



**PROPER
COVERAGE IS
IMPORTANT!**

**Impressive
Mail Count!**

**WFRO AM/FM mail
count is averaging
over 5,500 pieces
per month.**

Yes, proper coverage IS important when you spend radio advertising dollars. WFRO covers densely populated areas, the little towns and remote places. 95% of the population of WFRO's listening area have radio receivers. That is PROPER COVERAGE!

WFRO is news reporter, counsellor, entertainer, shopping guide to families in Ohio, and adjacent Indiana and Michigan. In this teeming market, WFRO is a "Wheel-horse" factor in your sales effort. Today - more than ever - you need WFRO when buyer resistance demands more calls, more sales effort within limited costs.

WFRO
99.1 mc **FM** **FREMONT** **OHIO** **AM** 900 kc
6000 WATTS **FM** **AM** 500 WATTS

Present Your Product Profitably Over—

WFRO
99.1 mc **FM** **FREMONT** **OHIO** **AM** 900 kc



WFRO
FM **AM**

**SELLS CITY, TOWN,
and COUNTRY**

A single medium with coverage of this sort is a Star Salesman for your product. . . . especially in a buyers market





PROVIDES ADVERTISERS WITH A MOST ECONOMICAL SATURATION COVERAGE IN THIS BILLION DOLLAR TRADE AREA. A TEAM PROVIDING "ONE BROADCAST" COVERAGE OF A RICH REGION WHICH ENCOMPASSES ALL OF THE COUNTIES SHOWN WITHIN THE CONTOURS ON THE MAP---OVER A MILLION PERSONS WITHIN 0.5mv/m AS COMPUTED BY ACTUAL FIELD STRENGTH MEASUREMENTS. . . . TOP LISTENER PREFERENCES HERE

Serving and Selling

a compact unified area! -- the heart of an extensive industrial, agricultural, and recreational area. . . . an A-1 area for test campaigns at LOW cost. . . . a BIG area for relative small appropriations. . . . use WFRO AM/FM to obtain BIG results with a relatively small appropriation.

0.5mv/m encompasses an area of 8,372 square miles.

Here's why WFRO AM/FM is important:

PRIMARY SERVICE AREA

Data from 1961-62 "CONSUMERS MARKETS" -- published by Standard Rate and Data Service.

Total Families 328,010

Radio Homes 95% 310,340

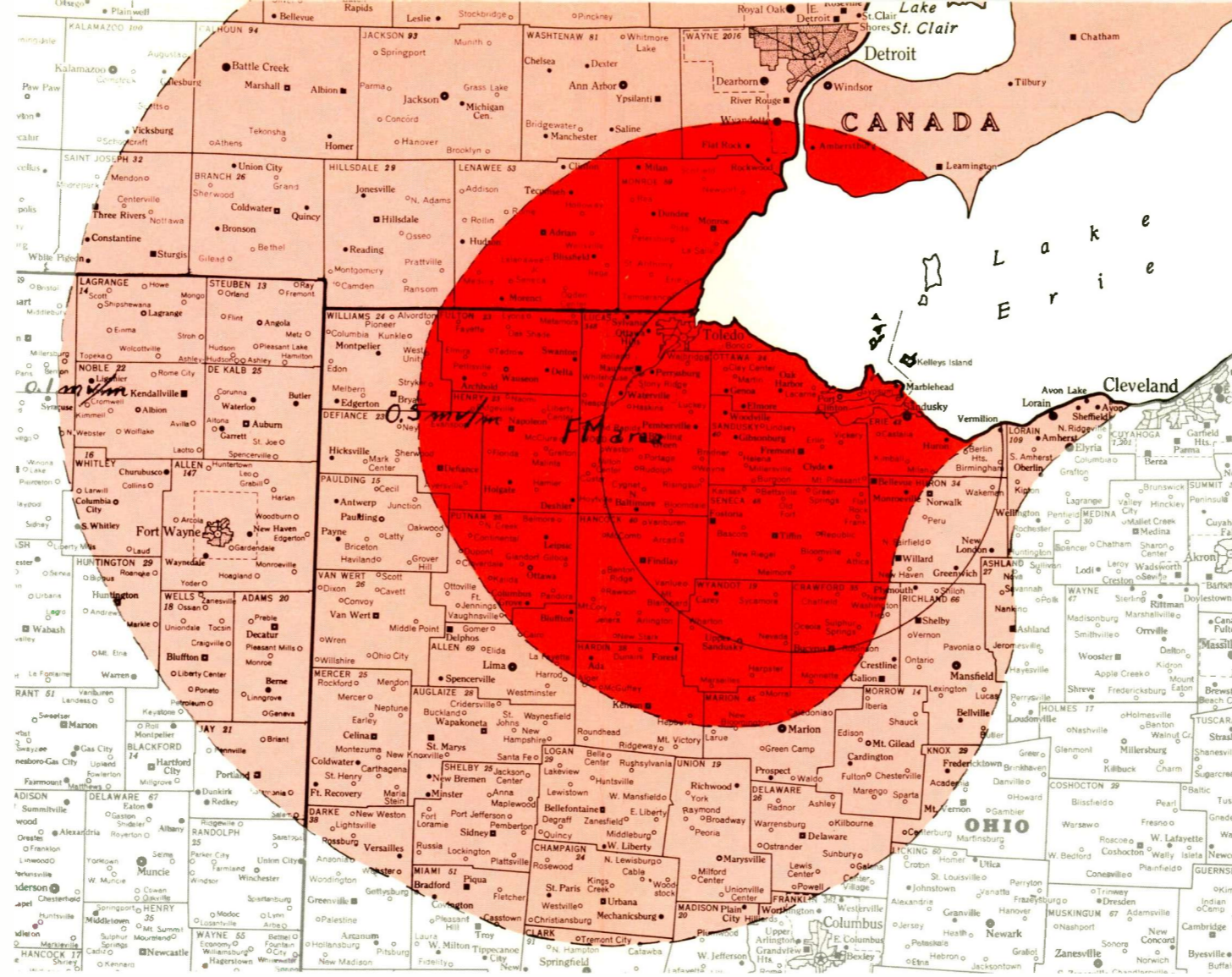
Based on data from Census Bureau and independent sources for SRDS.

Retail Sales \$1,375,552,000.00

Spendable Income \$2,315,183,000.00
 Food 367,403,000.00
 Automotive 256,008,000.00
 Drug 47,758,000.00

Farm Income \$305,676,000.00

Licensed Autos 95% with radios 420,667



WFRO AM/FM offers an area of

- *Diversified Industries
- *Rich Agricultural Communities
- *Progressive Industrial Cities and Towns
- *Stability of Income

Rates are LOW
and each advertiser can have a promotion plan built to his specific needs.

COUNTY	TOTAL FAMILIES	LICENSED AUTOS	RADIO HOMES	SPEND. INCOME	FARM INCOME	RETAIL SALES	FOOD	AUTOMOTIVE	DRUG
Sandusky	16,690	22,905	16,270	\$ 111,474,000	\$ 22,755,000	\$ 69,391,000	\$ 16,543,000	\$ 14,585,000	\$ 1,515,000
Seneca	16,820	22,817	15,900	109,487,000	21,583,000	69,515,000	17,710,000	13,225,000	2,183,000
Wood	20,700	29,184	19,880	152,327,000	35,178,000	74,388,000	21,562,000	17,282,000	2,804,000
Wyandot	6,420	8,803	6,220	37,457,000	16,276,000	26,381,000	5,384,000	4,763,000	698,000
Lucas	141,760	176,139	133,300	1,094,590,000	15,794,000	623,380,000	166,830,000	101,344,000	26,149,000
Henry	7,560	10,582	7,210	45,726,000	24,203,000	29,148,000	6,633,000	5,440,000	750,000
Hancock	16,900	22,956	16,320	113,257,000	25,716,000	68,234,000	18,923,000	14,509,000	2,086,000
Erie (1/2)	10,300	13,798	9,765	74,309,000	5,483,000	42,737,000	11,468,000	7,318,000	1,718,000
Crawford (1/2)	7,340	9,879	6,740	48,081,000	7,671,000	27,730,000	7,448,000	6,070,000	792,000
Fulton	8,610	12,697	8,270	55,528,000	38,869,000	44,017,000	8,415,000	11,552,000	924,000
Ottawa	10,660	15,219	10,060	71,601,000	10,699,000	39,809,000	11,268,000	9,068,000	712,000
Putnam (1/2)	3,780	5,393	3,605	20,644,000	13,575,000	15,049,000	4,197,000	2,301,000	275,000
Hardin (1/2)	4,440	5,833	4,015	23,690,000	9,004,000	15,258,000	3,700,000	3,256,000	391,000
Monroe (Mich.)	28,370	30,282	26,670	181,020,000	25,137,000	109,171,000	36,331,000	21,236,000	2,820,000
Lenawee (Mich.) (1/2)	11,180	12,161	10,535	68,028,000	19,332,000	48,410,000	12,362,000	9,370,000	1,960,000
Allen (1/3)	10,400	13,560	9,800	68,188,000	5,469,000	47,588,000	12,336,000	8,545,000	1,379,000
Defiance (2/3)	6,080	8,469	5,780	39,776,000	8,932,000	25,346,000	6,293,000	6,144,000	602,000
Total	328,010	420,667	310,340	\$2,315,183,000	\$305,676,000	\$1,375,552,000	\$367,403,000	\$256,008,000	\$47,758,000



NOW
in the
Top 50 Markets

AM 500 WATTS 900 kc daytime
FM 6000 WATTS 99.1 mc full time

FREQUENCY -- a most desirable clear channel -- 900 kc AM and 99.1 mc FM -- the middle of the dial.
 PROGRAMMING -- Local News, Sports and Music, programmed for the mature adult, continues to attract more loyal listeners day after day.
 PROMOTION -- continuous, aggressive campaign to educate the public as to the many, many fine features WFRO is bringing them.

0.5 mv/m - 0.1 mv/m Area

This, too, is a profitable, extensive market. . . . and one often overlooked, and consequently under sold by many advertisers. A substantial market within itself which includes

A BONUS OF 40 COUNTIES
totaling 1,712,830 radio homes

PLUS

coverage of WFRO-FM's 6000 watts! No split or minus audience -- but COMPLETE COVERAGE, for broadcasts over WFRO AM/FM are identical and simultaneous.

WFRO AM AND FM FREMONT, OHIO

W M R N PROGRAMS

GOOD MORNING SHOW 5:30-10:00 AM

WMRN's Wake-up program, featuring music farm markets, news, sports, time, temperature, and weather.

ORBIT 10:05-11:00 AM

A program for women featuring Madge Cooper Guthery and staff announcer. Contains news of foods and fashions and pleasant conversation on subjects of general interest to the ladies. The last thirty minutes is devoted to questions and comments from the listeners via telephone.

MID-DAY MATINEE 11:00 AM-1:30 PM

Pleasant music with news on the hour. This period also contains WMRN's "Farm and Home Time" from 12:05-12:45 and the mid-day news block from 12:45-1:30.

THE MUSIC MAN 1:30-6:30 PM

WMRN's evening "drive-time" program with News on the hour. The evening news block is scheduled within this period from 5:55 to 6:30 and covers news, sports, weather and final markets.

GOOD EVENING SHOW 6:30-10:00 PM

Companion to WMRN's popular "Good Morning Show." Mostly music but including short bits of human interest information along with ABC News and timely weather information. In season, this period includes coverage of high school football and basketball throughout the acutely sports-minded seven-county area.

MUSIC TILL MIDNIGHT 10:00-Midnight

WMRN audience retires to a soft and soothing musical nightcap with ABC News at 10:00 and 11:00 and local news at 11:05.

SATURDAY 5:30 AM-12:00 M

As on all other week days, Saturday opens with WMRN's popular "Good Morning Show" to 10:00 AM. Good popular music continues throughout the day with ABC News on the hour and "World of Sports" at five past the hour. The Saturday edition of "Farm and Home Time" is heard at 12:05, and the regular mid-day and evening news blocks are also part of the Saturday schedule. In season, WMRN broadcasts Ohio State football on Saturday afternoon and high school football and basketball in the evening.

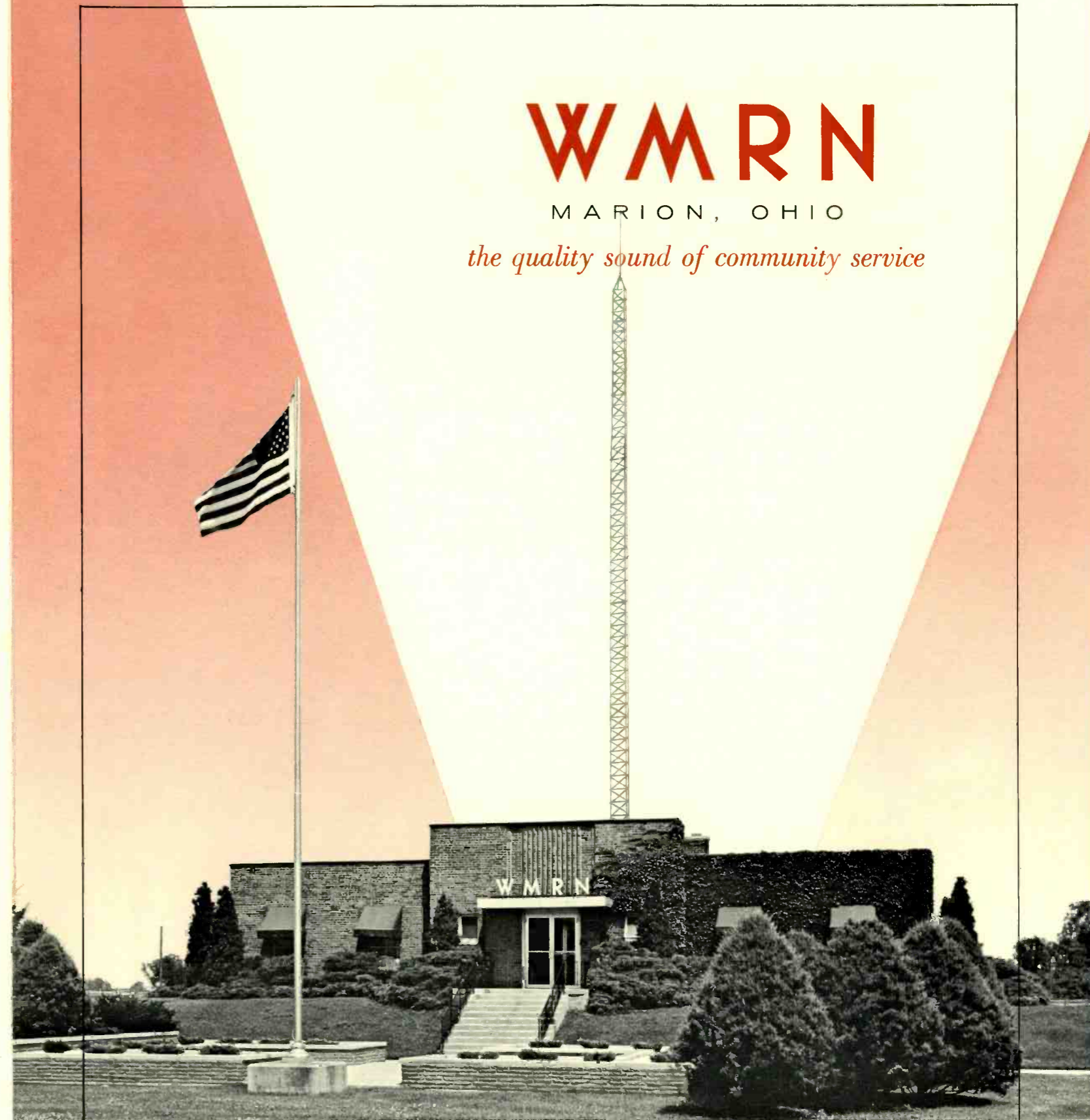
SUNDAY 6:55 AM-12:00 M

Sunday morning on WMRN reflects the religious spirit of listeners in the central Ohio area. The Emanuel Lutheran Church has broadcast its Sunday service from the church since 1943. Sunday morning "Portraits in Music" provides an appropriate background for relaxed Sunday morning activities. Music "On A Sunday Afternoon" provides pleasant listening along with News on the hour and Sports at five past the hour. 5:10 to 6:00 PM is devoted to music appreciation and the performance of the great classics. The only source of local news on Sunday is WMRN. It is scheduled at 7:55, 10:05 AM, 12:10, 6:00, and 11:05 PM.

W M R N

MARION, OHIO

the quality sound of community service



W M R N MARION, OHIO

THE MARION BROADCASTING COMPANY
P. O. Box 518, Marion, Ohio 43302 Area Code 614 Phone 383-1131

WORTH KRAMER
PRESIDENT

ARTHUR L. MARTIN
V.P., GENERAL MANAGER

*The Only Full Time AM Radio Station
in our Seven County Area
"1490 Since 1940"*

W M R N

MARION

Serving seven counties in the "heart of Ohio"

NEWS

Associated Press, ABC News, full time News Director and reporter-stringers from surrounding counties.

SPORTS

WMRN carries college, professional and high school football as well as basketball games of many high schools in the area. Station also sponsors annual "Heart of Ohio" golf tournament for amateur golfers in the seven county area.

MUSIC

WMRN presents a varied selection of music in Middle of The Road and Easy Listening categories. Selections are drawn from both standard albums and current releases.

One hour is devoted to classical music each Sunday afternoon.

WEATHER

WMRN employs the exclusive services of a staff meteorologist with emphasis on weather conditions in the seven county listening area.

