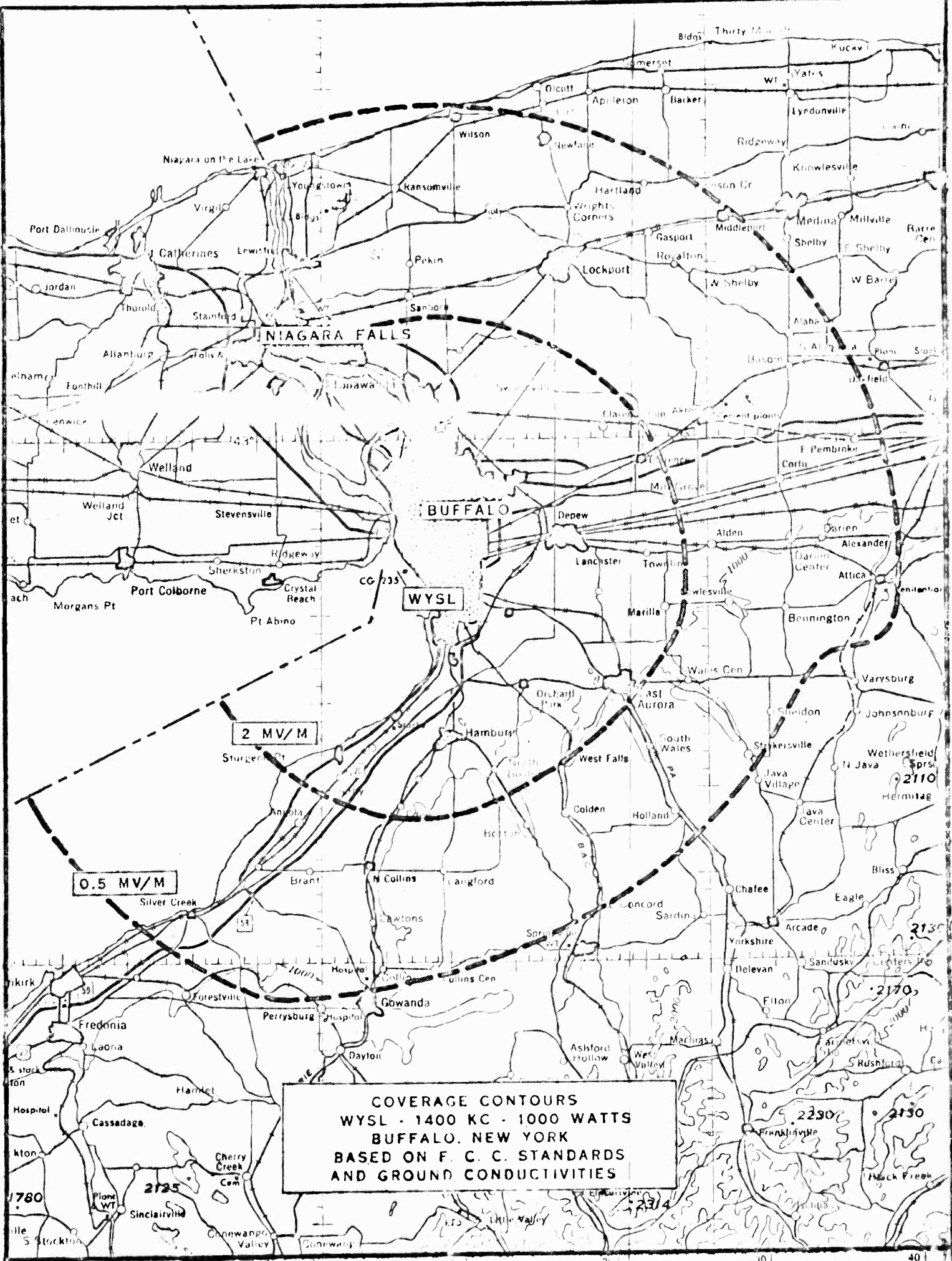
WADD

1560 kc
ONE-THOUSAND WATTS
Brockport, New York

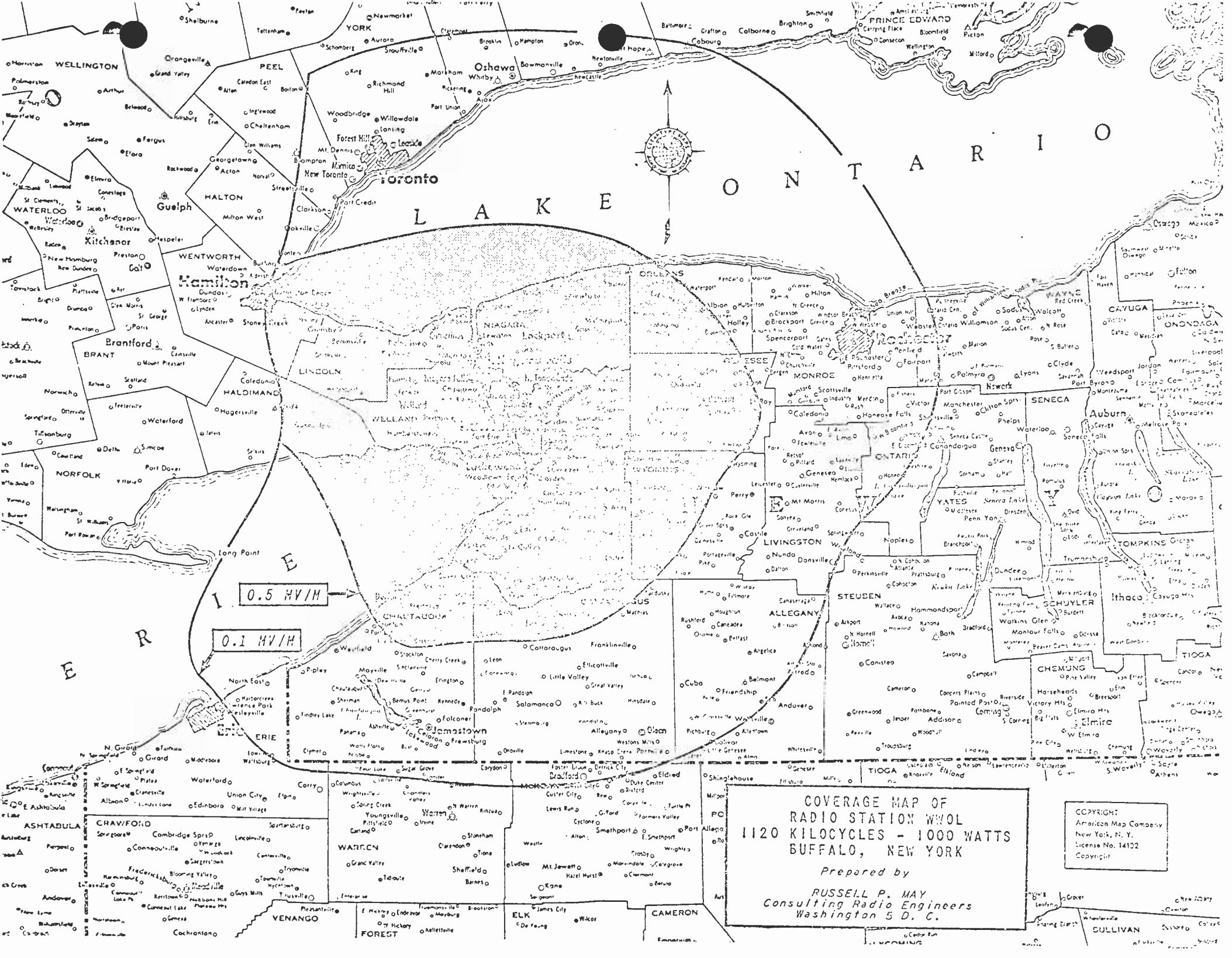
WADD RADIO
P.O. BOX 337
BROCKPORT, NEW YORK
14420

Location: 6675 4th Section Road
Brockport, N. Y.
Rt 19, 31, +31A

Phone:
(716) - 637-3930



COVERAGE CONTOURS
 WYSL - 1400 KC - 1000 WATTS
 BUFFALO, NEW YORK
 BASED ON F. C. C. STANDARDS
 AND GROUND CONDUCTIVITIES



0.5 MV/M

0.1 MV/M

COVERAGE MAP OF
 RADIO STATION WWOL
 1120 KILOCYCLES - 1000 WATTS
 BUFFALO, NEW YORK
 Prepared by
 RUSSELL P. MAY
 Consulting Radio Engineers
 Washington 5 D. C.

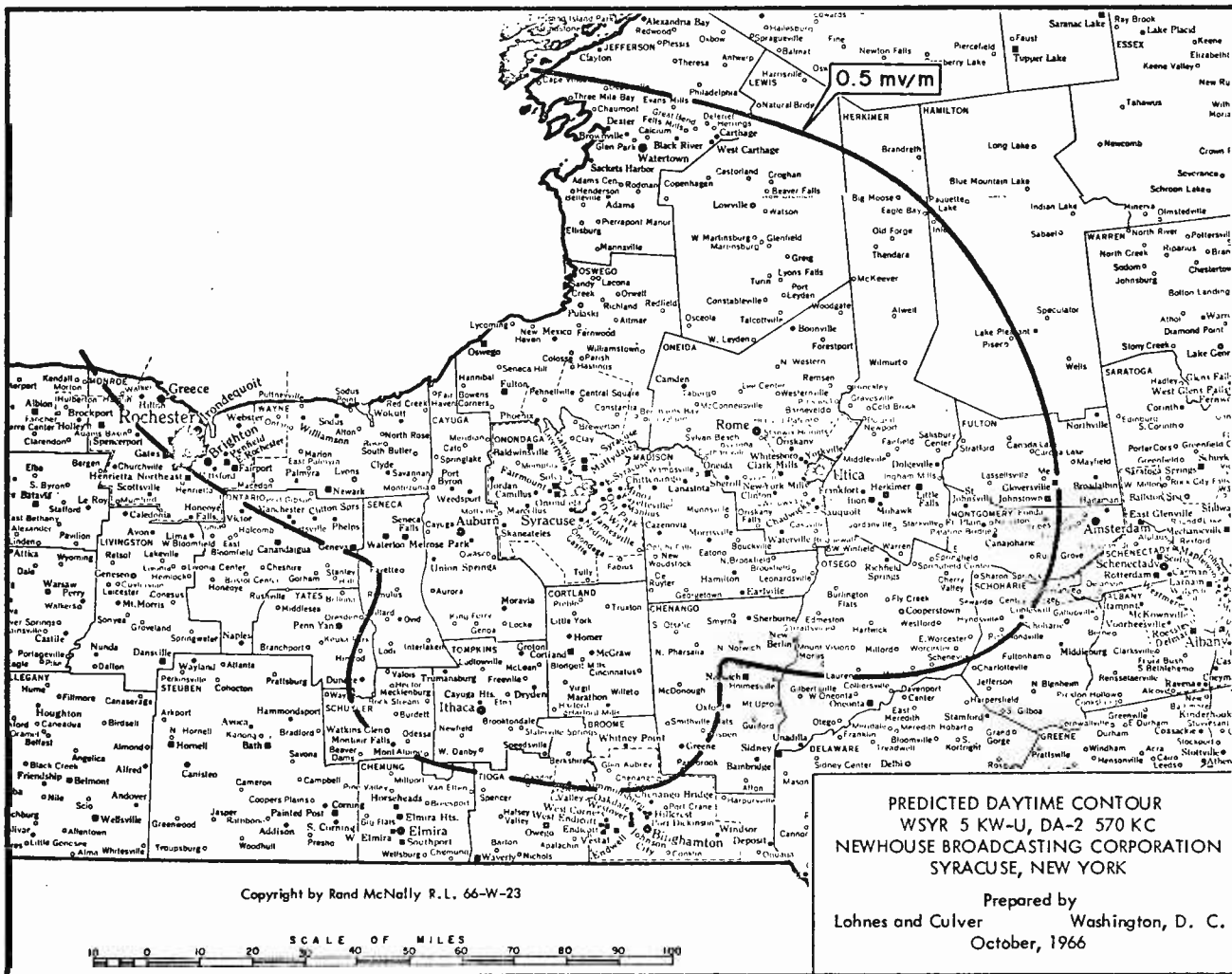
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 New York, N. Y.
 License No. 14102
 Copyright

WSYR

1030 JAMES ST. GR 4-3911

SYRACUSE, N.Y.

COVERAGE AREA



THE WSYR MARKET COVERS 18 COUNTIES:

Buying Power . . . \$3,423,399,000
 Population 1,611,400
 Families 469,920
 Farm Population 107,100

NBC AFFILIATE - 5,000 WATTS AT 570 K.C.

WSOQ

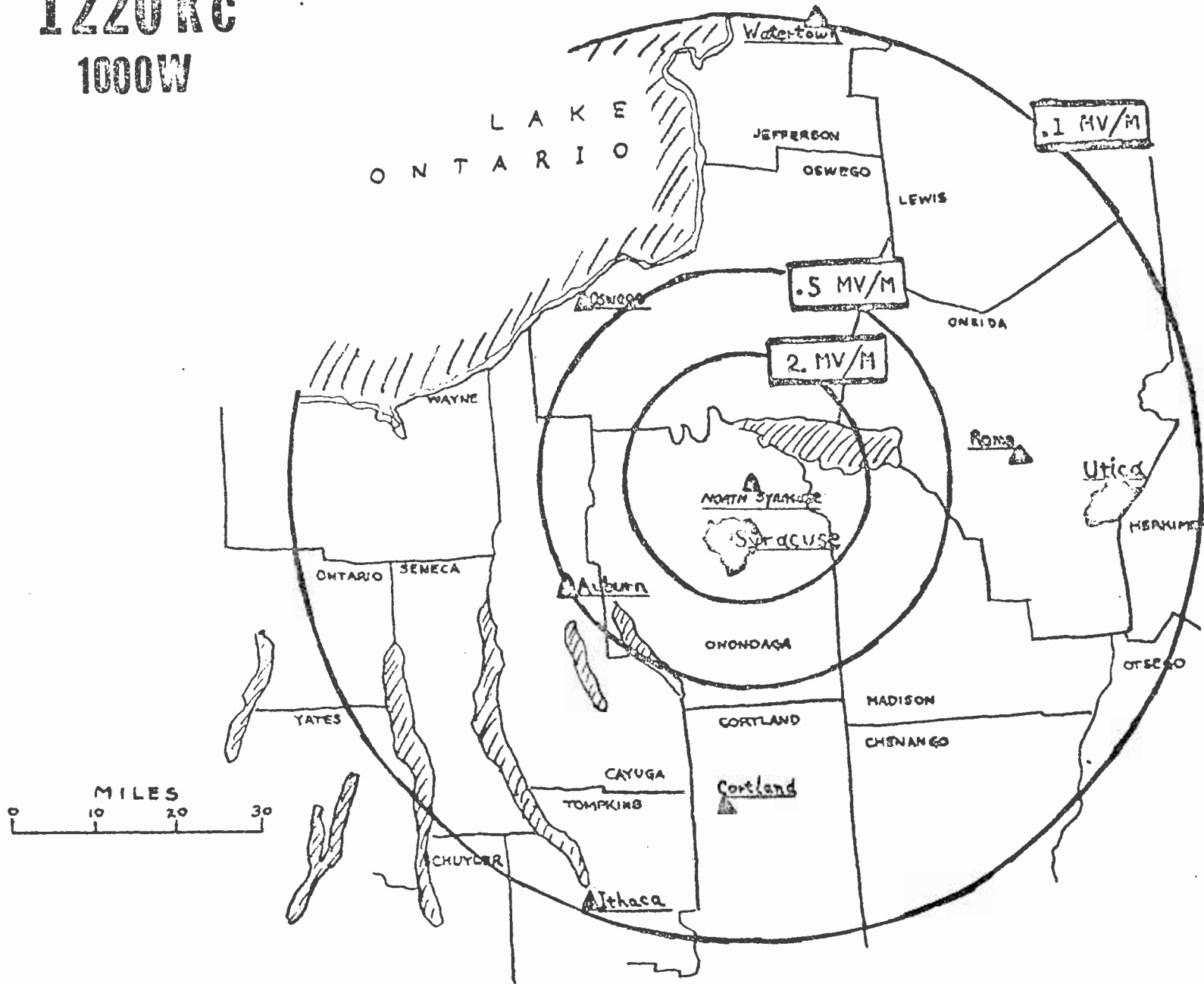
WONDERFUL SOUND OF QUALITY

1220 kc

1000W

SERVES CENTRAL NEW YORK

FROM NORTH SYRACUSE

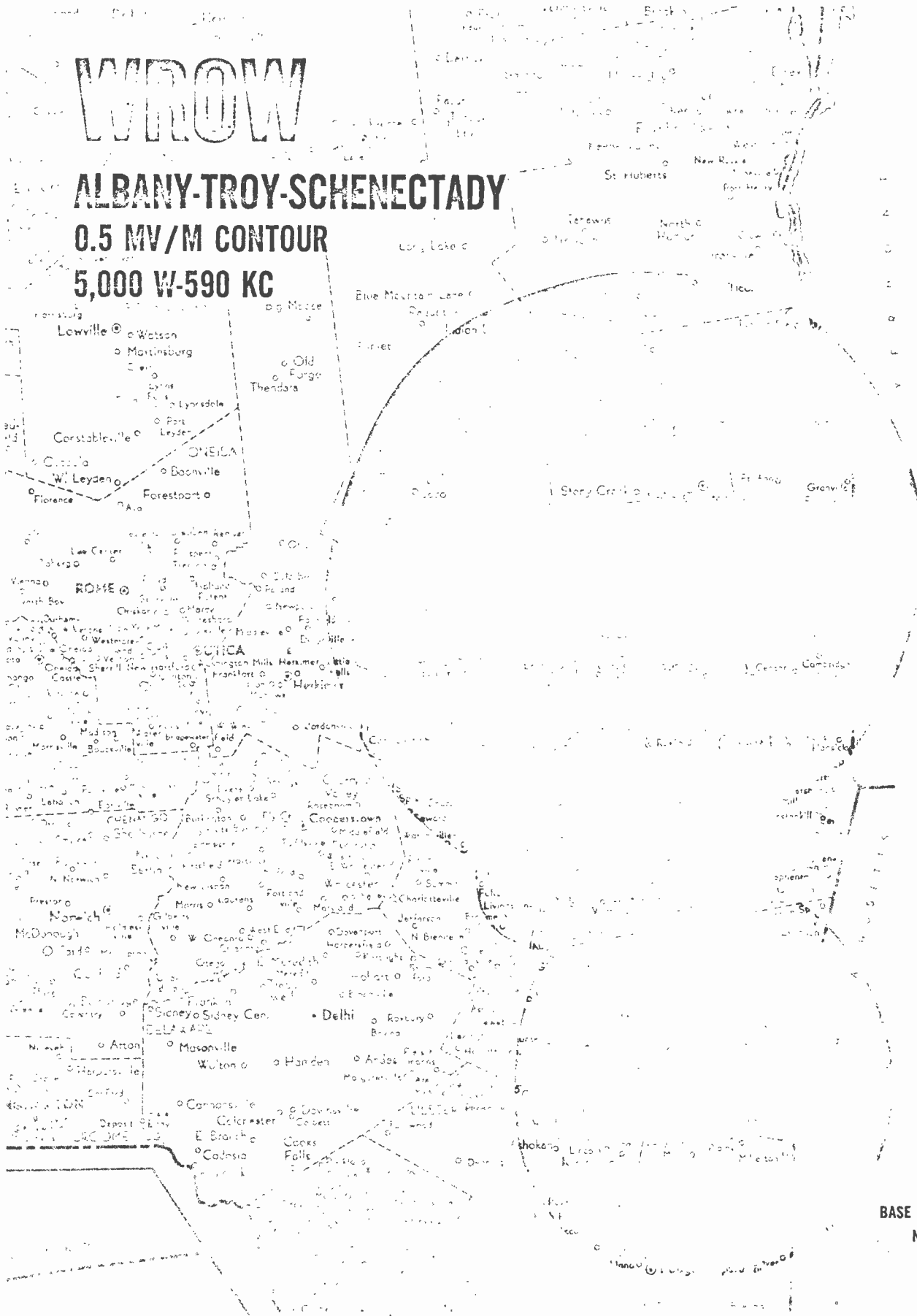


WROW

ALBANY-TROY-SCHENECTADY

0.5 MV/M CONTOUR

5,000 W-590 KC



BASE MAP: © HAGSTROM COMPANY, INC.
NOTE: 0.5 MV/M contours are based on maps filed with the FCC

BLAIR RADIO OFFICES



NEW YORK
717 FIFTH AVE.
(212) 752-0400

CHICAGO
645 N. MICHIGAN AVE.
(312) 787-2300

ATLANTA
1375 PEACHTREE ST., N.E.
(404) 875-7567

BOSTON
535 BOYLSTON ST.
(617) 536-6230

DALLAS
3028 SOUTHLAND CTR.
(214) 741-4228

DETROIT
2990 W. GRAND BLVD.
(313) 971-2060

LOS ANGELES
5670 WILSHIRE BLVD., SUITE 2415
(213) 926-5171

PHILADELPHIA
258 SUBURBAN STA. BLDG.
(215) 560-0200

ST. LOUIS
630 PAUL BROWN BLDG.
(314) 421-5262

SAN FRANCISCO
650 CALIFORNIA ST.
(415) 424-2272

WQXR 1560 AM COVERAGE MAP

1560 kilocycles

50,000 watts, DA-2

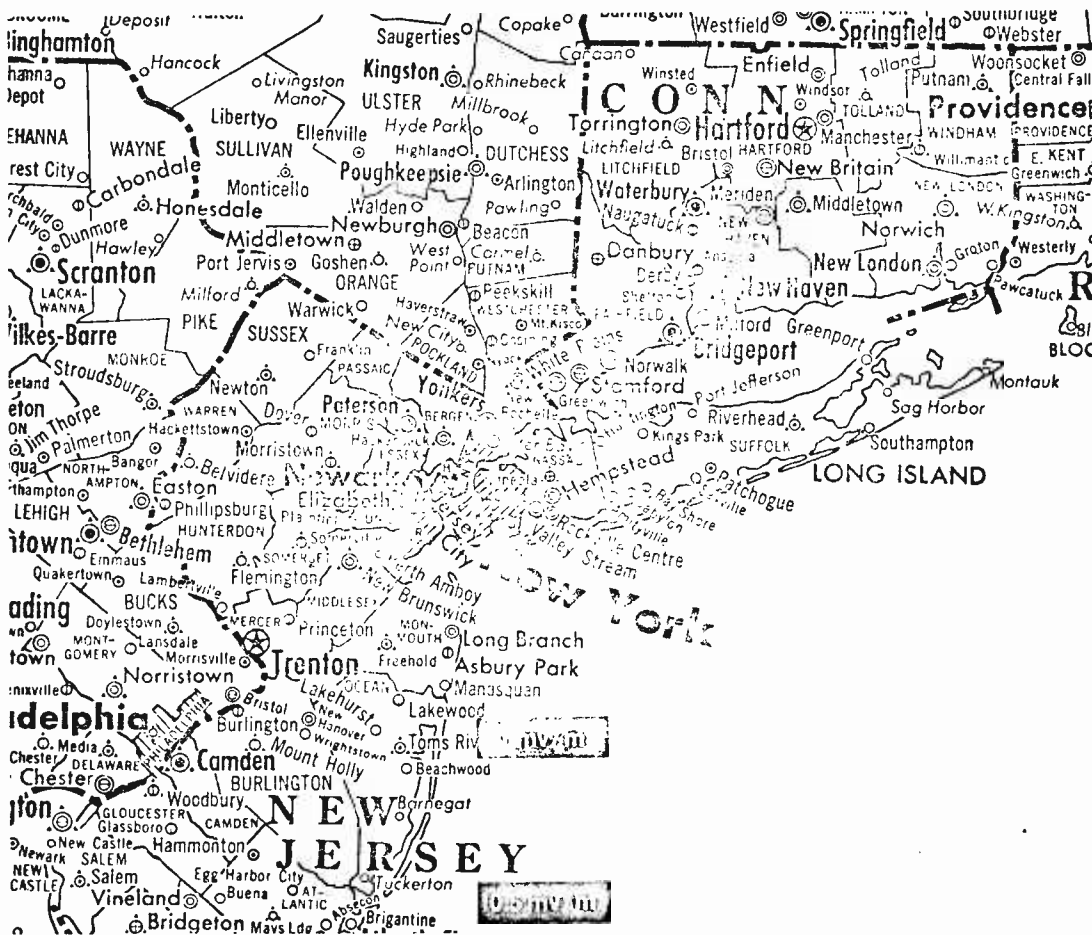
coverage contours based on

proof of performance measurements

Transmitter site: Maspeth, New York

December, 1964

Gautney & Jones Communications Inc.