AGRICULTURE

Full-time Farm Director. Forty five minutes of farm programming daily.

RADIO CODE

WMRN is a member of and observes the NAB Radio Code.

ADVERTISING RATES

WMRN is a single-rate station. All advertisers pay identical rates as listed in Standard Rate & Data.

NETWORK

An affiliate of the ABC Information Radio Network.

REMOTE FACILITIES

WMRN maintains a fully-equipped mobile unit from which broadcasts can originate anywhere in the station's listening area. (Photo on back cover)

AUXILIARY EQUIPMENT

When regular power fails or drops below operating level, WMRN derives its power from a gasoline-driven auxiliary generator. An auxiliary transmitter is also on stand-by.

WMRN Listening Area


Modern farming and modern industry have joined to create and support a healthy, growing and vigorous economy in the WMRN listening area. In Marion County alone, forty-nine widely diversified industries provide employment for over 12,000 local residents and their families. WMRN has grown with the area since 1940, and remains the leading influence in information, entertainment and advertising.

WMRN Programming

Based on the natural interests and requirements of the cross-section of WMRN listeners. This includes a balanced schedule of news, sports, music, farm news and markets, consumer and environmental, information, forums, religion and public affairs.

WMRN Personnel


WMRN has a staff of 19 employees, many of whom have a tenure of from 10 to 25 years. All take an active part in civic and community affairs, contributing significantly to the station's slogan, "The Quality Sound of Community Service."



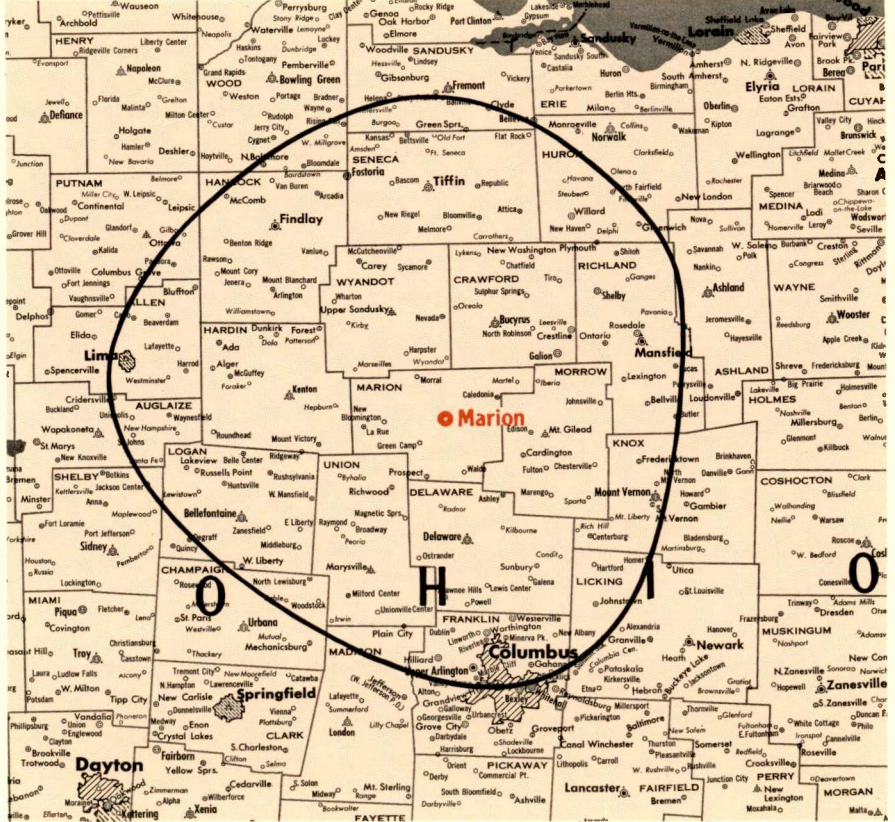

MARKET DATA

POPULATION	610,396
HOUSEHOLDS	186,600
CONSUMER SPENDABLE INCOME	\$ 1,668,734,000
AVERAGE CSI PER HOUSEHOLD	\$ 9,633
TOTAL RETAIL SALES	\$ 782,121,000
FOOD	\$ 224,360,000
DRUG	\$ 27,076,000
GENERAL MERCHANDISE	\$ 125,137,000
APPAREL	\$ 36,641,000
HOME FURNISHINGS	\$ 39,377,000
AUTOMOTIVE	\$ 161,587,000
SERVICE STATIONS	\$ 64,631,000
PASSENGER CARS	278,420
FARM POPULATION	39,700
GROSS FARM INCOME	\$ 237,455,000

SRDS CONSUMER MARKET DATA, 1970



1490 KHZ 1000 Watts .5 MVM

WAQI

1000 Watts

Ashtabula, Ohio

Presenting Entertaining and Informative Programming Complete with Vital, Imaginative Public and Community Service with a Background of Bright and Lively Music



AMERICAN ENTERTAINMENT RADIO NETWORK

LAKE ERIE

Euclid
CLEVELAND
Lakewood
CUYAHOGA

Rounding out our Complete Local Programming, we present the Joseph C. Harsch Commentary, Paul Harvey News, American Entertainment News, Don McNeil Show, Community Action News and Sports, plus Major National Sporting Events.

SUMMIT
Cuyahoga Falls

0.5MV/M

PORTAGE

Ravenna

ASHTABULA

ASHTABULA

2M/MV

Roaming Rock Shores

TRUMBUL

Warren

Niles

OHIO PENNA.

Girard

Albion

Conneautville

MEADVILLE

Jamestown

GREENVILLE

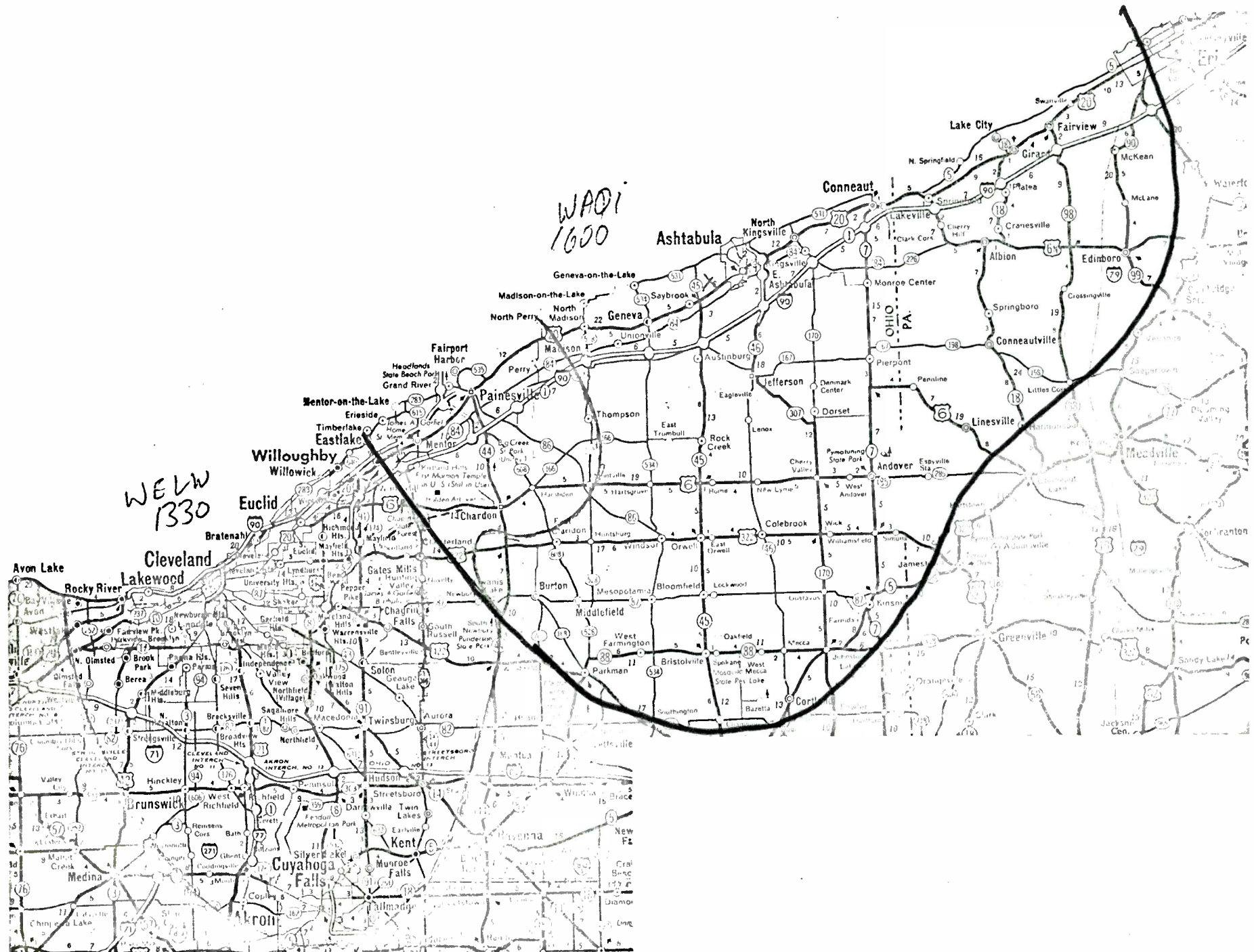
ERIE

MARKET FACTS

	2 MV/M	0.5 MV/M
\$1,000's Added	168,284	500,205
TOTAL SALES	9,891	29,399
Lumber, Bldg. Matl., Hdwe.	23,962	71,225
Gen. Merchandise	41,039	121,983
Food Stores	32,766	97,392
Automotive Dealers	13,275	39,459
Gas Service Stations	7,378	21,931
Apparel & Acces'y	4,500	13,376
Furniture & Home Furn'g's	2,546	7,453
Electrical Appliances	13,065	38,835
Eating & Drinking	5,457	16,221
Drug & Proprietary	11,233	33,389
Other Retail Stores	3,171	9,425
Non-Store Retailers		
Population	127,249	378,164
Households	38,560	114,595

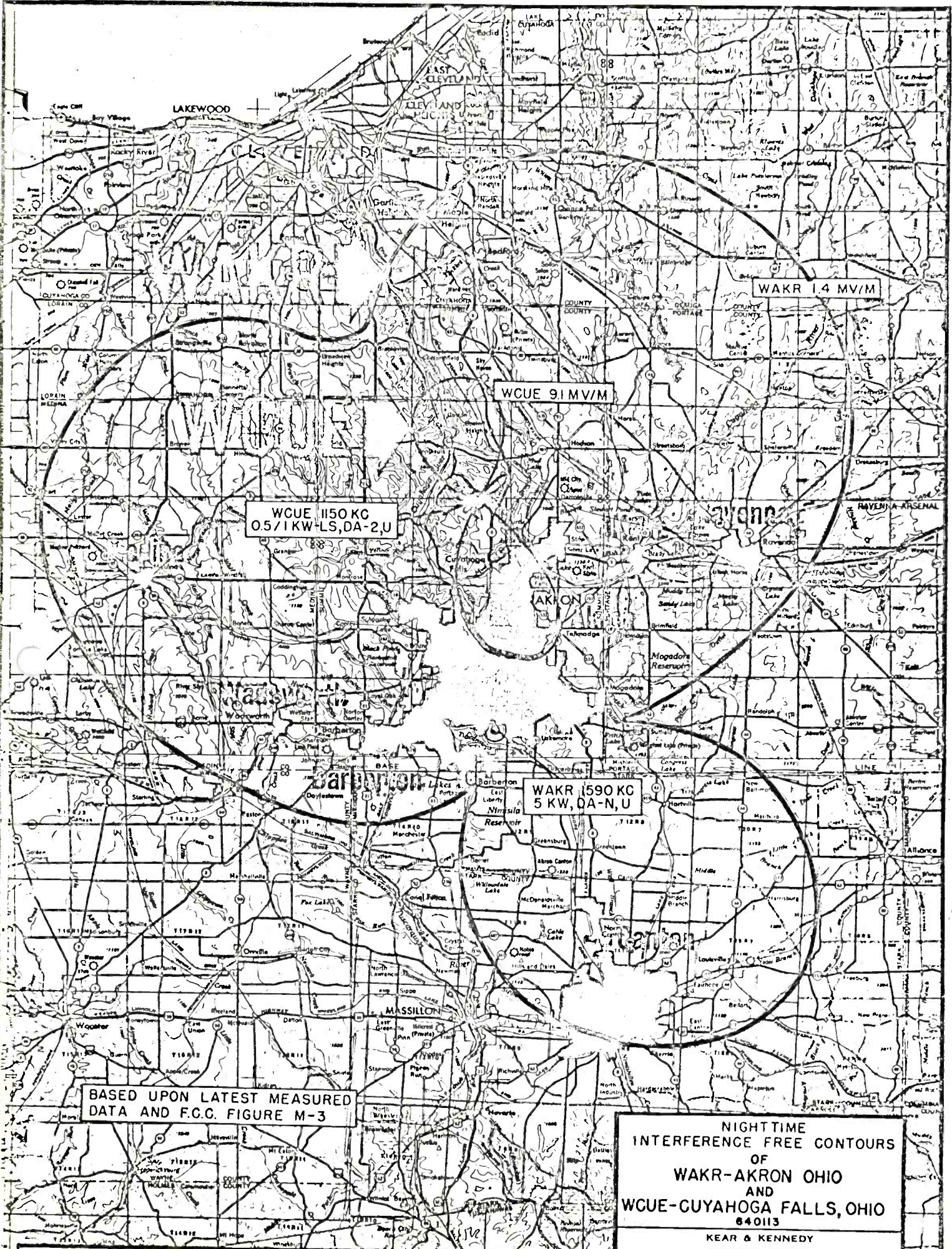
All figures are from the U. S. Census and other sources and are delineated and updated by Ed Felker & Associates, Forrest Gardens, Suite 1-D, Ambler, Pa. 19002, (215) 643-0637. 10/15/68

WAQI Radio Goes a Long Way to Cover, in both Width and Depth, a Completely Diversified Commercial, Industrial, Seaport, Agricultural, and Recreational Primary Market of \$ 500,000,000 in Retail Sales.



WAD 1600

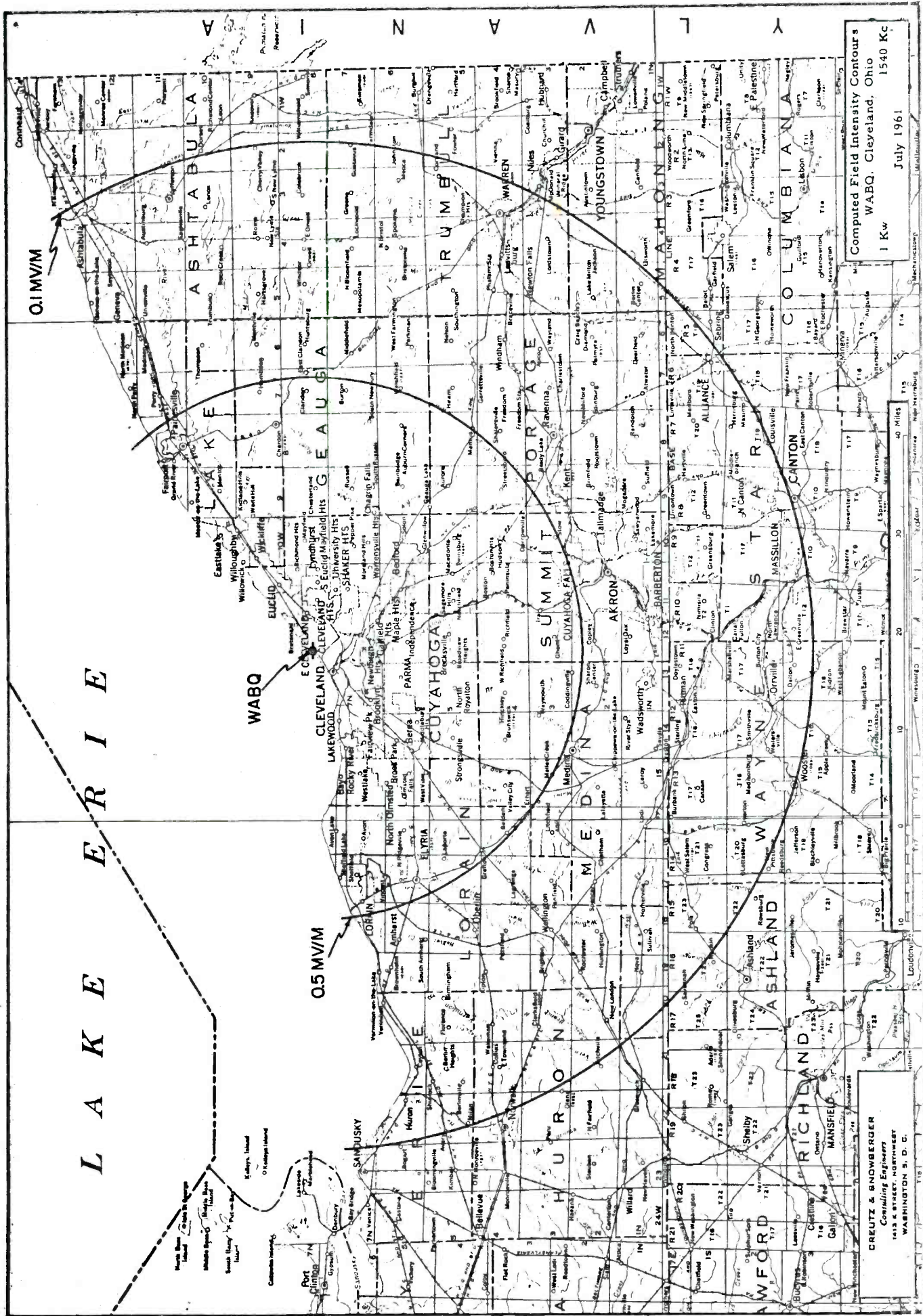
WELW 1330



BASED UPON LATEST MEASURED
DATA AND F.C.C. FIGURE M-3

NIGHTTIME
INTERFERENCE FREE CONTOURS
OF
WAKR-AKRON OHIO
AND
WCUE-CUYAHOGA FALLS, OHIO
640113

KEAR & KENNEDY
CONSULTING ENGINEERS
WASHINGTON, D. C.



0.1 MV/M

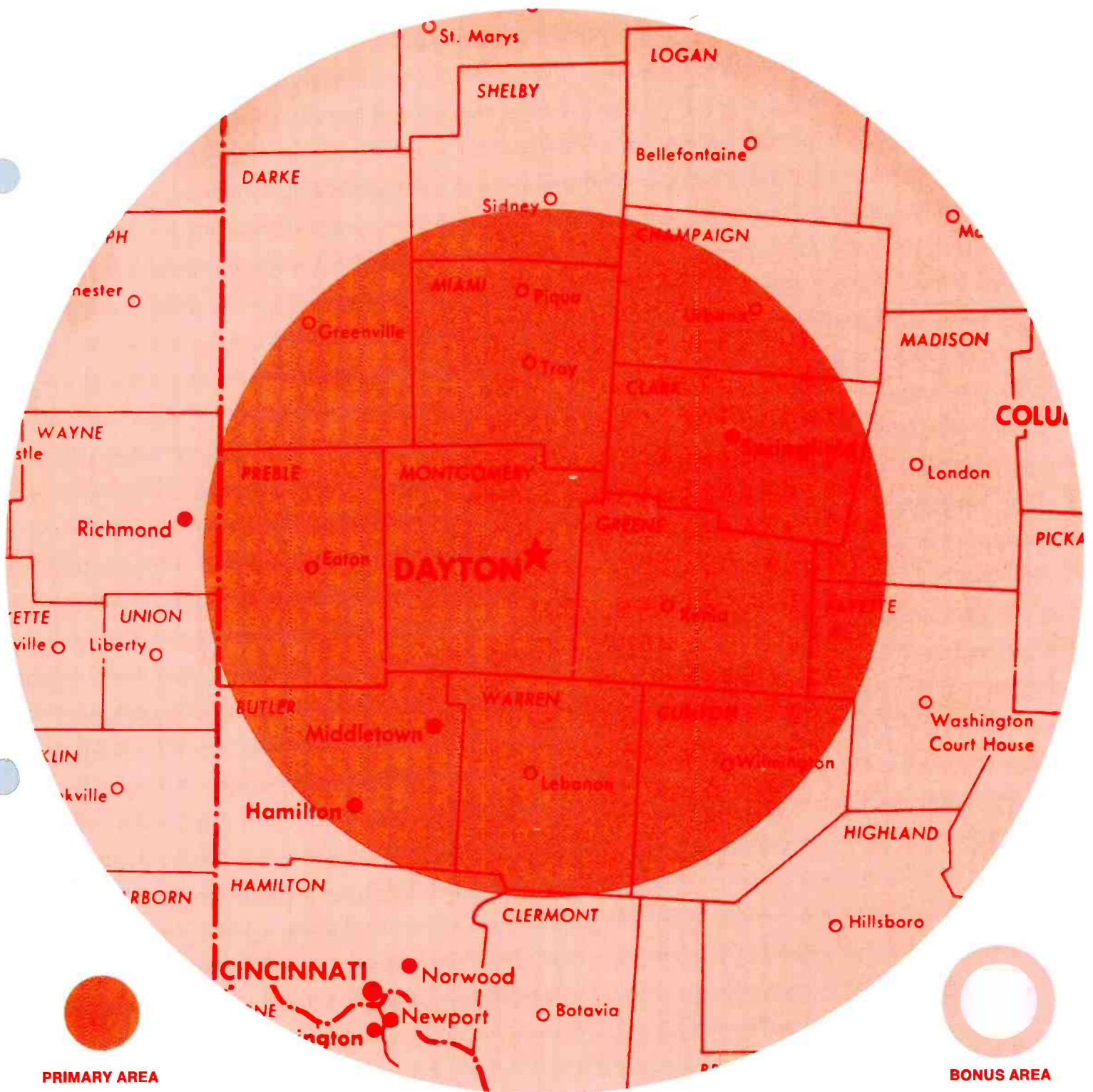
0.5 MV/M

L A K E E R I E

WABQ

Computed Field Intensity Contours
 WABQ, Cuyeland, Ohio
 1540 Kc
 I K W
 July 1961

CREUTZ & SNODWBERGER
 Consulting Engineers
 1412 K STREET, NORTHWEST
 WASHINGTON 5, D. C.

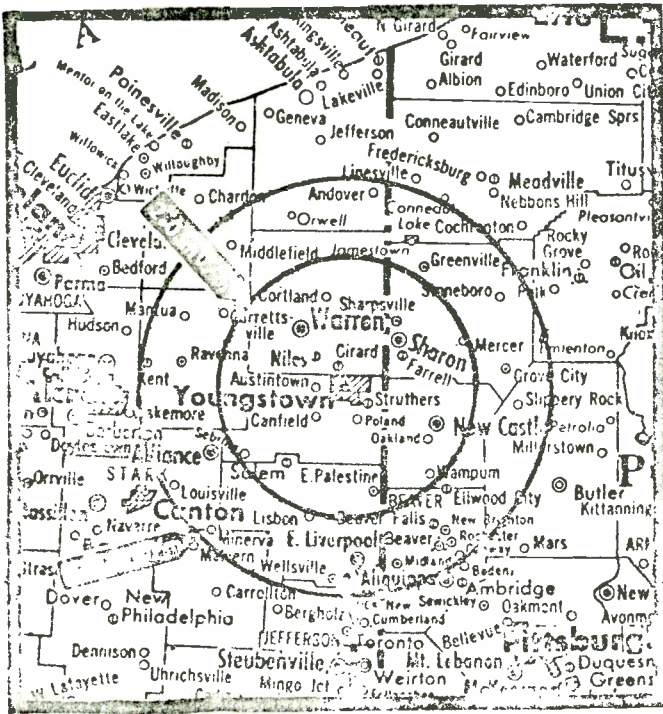


DAYTON'S EXCLUSIVE NEWS AND TALK STATION

The new sound of today. Solid news 'til 9 A.M. . . . continuous 2-way telephone talk through the day followed by total news in late afternoon drive time.

WAVI

WAVI BROADCASTING CORPORATION
 BROADCAST CENTER—DAYTON, OHIO 45408
 Telephone 513-224-1137—H. K. Crowl, President



Copyright, American Map Company, New York
License No. BY 114



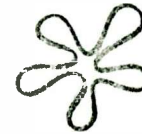
GENERAL INFORMATION

- Local rates net to station
- Rate protection: 6 months
- Length of commercial copy: NAB standards
- Bills payable when rendered, no cash discounts.
- Political advertising will be billed at earned rate.
Cash or certified check must be submitted with order.
- Remote broadcasts and special production rates
quoted on request.
- Affiliated with ABC Network

WRBW

RADIO

1000 WATTS
1240 ON YOUR DIAL



THE MAHONING VALLEY
BROADCASTING CORPORATION

260 W. FEDERAL STREET
YOUNGSTOWN, OHIO 44503
PHONE: 744-4421

LOCAL RATE CARD # 15
EFFECTIVE 7/1/68

WBCO

LIVING RADIO

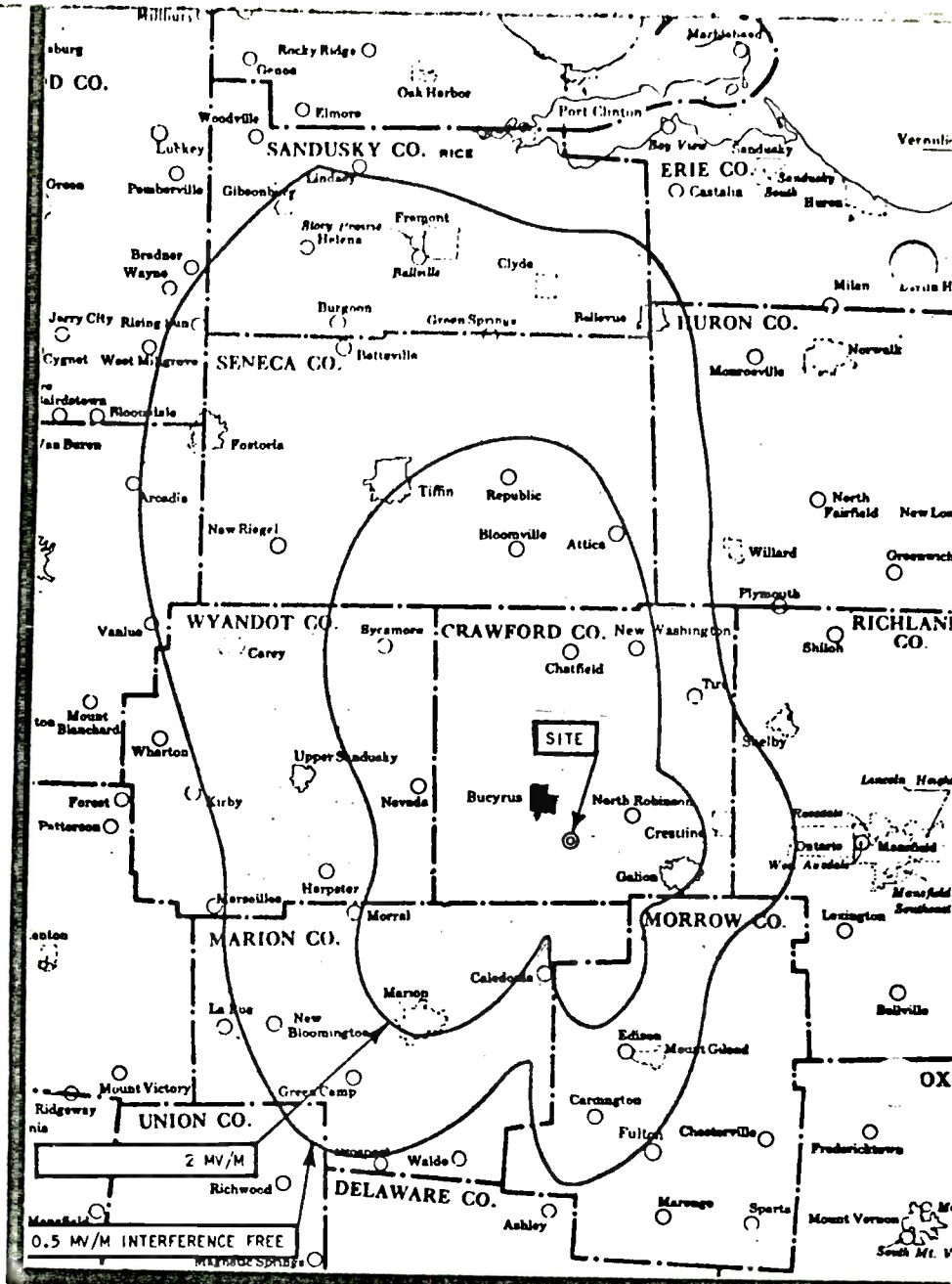
⚡ INDUSTRY!

⚡ FARM!

⚡ IMPACT!

⚡ INFLUENCE!

Where Advertisers
get RESULTS!



REPRODUCTION FACILITIES: 16" Disc - Reel Tape, 7½ & 3¼ IPS, Half Track or Full Track - Cartridge Tape - Cassette Tape

MARKET DATA —

Population	324,700	Automotive	\$ 76,844,000	Food	\$ 94,289,000
Households	94,010	Filling Stations	\$ 35,978,000	Drug	\$ 10,555,000
Farm Population	38,400	Retail Sales	\$386,279,000	Gen. Mchdse.	\$ 29,329,000
Gross Farm Income	\$117,060,000	EBI./Household	\$ 8,752	Apparel	\$ 16,879,000
Home Furnishings	\$ 17,203,000			Passenger Cars	\$ 123,970

COMMERCIAL TERMS:

Contracts may not exceed one year. Rates subject to change without notice. Continuous schedules protected for 6 months from date of rate change. 1% per month charged on overdue accounts. All contracts subject to short-term rate if cancelled before expiration date. Two weeks written notice required for cancellation of announcement schedule. Four weeks written notice required for cancellation of program schedule. Cigarette, beer, wine and liquor advertising not accepted. Bills due and payable when rendered. No cash discounts. Rates for all categories are the same including political and religious. 15% to recognized advertising. Station reserves the right to rule on acceptability of all broadcast copy. Political scripts must be submitted to station for approval 24 hours before time of broadcast.

CONTINUITY: — 1 minute, 120 words; 30 seconds, 65 words; 10 seconds, 20 words.

MUSIC: — Finest in popular and c & w. Commercial rates include music copyright fees of BMI, ASCAP and SESAC.

WEATHER: — Tabulated at WBCO weather station and cable TV, FAA weather radio and U. S. Weather Bureau at Mansfield for accurate reporting of Crawford County conditions.

NEWS: — United Press International, Mutual Broadcasting System plus WBCO 3 man local news staff.

MOBILE UNITS — 5 CB, 6 Broadcast Mobile Units, 23' Mobile Studio — STL High Fidelity Transmission to tower site.

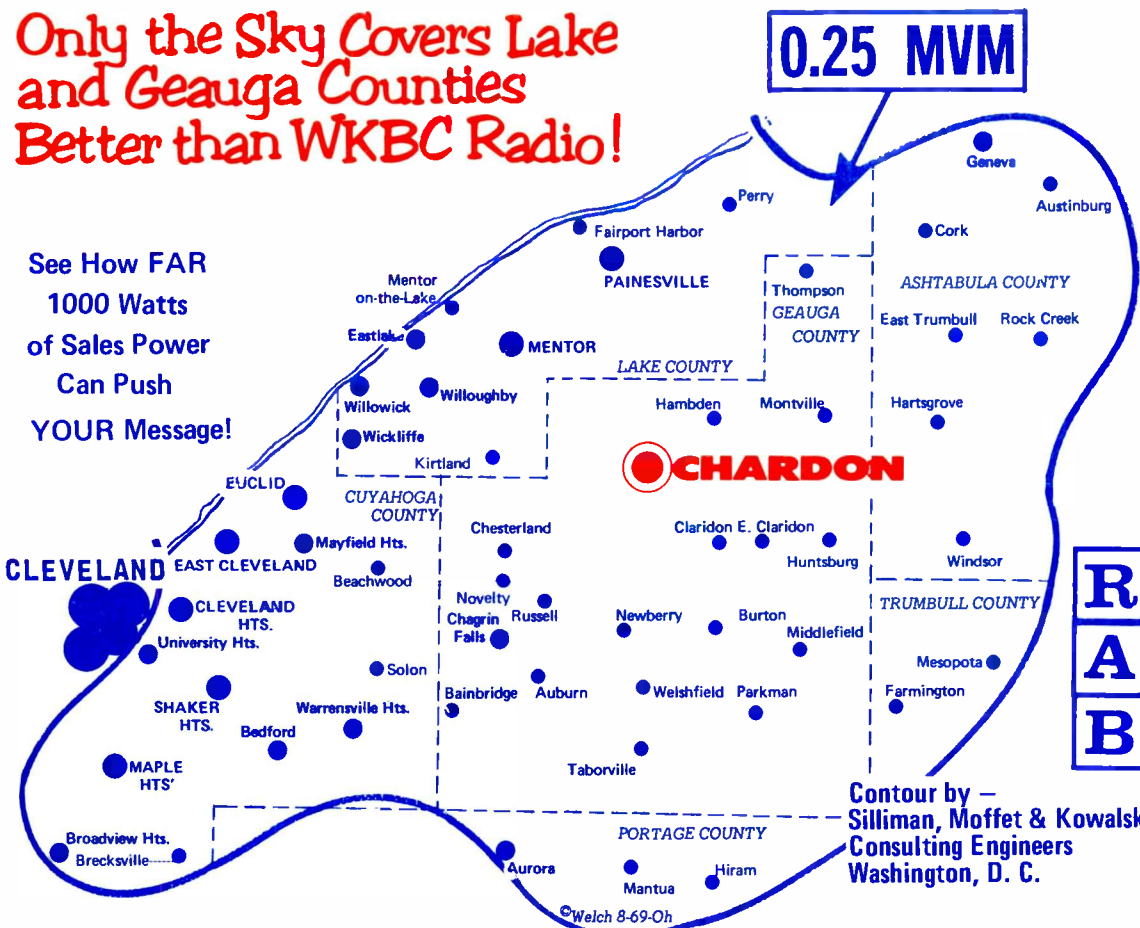
MANAGER: — Thomas P. Moore.

RADIO DELIVERS MORE MESSAGES MORE ECONOMICALLY, MORE FREQUENTLY, THAN ANY OTHER MEDIUM

COVERING NORTH CENTRAL OHIO

Only the Sky Covers Lake and Geauga Counties
Better than WKBC Radio!

See How FAR
1000 Watts
of Sales Power
Can Push
YOUR Message!



0.25 MVM

A PROFILE OF — Chardon, Ohio

Geauga and Lake counties combined have a population in excess of 275,000, community-minded citizens.

CHARDON is the county-seat of Geauga County and is the nationally-recognized center of the maple-syrup industry.