The radio stations of The New York Times

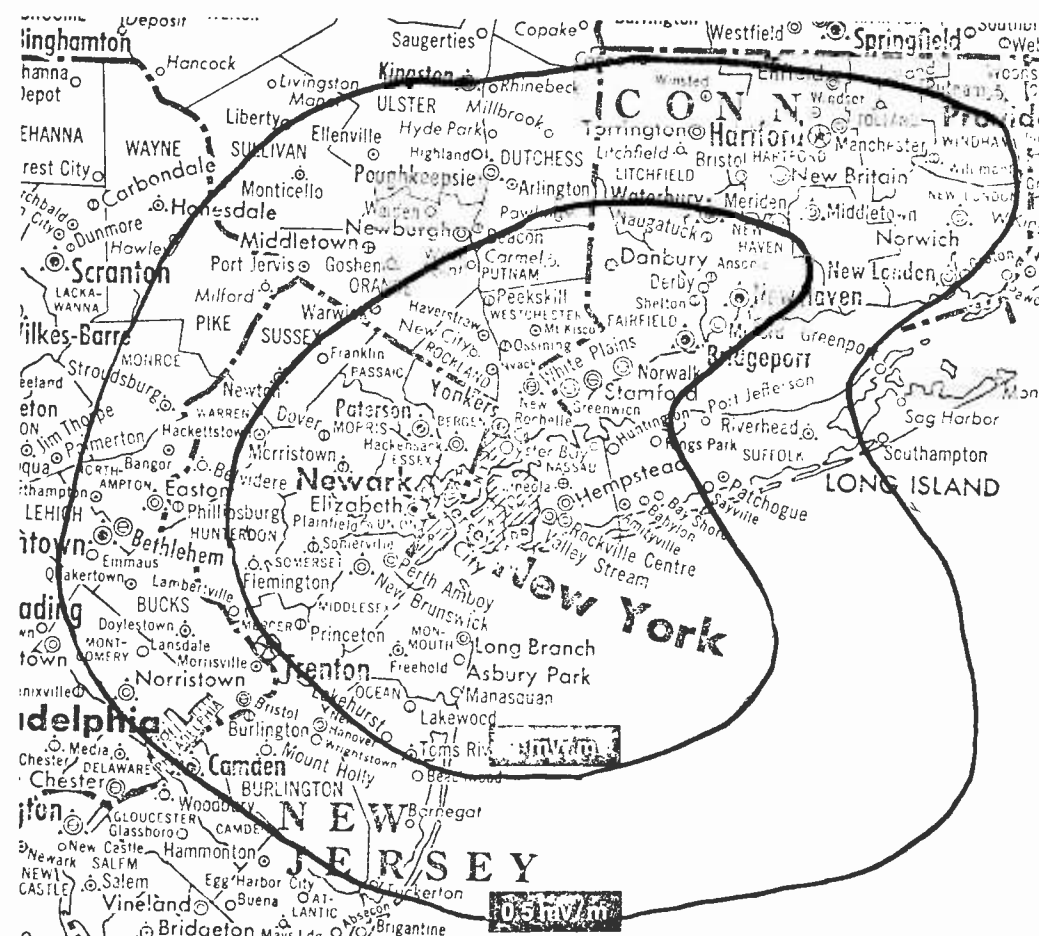
WQXR 96.3 FM COVERAGE MAP

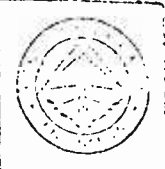
96.3 megacycles
 maximum power: 5.4 kW E.R.P., horizontal and vertical polarization.
 computed coverage contours
 Antenna site: Empire State Building, New York
 December, 1966
 Gautney & Jones Communications Inc.



WQXR 1560 AM COVERAGE MAP

1560 kilocycles
 50,000 watts, DA-2
 coverage contours based on
 proof of performance measurements
 Transmitter site: Maspeth, New York
 December, 1964
 Gautney & Jones Communications Inc.





JANUARY 1966

WPTR - 0.5 MV/M

WPTR
TRANSMITTER SITE

Figure 1

COMPUTED 0.5 MV/M CONTOUR

Station WPTR
Patroon Broadcasting Company, Inc.
Albany, New York

1540 kc 50 kw-U DA-1

A. D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
WASHINGTON D C

274°

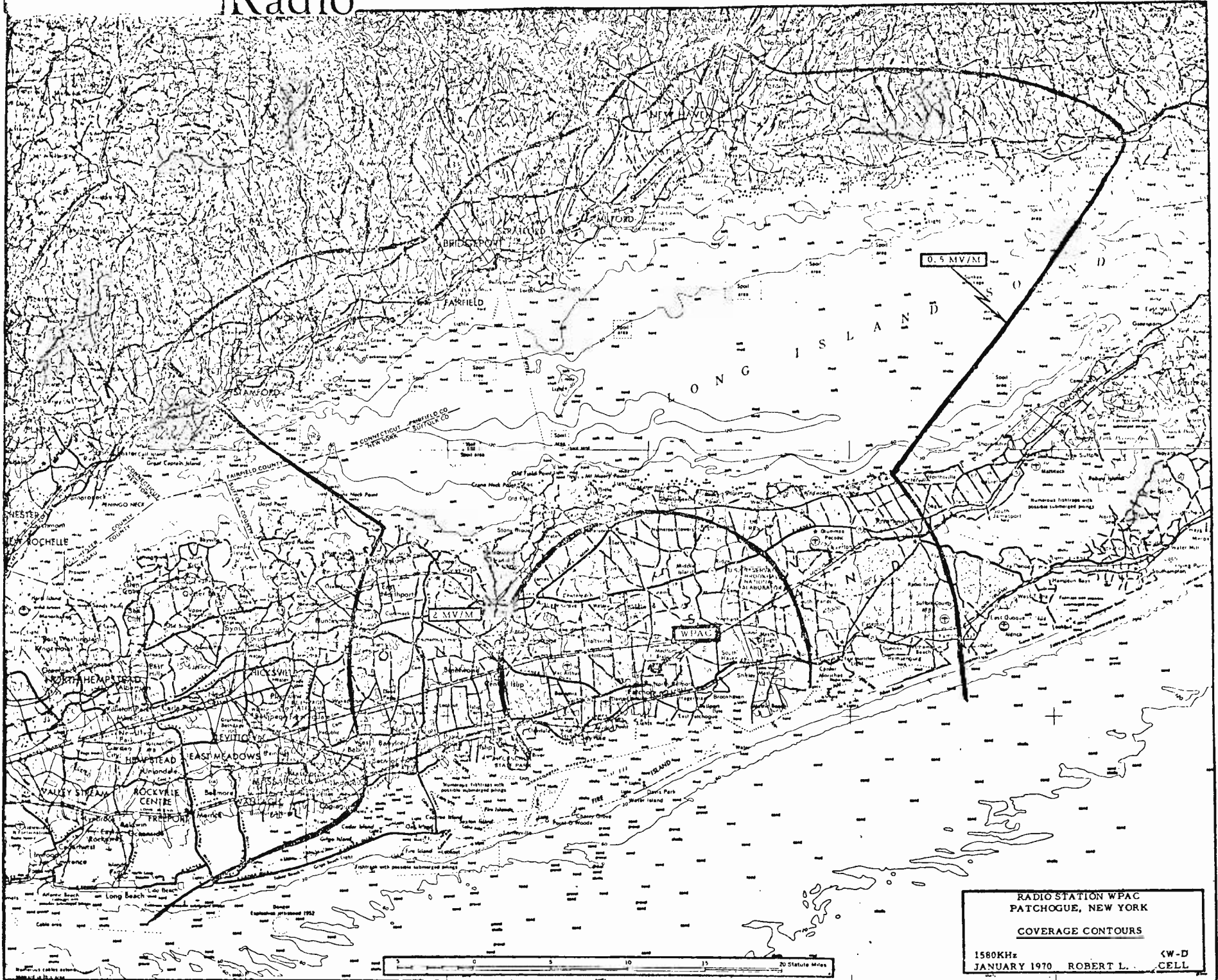
96°

123

1966 10 10

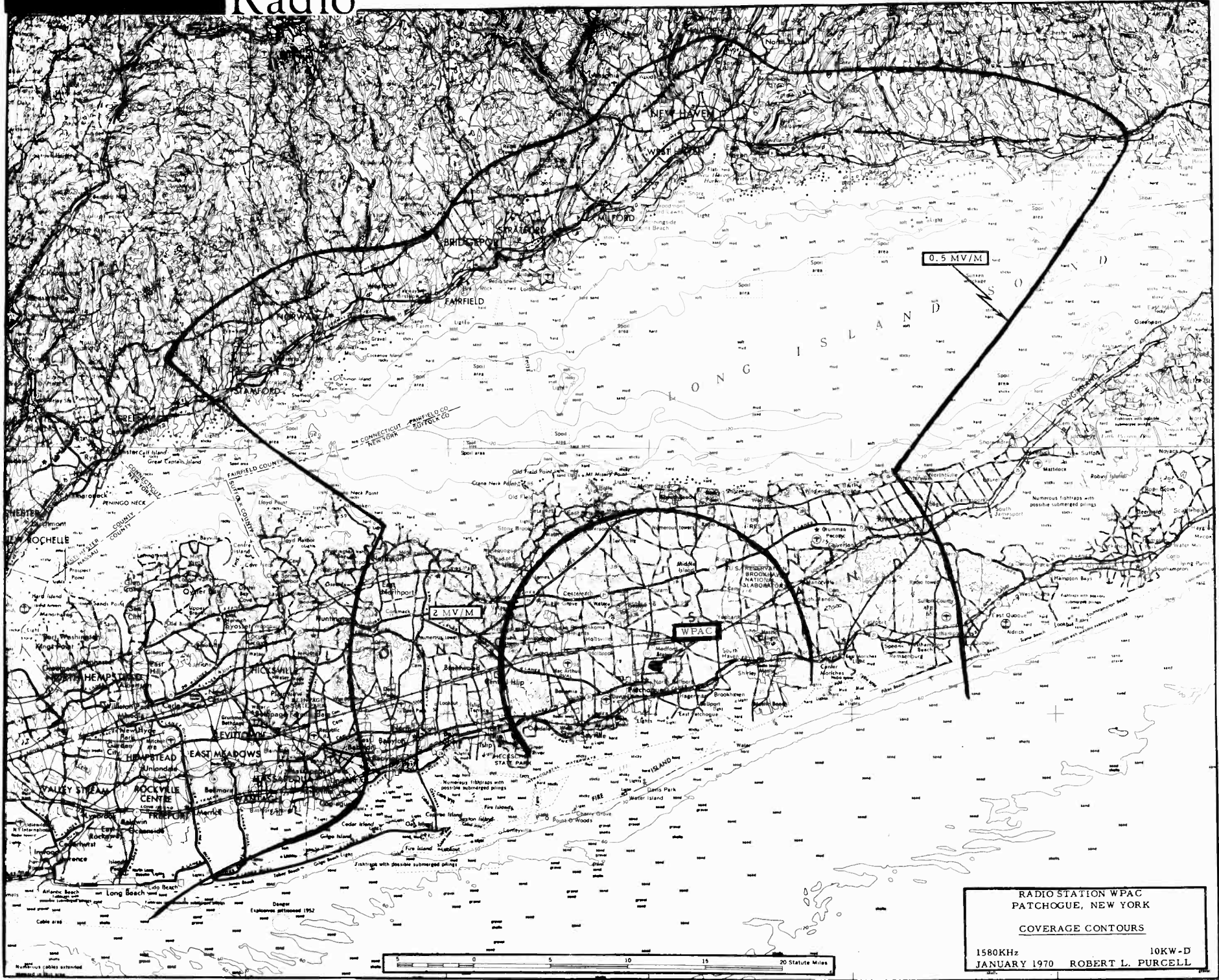
155°

WPAC Radio

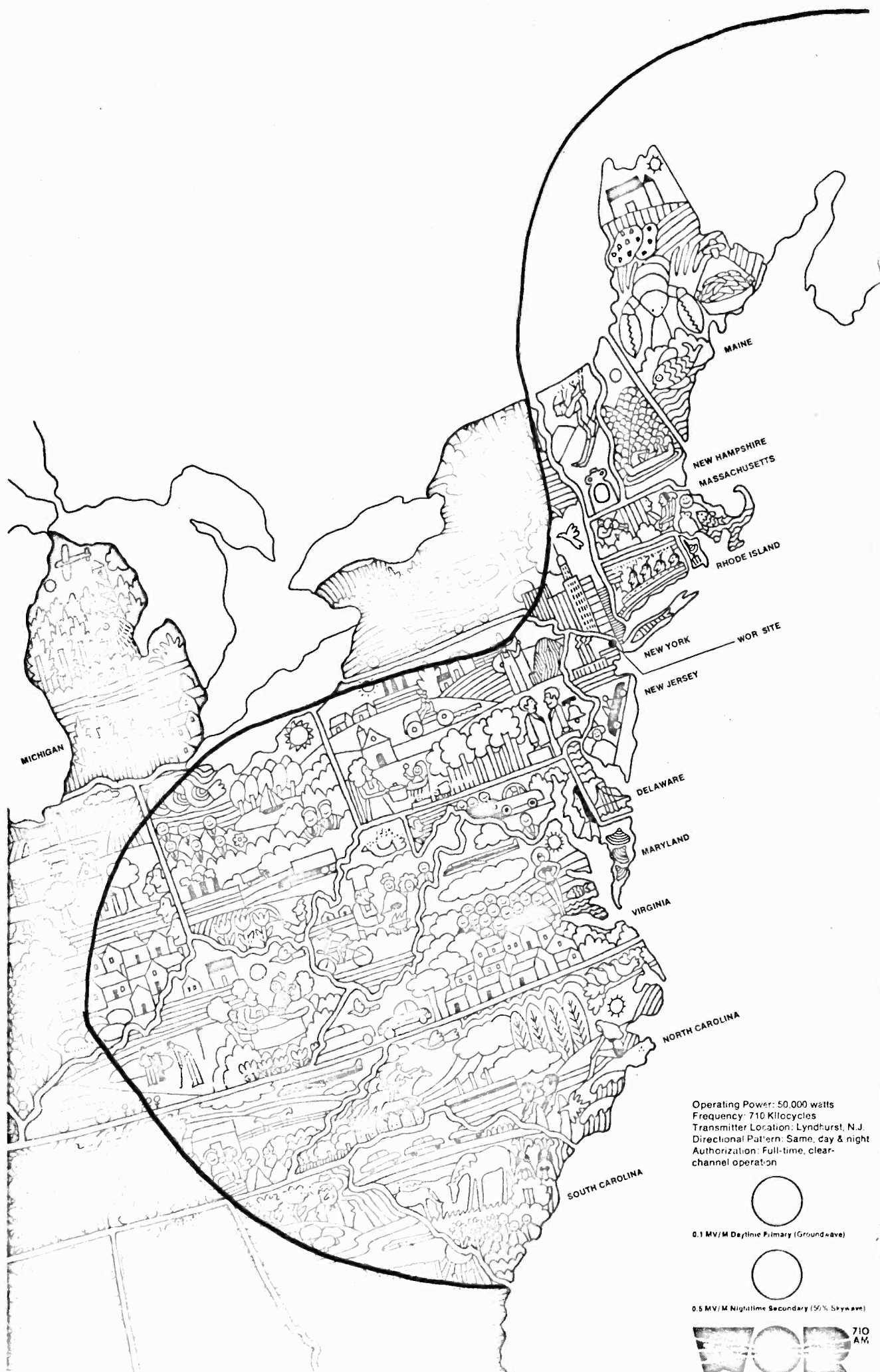


RADIO STATION WPAC
PATCHOGUE, NEW YORK
COVERAGE CONTOURS
1580KHz
JANUARY 1970 ROBERT L. CELL CW-D

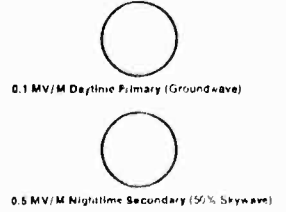
WPAC Radio



RADIO STATION WPAC
PATCHOGUE, NEW YORK
COVERAGE CONTOURS
1580KHz 10KW-D
JANUARY 1970 ROBERT L. PURCELL



Operating Power: 50,000 watts
 Frequency: 710 Kilocycles
 Transmitter Location: Lyndhurst, N.J.
 Directional Pattern: Same, day & night
 Authorization: Full-time, clear-channel operation



WNYR

"Covering New York's Western Empire"

AM • 680kc

ROCHESTER,
NEW YORK

FM • 101.3mc

Special Features . . . Full-coverage news service including AP wire, Mutual Network, and local news bureau plus mobile studios.

931 MAIN STREET, EAST
ROCHESTER, NEW YORK 14605

Telephone: 716 — 473-6800

Remarkable Rochester is America's 34th Booming Market and a Widely-Diversified Industrial Center.

MARKET DATA:

Population	1,269,480
Households	378,140
Radio Homes	375,460
Total Automobiles	486,200
Spendable Income (CSI)	\$ 3,557,903,000

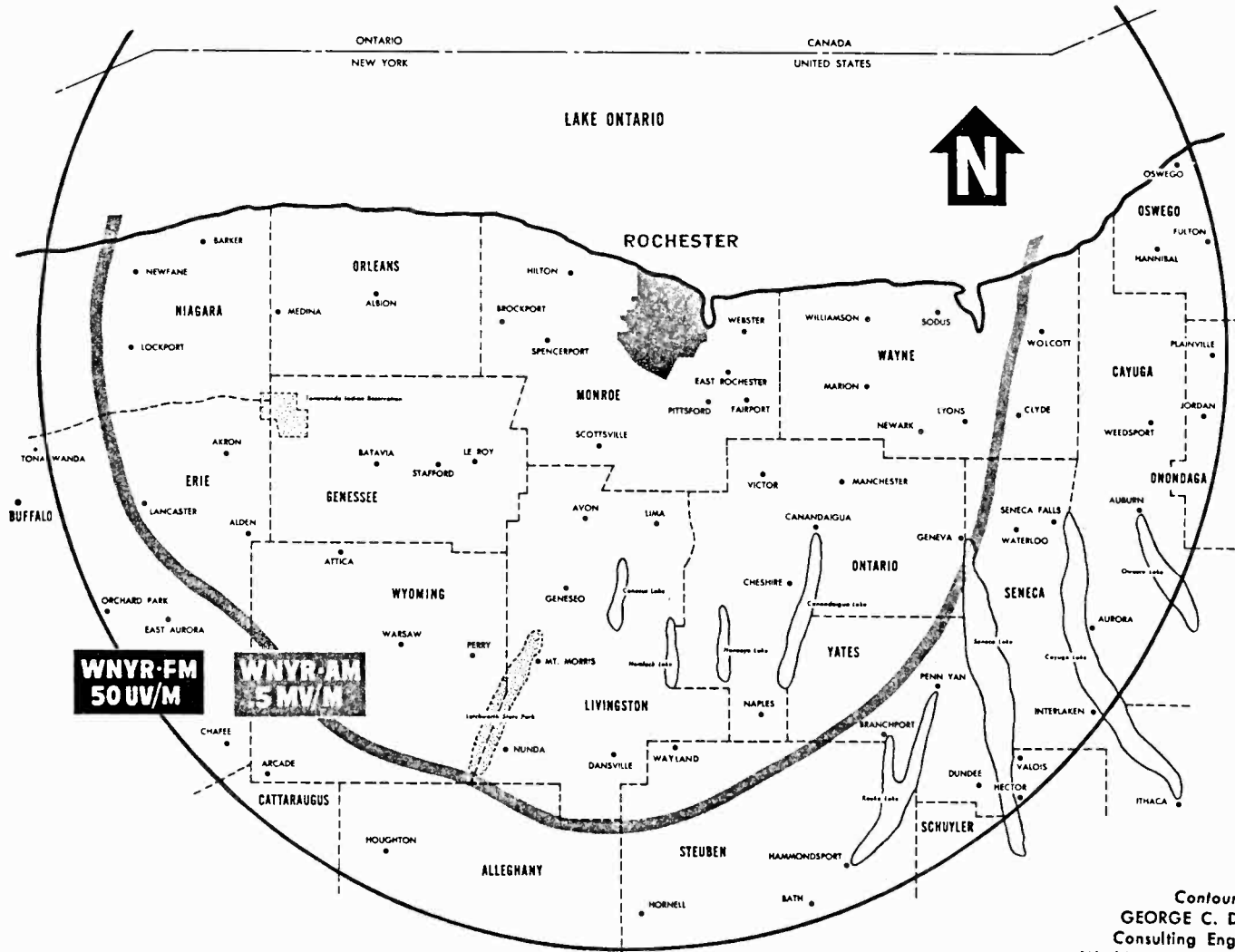
RETAIL SALES:

Food Stores	\$ 442,743,500
Drug Stores	\$ 51,937,000
Gen'l Merchandise	\$ 242,156,000
Apparel Stores	\$ 95,147,500
Home Furnishings	\$ 84,556,000
Auto Sales	\$ 407,249,000
Service Stations	\$ 106,649,000
*Total Retail Sales	\$1,868,025,000

FARM DATA:

Farm Population	53,090
Gross Farm Income	\$ 182,930,000

Source: SRDS Consumer Data



Contours by:
GEORGE C. DAVIS
Consulting Engineers
Washington, D. C. 20004

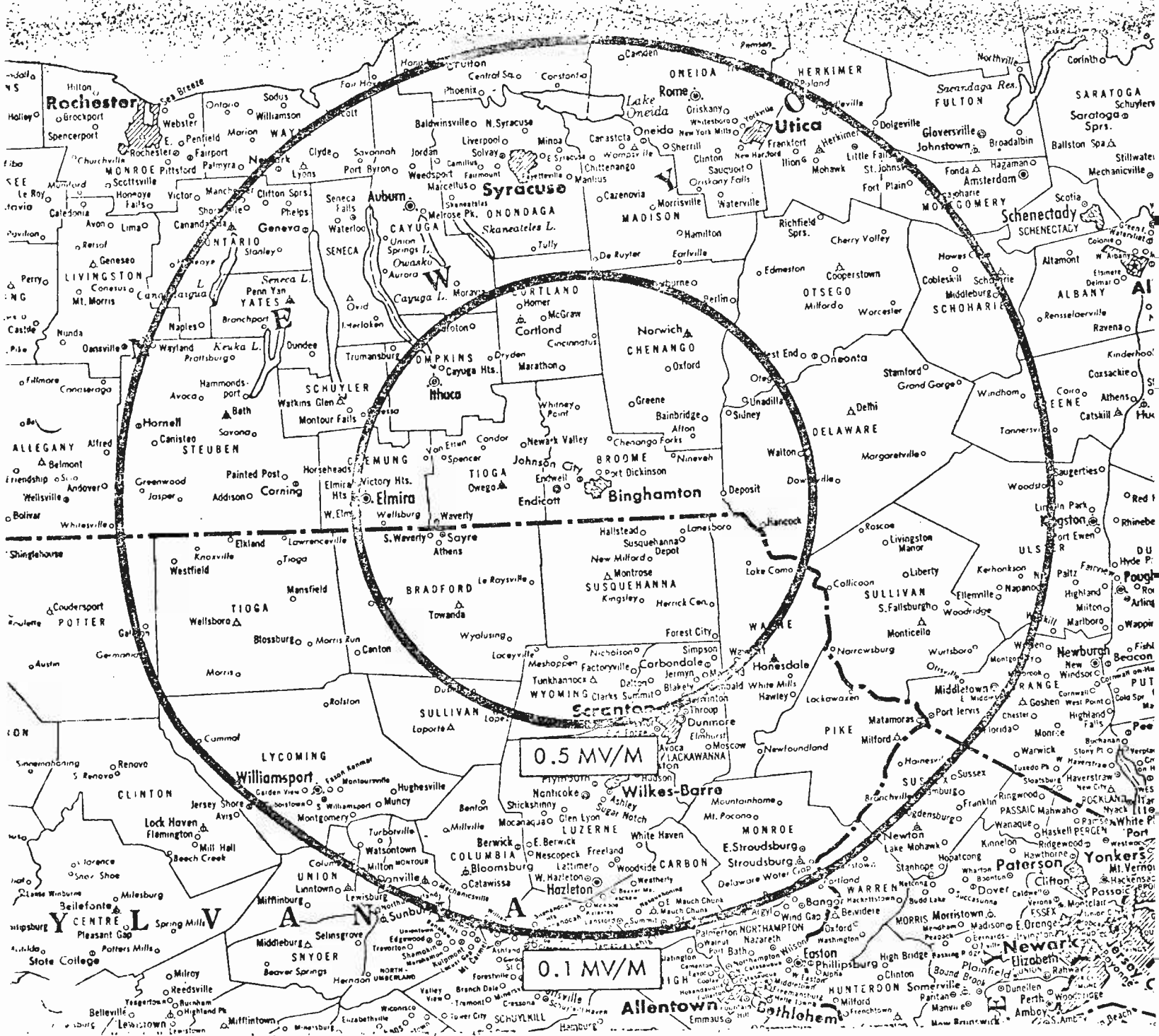
PHONE ROCHESTER: 716 — 473-6800

Represented Nationally by: ALAN TORBET and ASSOCIATES, INC. New York • Chicago • Detroit • Los Angeles