CHARDON'S leading industries include the manufacture of rubber, electrical machinery, fabricated metals, machinery, foods, chemicals, lumber, and — of course, maple syrup. Geauga county is also widely known for the processing of dairy products.

R
A
B

Contour by —
Silliman, Moffet & Kowalski
Consulting Engineers
Washington, D. C.

A PROFILE OF —

WBKC

1000 WATTS

Member Ohio
Association of
Broadcasters

WBKC Radio is the only area AM Radio station serving both Lake and Geauga counties.

WBKC Radio programs bright, modern music; News of the world, nation, state and local scene; Sports coverage from around the world and close to home; current weather news; a variety of public discussion programs — and — audience-involvement programs.

WBKC RADIO / RATE CARD: 3 Months Annual

10-Seconds	\$ 2.00	\$ 2.00
30-Seconds	\$ 3.00	\$ 2.70
60-Seconds	\$ 4.00	\$ 3.60

5 Minutes	\$ 6.00
15 Minutes	\$15.00
30 Minutes	\$25.00

Bonus Spots in Evenings and on Weekends at 50% Savings to "Annual" Buyers.

Agencies: Rates are net.

WBKC

RADIO

Prepared by
RADIO Unlimited



Your Mutual Network Station

1560 kc

1000 WATTS

B-K BROADCASTING COMPANY

Albert J. Kipp, General Manager

Phone (Area Code 216) 286-1560
P. O. Box 266

Chardon, Ohio 44024

Market Data:

	0.25 MVM Coverage
Population	447,300
Households	123,210
Radio Homes	122,990
Spendable Income	\$1,070,843,000
RETAIL SALES	\$ 719,410,000
Food Stores	\$ 183,920,000
Drug Stores	\$ 20,273,000
Department Stores	\$ 92,193,000
Apparel Shops	\$ 22,459,000
Homefurnishings	\$ 21,093,000
Auto Dealers	\$ 139,403,000
Service Stations	\$ 60,746,000
Auto Ownership	206,720
Farm Population	21,300
Farm Income	\$ 53,667,000

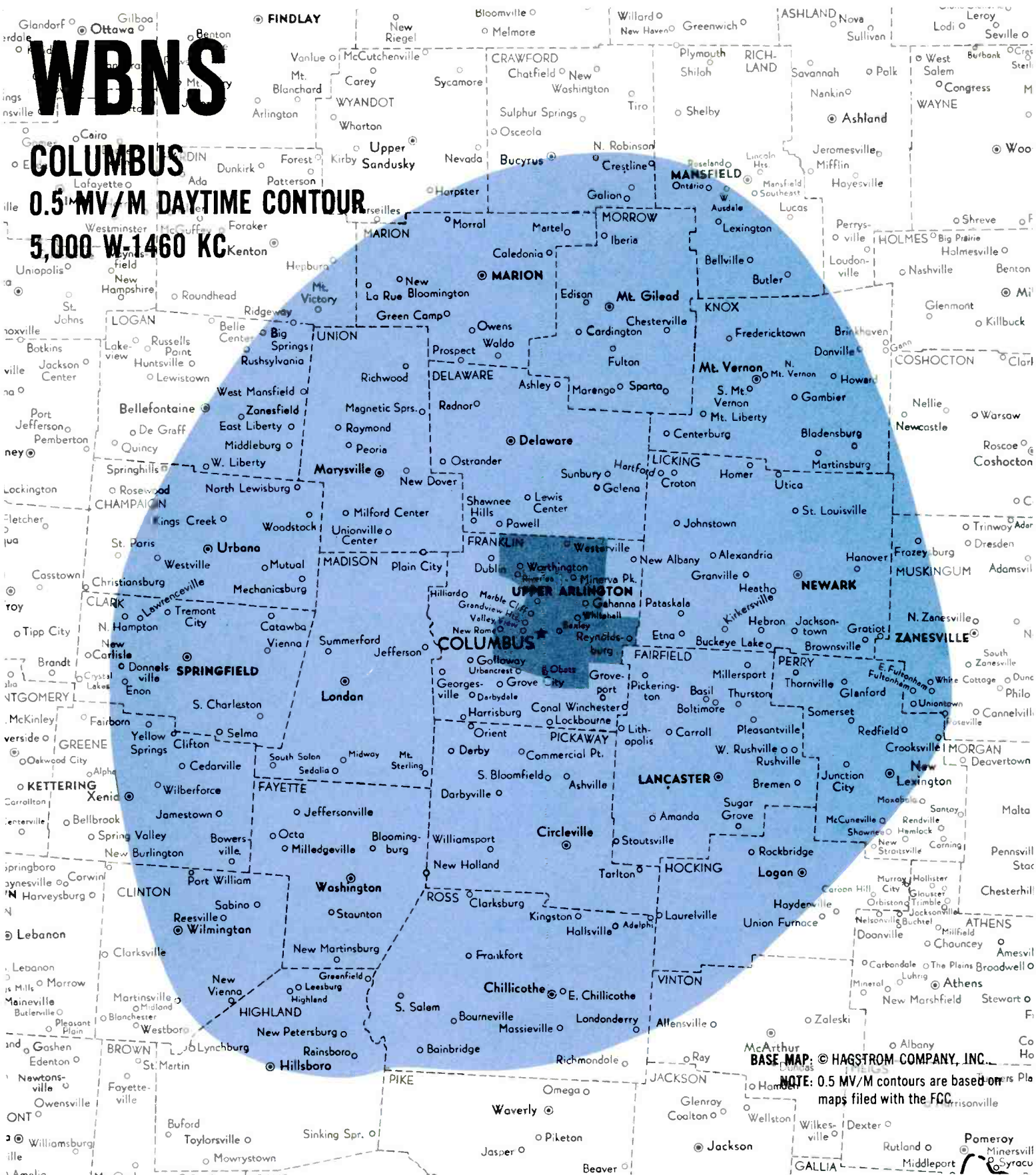
Source: SRDS Consumer Data 1969.©

WBNS

COLUMBUS

0.5 MV/M DAYTIME CONTOUR

5,000 W-1460 KC



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

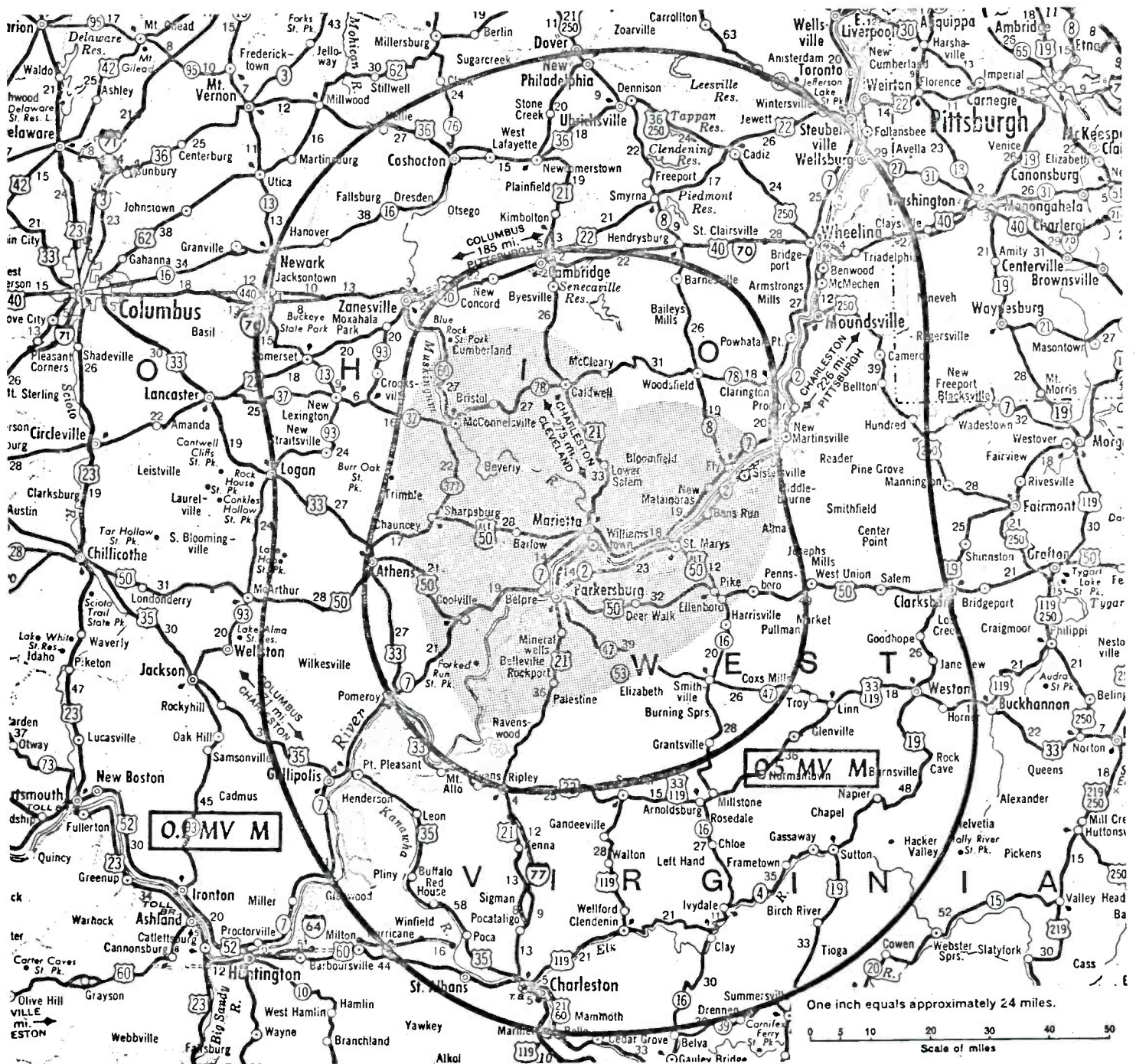
For Full Coverage Of The Central Ohio Market Choose

Light and Lively WBNS RADIO

W B R J

"COUNTRY-WIDE" RADIO 5000 watts DIAL 910

Serving Marietta, Ohio and Parkersburg, West Virginia



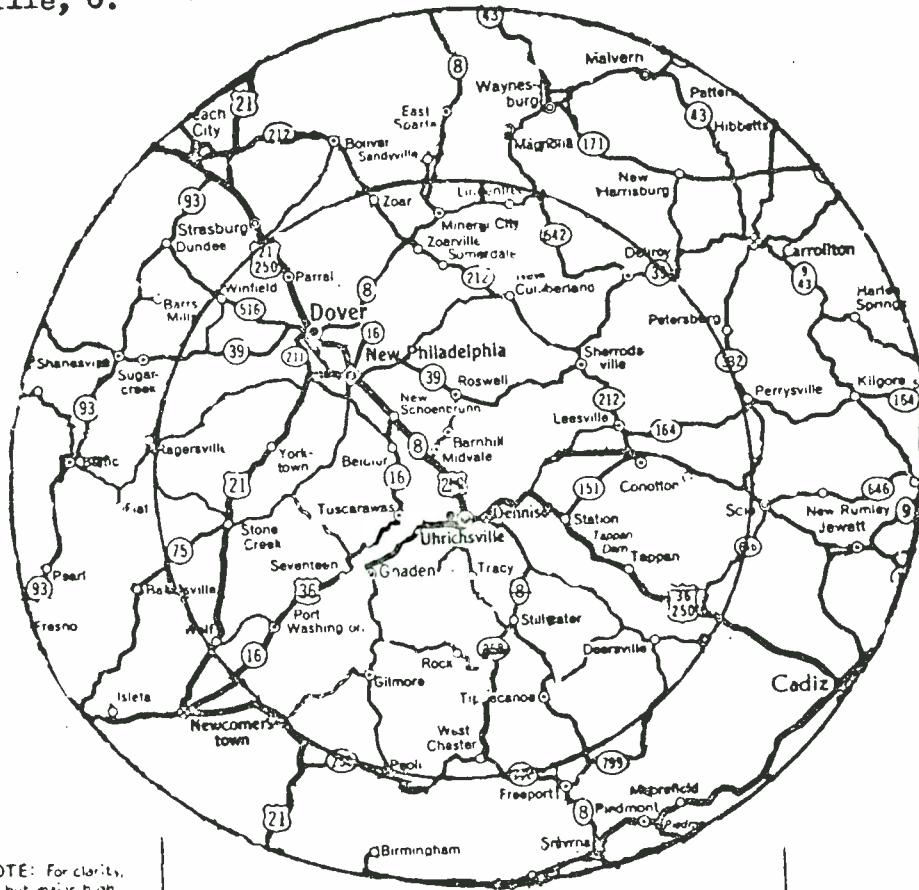
Serving the "heart" of the great expanding industrial complex of the Ohio River valley, PLUS the rich Ohio valley agricultural center.

0.5 MV / M 419,695 population

0.1 MV / M 1,366,510

THE MOST POWERFUL STATION FOR 80 MILES AROUND!

WBTC
1540kc/s, 250w N-DA D
Uhrichsville, O.



NOTE: For clarity,
all but major high
ways have been omitted

DOMINANT COVERAGE AREA
ESTIMATED POPULATION 60,000

BASIC AREA
ESTIMATED POPULATION 111,000

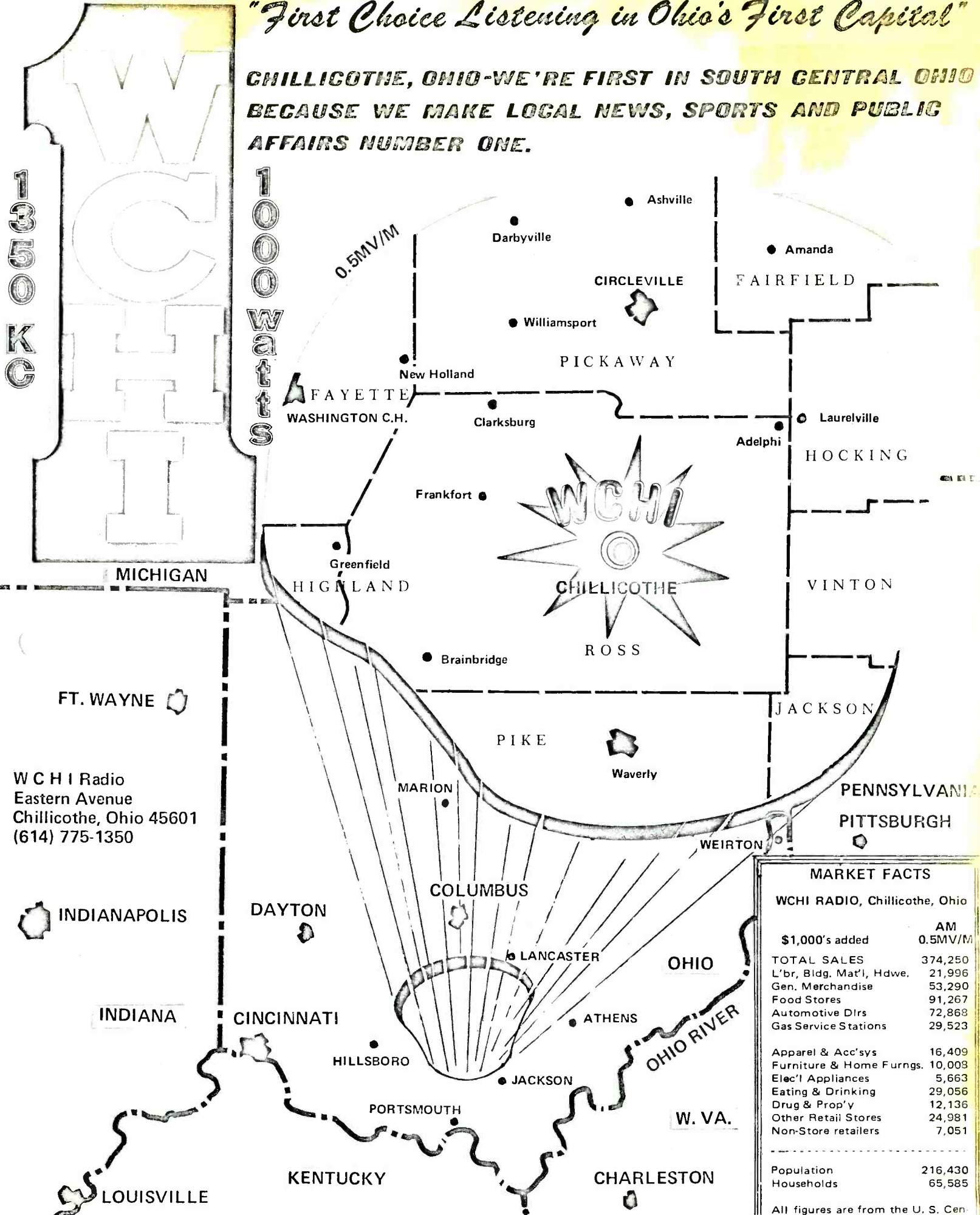
"First Choice Listening in Ohio's First Capital"

**CHILLICOTHE, OHIO-WE'RE FIRST IN SOUTH CENTRAL OHIO
BECAUSE WE MAKE LOGAL NEWS, SPORTS AND PUBLIC
AFFAIRS NUMBER ONE.**

1350 K C

100 W a t t s

0.5MV/M



W C H I Radio
Eastern Avenue
Chillicothe, Ohio 45601
(614) 775-1350

MARKET FACTS	
WCHI RADIO, Chillicothe, Ohio	
\$1,000's added	AM 0.5MV/M
TOTAL SALES	374,250
L'br, Bldg. Mat'l, Hdwe.	21,996
Gen. Merchandise	53,290
Food Stores	91,267
Automotive Dirs	72,868
Gas Service Stations	29,523
Apparel & Acc'sys	16,409
Furniture & Home Furngs.	10,008
Elec'l Appliances	5,663
Eating & Drinking	29,056
Drug & Prop'y	12,136
Other Retail Stores	24,981
Non-Store retailers	7,051
Population	216,430
Households	65,585

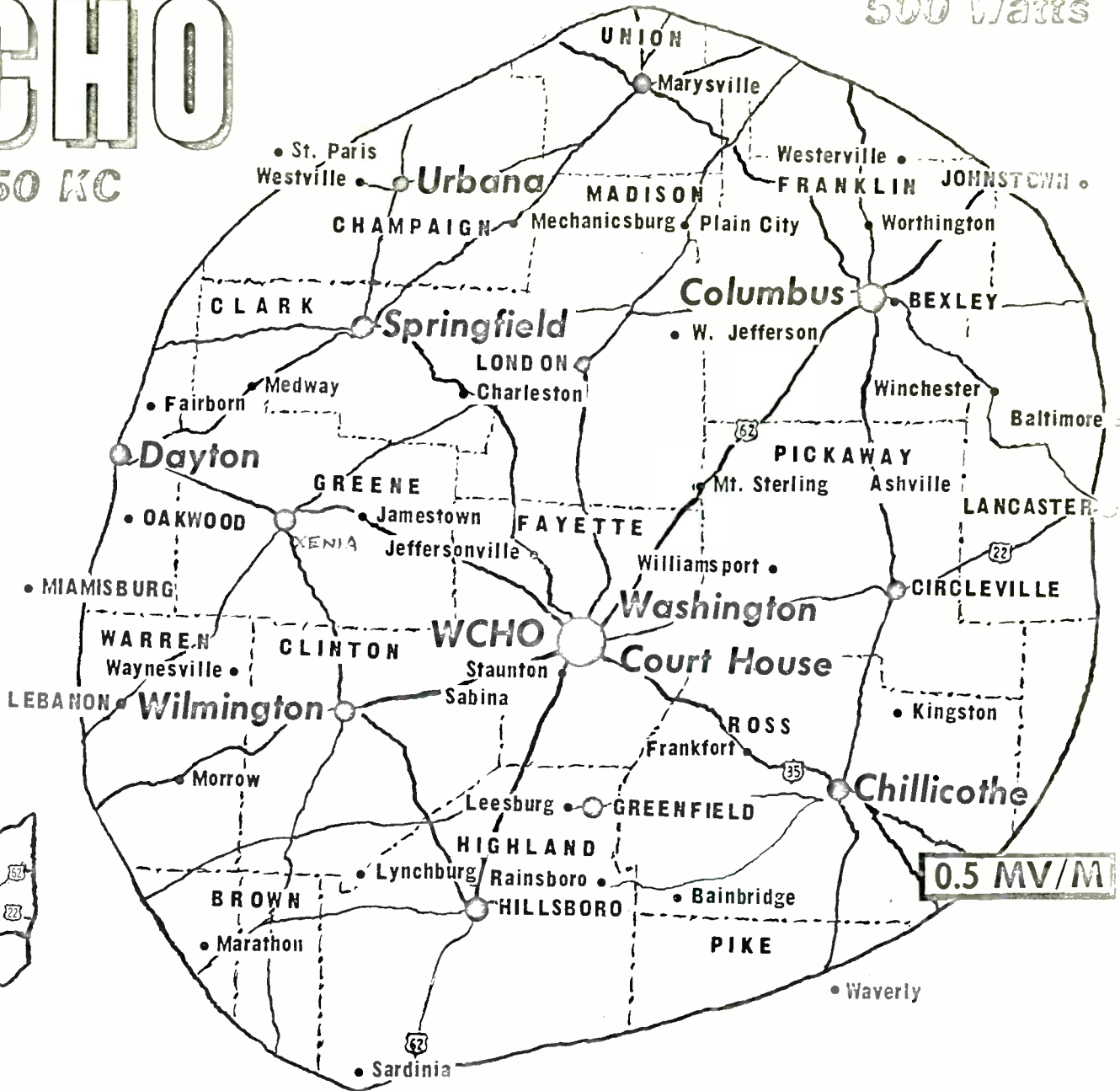
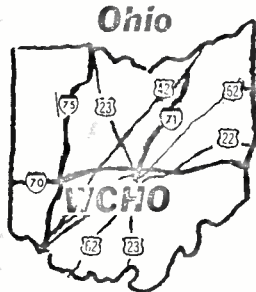
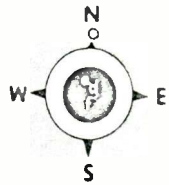
**WCHI RADIO, Chillicothe, Ohio STRETCHES Your Advertising Dollar
in the \$375,000,000 Metro (0.5MV/M) Market to Retail Sales**

All figures are from the U. S. Census and other sources and are delineated and updated by Ed Felker and Associates, P. O. Box 141, Ambler, Pa. 19002 (215) 643-0637

WCHO

1250 KC

500 Watts



WCHO Washington Court House, Ohio

**Serving You with More
Guaranteed Coverage
than any Other South
Central Ohio Station
with a Primary
Market of \$2,024,000,000**

WCHO	MARKET FACTS	Washington Court House
	\$1,000's Added	
	0.5 MV/M	
RETAIL SALES	2,024,887	Furn'te, & Home Fng's 59,890
Lb'r, Bldg. Mat'l, Hwe	146,900	Househd Appl's 39,483
Gen. Merchandise	256,521	Eating & Drinking 162,174
Food Stores	521,823	Drug & Prop'y 66,704
Auto've Dealer	325,114	Other Retail 156,947
Gas Service Sta's.	151,285	Non-Store Retailers 35,473
Apparel Acc'y's	102,576	POPULATION 1,645,950
		HOUSEHOLDS 498,773

Market Facts are from U.S. Census and other sources prepared and updated by Ed Felker, 39 Cutchogue Trail, Medford Lakes, N.J. - August 15, 1964

**Serving a Well Balanced Industrial and Agricultural Market
with Well-rounded Programming for the Best Results**

WCIN-CINCINNATI
WLOU-LOUISVILLE
WVOL-NASHVILLE
WYLD-NEW ORLEANS
WTMP-TAMPA-ST. PETERSBURG

WCIN

1480 RADIO

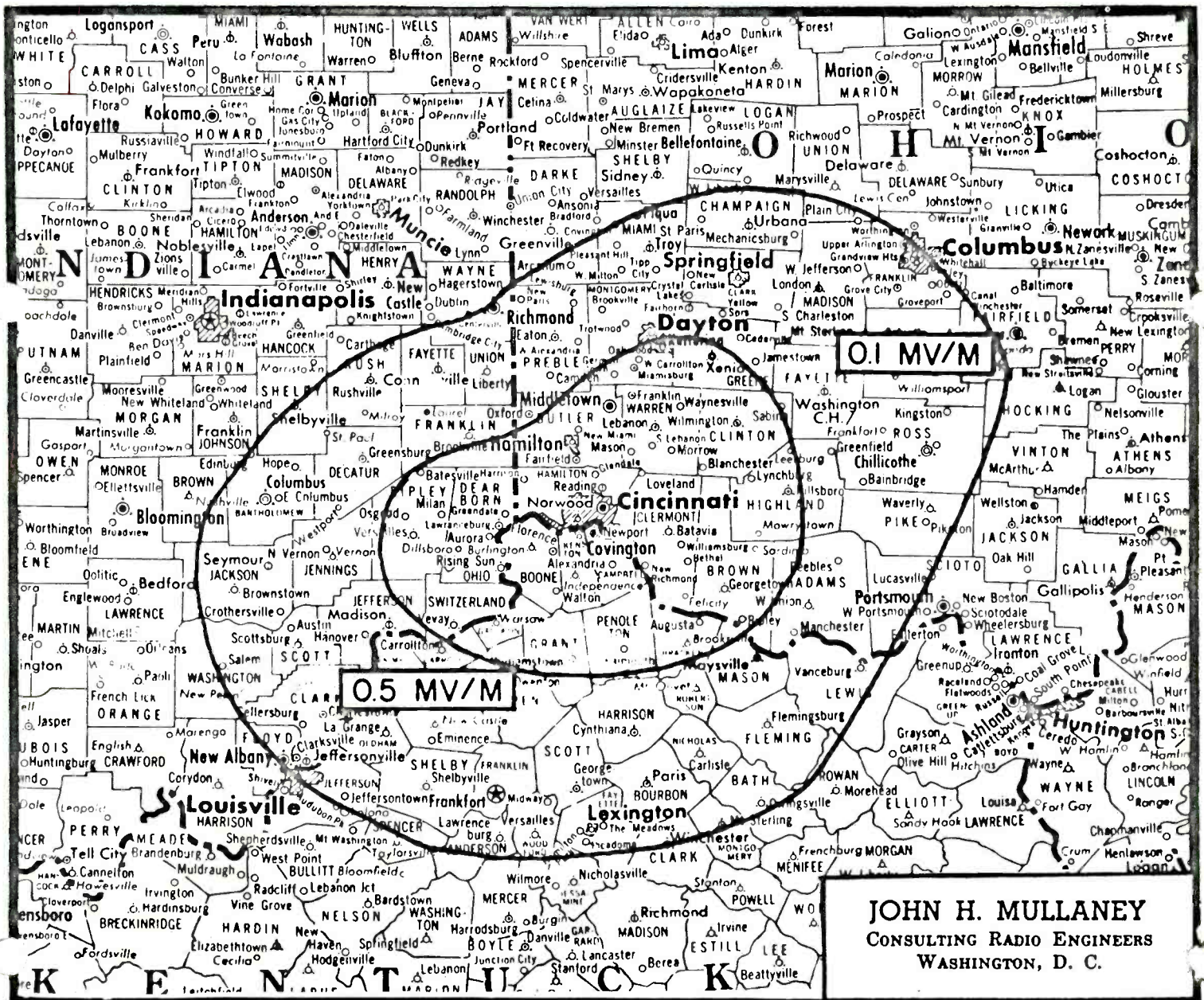


3220 Peachtree Rd., N.E.
Atlanta 5, Georgia

106 GLENWOOD AVENUE • CINCINNATI 17, OHIO • (AREA CODE 513) - 281-7180

CONTOUR COVERAGE MAP

5000 WATTS



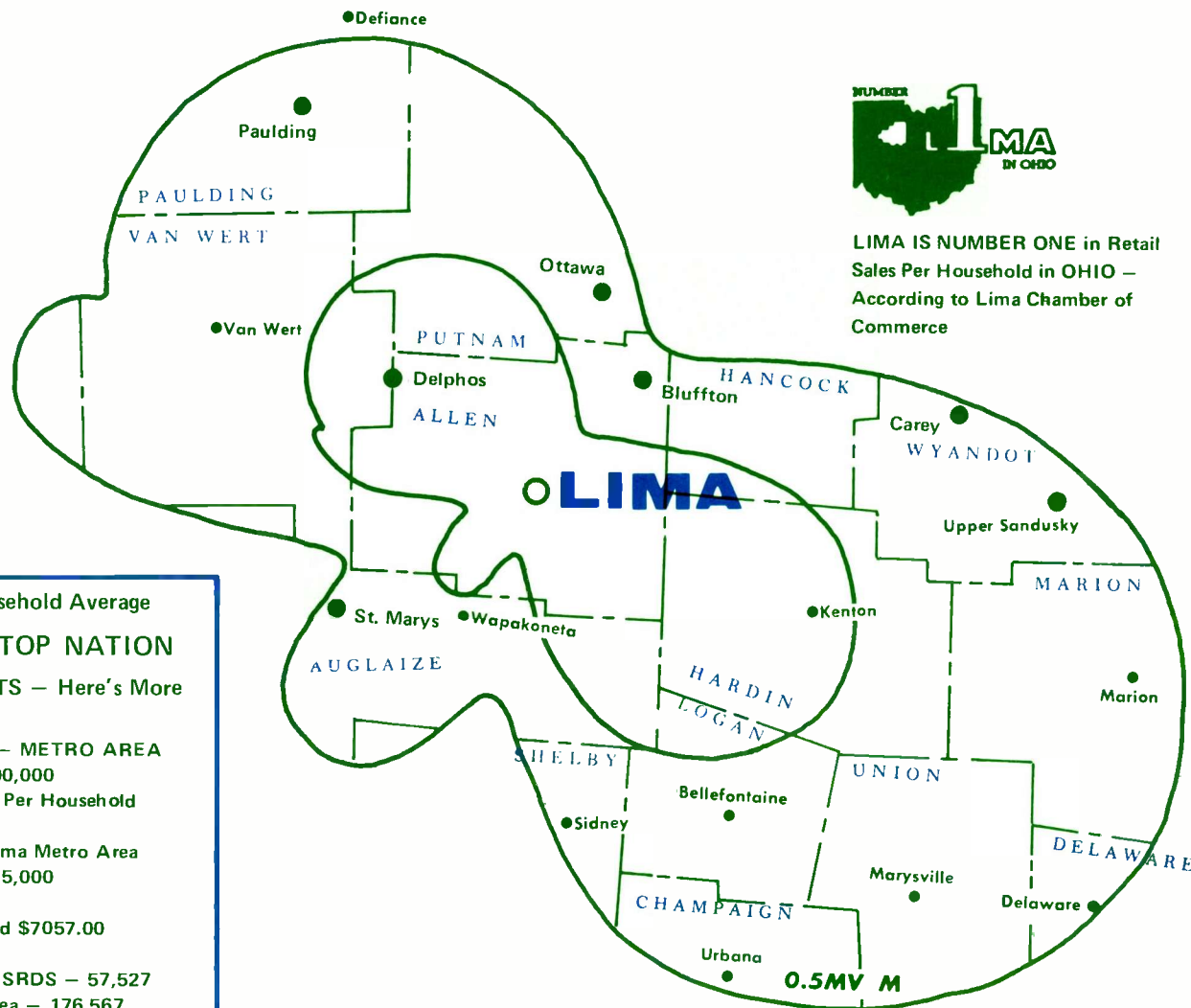
JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.



WCIT P.O. BOX 940

CONTEMPORARY RADIO

940 COOK TOWER LIMA, OHIO 45801



LIMA IS NUMBER ONE in Retail Sales Per Household in OHIO – According to Lima Chamber of Commerce

**First in Per Household Average
LIMA SALES TOP NATION**
Here are the FACTS – Here's More

Spendable Income – METRO AREA
\$456,000,000
Equals \$8840.00 Per Household

Retail Sales – Lima Metro Area
\$324,615,000
Per Household \$7057.00

City Population – SRDS – 57,527
Lima Metro Area – 176,567
Lima Trading Area – over 450,000
Total Farm Income – Metro – \$74,289,000

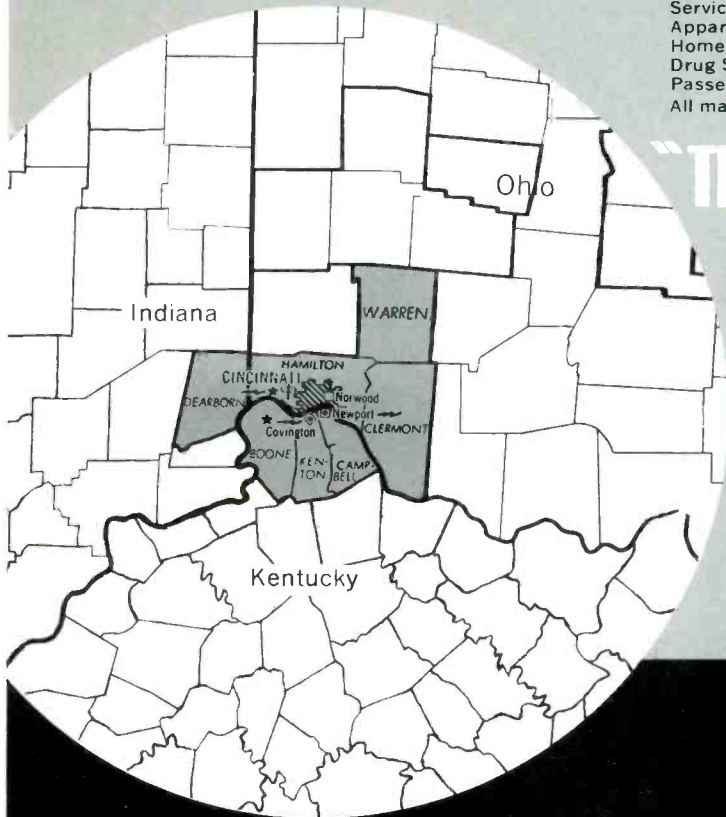
WCIT RADIO, LIMA, OHIO COVERS THIS HIGH INCOME PRIMARY MULTI-MILLION DOLLAR MARKET 940 KC

THE CINCINNATI SOUND
1530 WCKY
50,000 WATTS

The Cincinnati Sound pours out over 89 counties in Ohio, Indiana, and Kentucky . . . an area that boasts a whopping, big \$13 billion market. Better than \$8 billion worth of retail sales! What else? Over 1.6 million homes in this area have radios, with 400,000 in the metro Cincinnati market alone. This is a rich market, too. The average annual paycheck in this 89-county area is a prosperous \$7,426/HH. If you like the sound of sales, you'll like The Cincinnati Sound. For more details on this midwestern gold mine, check the tables below. You're in for some pleasant surprises.