W N B F

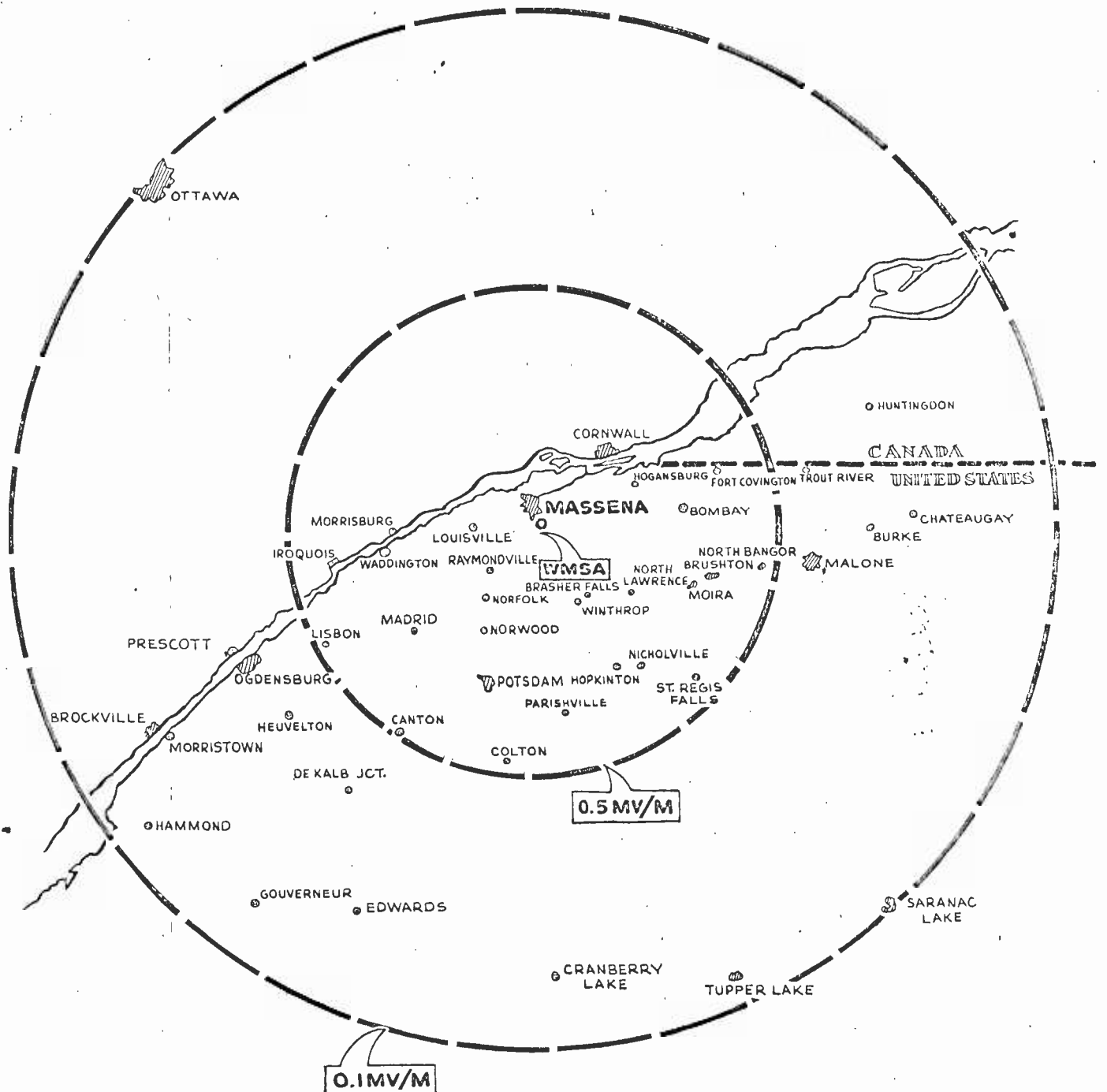
DIAL 1290

BINGHAMTON, NEW YORK



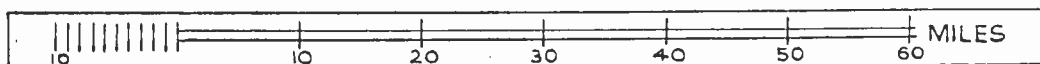
AMERICAN MAP CO., N. Y. LICENSE NO. 1485
Manufactured by Radio and Television Distributors, Inc. / 44th & Market St., Philadelphia 39, Pa.
NEW YORK: W. H. Freeman & Co., 455 N. Michigan St., Detroit, Mich. / W. H. Freeman & Co., 100 N. Main St., Boston, Mass.
SAN FRANCISCO: W. H. Freeman & Co., 100 N. Main St., San Francisco, Calif. / W. H. Freeman & Co., 100 N. Main St., San Francisco, Calif.
LOS ANGELES: W. H. Freeman & Co., 100 N. Main St., Los Angeles, Calif. / W. H. Freeman & Co., 100 N. Main St., Los Angeles, Calif.

WMSA, MASSENA, N. Y. 1000 WATTS 1340 KC



CONTOUR COVERAGE MAP

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





[Faded text, likely a news article or advertisement, mostly illegible due to low contrast.]



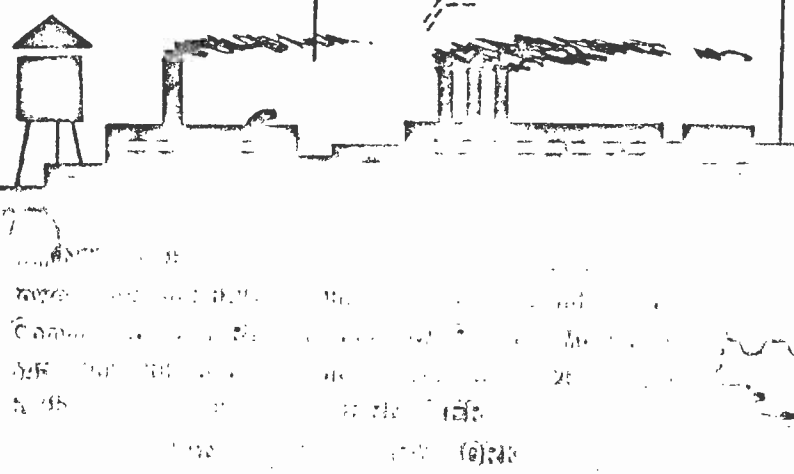
Market Facts

	Primary Market
TOTAL SALES	450,773,000
Lumb'r, Bldg, Mat'l, Hdwe.	16,716,000
Gen. Merchandise	57,882,000
Food Stores	114,411,000
Automotive Dealers	59,982,000
Gas Service Stations	21,341,000
Apparel & Acces'y	38,162,000
Furniture & Home Furng's	14,458,000
Elec. Appl's	7,514,000
Eating & Drinking	47,961,000
Drug & Prop'y	13,174,000
Other Retail Stores	47,402,000
Non-store Retailers	11,770,000

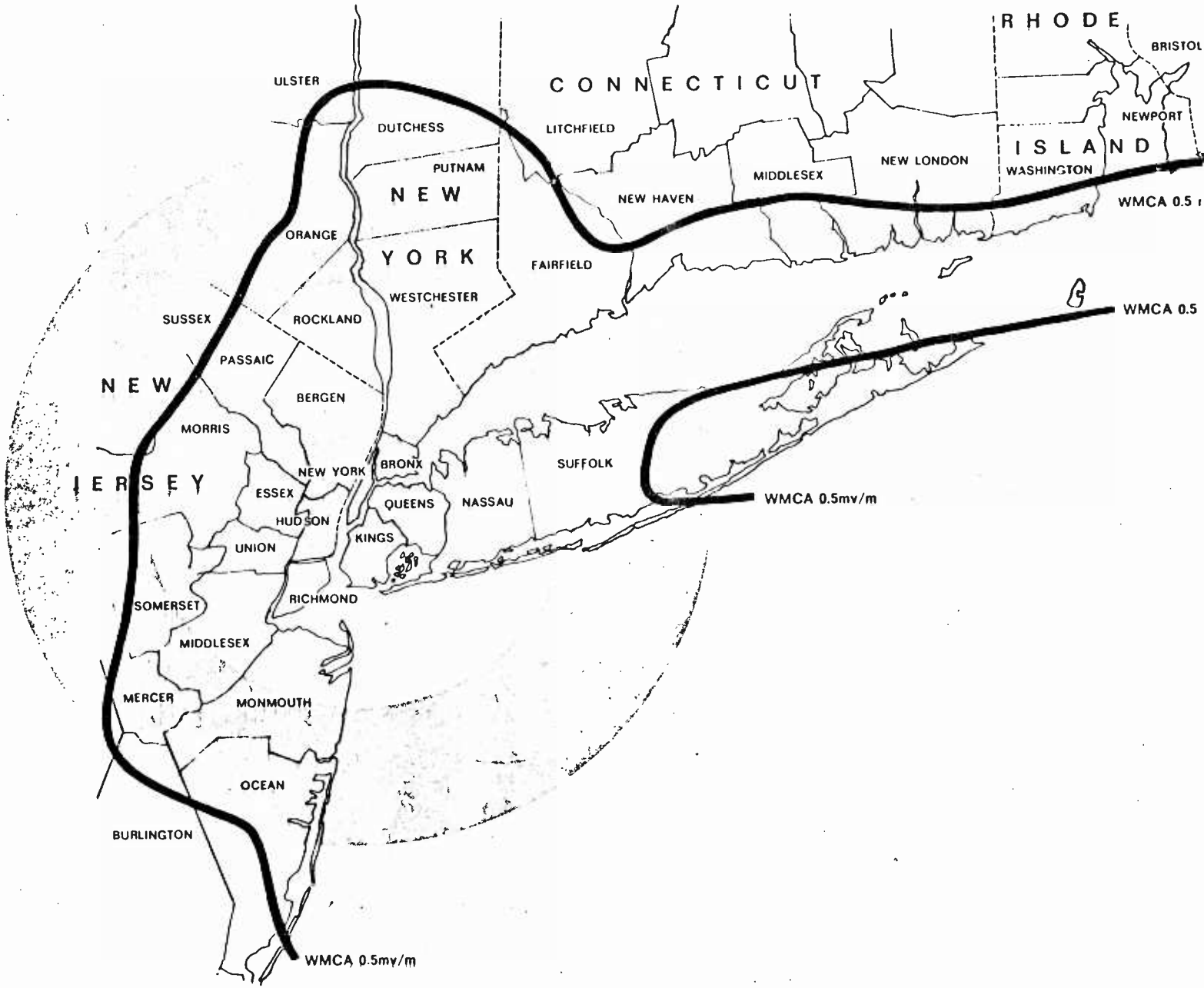
Population 292,205
Households 88,547

The WMNS Secondary Market covers 236,926 families with Total Sales of \$1,206,538,000.

All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, 807 W. Atlantic Ave., Laurel Springs, N.J. 609-784-1515 - 12/15/65



coverage/wmca radio 570 kc new york



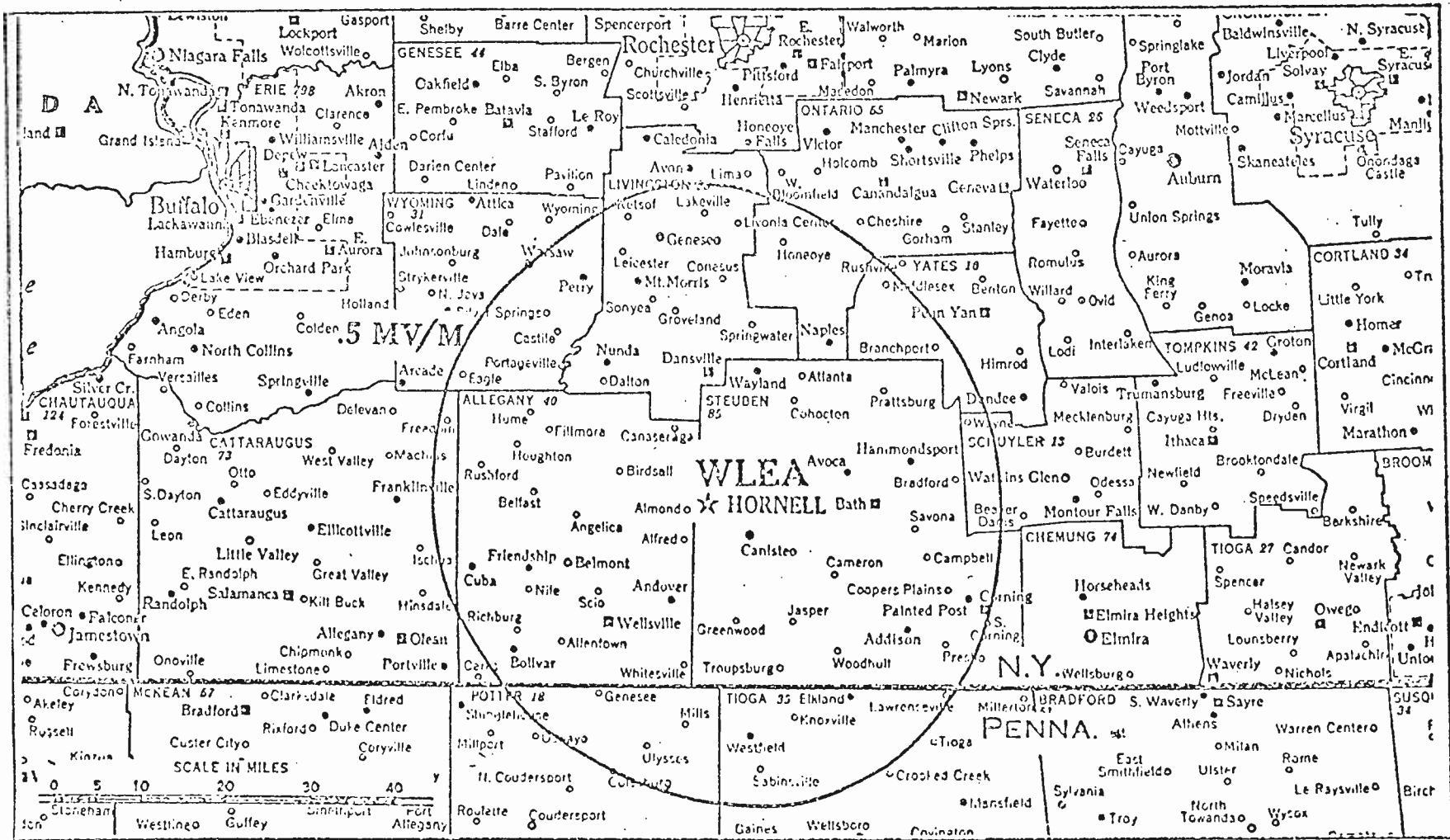
america's number one target

WLEA

HORNELL BROADCASTING CORPORATION

STUDIOS AT 97 MAIN STREET

1480 Kc. - Your Radio Signal of Friendly Service
(607) 324-1480



W-KSN

RADIO 1340
JAMESTOWN, NEW YORK



**SERVING A
\$200 MILLION MARKET!**

Jamestown's Best Radio Buy - By Far!

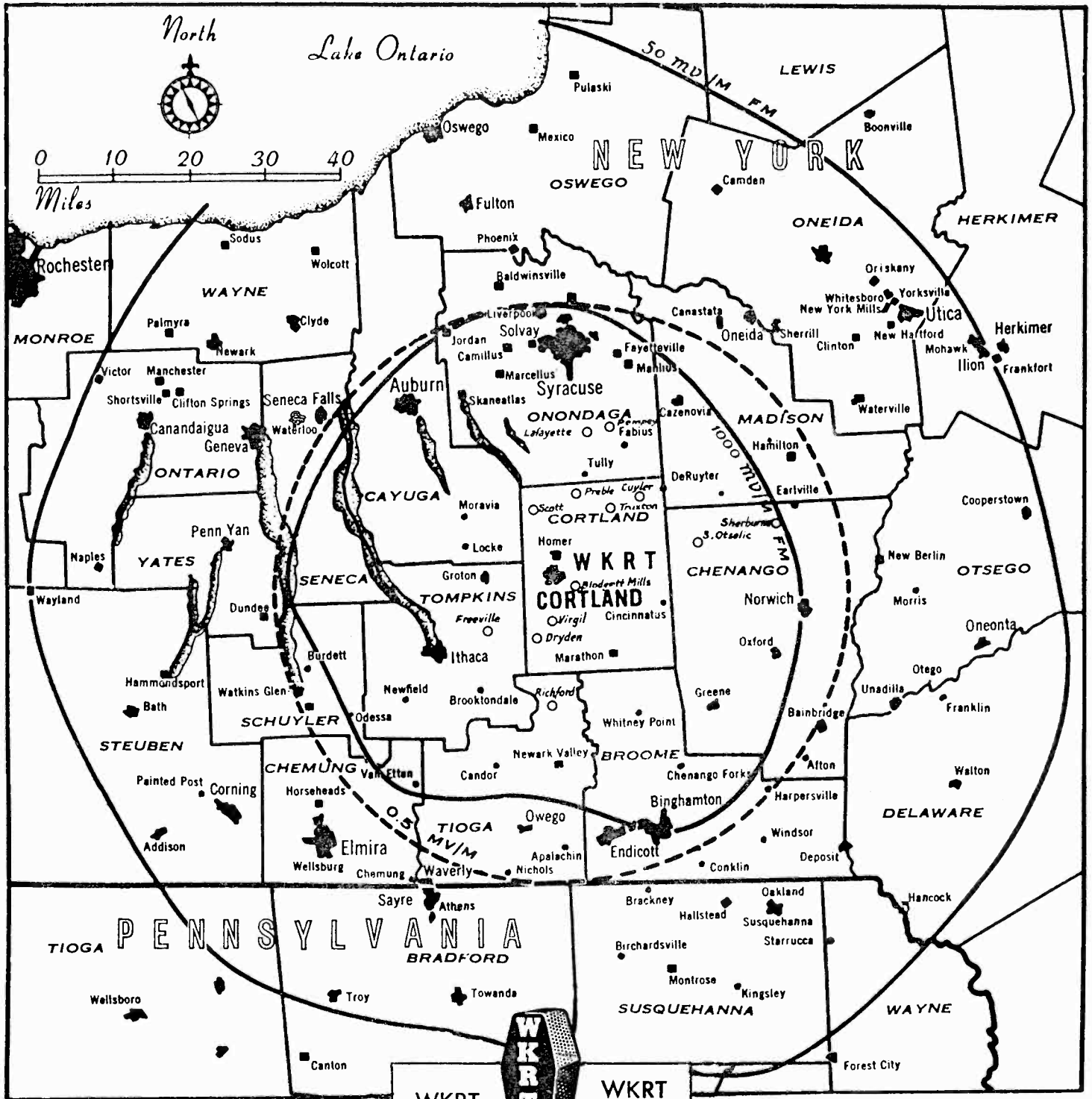
LISTEN TO KISSIN

W-KSN

RADIO

1340

ONE



THE ONLY LOW-COST MEDIUM
REACHING THE ENTIRE CORTLAND
TRADING AREA

WKRT
1,000 W.
920 KC



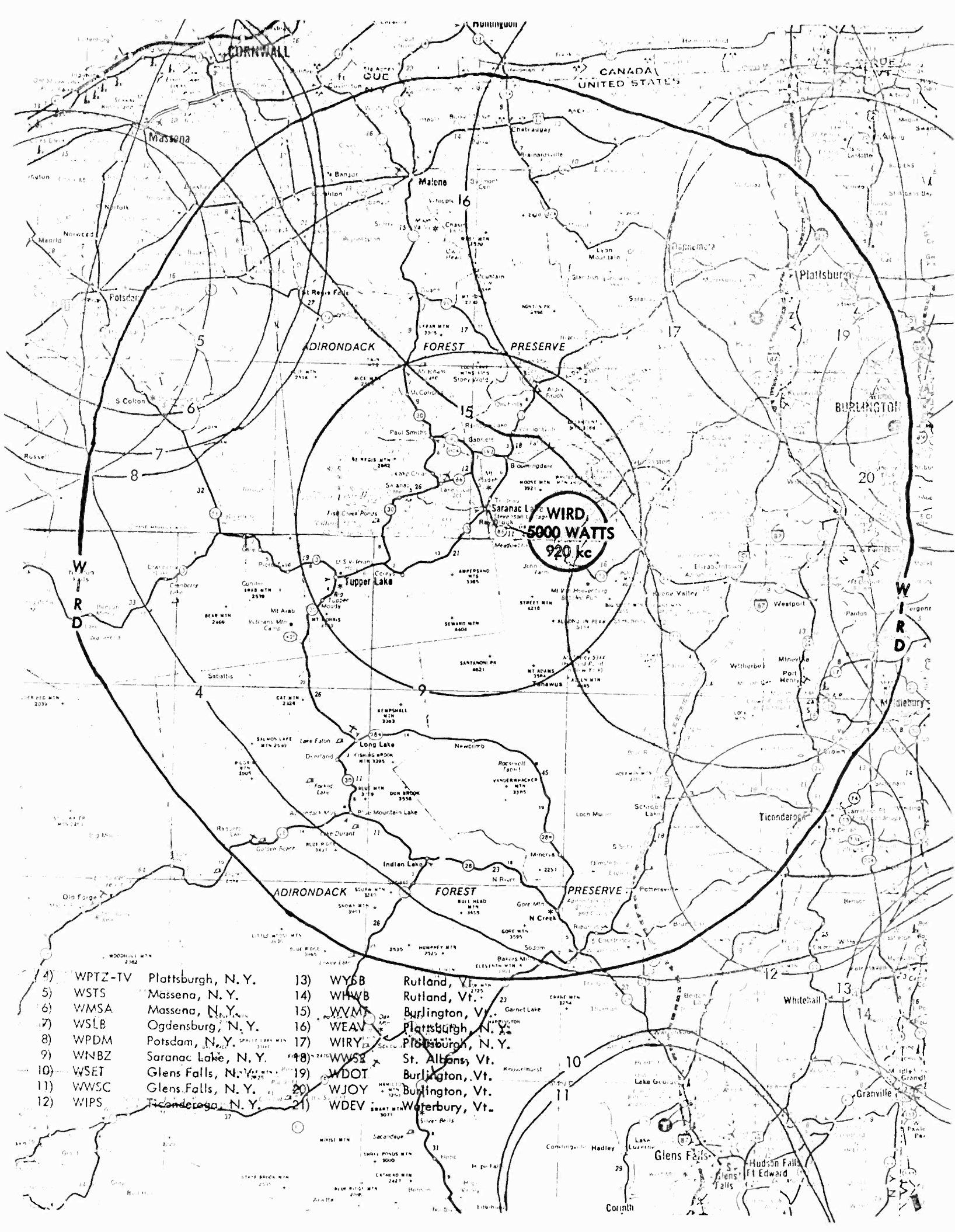
WKRT
FM
14.49 KW
99.9 MC

RADIO CORTLAND, INC.
LEIGHTON A. HOPE, President
WILLIAM L. THOMPSON
General Manager

State Theater Building 27 No. Main Street
Cortland, N. Y. Telephone SK 6-2828

National Representatives
GILL-PERNA, INC.