	Cincinnati Metro Area	WCKY 89-County Daytime Coverage Area (0.5 mv/m)
Radio Households	391,850	1,591,940
Population	1,307,500	5,805,700
C S I	\$3.3 billion	\$13.3 billion
Retail Sales	\$1.9 billion	\$ 8.5 billion
Food Sales	\$477 million	\$ 2.0 billion
Automotive Sales	\$348 million	\$ 1.7 billion
General Mdse. Sales	\$294 million	\$ 1.2 billion
Service Station Sales	\$151 million	\$724 million
Apparel Sales	\$ 87 million	\$405 million
Home Furn. Sales	\$ 96 million	\$408 million
Drug Sales	\$ 67 million	\$281 million
Passenger Cars	530,350 cars	2, 397,660 cars

All market figures: SRDS CM Data 1-1-66—



"THE CINCINNATI SOUND"

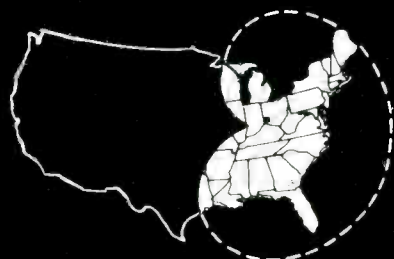
**REACHES A
 \$13 BILLION
 MARKET BY
 DAY**

**...AND OVER
 HALF THE
 NATION BY**

NIGHT

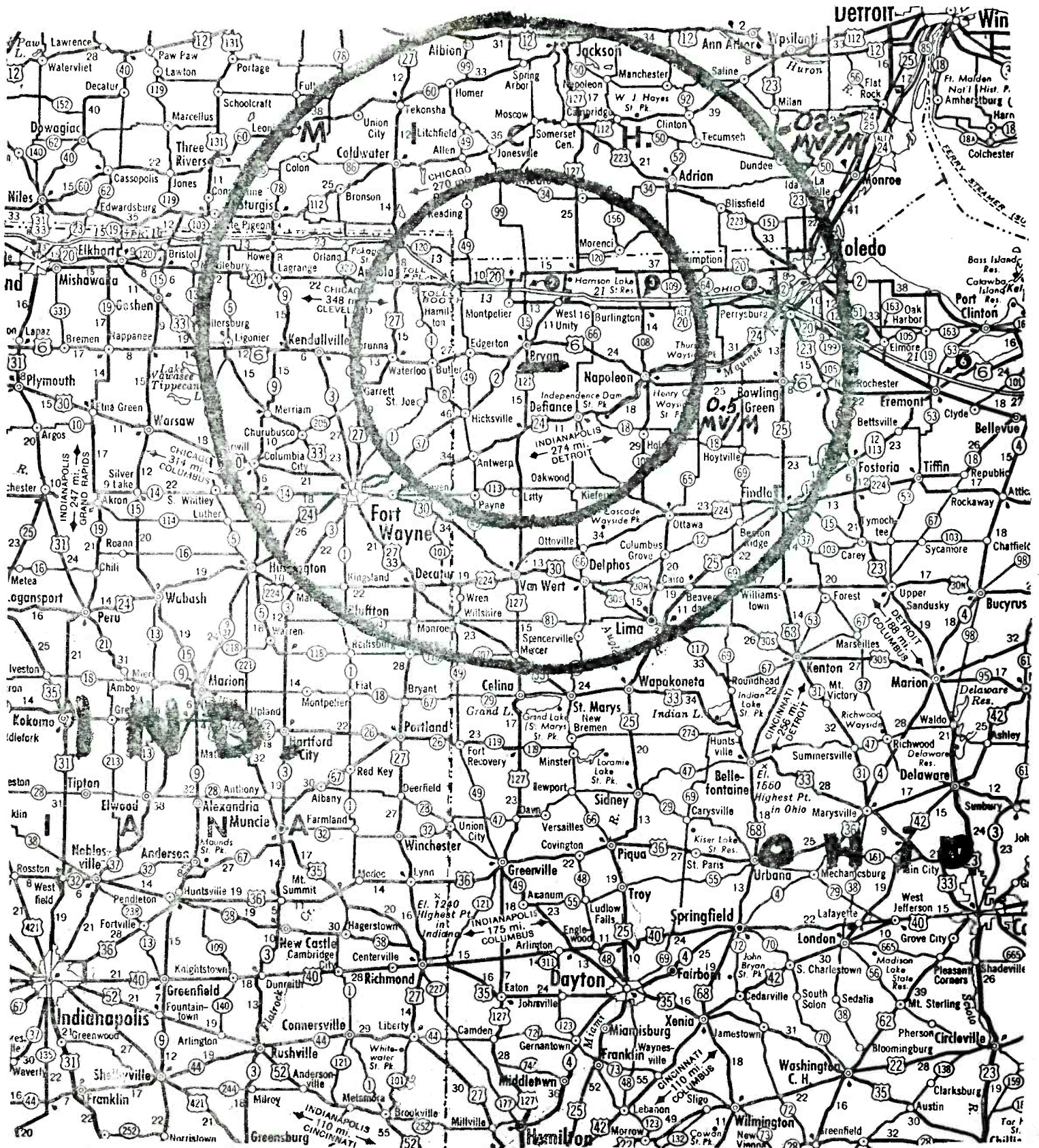
At night, WCKY is heard in 27 states . . . an area with 59.6% of the entire U. S. population. Consider that over *half* the nation's buying power *buys* in this area. Take a look at the figures below; pick out your category; then start selling and selling . . . with The Cincinnati Sound!

Radio Households	35.4 million
Population	131.5 million
C S I	\$315.3 billion
Retail Sales	\$186.9 billion
Food Sales	\$ 45.4 billion
Automotive Sales	\$ 36.0 billion
General Mdse. Sales	\$ 23.2 billion
Service Station Sales	\$ 13.4 billion



Contact **BLAIR RADIO**

WBNO - RADIO BRYAN, OHIO - Coverage - 500 W., 1520 KC



WILLIAMS COUNTY BROADCASTING SYSTEM, Inc.

P. O. BOX 6 — BRYAN, OHIO
Phone 636-3175

WBNO

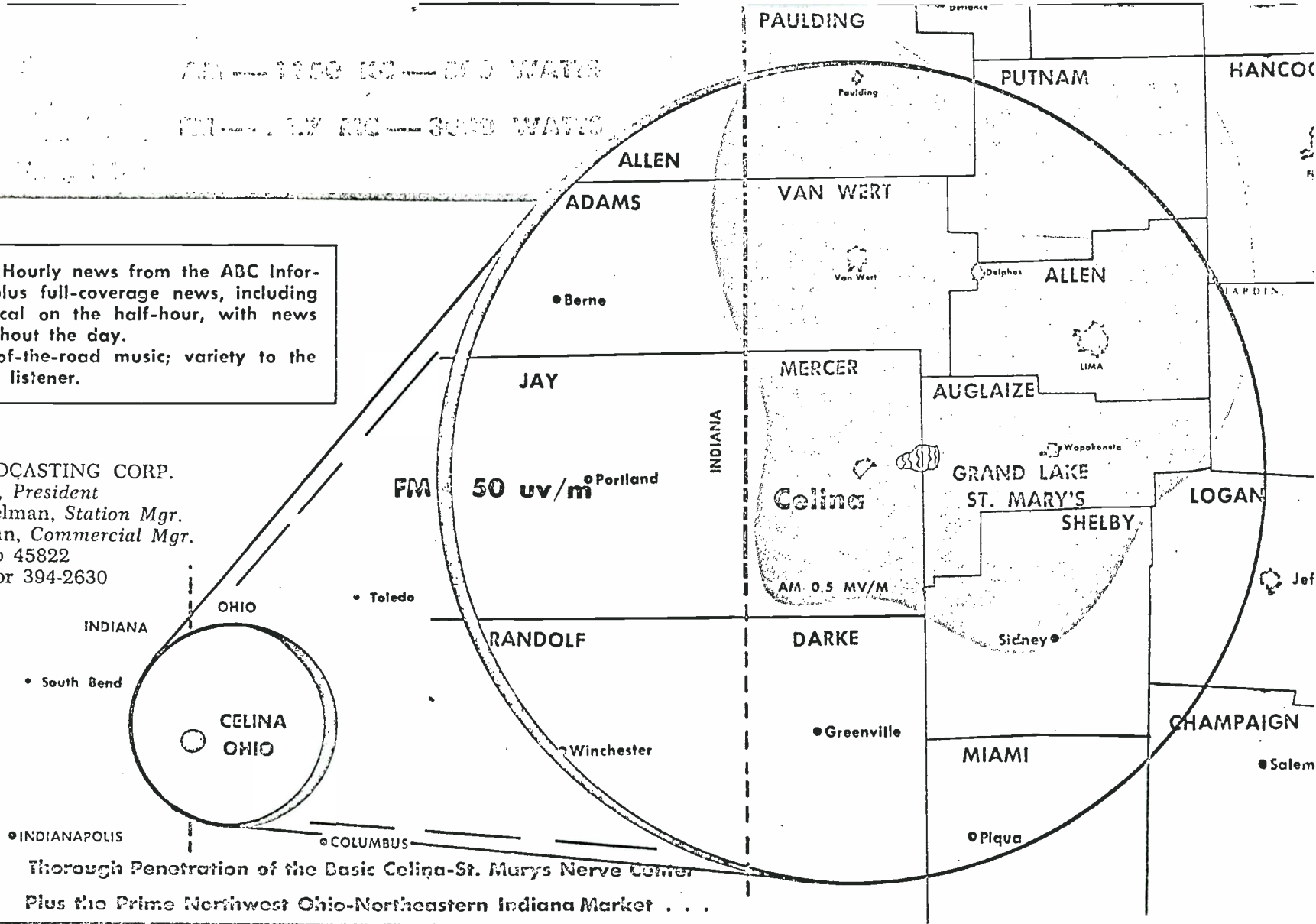
JOSEPH S. KLARKE
General Manager

AM — 1350 Kc. — 500 WATTS
 FM — 96.7 Mc. — 3000 WATTS

ABC Affiliate . . . Hourly news from the ABC Information Network, plus full-coverage news, including state, area and local on the half-hour, with news "live at 55" throughout the day.
 The finest middle-of-the-road music; variety to the taste of the modern listener.

WCSM RADIO
 A DIVISION OF
 CENTRAL BROADCASTING CORP.
 Lester G. Spencer, *President*
 Norbert C. Poeppelman, *Station Mgr.*
 Edker L. Cotterman, *Commercial Mgr.*
 Celina, Ohio Zip 45822
 Phone: 586-5134 or 394-2630
 Area Code 419

W Width of Area
 C Coverage of Area
 S Sales Potential
 M Market Wealth



Thorough Penetration of the Basic Celina-St. Marys Nerve Center
 Plus the Prime Northwest Ohio-Northeastern Indiana Market . . .

Double "Vehicle" for Advertising Impact. Two ways to reach the listener: 1.—WCSM-AM, 1350 Kc.-500 Watts . . . 2.—WCSM-FM, 96.7 Mc., 3000 Watts.

WCSM-AM & FM provide you with a ONE-TWO punch to capture this rich, diversified agricultural, commercial, industrial and recreational area. AM (0.5Mv/M) \$562,000,000 and a FM (50 uv/m) Market of \$925,000,000 in retail sales.

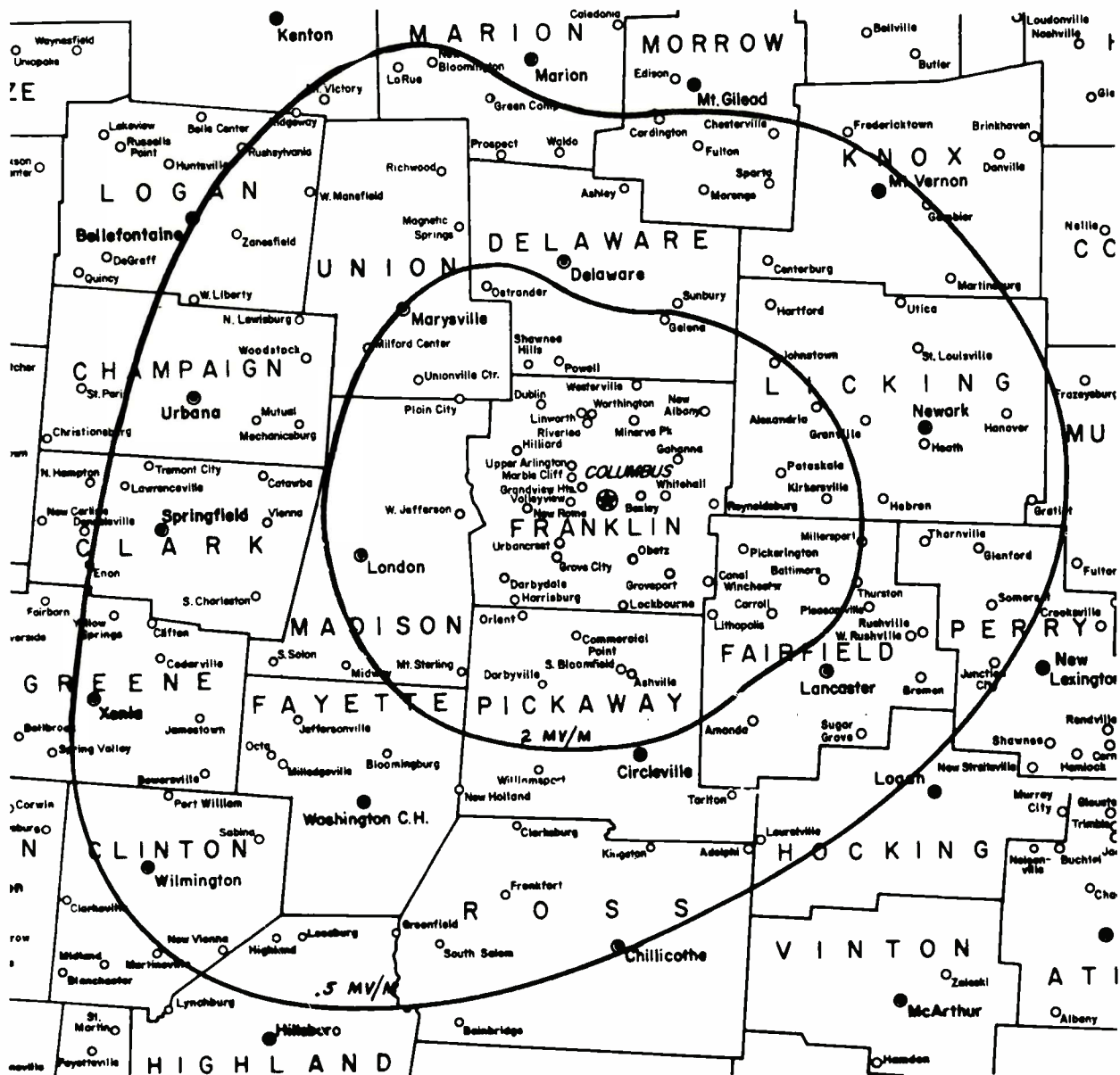
MARKET FACTS
 WCSM Radio - Celina, Ohio

\$1,000's Added	WCSM Radio - Celina, Ohio		AM		FM	
	AM	FM	0.5MV/M	50UV/M	0.5MV/M	50UV/M
TOTAL SALES	\$561,892	\$924,527	Elec. Appl's	\$ 8,091,000	\$13,990	
Lumb'r, Bldg, Mat'l, Hdwe.	33,024	54,338	Eating & Drinking	41,456,000	71,778	
Gen. Merchandise	80,009	131,646	Drug & Prop'y	18,039,000	29,981	
Food Stores	137,027	225,462	Other Retail Stores	34,839,000	61,712	
Automotive Dealers	109,403	180,010	Non-store Retailers	8,874,000	17,420	
Gas Service Stations	44,325	72,932				
Apparel & Acces'y	24,636	40,536	Population	364,299	589,290	
Furniture & Home Furng's	14,490	24,724	Households	110,394	178,573	

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, P. O. Box 141, Ambler, Pa. 19002, 215-643-0637 5/15/68



The Capital Station
COLUMBUS, OHIO

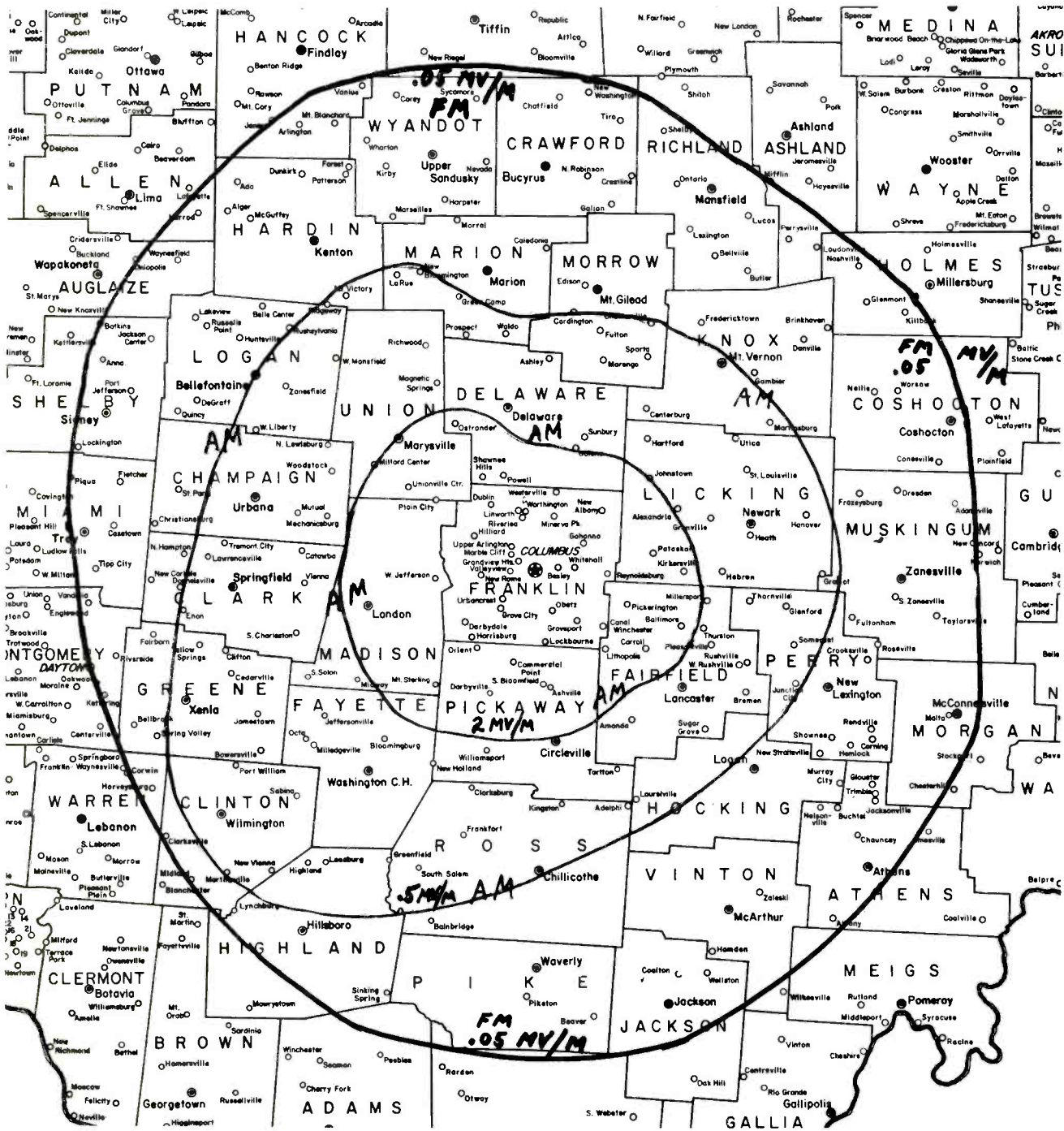


COLUMBUS Market

Compact, Stable and **GROWING**

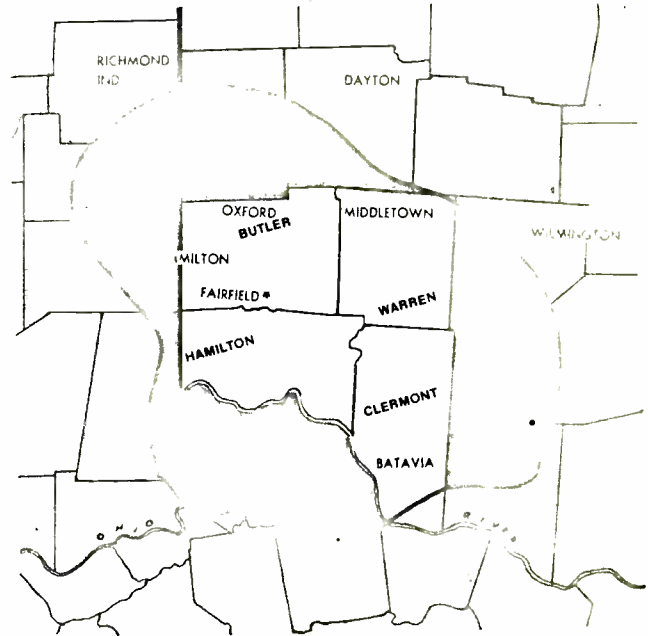
POPULATION	COUNTY.....	881,535
	METROPOLITAN.....	962,535
	12 COUNTY TRADING AREA.....	1,589,935
HOUSEHOLDS	COUNTY.....	273,001
	METROPOLITAN.....	295,301
	12 COUNTY TRADING AREA.....	480,901
Net Effective Buying Income	COUNTY.....	\$2,551,005,000
	METROPOLITAN.....	\$2,750,802,000
	12 COUNTY TRADING AREA.....	\$4,403,284,000
Retail Sales	COUNTY.....	\$1,505,986,000
	METROPOLITAN.....	\$1,596,251,000
	12 COUNTY TRADING AREA.....	\$2,536,054,000
Food Sales	COUNTY.....	\$315,685,000
	METROPOLITAN.....	\$336,750,000
	12 COUNTY TRADING AREA.....	\$577,682,000
General Merchandise	COUNTY.....	\$316,277,000
	METROPOLITAN.....	\$320,815,000
	12 COUNTY TRADING AREA.....	\$425,440,000
Home Furnishings	COUNTY.....	\$80,651,000
	METROPOLITAN.....	\$83,162,000
	12 COUNTY TRADING AREA.....	\$225,280,000
Automotive Sales	COUNTY.....	\$28,200,000
	METROPOLITAN.....	\$24,890,000
	12 COUNTY TRADING AREA.....	\$21,843,000
Drug Sales	COUNTY.....	\$54,652,000
	METROPOLITAN.....	\$57,417,000
	12 COUNTY TRADING AREA.....	\$88,270,000

WCOL - FM 92.3 mc



COLUMBUS Market
Compact, Stable and GROWING

THE WCNW PRIMARY COVERAGE MAP



WCNW MARKET ANALYSIS*

	Primary (Est.)	3 County Area (Est.)
Population	672,000	2,310,000
Homes	171,000	580,000
Income	\$3,354,000,000	\$7,302,000,000
Retail Sales	\$1,082,000,000	\$3,142,000,000
Food	\$ 242,000,000	\$ 510,000,000
Drugs	\$ 44,000,000	\$ 91,000,000
Automotive	\$ 182,000,000	\$ 406,000,000
Passenger Cars	112,000	308,000

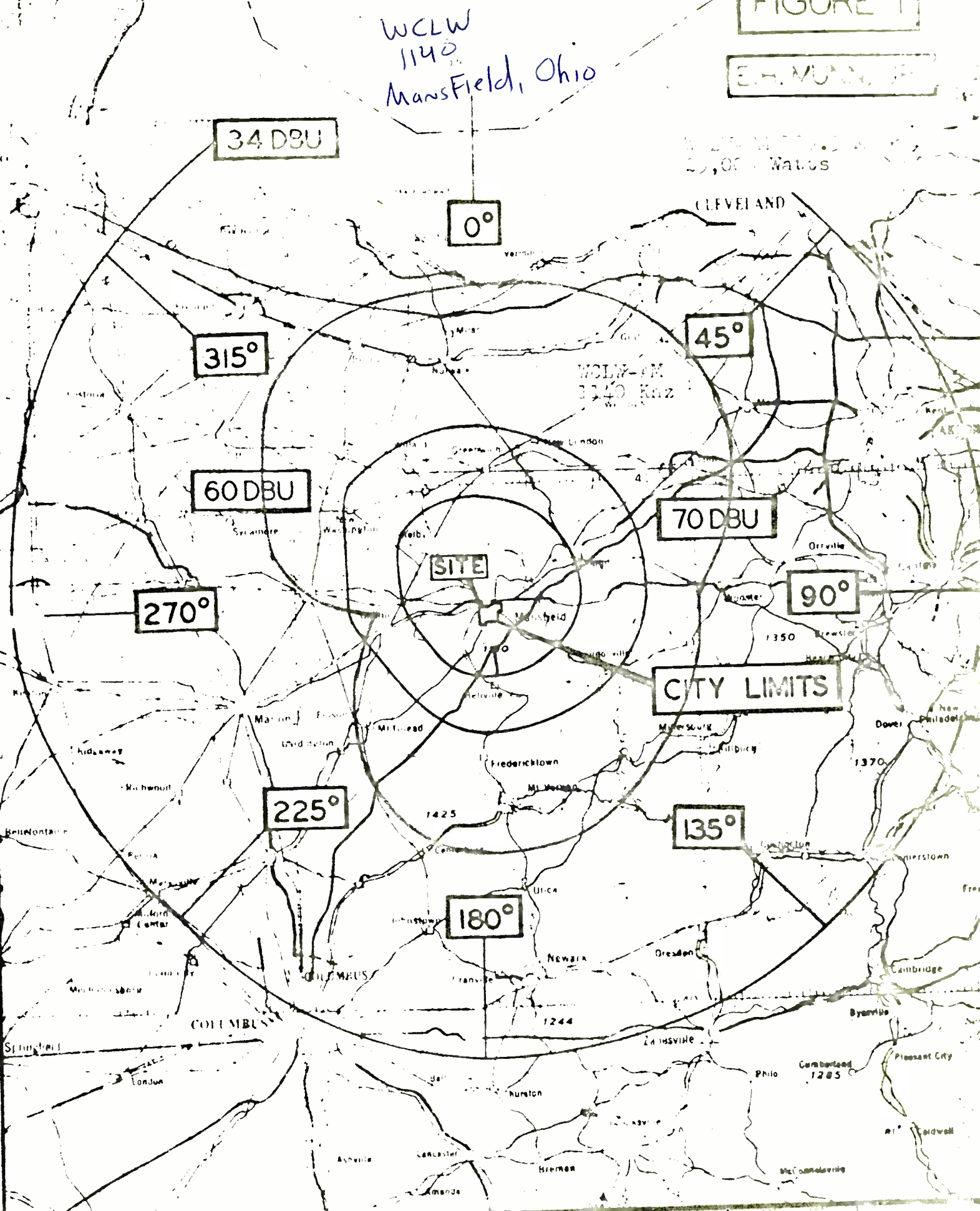
*1987 SRDS

WCLW
1140
Mansfield, Ohio

FIGURE 1

E.H. MUMFORD

20,000 Watts



34 DBU

0°

45°

315°

60 DBU

70 DBU

270°

90°

SITE

CITY LIMITS

225°

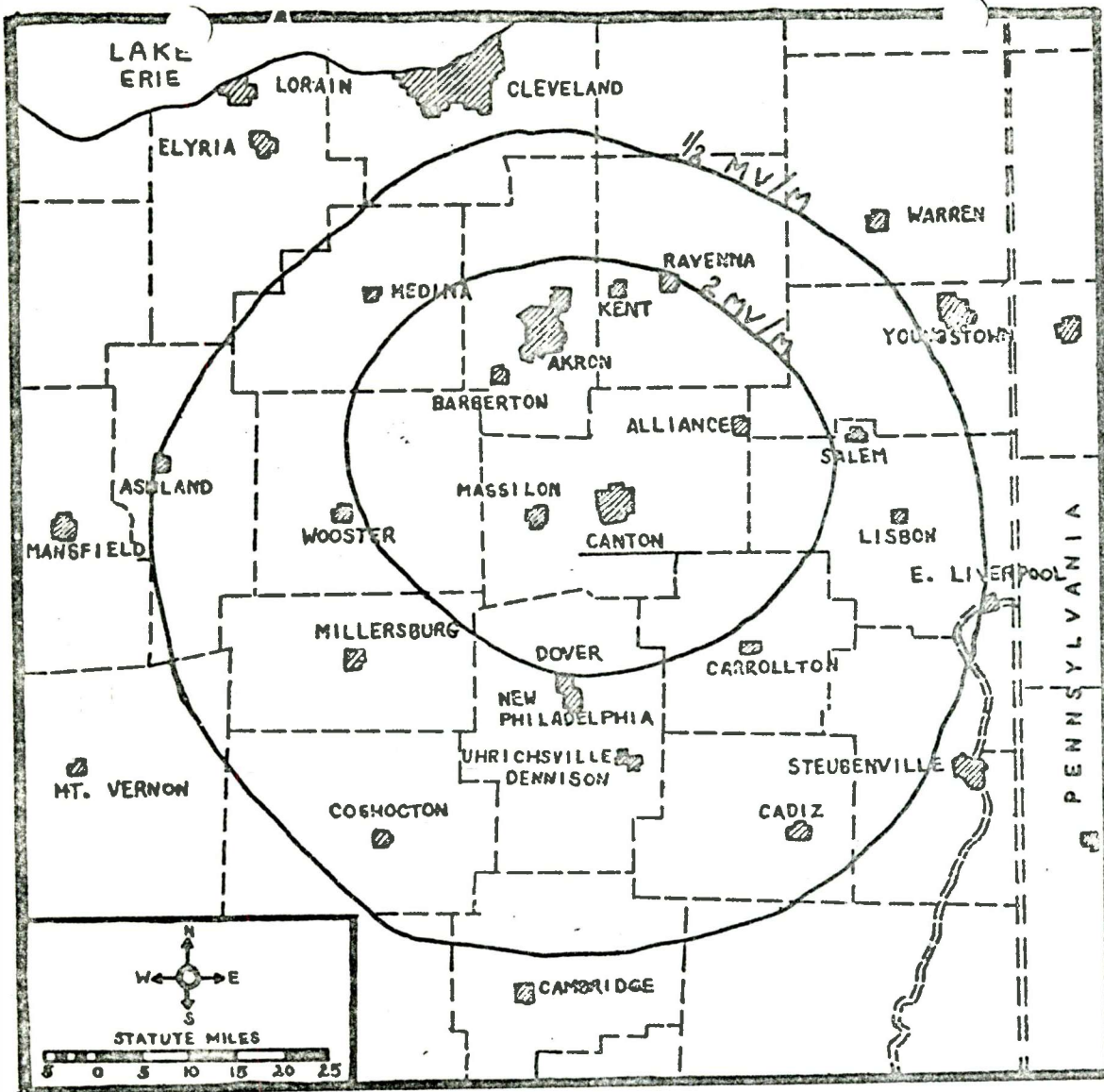
135°

180°

COLUMBUS

135°





WCNS

900 KC

A MEMBER OF THE MUTUAL BROADCASTING SYSTEM

Stark County Population Age Distribution

20 to 24 years	7.2%
25 to 49 years	36.6%
50 to 64 years	15.2%
65 and over	8.5%

TOWN & COUNTRY RADIO

WCNS

MUTUAL RADIO NETWORK

500 W — "The Station That Listens to the Listener" — 900 KC

WCNS

With 500 Watts at 900 KC
 Covering as much territory as:
 1000 Watts at 1100 KC
 and
 5000 Watts at 1500 KC

BASIC WCNS COVERAGE AREA

COUNTIES	POPULATION
ASHLAND	38,771
CARROLL	20,857
COLUMBIANA	107,004
COSHOCTON	32,224
GUERNSEY	38,574
HARRISON	17,995
HOLMES	21,591
JEFFERSON	99,201
MAHONING	300,480
MEDINA	65,315
PORTAGE	91,798
STARK	340,345
SUMMIT	513,564
TUSCARAWAS	76,784
WAYNE	75,497

15 Counties TOTAL 1,839,000
 ALL FIGURES AS OF JANUARY 1, 1961

STARK COUNTY MARKET VALUE OF FARM PRODUCTS SOLD 1958 - STARK COUNTY

No. of Farms	Crops	Livestock	Total
3214	\$4,758,000	\$11,178,000	\$15,936,000

RETAIL STORES Canton Metropolitan Area

Type	Number	1959 Sales
Apparel	156	\$ 24,037,000
Automotive	117	71,799,000
Bldg. Materials & Hardware	122	33,439,000
Drug	62	14,334,000
Eating & Drinking	524	30,736,000
Food	425	106,622,000
Furniture & Household Appliances	159	24,415,000
Gasoline	206	29,833,000
General Merchandise	133	52,980,000