Executive Offices
HELEN GILL
654 Madison Avenue
New York 21, N. Y.
TEmpleton 8-4740



WIRD
5000 WATTS
920 kc

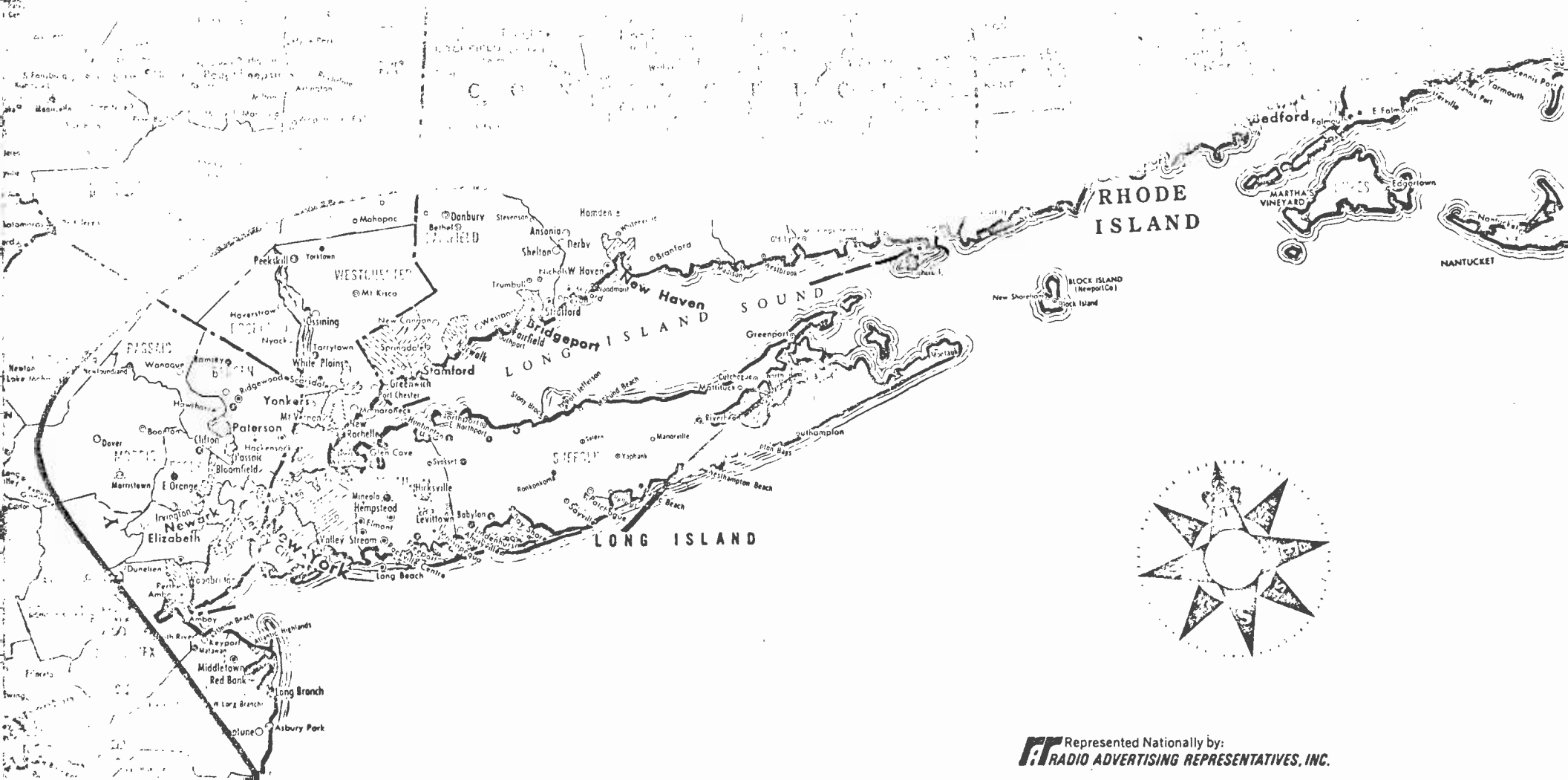
- | | | | |
|------------|---------------------|----------|--------------------|
| 4) WPTZ-TV | Plattsburgh, N. Y. | 13) WYBB | Rutland, Vt. |
| 5) WSTS | Massena, N. Y. | 14) WHWB | Rutland, Vt. |
| 6) WMSA | Massena, N. Y. | 15) WYMT | Burlington, Vt. |
| 7) WSLB | Ogdensburg, N. Y. | 16) WEAV | Plattsburgh, N. Y. |
| 8) WPDM | Potsdam, N. Y. | 17) WIRY | Plattsburgh, N. Y. |
| 9) WNBZ | Saranac Lake, N. Y. | 18) WWSB | St. Albans, Vt. |
| 10) WSET | Glens Falls, N. Y. | 19) WDOT | Burlington, Vt. |
| 11) WWSC | Glens Falls, N. Y. | 20) WJOY | Burlington, Vt. |
| 12) WIPS | Ticonderoga, N. Y. | 21) WDEV | Waterbury, Vt. |

ALL NEWS ALL THE TIME

WESTINGHOUSE BROADCASTING COMPANY

Worcester	95.0	Worcester	95.0
Worcester	95.0	Worcester	95.0
Worcester	95.0	Worcester	95.0
Worcester	95.0	Worcester	95.0
Worcester	95.0	Worcester	95.0
Worcester	95.0	Worcester	95.0
Worcester	95.0	Worcester	95.0
Worcester	95.0	Worcester	95.0
Worcester	95.0	Worcester	95.0
Worcester	95.0	Worcester	95.0

Source: U.S. Department of Commerce, Bureau of Economic Analysis



Represented Nationally by:
RADIO ADVERTISING REPRESENTATIVES, INC.

WALCZY

MALDEN, NEW YORK

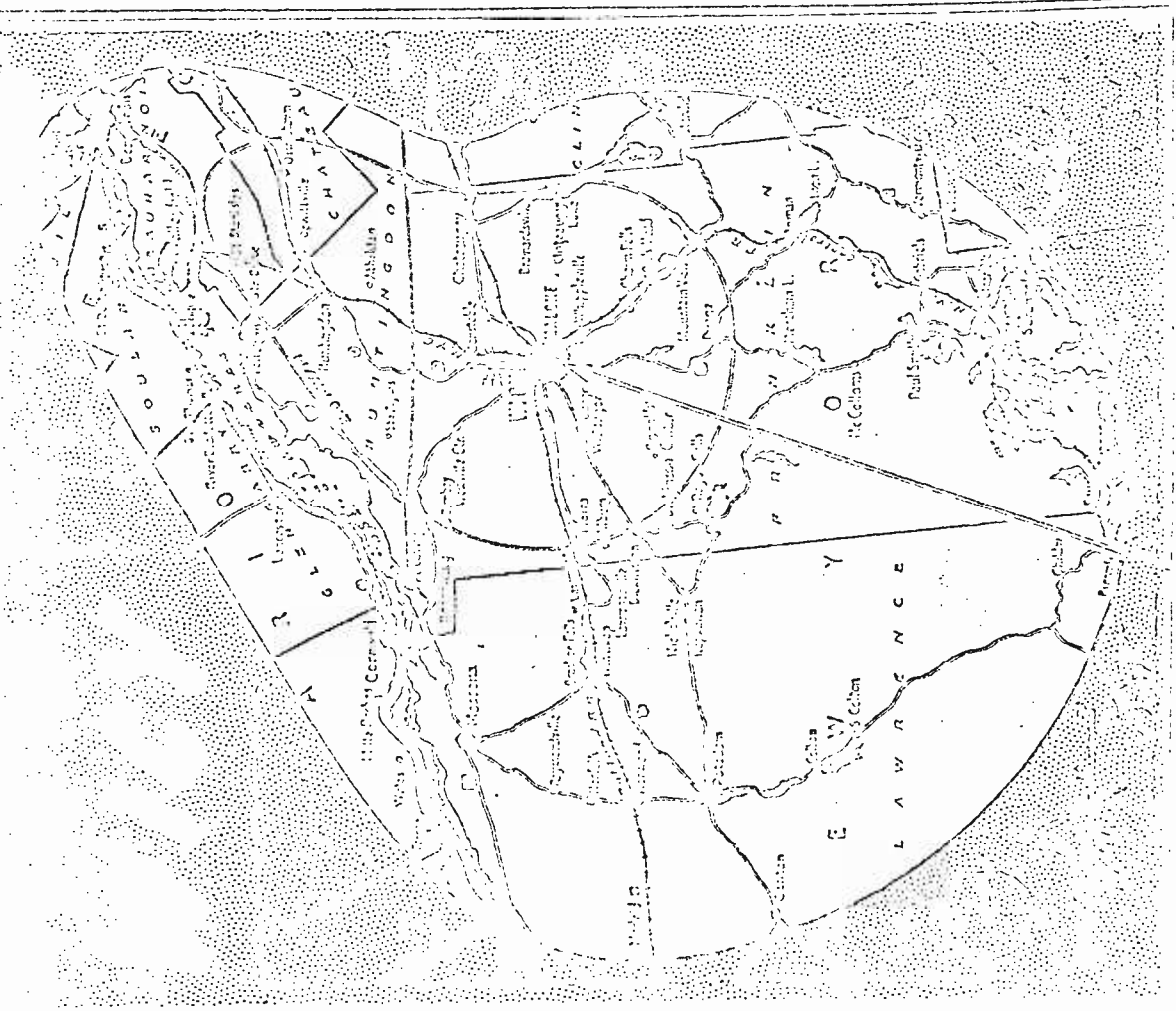
- o NEWS — Hourly ... Wire Coverage of National Events PLUS on-the-spot News Coverage.
- o Selected Major Network programs.
- o MUSIC — the in-between variety.
- o PERSONALIZED COMMERCIAL presentations.

WIGY

1640

1000 Watts Daytime
250 Watts Nighttime

HORN COUNTRY BROADCASTING CO.
Marshall C. Teedley, General Manager
WIGY Building
Phone 507



WIGY

Malden, New York
1000 Watts Daytime
250 Watts Nighttime
Horn Country Network

COMMUNITY DATA:

	Within 2.0 MV/M Coverage	Within 0.5 MV/M Coverage
Total Population.....	45,600	231,700
Total Households.....	12,850	62,050
Total Radio Homes.....	12,500	62,000
Total Passenger Cars.....	12,450	61,900
Estimated Income.....	\$73,340,000	\$55,981,000

RETAIL DATA:

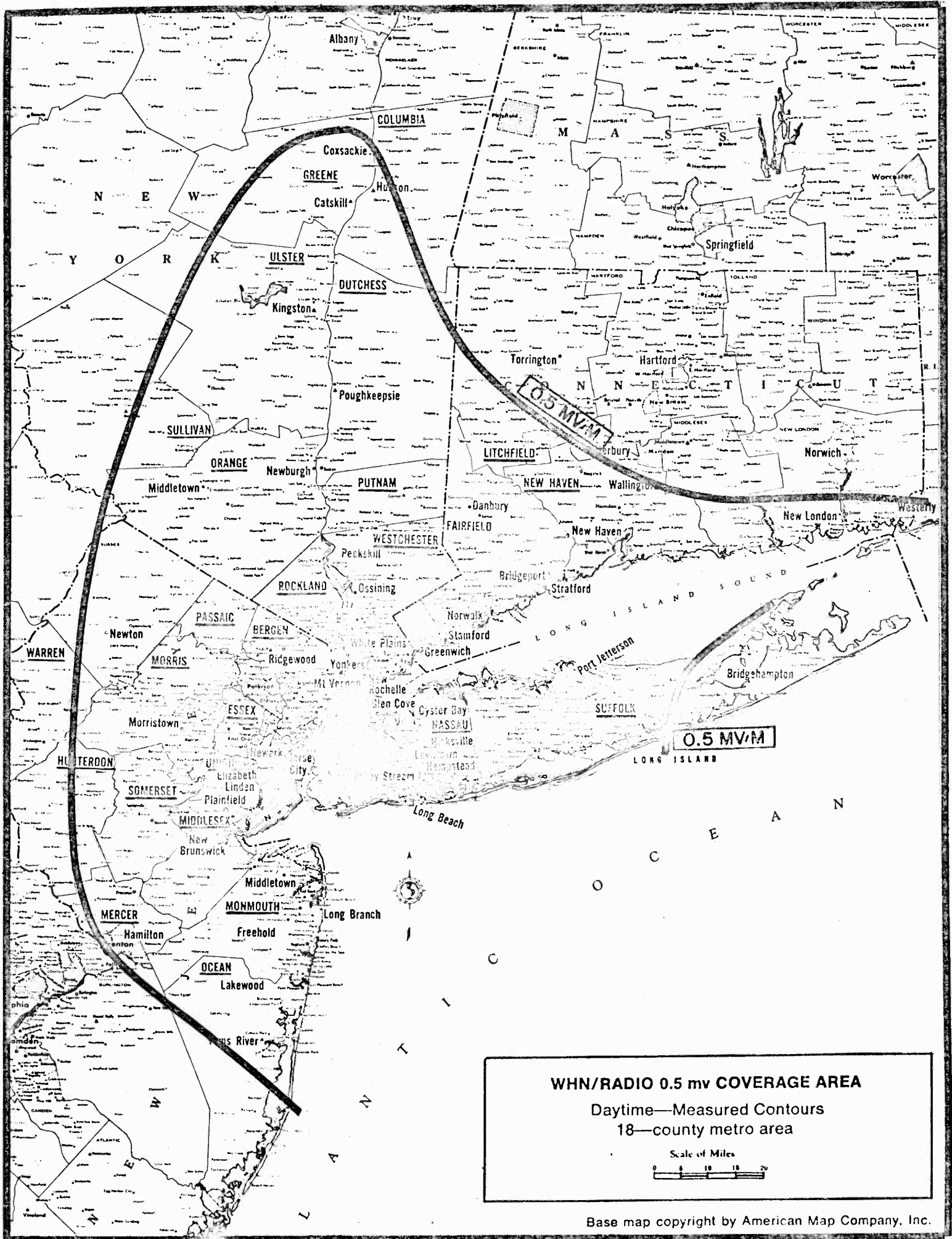
Food Sales.....	\$15,105,000	\$66,600,000
Dry Goods.....	\$ 1,767,000	\$ 7,609,000
Gas-Drum Sales.....	\$ 3,500,000	\$19,239,000
Food-Merchandise Sales.....	\$ 6,575,000	\$28,958,000
Apparel Sales.....	\$ 4,353,000	\$15,515,000
Home Furnishing Sales.....	\$ 2,511,000	\$10,551,000
Automotive Sales.....	\$14,643,000	\$63,292,000
Filling Station Sales.....	\$ 4,973,000	\$17,294,000
Building Materials.....	\$ 3,122,000	\$ 9,156,000
TOTAL RETAIL SALES.....	\$59,894,000	\$286,035,000
TOTAL WHOLESALE SALES.....	\$16,935,000	\$79,145,000
TOTAL SERVICE RECEIPTS.....	\$ 3,145,000	\$15,214,000

POPULATION DATA:

Total Population.....	9,100
Female Population.....	2,950
Male Population.....	2,900
Female Ratio.....	2,930
Total Ratio.....	\$14,113,000

Copyright 1957 by the Horn Country Data Sales Management Survey of Malden, New York, a Division of Commercial RETMA.

Printed by Waverly Press, Waverly, New York.



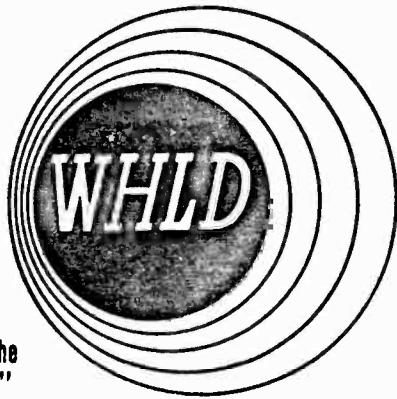
WHN/RADIO 0.5 mv COVERAGE AREA
 Daytime—Measured Contours
 18—county metro area

Scale of Miles
 0 5 10 15 20

Base map copyright by American Map Company, Inc.



"The Voice of the
Niagara Frontier"



COVERAGE

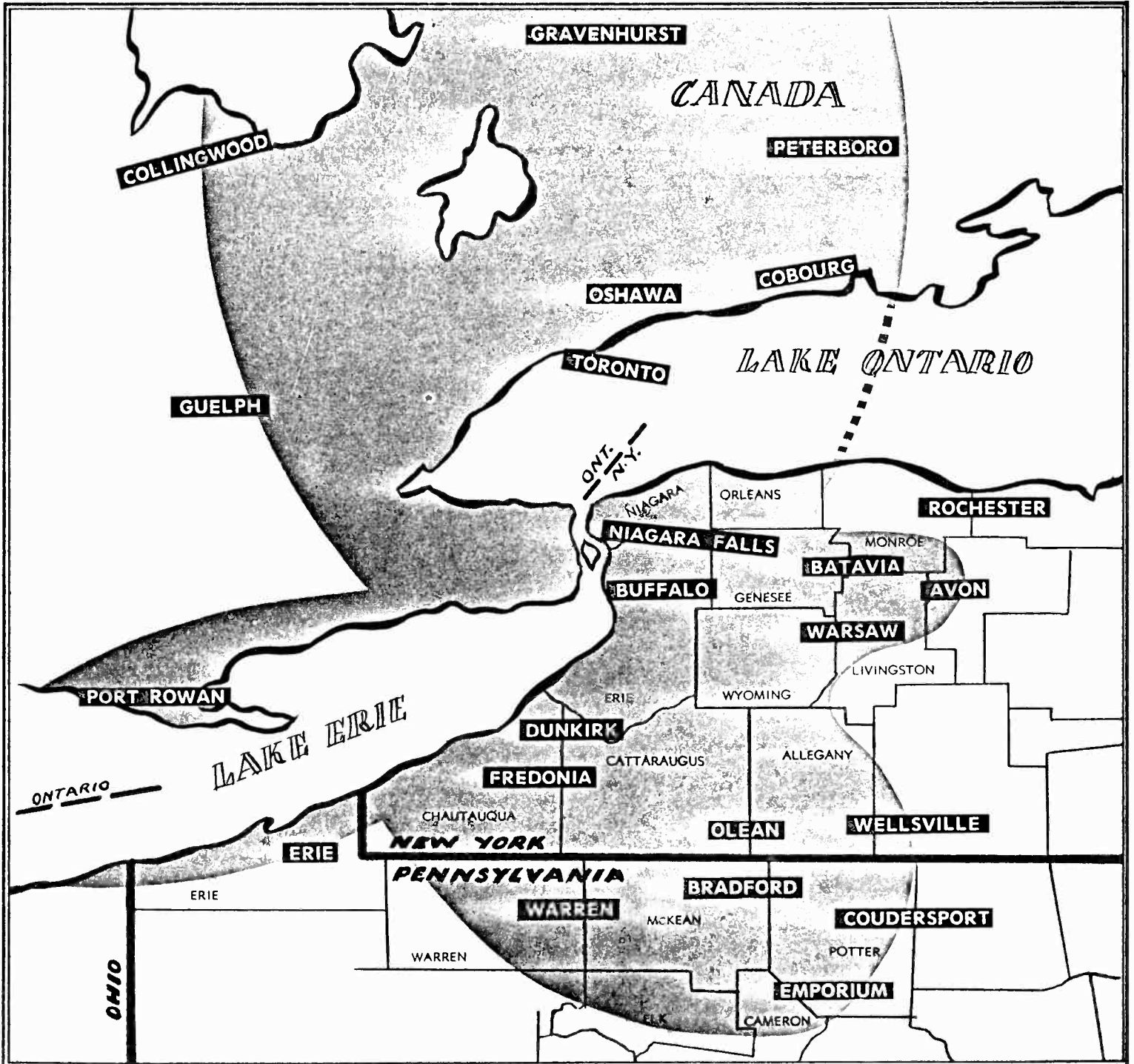
WHLD RADIO - Buffalo - Niagara Falls - 5000 WATTS

EARL C. HULL, Owner

EDWARD F. JOSEPH, Manager

Studios & Business Offices:
PARKWAY INN
NIAGARA FALLS, NEW YORK

PHONES
NIAGARA FALLSBU 5-8421
BUFFALONX 2-6930



INSERT IN WHLD RADIO FILE

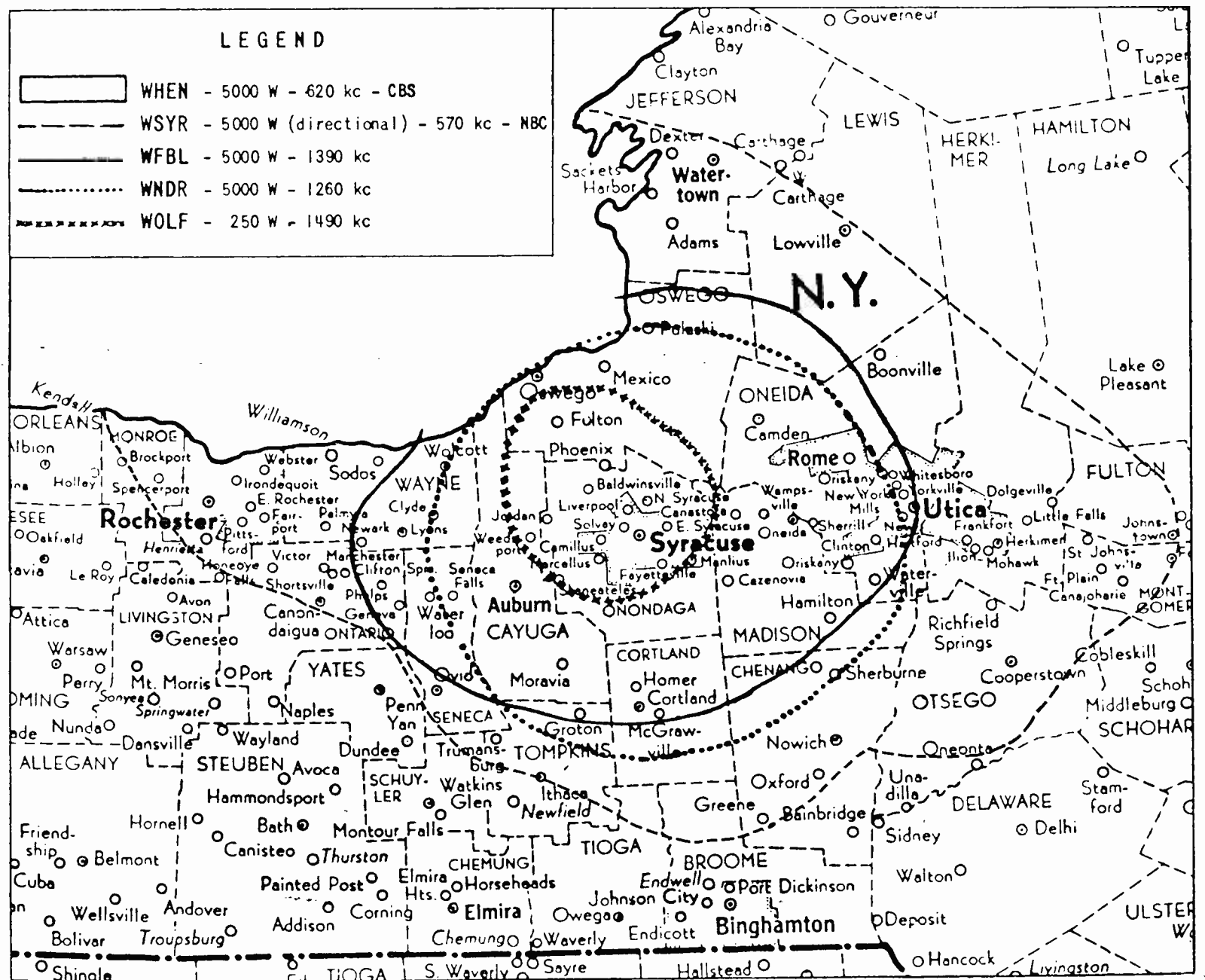
WHEN RADIO – SUPREMACY AND CBS IN CENTRAL NEW YORK

Compare **WHEN's** coverage — to the coverage of any other area station.

WHEN's intense signal blankets the rich Central New York area . . . and its interference-free coverage pattern covers large PLUS sections of Northern, Eastern, Western and Southern New York.

The total population falling within **WHEN's** .5MV/M contour is in excess of 2,000,000.

The interference-free signal covers a land area of 11,900 square miles.





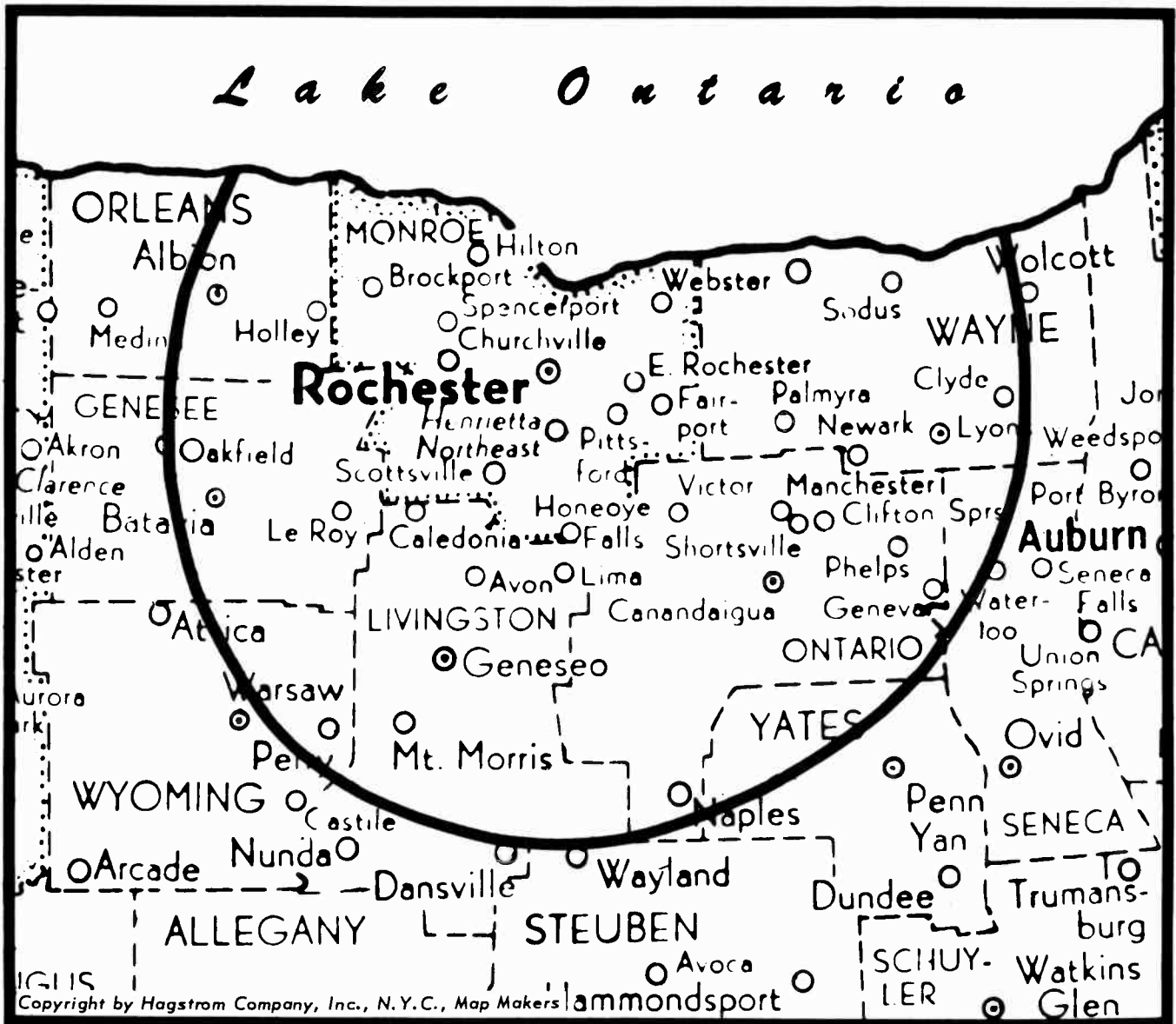
visited

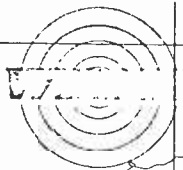
W H E C - Radio

Rochester, New York

5,000 watts at 1460kc

0.5 MV/M Daytime Coverage Contour





Radio 1130

ROCHESTER

50,000 WATTS

1A CLEAR CHANNEL



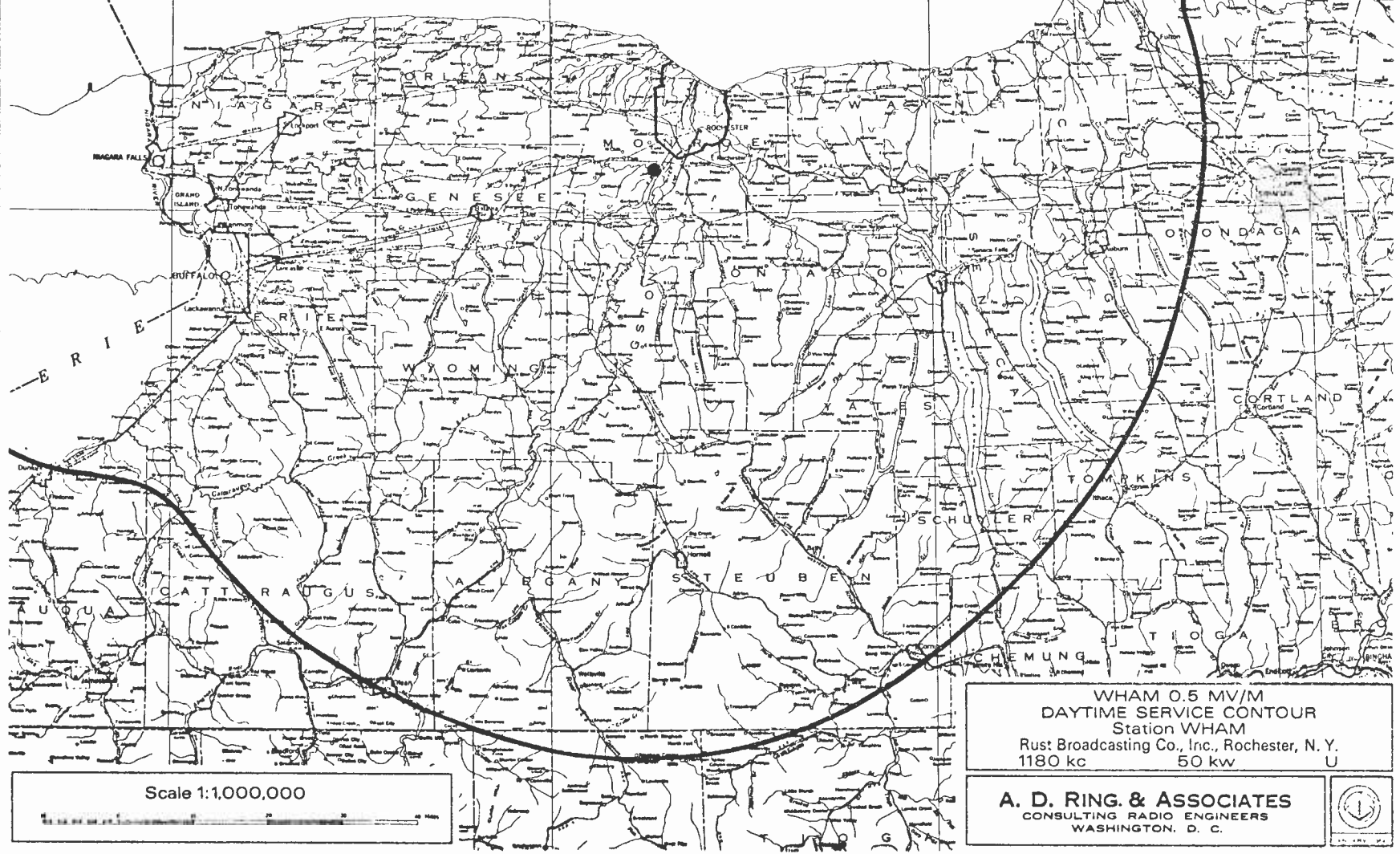
a william rust station

DAYTIME



PRIMARY
COVERAGE

O N T A R I O



Scale 1:1,000,000

WHAM 0.5 MV/M
DAYTIME SERVICE CONTOUR
Station WHAM
Rust Broadcasting Co., Inc., Rochester, N. Y.
1180 kc 50 kw U

A. D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.





GENERAL ELECTRIC
BROADCASTING CO., INC.

WGY Radio

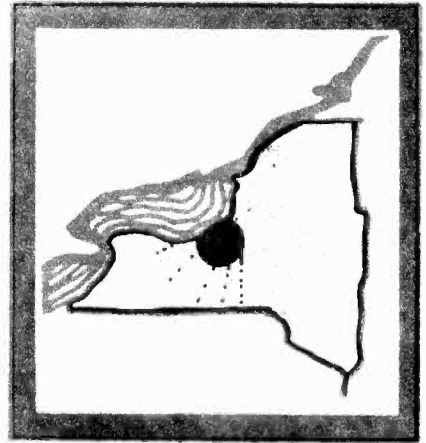
50,000 WATTS CLEARED CHANNEL
810 KILOCYCLES



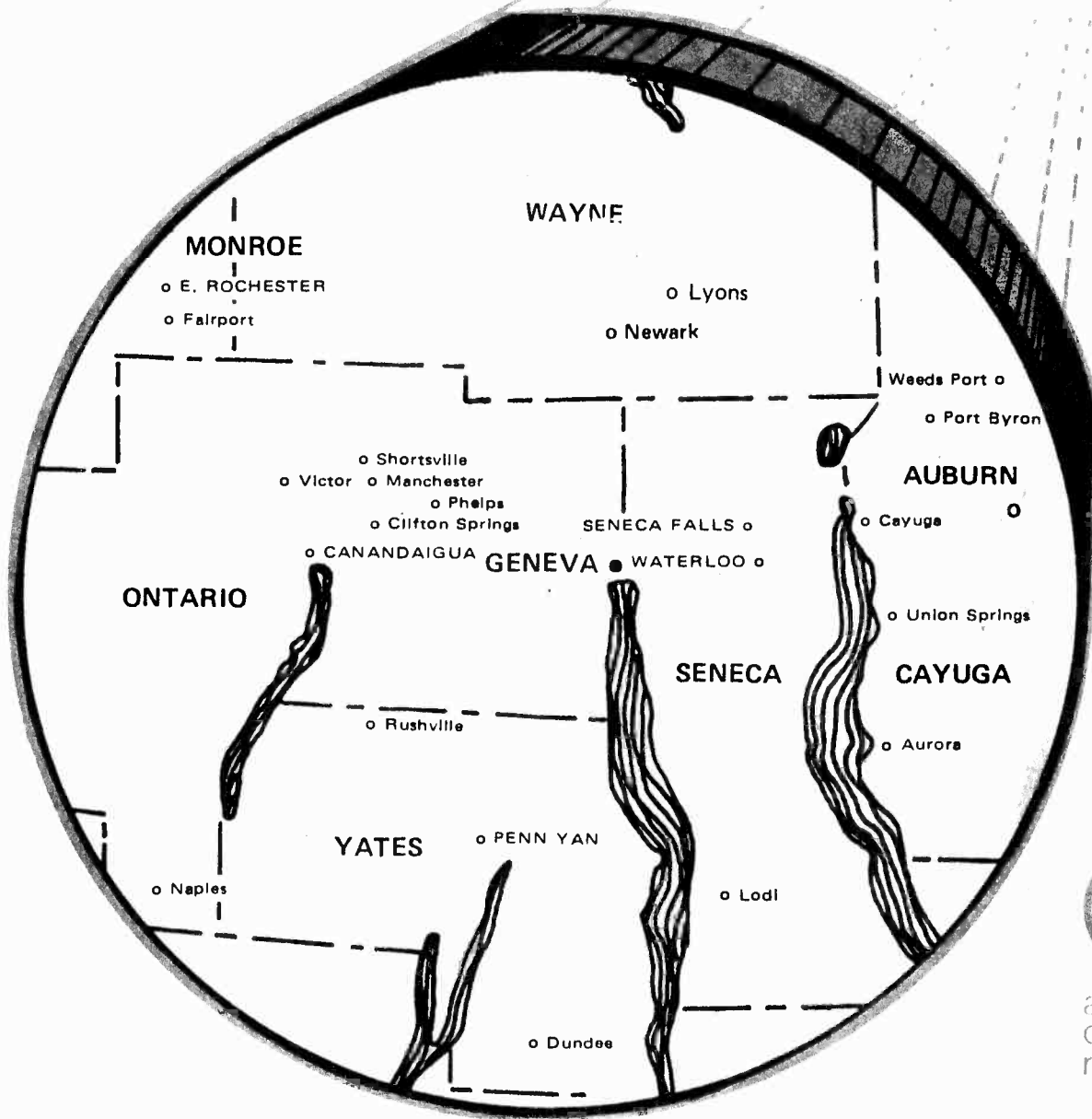
Represented nationally by Henry I. Christal Co., Inc.

THE TOP OF THE FINGER LAKES TO YOU
FROM GENEVA, NEW YORK

WQVA

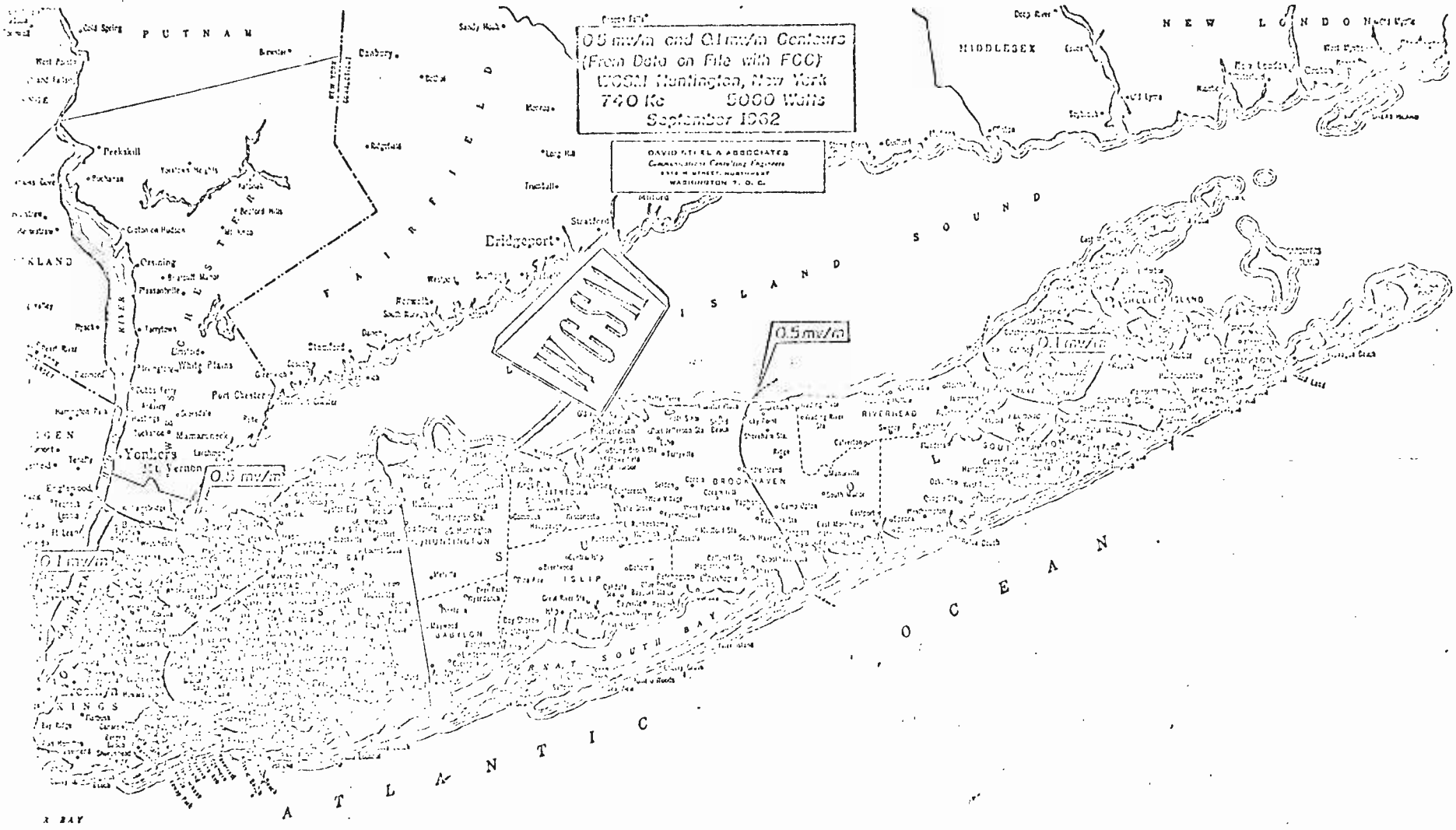


1240 KHz 1000 WATTS



american
contemporary
radio network

FOR ADDITIONAL INFORMATION SEE FACT AND RATE SHEETS



0.5 mV/m and 0.1 mV/m Contours
 (From Data on File with FCC)
 WGSJ Huntington, New York
 790 Kc 5000 Watts
 September 1962

DAVID STELLA ASSOCIATES
 Communications Consulting Engineers
 815 H STREET, NORTHWEST
 WASHINGTON 7, D. C.

WGSJ

0.5 mV/m

0.5 mV/m

0.1 mV/m

2 BAY

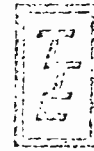
WGR

5000 WATTS

550 KC

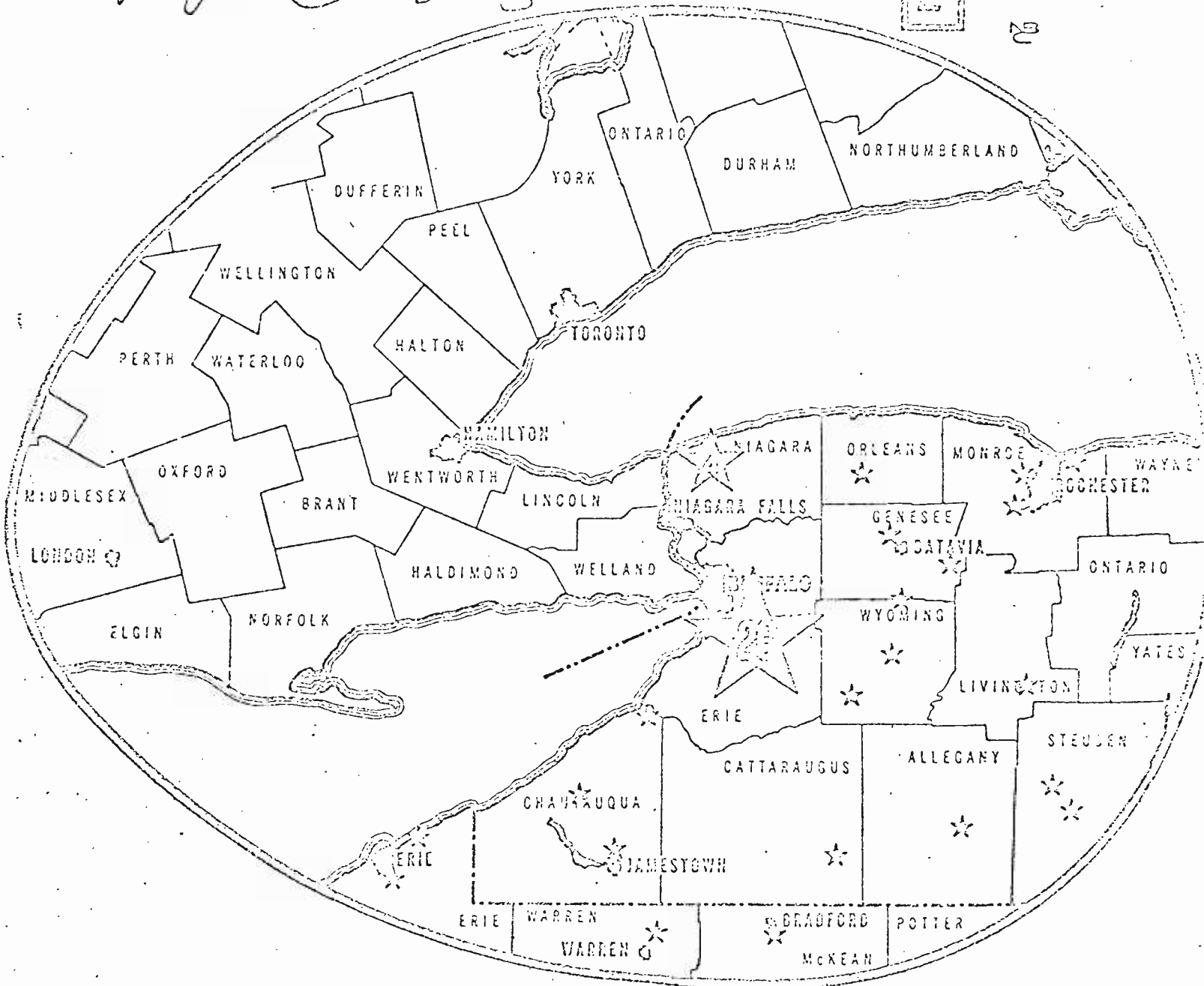
BUFFALO

NEW YORK



A TRANSCONTINENT
RADIO STATION

2



51 ACME SUPERMARKETS

WGR helps you move merchandise. There are 51 Acme Supermarkets plus two premium stations in WGR's primary coverage area of Western New York and Pennsylvania.

IN THE USA

Represented by



IN CANADA

Andy McDonnell

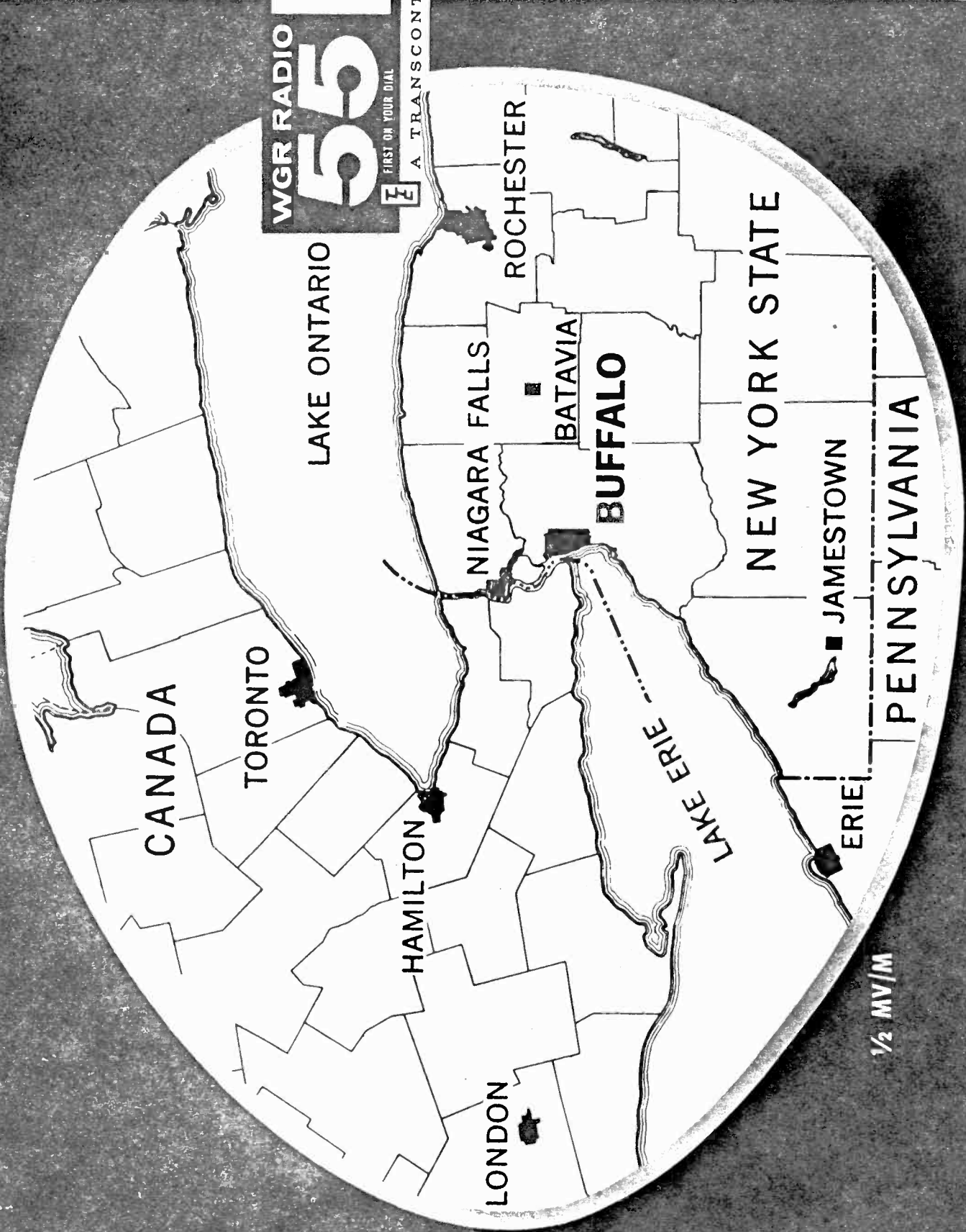
Radio & TV Sales, Inc.

LICENSED
FOR
FULL-TIME
OPERATION

WGR RADIO
55
FIRST ON YOUR DIAL

STATION
BUFFALO'S

A TRANSCONTINENT STATION



1/2 MV/M

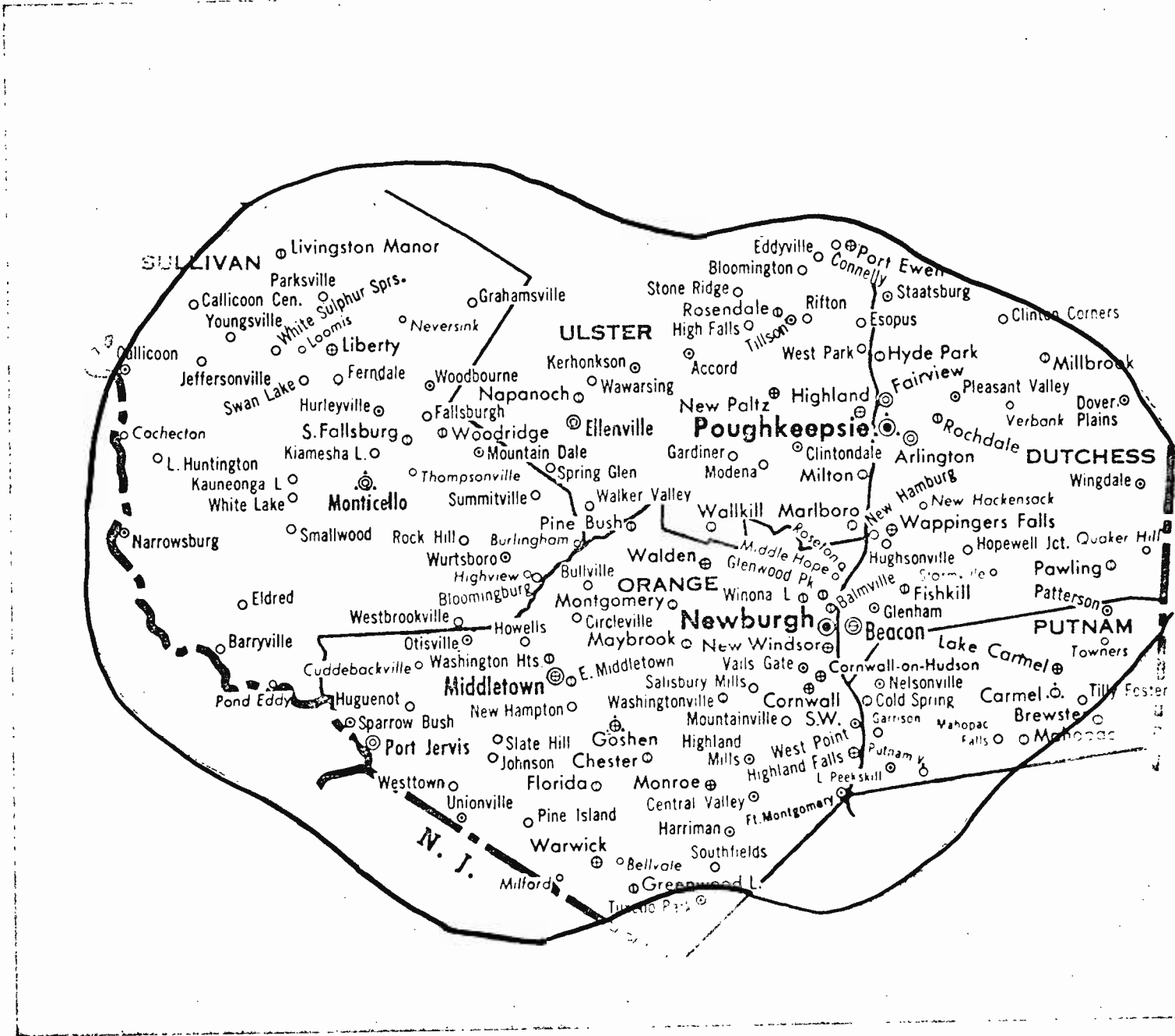
EVERYTHING IN HERE IS LOUD AND CLEAR

WGR RADIO 55
STATION
BUFFALO'S

Major counties included in the WGNV coverage area:

Orange
Dutchess
Ulster

Sullivan
Putnam



WGGO

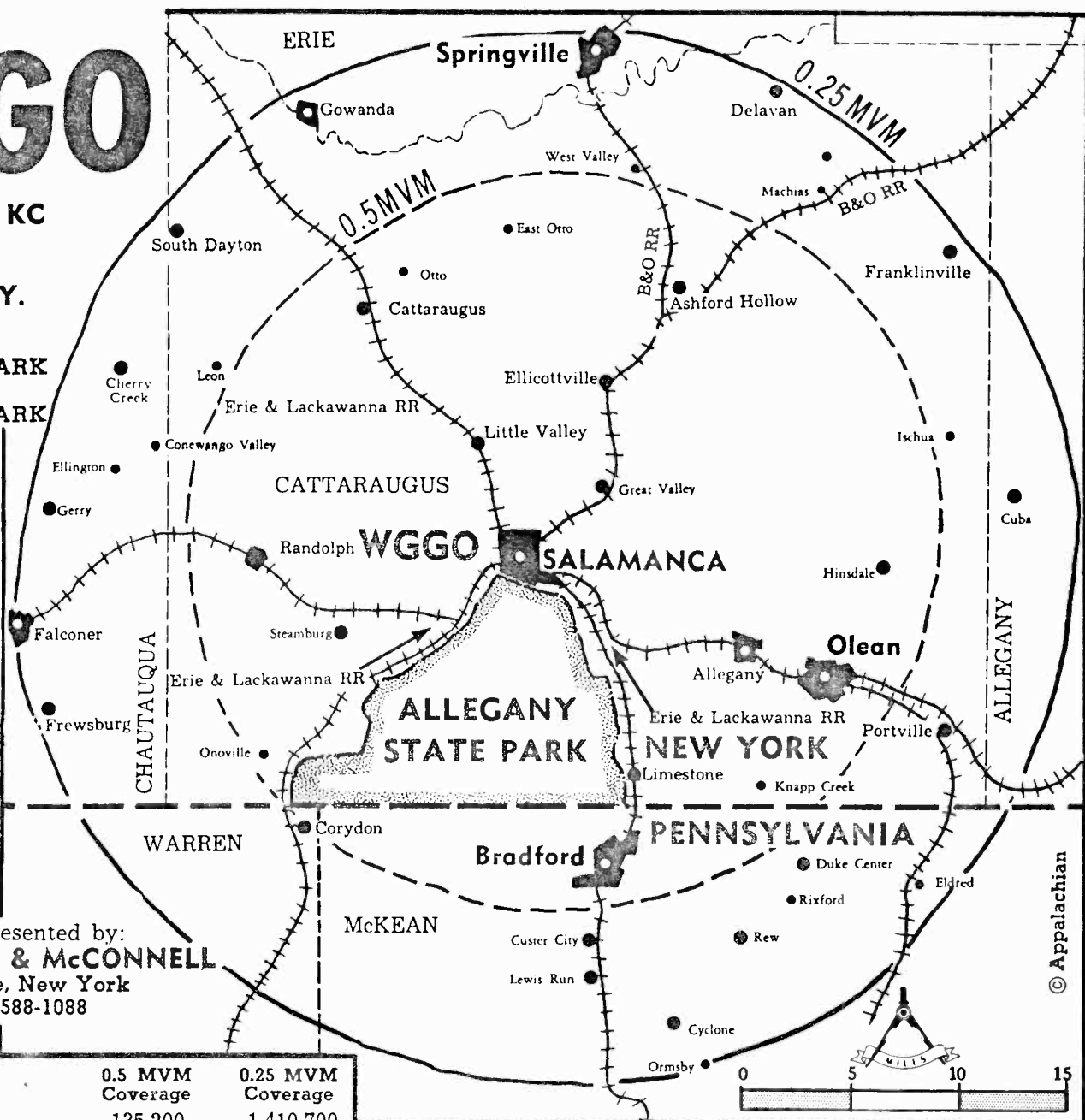
1000 WATTS - 1590 KC
 An ABC Affiliate
SALAMANCA, N. Y.

Gateway to
ALLEGANY STATE PARK
 and
NEW KINZUA DAM PARK
 1,000,000 Visitors
 Annually



Affiliated with
 WJTN, Jamestown, N. Y.
 WDOE, Dunkirk, N. Y.
 WWYN, Erie, Penn

Nationally Represented by:
VENARD, RINTOUL & McCONNELL
 579 Fifth Avenue, New York
 Phone (212) 588-1088



MARKET DATA:	0.5 MVM	0.25 MVM
	Coverage	Coverage
Total Population	135,200	1,410,700
Total Households	40,740	423,580
Radio Homes	39,590	421,240
Passenger Cars	53,850	462,060
Spendable Income	\$255,416,000	2,949,438,000
RETAIL SALES:		
Food Stores	\$ 43,070,000	476,998,000
Drug Stores	\$ 5,548,000	67,599,000
General Merchandise	\$ 10,600,000	214,407,000
Apparel Stores	\$ 11,158,000	121,624,000
Home Furnishings	\$ 7,642,000	89,609,000
Auto Sales	\$ 28,596,000	307,091,000
Filling Stations	\$ 13,074,000	120,118,000
Building Materials	\$ 22,540,000	178,693,000
TOTAL RETAIL SALES	\$158,072,000	1,800,305,000
FARM DATA:		
Farm Population	19,500	68,400
Farm Households	5,200	17,290
Farm Radio Homes	5,000	16,200
Gross Farm Income	\$ 22,804,000	93,616,000

SOURCE: United States Census Reports on Population, Housing, Agriculture, Retail Trade; SRDS Consumer Data; REA Farm Survey Reports; RETMA. (1962-63)

Design by Appalachian Advertising Associates.

WGGO - Radio on the GO
NEWS MUSIC SPORTS WEATHER
 and Special ABC Network Features

★ ★
Farm Supplies and Industrial Payrolls
 Furniture, Textiles, Plastics, RR Shops

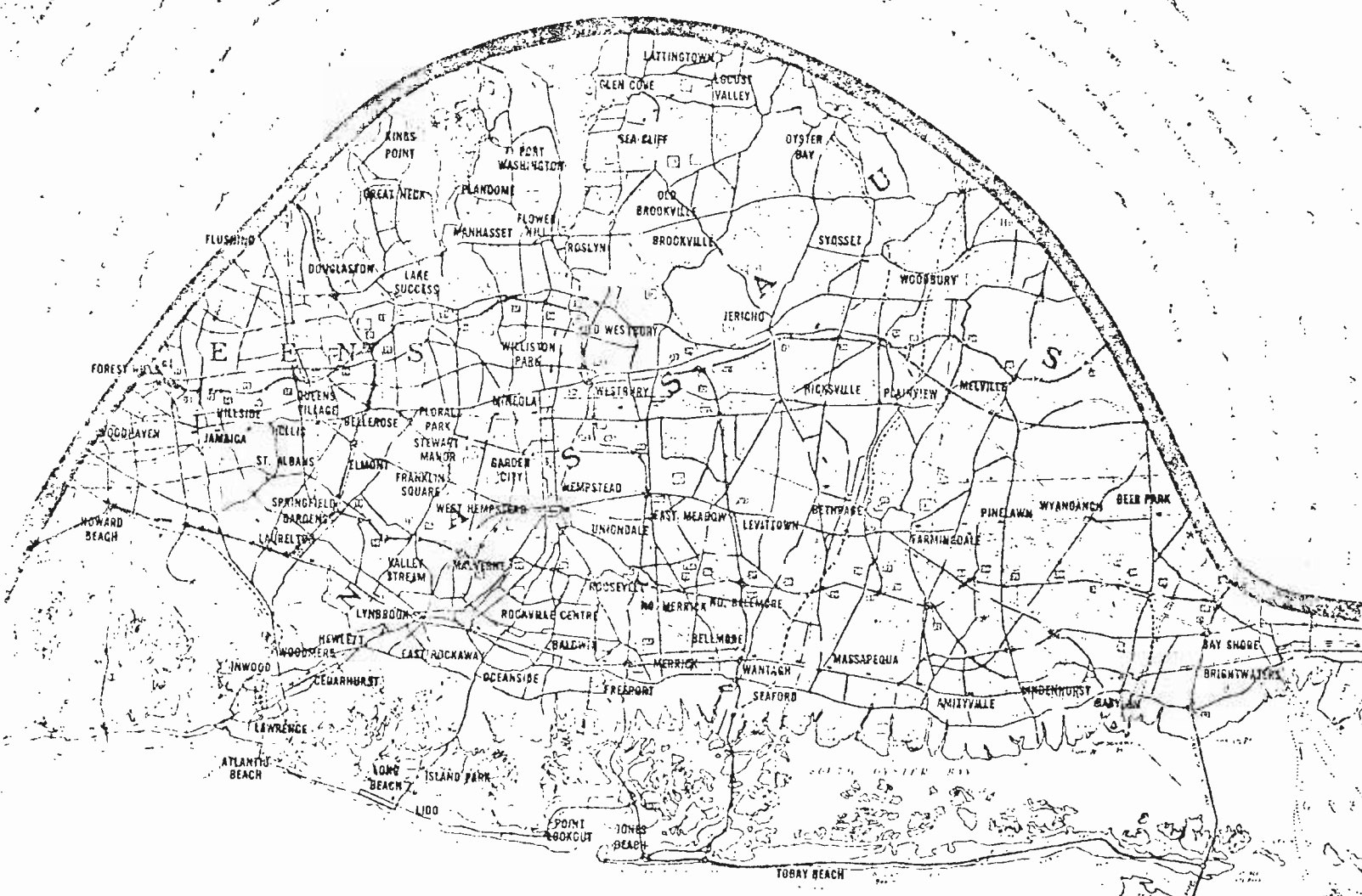
★ ★
Shipping and Buying Center

Overnight Rail Service to half the Nation via the Erie & Lackawanna or Baltimore & Ohio Railroads

WGGO RADIO
 Simon Goldman, President
 Merlin O. Simundson, V. P. & General Manager
 Phone 1515
SALAMANCA, NEW YORK

radio

RINGS IN the solid center of action-packed Long Island...RINGS UP profitable sales for you!



1240

WGBB

"A Great Station for Great Long Island"

LONG ISLAND'S FIRST STATION...ESTABLISHED 1924 • FREEPORT-HEMPSTEAD NASSAU RADIO CORP. • Member THE LONG ISLAND NETWORK

THE SUSQUEHANNA STATIONS

WGBB—Freeport-Hempstead, New York

WSBA—Harrisburg-York-Lancaster, Pa.

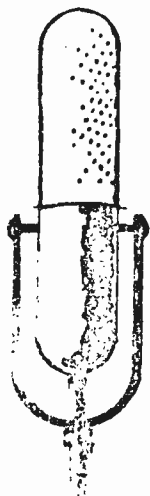
WSBA-TV—York, Pa.

WARV—Scranton/Wilkes-Barre, Pa.

WHLO—Akron/Canton, Ohio

WICE—Providence, Rhode Island

WMIE—Miami, Florida





WFLR

FINGER LAKES BROADCASTING COMPANY
1870 KILOCYCLES ✓ BOX 22, PENN YAN, N. Y.

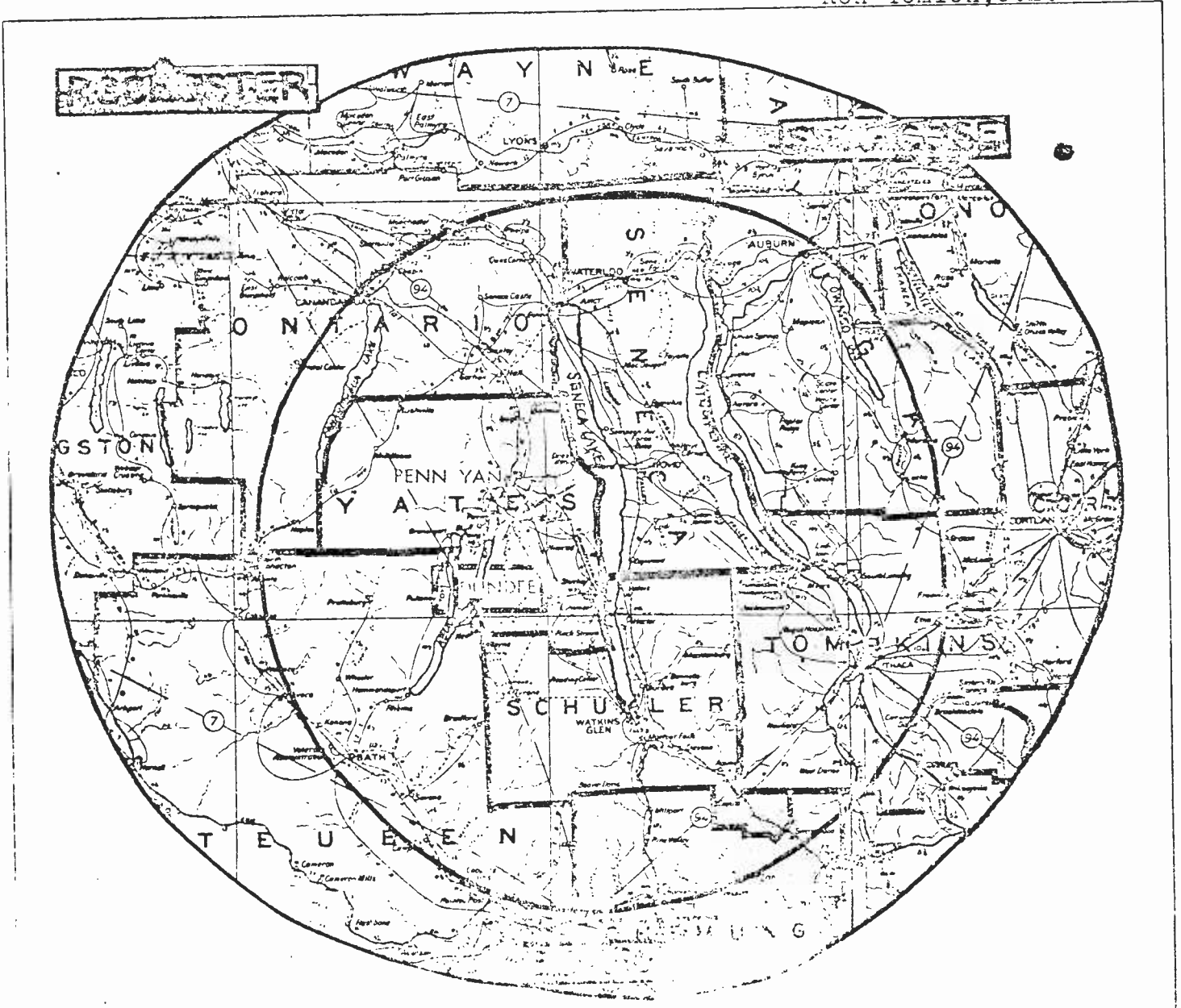
Jan. 22, 1965

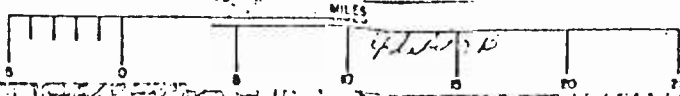
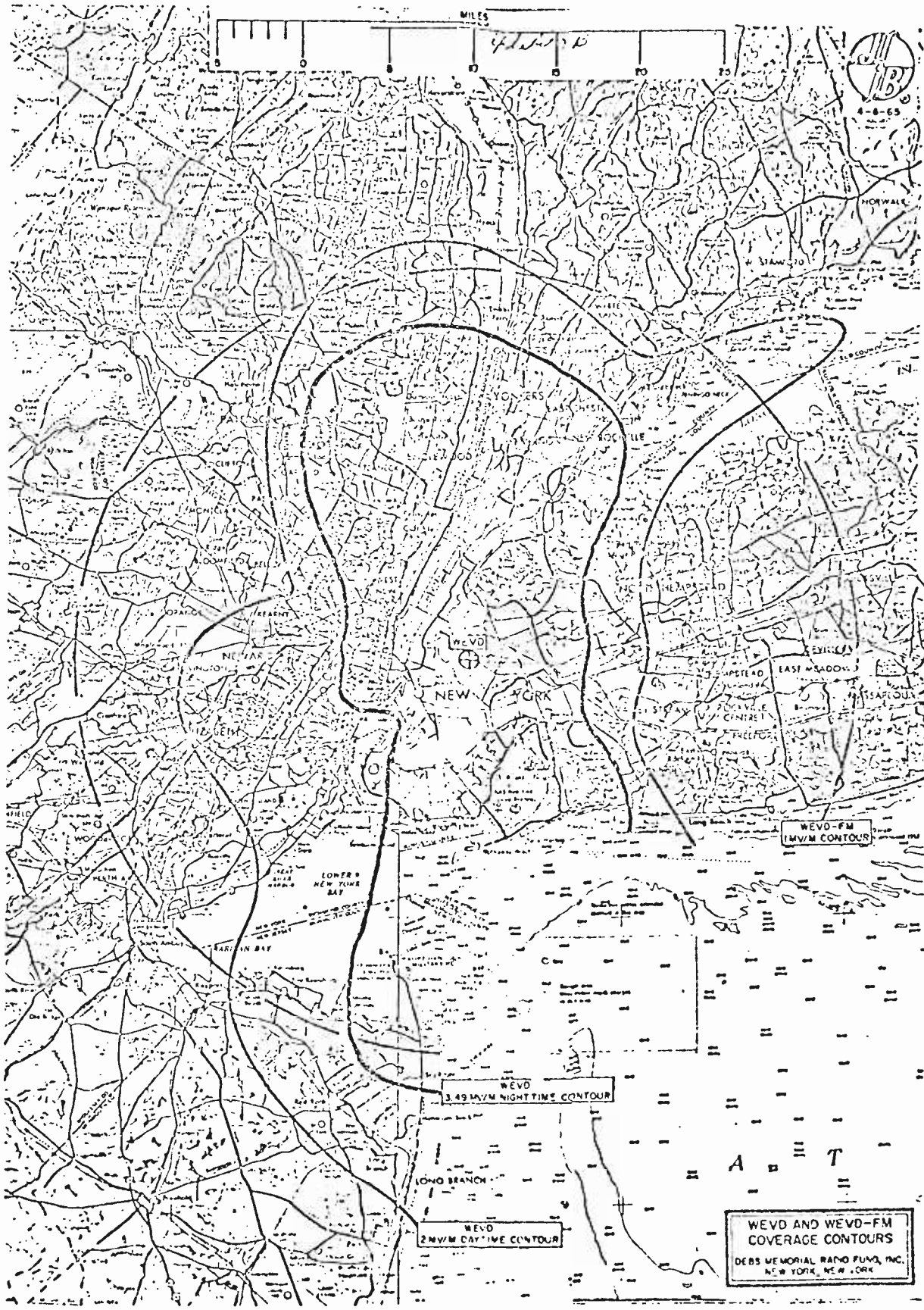
Joseph E. Kureth, Jr.
190 Midland Road
Southern Pines, N.C. 28387

Mr. Kureth, Jr:

Let this be verification of your reception of WFLR on
Jan. 15th 1965, at 12:45am. WFLR was conducting engineering
tests.

Yours truly,
Ron Tomion
Ron Tomion, C.E.

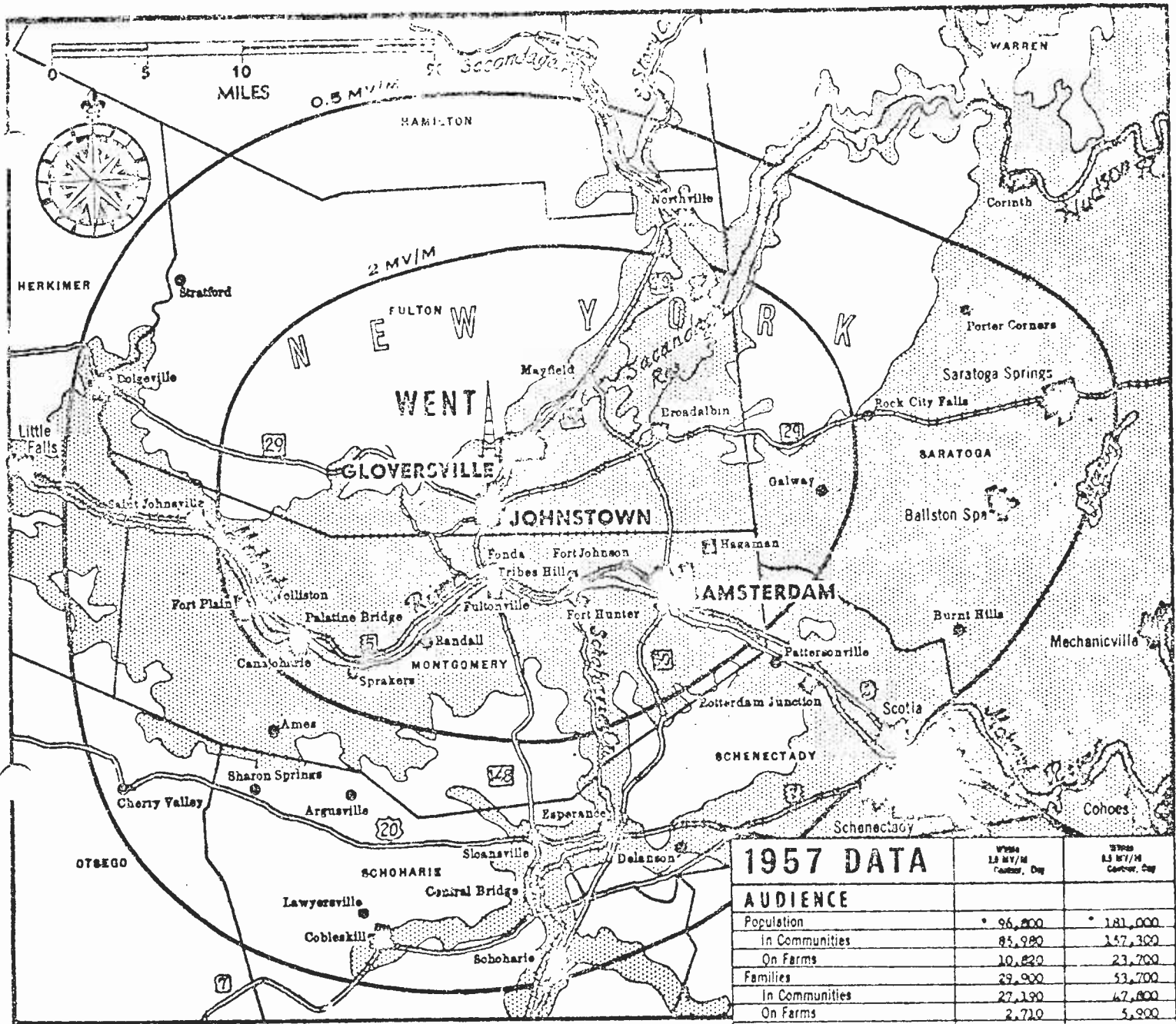




WEVD
3.49 MVM NIGHTTIME CONTOUR

WEVD
2 MVM DAYTIME CONTOUR

WEVD AND WEVD-FM
COVERAGE CONTOURS
DEBS MEMORIAL RADIO FUND, INC.
NEW YORK, NEW YORK



RADIO STATION **WENT** 250 W
1340 KC

C. B. S. Affiliate

GLOVERSVILLE-JOHNSTOWN, N. Y.

WENT serves a prosperous dairy-farming and resort region, studded with manufacturing centers that include Gloversville, Johnstown and Amsterdam. The shaded area includes the lower Mohawk and upper Hudson Valleys below 1000-foot contour, permitting clear groundwave reception of outstanding CBS programs, augmented by carefully planned schedules of local news and talent.

WENT BROADCASTING CORP.

JOSEPH H. TOBIN, President

GEORGE HORNIDGE, Com. Mgr.

1957 DATA		1950 1.5 MV/M Factor, Day	1950 1.5 MV/M Factor, Day
AUDIENCE			
Population		96,000	181,000
In Communities		85,980	157,300
On Farms		10,020	23,700
Families		29,900	53,700
In Communities		27,190	47,800
On Farms		2,710	5,900
Radio Homes		28,950	52,000
In Communities		26,600	46,450
On Farms		2,350	5,550
RETAIL MARKET			
	Sales by group classes of stores		
Food Stores	\$000	25,900	46,600
General Merchandise Stores	\$000	6,450	10,020
Apparel Stores	\$000	6,730	10,060
Home Furnishings Stores	\$000	3,200	5,350
Automotive Outlets	\$000	7,600	12,600
Filling Stations	\$000	4,050	7,390
Building Materials—Hardware	\$000	7,150	11,470
Eating-Drinking Places	\$000	9,250	14,850
Drug Stores	\$000	2,100	3,790
All Other Stores	\$000	11,080	20,400
TOTAL RETAIL SALES	\$000	83,310	142,530
\$000, in thousands of dollars.			
FARM MARKET			
Farms, number		2,570	5,530
Automotive Vehicles		5,210	10,800
Cost of Feed Bought	\$000	2,140	4,160
Value of Products	\$000	14,000	25,600

Families and Radio Homes from BMB 1952 percentages. All other data, original estimates based on Federal and State census enumerations, sampled projections, tax statements, interim reports and business indices coordinated to full calendar year 1952 by WALTER P. BURN, Middlebury, Vermont
 mately 27,600 in Fulton County only, or 1 car for each 3 persons.
 Wm. B. C

W D L C

PORT JERVIS, NEW YORK

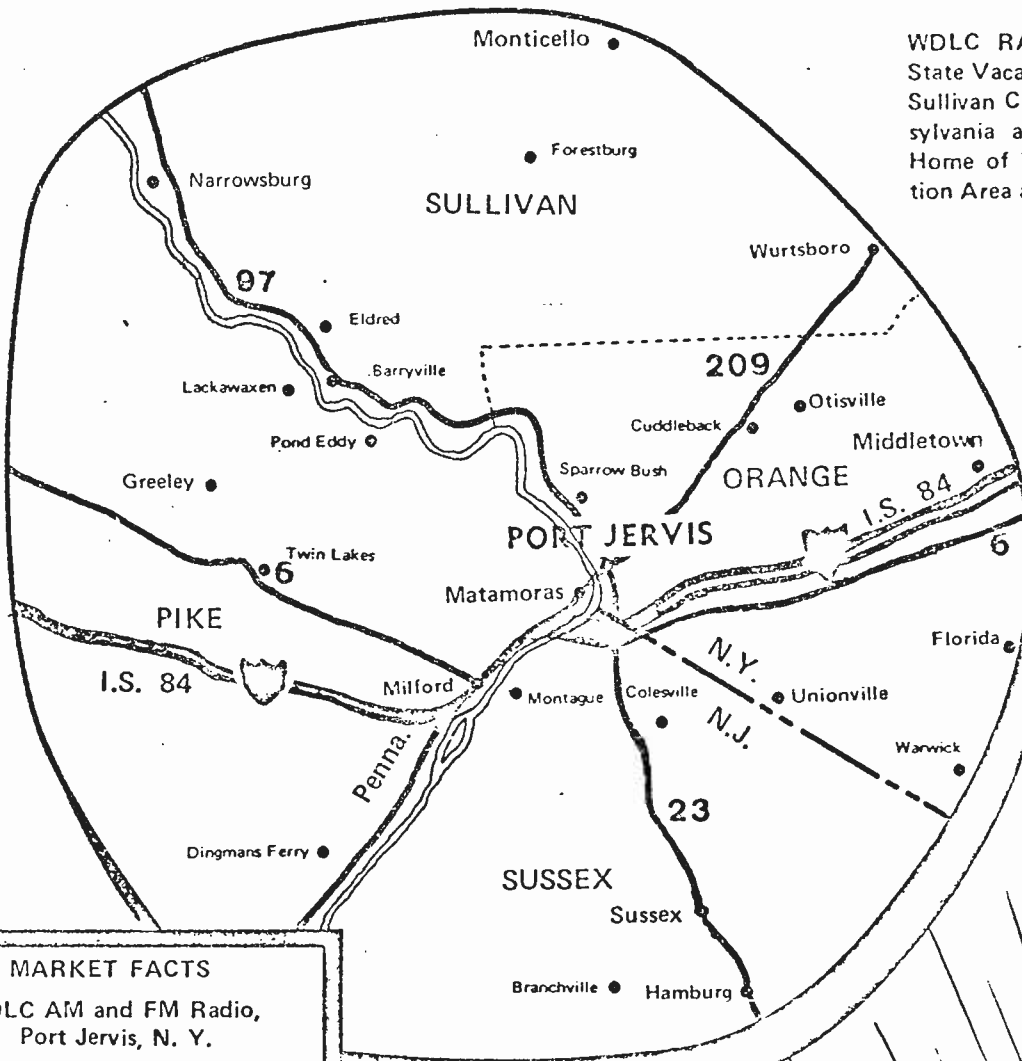
Emphasizing Local News and Community Participation
with a Background of Middle of the Road Music

WDL C RADIO, Port Jervis, N.Y., Serving the Tri-State Vacation-Land including portions of Orange and Sullivan Counties in New York, Pike County in Pennsylvania and Sussex County in New Jersey, is the Home of The Delaware Water Gap National Recreation Area and the Gateway to New England.

Locally Owned and Operated by
Port Jervis Broadcasting Company, Inc.
Port Jervis, New York 12771
Phone (914) 856-5185
Oscar Wein, Vice President & Gen'l Manager
Katherine Wein, Station Manager
Robert Wein, Sales Manager

AM 1490 KC 1000 WATTS *
FM 96.7MC 3000 WATTS ERP

AM 0.5MV/M DAY PATTERN



MARKET FACTS	
WDL C AM and FM Radio, Port Jervis, N. Y.	
\$1,000's Added	Metro Market
TOTAL SALES	146,262
Lumb'r, Bldg. Mat'l, Hdwe.	5,424
General Merchandise	18,781
Food Stores	37,123
Automotive Dealers	19,482
Gas Service Stat'ns	6,925
Apparel & Acces'ys	12,382
Furniture & Home Furn'gs	4,691
Elec'l Appliances	2,438
Eating & Drinking	15,562
Drug & Prop'y	4,275
Other Retail Stores	15,380
Non-Store Retailers	3,819
Population	85,822
Households	26,007
All figures are from the U. S. Census and other sources and are delineated and updated by Ed Felker & Associates, Forrest Gardens, Suite 1-D, Ambler, Pa. 19002 (215) 643-0637 7/15/70	

PENNSYLVANIA

NEW JERSEY

NEW YORK

* 250 Watts nights

WCKL COVERAGE MAP

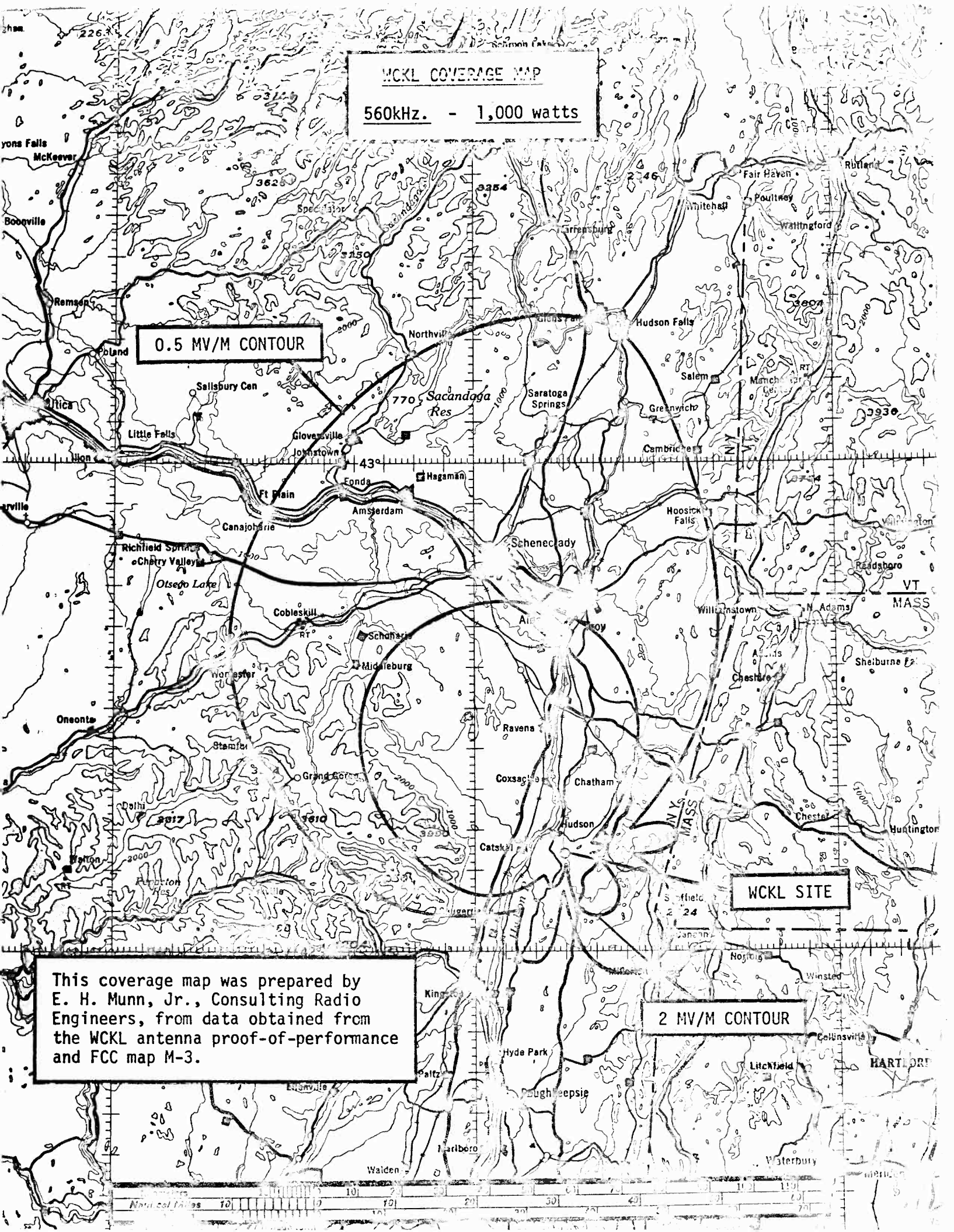
560kHz. - 1,000 watts

0.5 MV/M CONTOUR

WCKL SITE

2 MV/M CONTOUR

This coverage map was prepared by E. H. Munn, Jr., Consulting Radio Engineers, from data obtained from the WCKL antenna proof-of-performance and FCC map M-3.





COUNTY DATA

Delaware County is a New York State leader . . . consistently producing a 1st, 2nd or 3rd position in the milkshed.

NATIONAL LEADER

- 1st in hay tonnage
- 2nd in hay acreage
- 3rd in cauliflower acreage
- 4th in grass silage acreage
- 5th in fire & fuelwood
- 6th in calves sold
- 7th in fence post production
- 8th in value of dairy products
- 9th in number of milk cows
- 10th in number of cows milked daily

The Voice and Choice of Delaware County

1000 W **WDLA** 1270 KC

*Serving the Prosperous Farms
and Villages of the Upper Delaware Valley
and the Catskill Vacationland.*

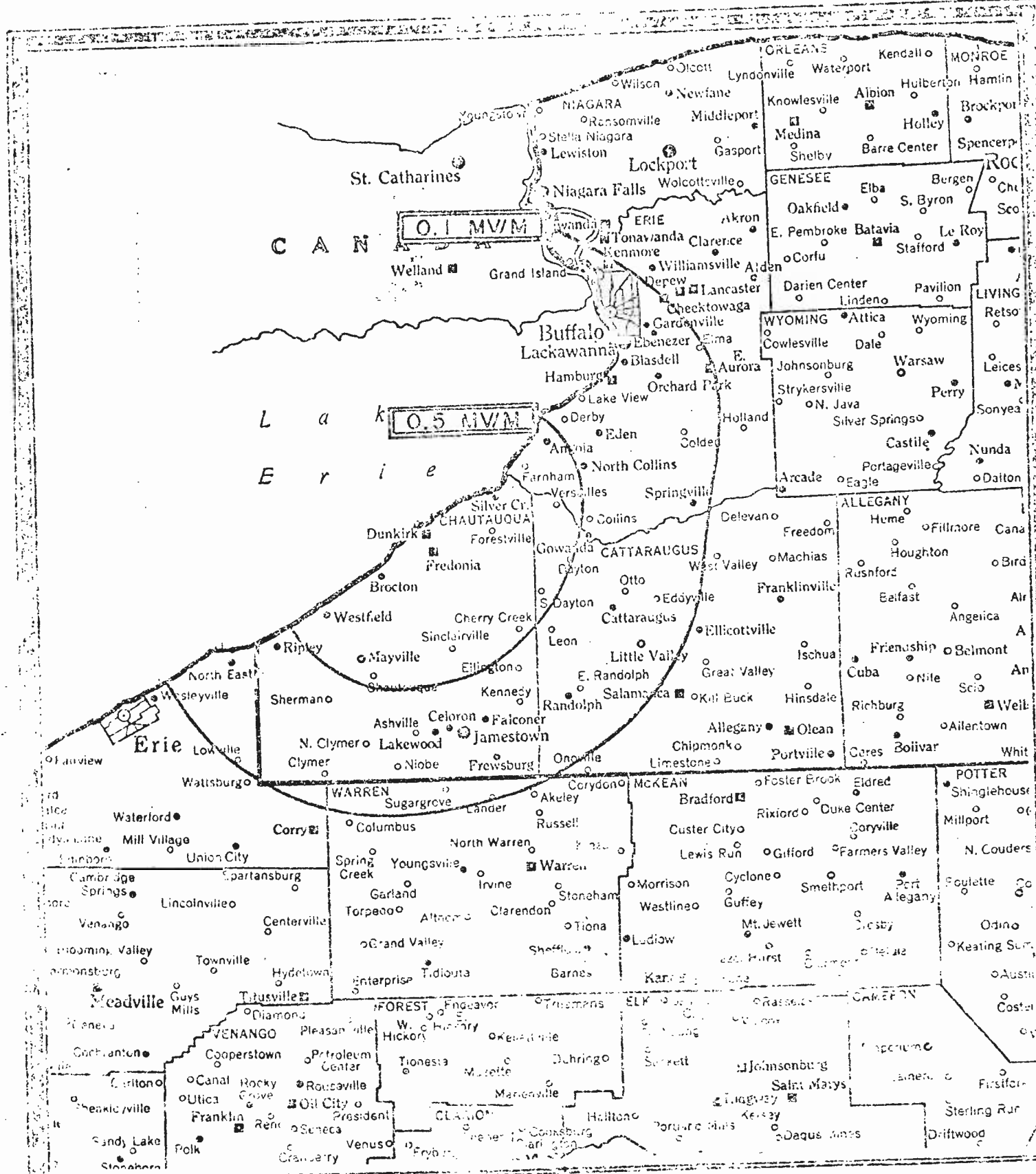
DELAWARE COUNTY BROADCASTING CORPORATION

Michael J. Cuneen
Vice-President & General Manager
Telephone: Underhill 5-4321

WALTON, N.Y.

Represented by **WASL**

Data Listed for: Delaware County Only
Sources: Data maps, Walter P. Burn, Middlebury, Vt.;
the U.S.D.A. J. S. Commerce Dept. Census Bureau,
and Clarke L. Richards, Farm Rating Service, Passaic,
N.J.



JOHN H. MULLANEY
 CONSULTING RADIO ENGINEER
 WASHINGTON, D. C.

- Cir Population**
- 100,000 and over
 - 25,000 to 100,000
 - 5,000 to 25,000
 - 1,000 to 5,000
 - and under

COVERAGE CONTOURS

RADIO STATION WBUZ
FREDONIA, NEW YORK

250 W-D

RETAIL RATE CARD

WBUZ PROGRAM RATES

OCTOBER, 1964

TIMES	1 HOUR	1/2 HOUR	1/4 HOUR	10 MIN.	5 MIN.
1	45.00	26.00	18.00	14.50	9.75
13	41.00	24.00	16.00	13.25	9.00
26	38.00	22.00	14.75	12.00	8.25
52	35.00	20.00	13.50	11.00	7.50
104	33.00	18.00	12.50	10.25	7.00
156	31.00	16.50	11.50	9.50	6.25
260	28.00	15.50	10.75	9.00	5.75

TALENT, LINES, REMOTE PICKUPS — Charges in accordance with Advertisers Specifications.

ONE MINUTE ANNOUNCEMENTS — REGULAR BASIS
(If used within 52 weeks)

Under 50 Announcements	30 Sec	(# 2.65)	3.50
50 - 500 Announcements	30 Sec	(# 2.45)	3.25
500 - 1000 Announcements	30 Sec	(# 2.15)	3.00
1000 - 1500 Announcements	30 Sec	(# 1.90)	2.50
Over 2000 Announcements	30 Sec	(# 1.50)	2.00

30 SECOND ANNOUNCEMENTS — 3/4 OF ONE MINUTE RATE

10 - Second Announcements		1.40
(30 or more in Month)		1.25

10% Production Charge for Special Production Effects

SATURATION PACKAGES — (Must be used within seven days)
(1-Minute Announcements)

10 - Announcements	@ 2.90	29.00	29.00
15 - Announcements	@ 2.80	42.00	42.00
20 - Announcements	@ 2.60	52.00	52.00
35 - Announcements	@ 2.40	84.00	84.00
50 - Announcements	@ 2.30	115.00	115.00
75 - Announcements	@ 2.10	157.00	157.00
100 - Announcements	@ 2.00	200.00	200.00

10% Production Charge for Special Production Effects

All material is subject to station policy, F. C. C. and F. T. C. regulations.

WBUZ Radio — Dunkirk - Fredonia Broadcasting, Inc.
2 W. Main St., Fredonia, N. Y.

A subsidiary of the Dunkirk Evening Observer
250 WATTS — NON DIRECTIONAL — 1570 KC
Telephone — 672-2157 — 672-2158

PRESIDENT: H. K. WILLIAMS III

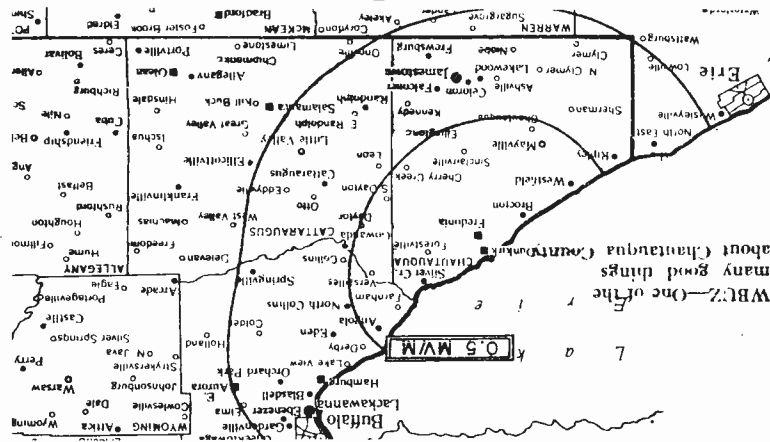
STATION MANAGER: [REDACTED]

NEWS SERVICES — United Press International, Dunkirk Evening Observer
and WBUZ News Department.

LICENSES — ASCAP, BMI, SESAC

POLITICAL — Payable in advance; Regular rates apply.

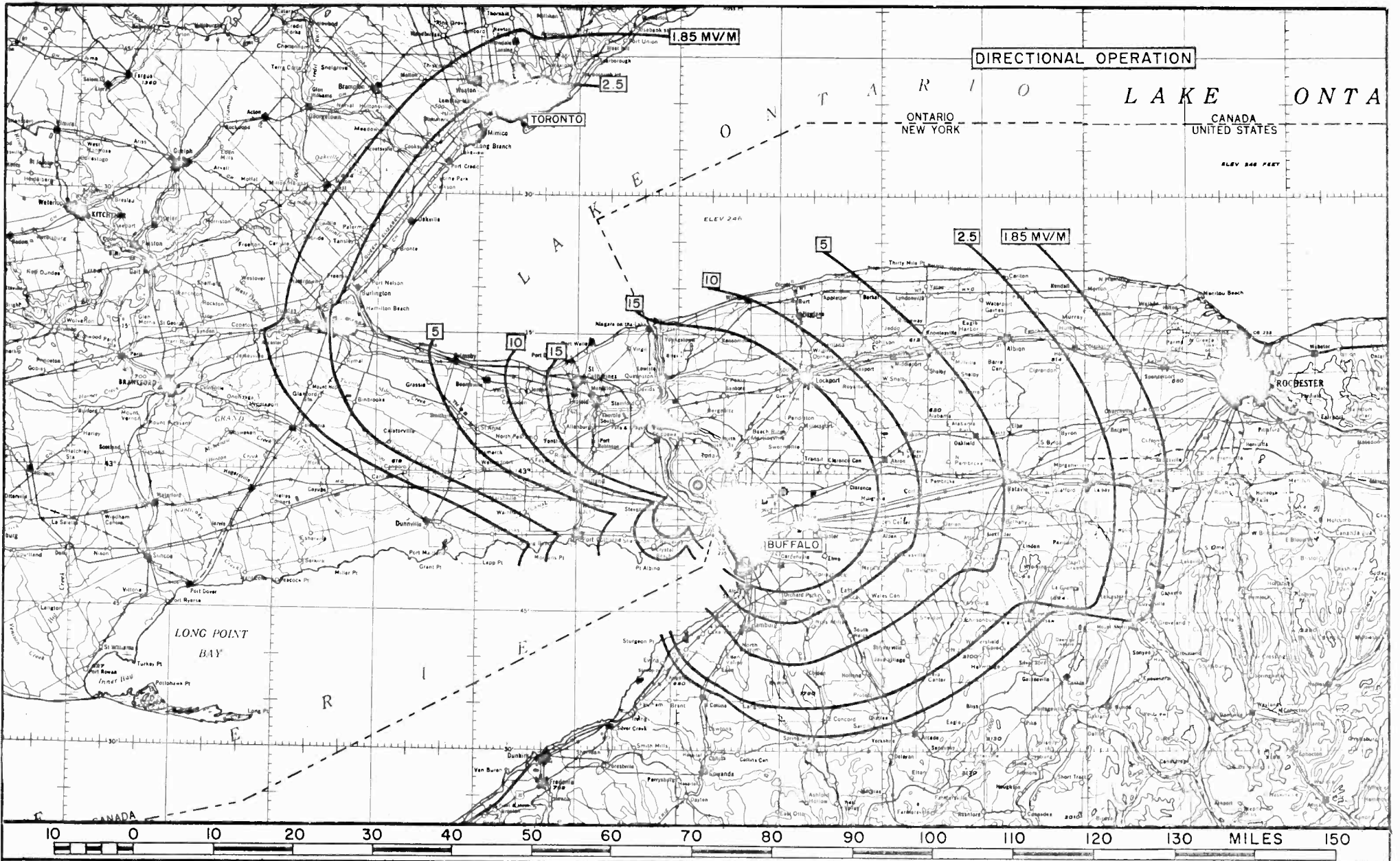
ALL RATES ARE NET TO STATION.



wbuz radio
FREDONIA, NEW YORK

1570 KC DUNKIRK-FREDONIA BROADCASTING, INC.

REPRESENTATIVE
[REDACTED]



A. EARL CULLUM, JR.
 CONSULTING RADIO ENGINEERS
 DALLAS TEXAS

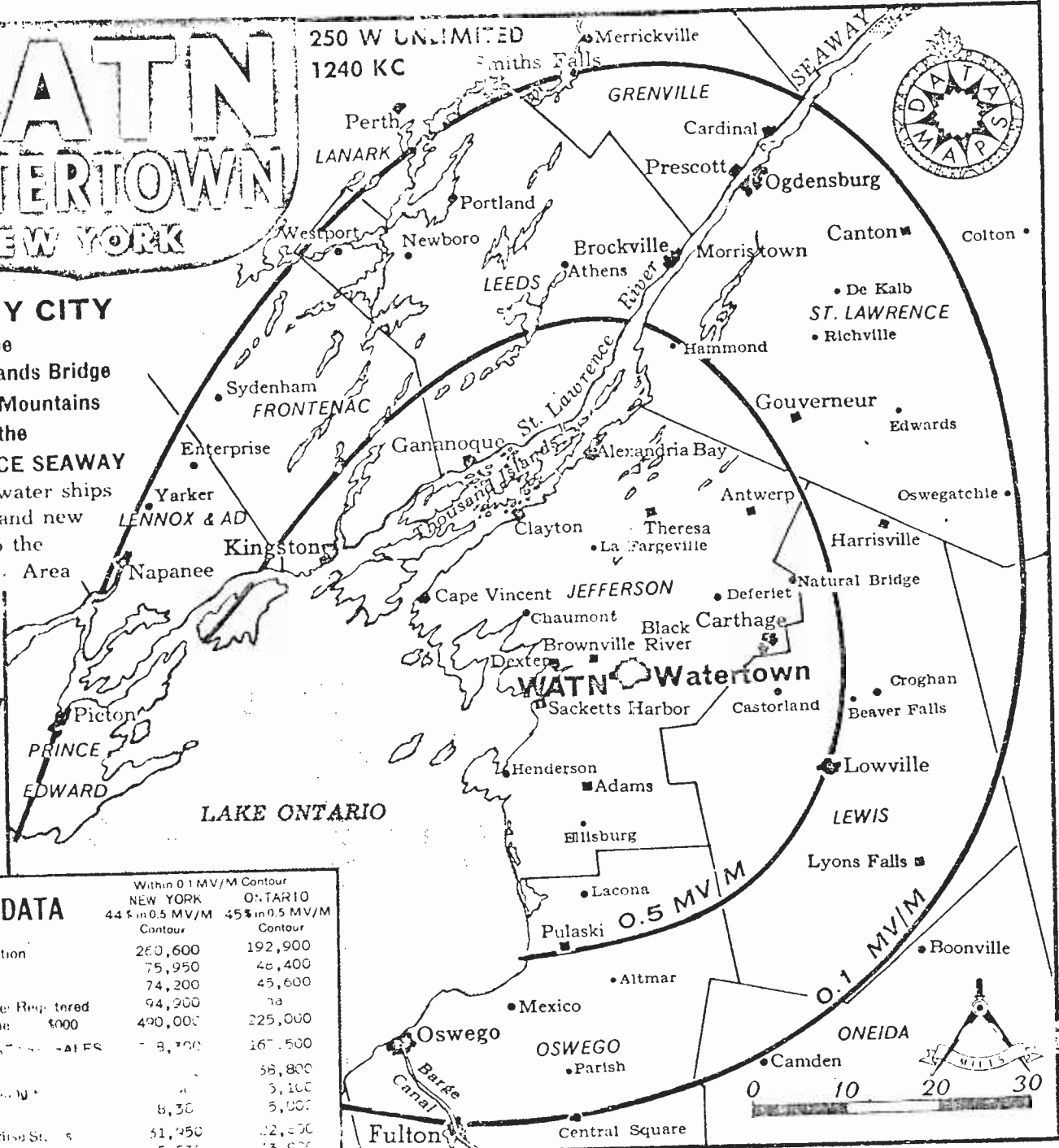
RADIO STATION WBEN
 930 KC 5 KW DA-N
 560504 FIGURE 2

WATN WATERTOWN NEW YORK

250 W UNLIMITED
1240 KC

GATEWAY CITY
to the
Thousand Islands Bridge
Adirondack Mountains
and the
ST. LAWRENCE SEAWAY
bringing deepwater ships
new power and new
industry to the
WATN Service Area

☆
Most Rates
not increased
in over
17
years
☆



MARKET DATA	Within 0.1 MV/M Contour	
	NEW YORK 44% in 0.5 MV/M Contour	ONTARIO 45% in 0.5 MV/M Contour
Audience Population	260,600	192,900
Households	75,950	46,400
WATN AM Radio	74,200	45,600
Adults over 12 Referred	94,900	na
Population (thousands)	490,000	225,000
Market Value (thousands)	8,300	167,500
Food Stores		58,800
Merchandise Stores		3,100
Drug Stores	8,300	5,000
General Merchandise Stores	51,950	32,500
Department Stores	5,530	13,970
Wholesale	11,900	3,500
Automotive Sales/Outlets	56,400	21,700
Service Stations	22,500	na
Furniture & Building Supplies	20,480	14,500
RECEIVED RECEIPTS	21,720	na
Service Shops	5,240	na
Services	2,270	1,720
WATN TV SALES	114,000	na
Wholesale	52,700	na
Retail	61,900	na
Source: Bureau of Economic Analysis, U.S. Department of Commerce		
at a glance		
Population	9,200	2,700
Households	45,700	1,500
WATN AM	10,500	1,500
WATN TV	77,100	1,500
WATN TV	11,200	1,500
WATN TV	4,200	1,500

Economical and Effective Coverage of the North Country's St. Lawrence Valley

☆☆☆
AP NEWS every hour on the hour
From early to late, MUSIC to suit all tastes
Local and Big-League SPORTS, play-by-play
☆☆☆

Proven and Loyal Listener Response

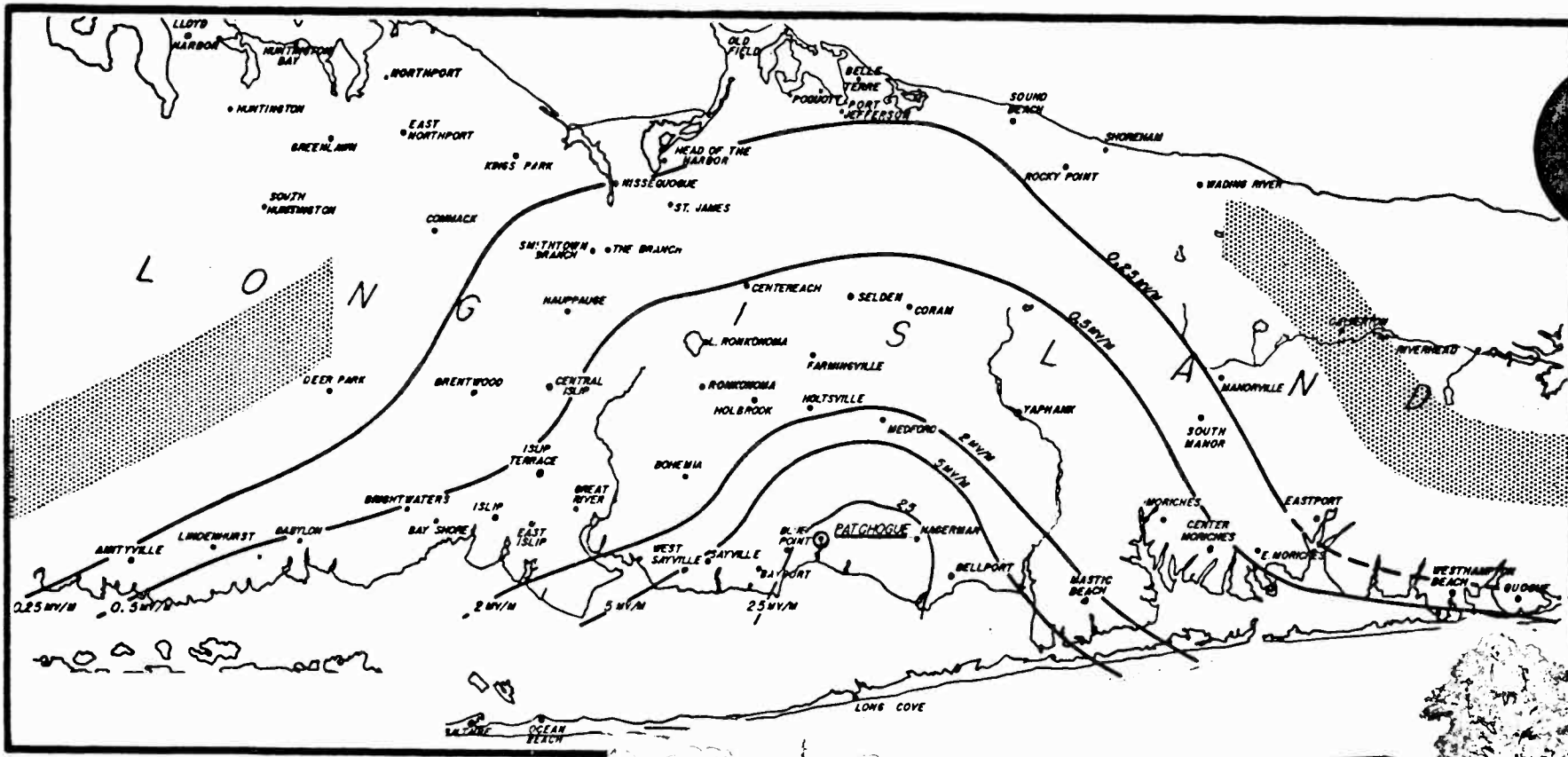
Merchandising Aid based on 30 years' experience—HERE.

WATERTOWN BROADCASTING CORPORATION
G. Harry Richter, President & General Manager
Trust Company Building, Watertown, N.Y. Telephone: SUNset 2-3320
National representative by DISNEY, Inc.
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WALK

ISLAND BROADCASTING SYSTEM, Inc.

delivers to you 2 STATIONS in the World's Greatest Market



1370 am.
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Nationally Represented

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Mort Bassett and Company



THE HOME OF STATION WALK

FM Coverage Map on reverse side

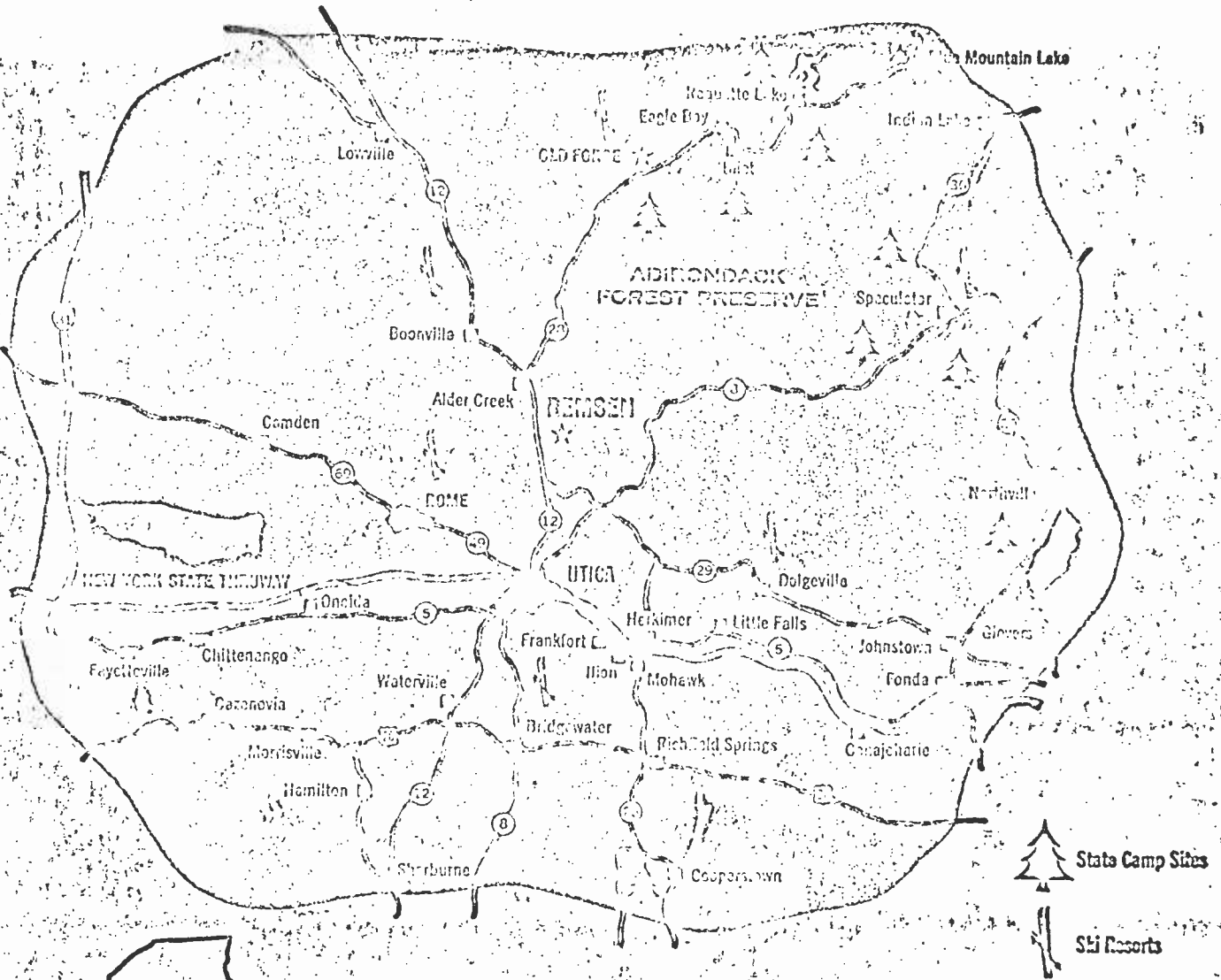
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REMSEN**

WADR

**1480 The L...
5000 Watts Daytime**

Serving All of Central New York from the Adirondack Foothills



NEW YORK STATE

WADRland

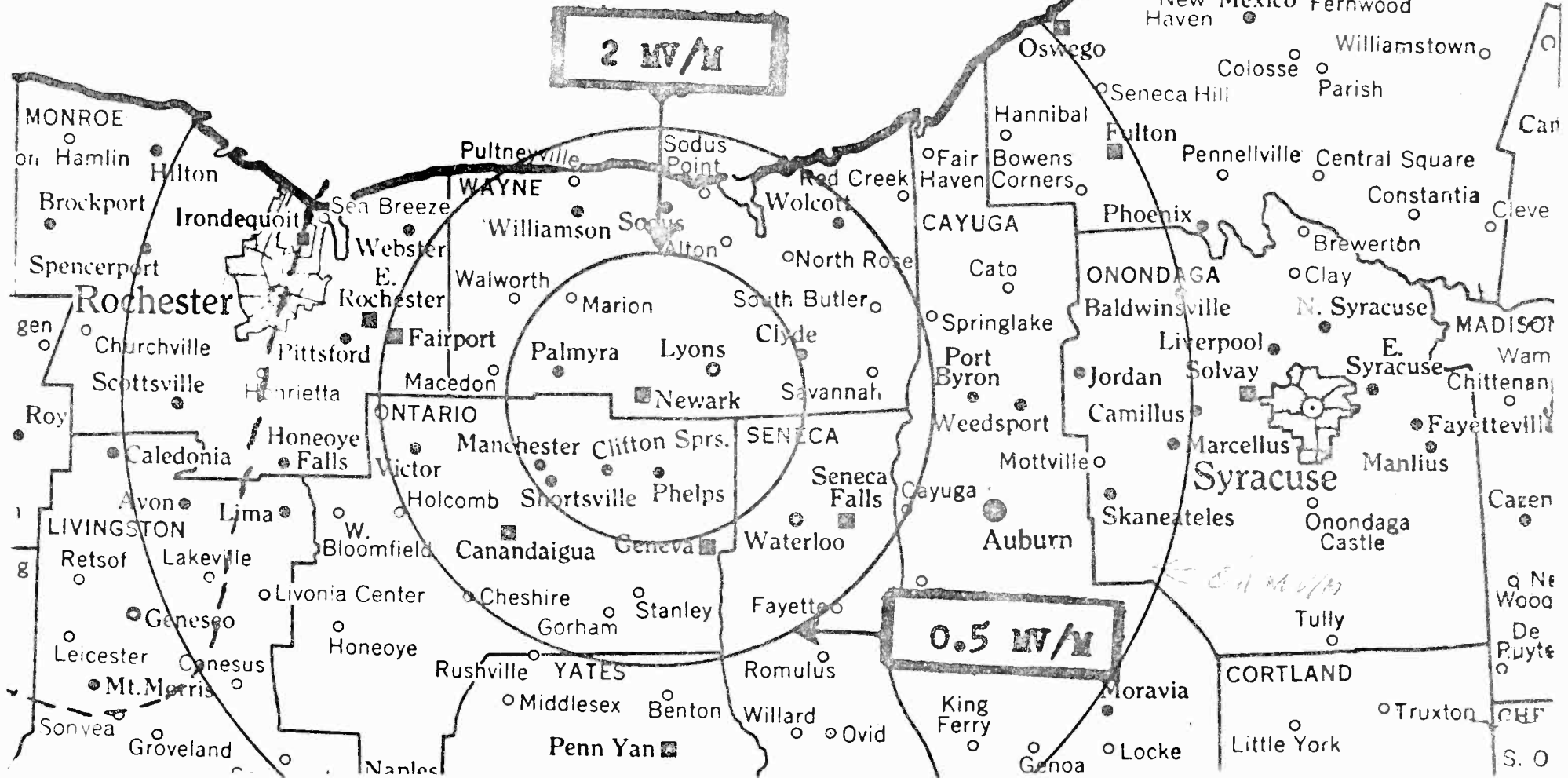
is the prosperous industrial, agricultural and dairy farm region of Central New York State. It also includes one of the nation's finest summer and winter vacation areas...the Adirondack Mountains. Your advertising message on WADR reaches this broad home and car radio audience with a powerful 5000 watts omni-directional daytime signal. WADR gets its listeners and holds them with balanced programming of music, news, weather, sports and farm reports. WADR is Wonderful All-Day Radio. It can do wonders for you!

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 500 WATTS - DAY
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JOHN C. FORT
 JOHN SUTHERLAND



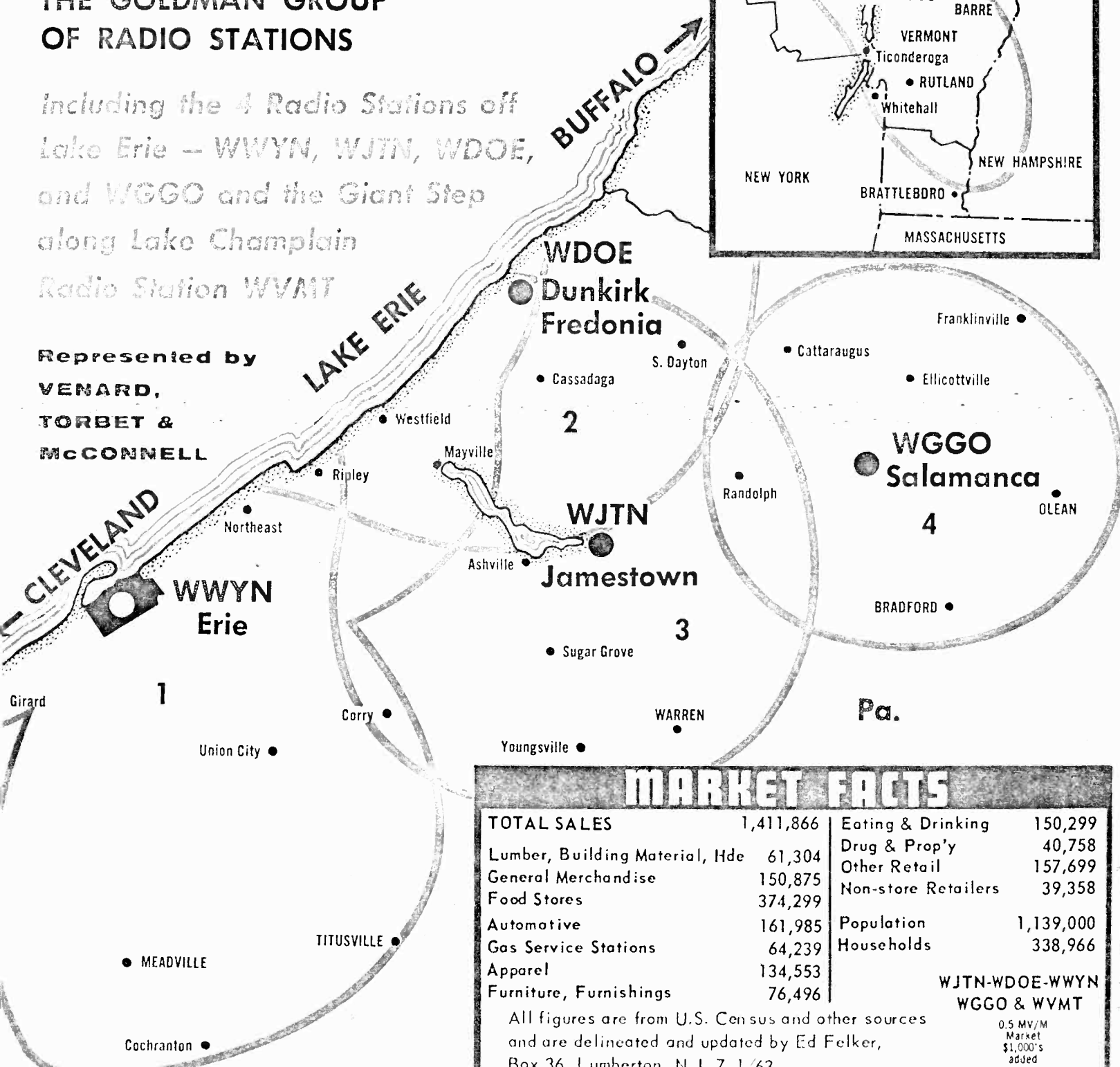
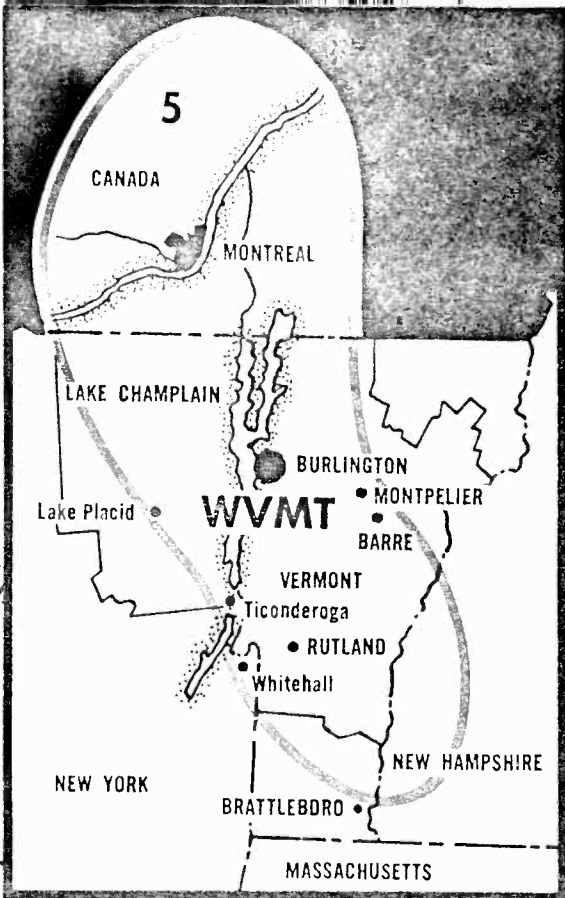
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1 to 5 COMPRISING . . .

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Lake Erie — WWYN, WJTN, WDOE,
and WGGO and the Giant Step
along Lake Champlain
Radio Station WVMT*

Represented by
**VENARD,
TORBET &
McCONNELL**



MARKET FACTS

TOTAL SALES	1,411,866	Eating & Drinking	150,299
Lumber, Building Material, Hde	61,304	Drug & Prop'y	40,758
General Merchandise	150,875	Other Retail	157,699
Food Stores	374,299	Non-store Retailers	39,358
Automotive	161,985	Population	1,139,000
Gas Service Stations	64,239	Households	338,966
Apparel	134,553		
Furniture, Furnishings	76,496		

All figures are from U.S. Census and other sources
and are delineated and updated by Ed Felker,
Box 36, Lumberton, N.J. 7 1/63

WJTN-WDOE-WWYN
WGGO & WVMT

0.5 MV/M
Market
\$1,000's
added