TOTAL 1,904 \$423,925,000

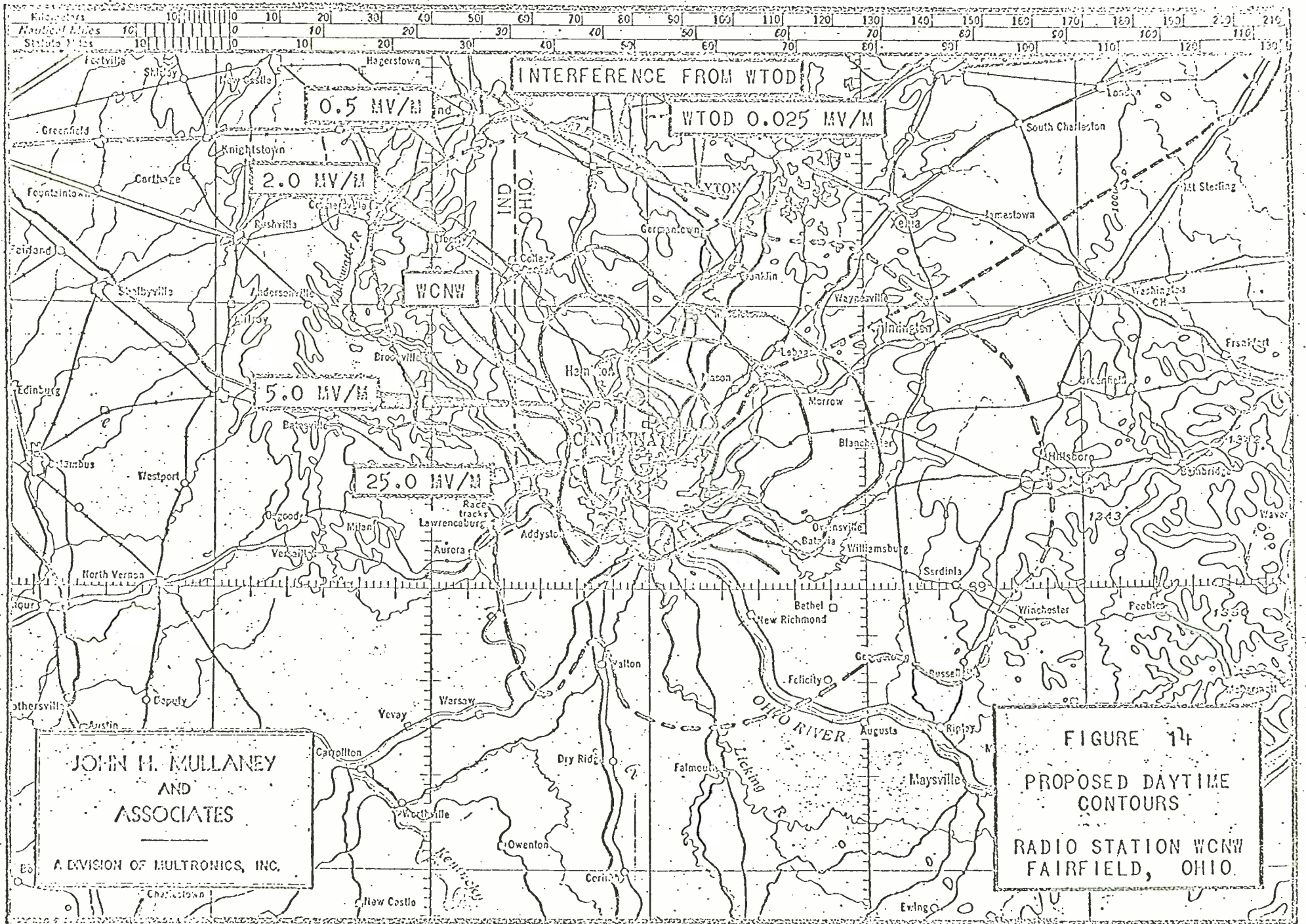
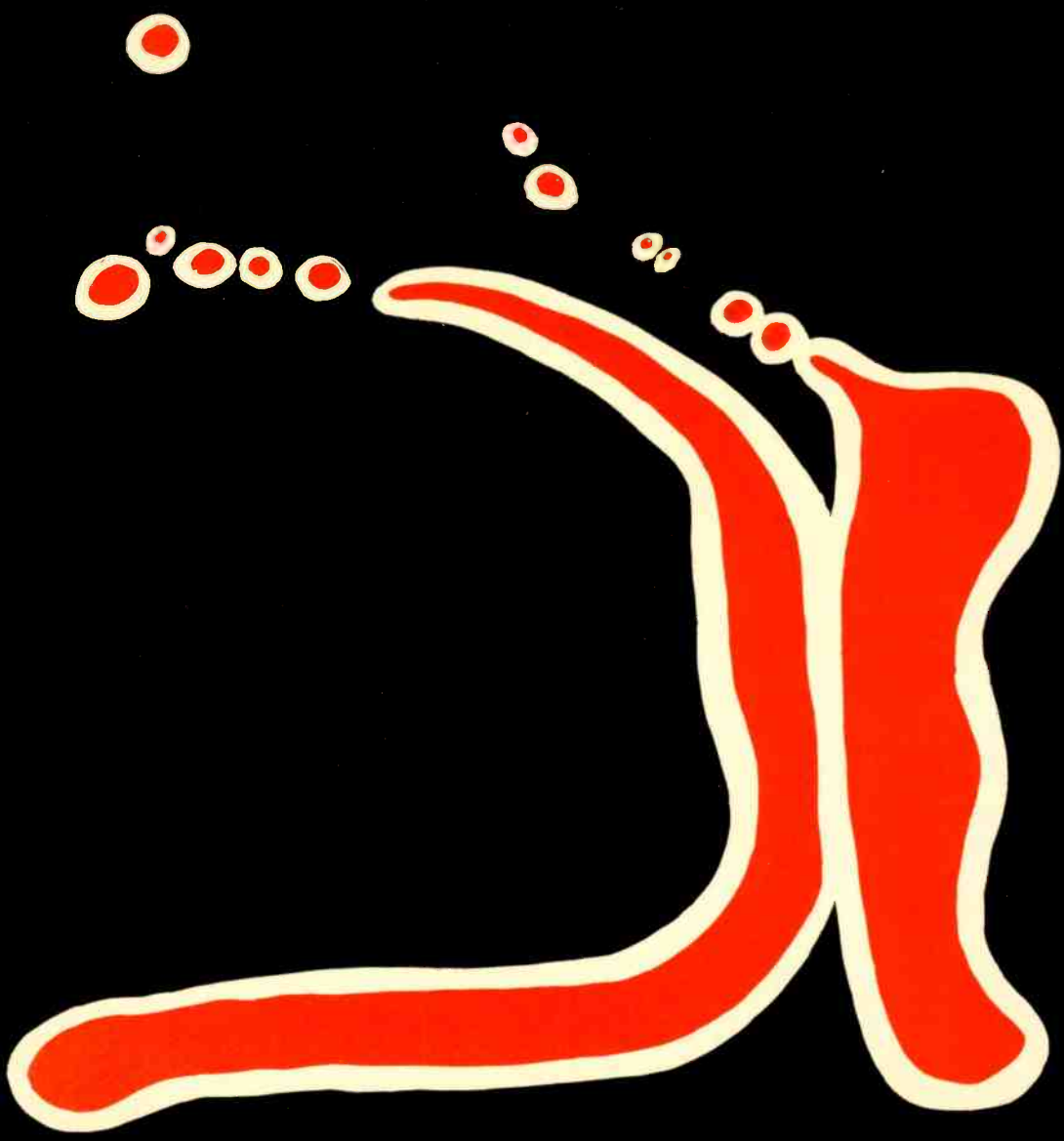


FIGURE 14
 PROPOSED DAYTIME
 CONTOURS
 RADIO STATION WCNW
 FAIRFIELD, OHIO

JOHN H. MULLANEY
 AND
 ASSOCIATES
 A DIVISION OF MULTRONICS, INC.

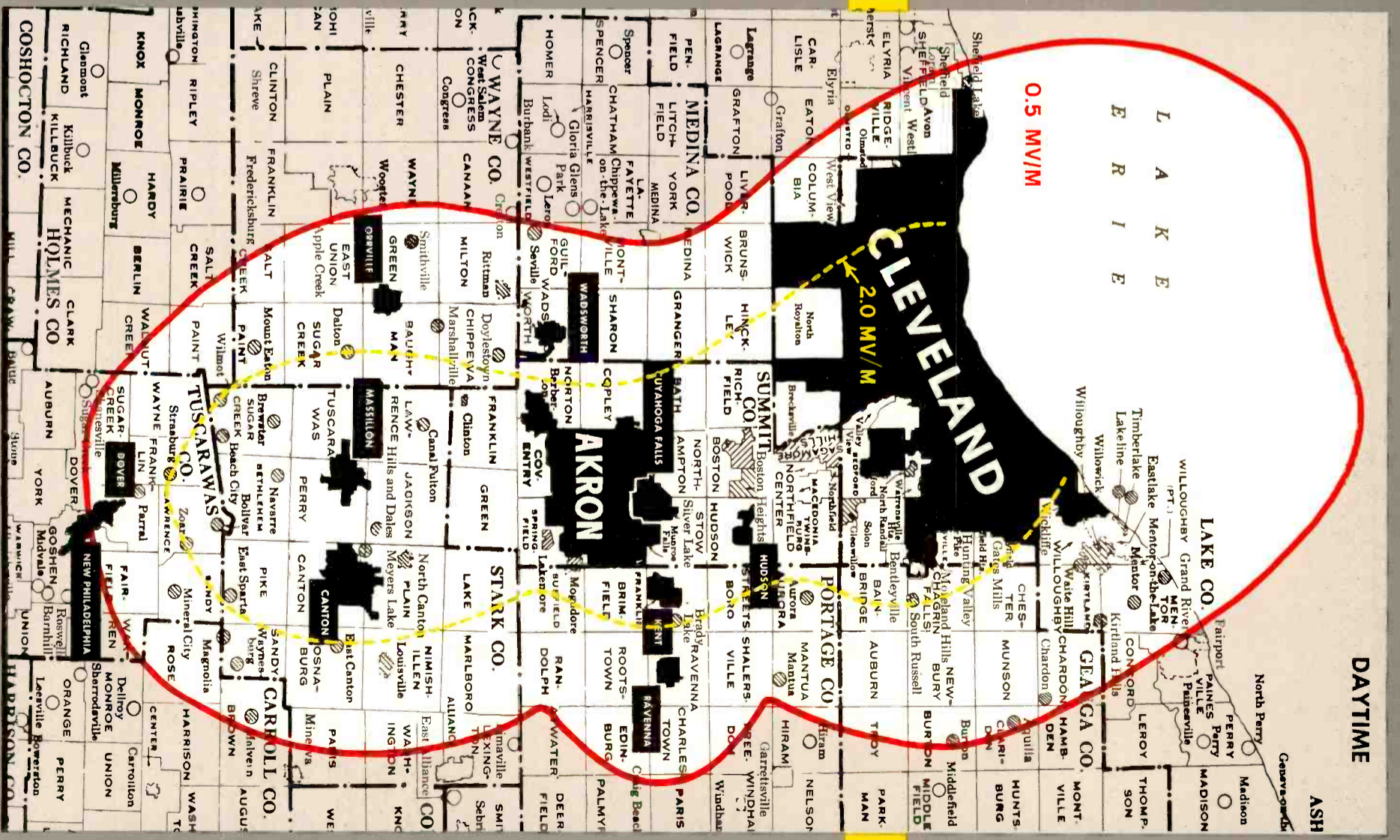


WCUE
TO MAKE A LASTING
IMPRESSION IN AKRON
AND CLEVELAND.

WCUE 1150 • TEL. WA 3-9761 • 424 SACKETT AVE., AKRON, OHIO 44313

WCUE-1150 serves the greater Akron-Cleveland Metropolitan area with adult programming 24 hours a day. Located on the border of Akron and Cuyahoga Falls, the station is ideally situated to serve the fast-growing areas of Summit County, Stark County and Cuyahoga County. Within the WCUE area are nearly three million people, part of one of the nations most prosperous commercial and industrial areas.

WCUE-FM, at 96.5 mc., provides additional saturation of this area, including Portage and Cuyahoga County, plus offering complete coverage of Stark and Medina counties.



DAYTIME

ASH

WBLY

AM 1600

FM 102.9

National Representative

Burn-Smith Co., Inc.
19 West 44th Street
New York, New York 10036
Murray Hill 2-3124
360 N. Michigan Avenue
Chicago, Ill. 60601

Regional Representative

Regional Reps., Inc.
1220 Huron Rd.
Cleveland, Ohio 44114
Area 216 781-0036

Locally owned and operated by

Champion City Broadcasting Co.

Offices and Studios

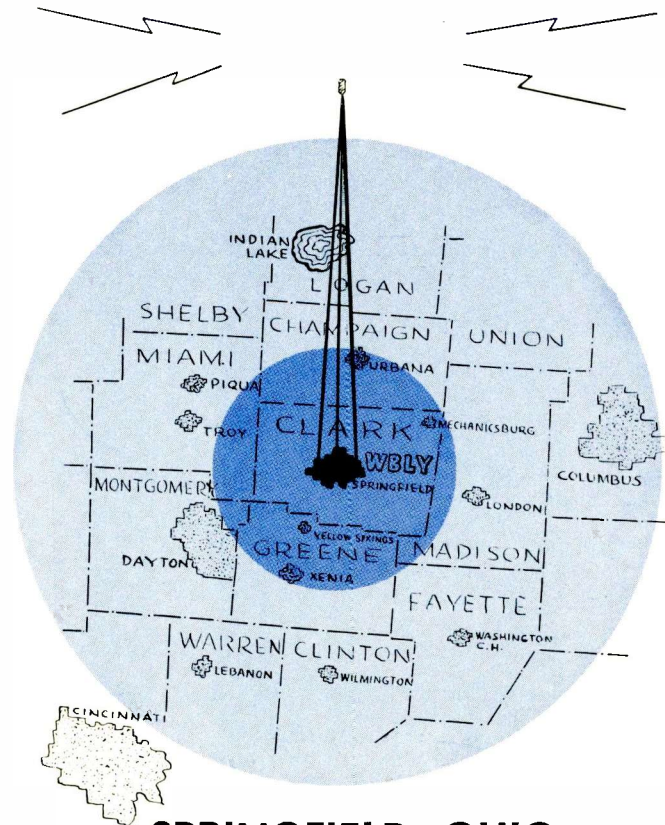
1711 West Main Street
Springfield, Ohio 45502
Area Code 513
Phone 324-5643

Robert L. Yontz, Pres. - Gen. Mgr.
Don Walters, Commercial Mgr.
June Powers, Prog. Dir.

WBLY

AM 1600

FM 102.9



SPRINGFIELD, OHIO

146,000 RESIDENTS
IN CLARK COUNTY

OVER 2 MILLION PEOPLE IN OUR
COVERAGE AREA

WBLY

AM 1600

FM 102.9

**SOUTH
CENTRAL
OHIO'S
FINEST
SOUND**

A.M. - 1600 KC

STEREO
MULTIPLEX

F.M. - 102.9 MC



A.M. radio
1000 WATTS — 1600 KC

RATES EFFECTIVE MAY 1, 1969

Rate protection for duration of contract or six months whichever is longer

RUN OF SCHEDULE SPOTS

10 A.M. - 3 P.M. 7 P.M. - 9 P.M.

	1 min. ROS	30 sec.	20 sec.	10 sec.
20 daily or 100 weekly or 2020 yearly	6.25	4.85	3.80	3.05
15 daily or 50 weekly or 1040 yearly	6.60	5.05	4.05	3.40
10 daily or 40 weekly or 520 yearly	7.05	5.40	4.20	3.60
8 daily or 30 weekly or 312 yearly	7.30	5.60	4.35	3.70
5 daily or 20 weekly or 260 yearly	7.60	5.85	4.60	3.85
3 daily or 10 weekly or 156 yearly	7.80	6.00	4.85	4.00

WEEKEND PACKAGES

20 Spots \$5.90 40 Spots 5.70

Rates commissionable to one (1) Agency.

A.M. PROGRAMS

	1	13	26	52	156
5 MIN.	\$17.65	\$16.20	\$14.35	\$13.55	\$13.05
¼ HR.	29.40	27.65	24.95	22.95	22.35

Roger Sharp Show

6 - 7 A.M. Daily
8 to 12 Noon Sunday

60 sec. 9.40 30 sec. 7.05

Smilin' Bob Show

7 - 9:30 A.M. Daily

Spot \$11.75 15 Min. Prog. \$29.40



F.M. stereo

20,000 watts — 102.9 KC

F.M. SPOTS

60 sec.	30 sec.
\$5.90	\$4.40

DRIVE TIME

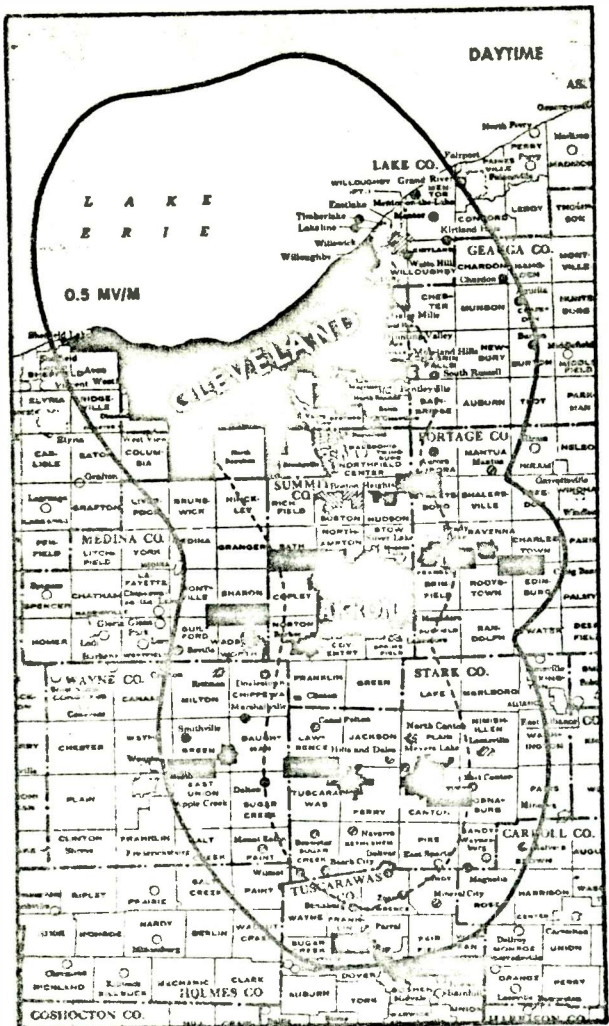
3 P.M. - 7 P.M.

	1 min.	30 sec.	20 sec.	10 sec.
15 daily or 50 weekly or 1040 yearly	7.65	5.30	4.50	3.55
10 daily or 40 weekly or 520 yearly	8.00	5.65	4.65	3.70
8 daily or 30 weekly or 312 yearly	8.20	5.85	4.80	3.90
5 daily or 20 weekly or 260 yearly	8.40	6.00	4.95	4.05
3 daily or 10 weekly or 156 yearly	8.55	6.20	5.05	4.25

Participating Remote Costs . . . \$88 first hour, \$82 second hour, \$70 each additional hour plus line charges if necessary.

REMOTE EXTRAS — 5 prom. spots per hr. of remote aired prior to remote. Many free "door prizes," gifts, etc.

Rates commissionable to one (1) Agency.



WCUE

1150

**akron's
contemporary
cue**

WCUE/1150....No.1
For the Advertiser
Who is Looking for
RESULTS!

RATE CARD

NEWSWATCH! CONSTANT NEWS COVERAGE



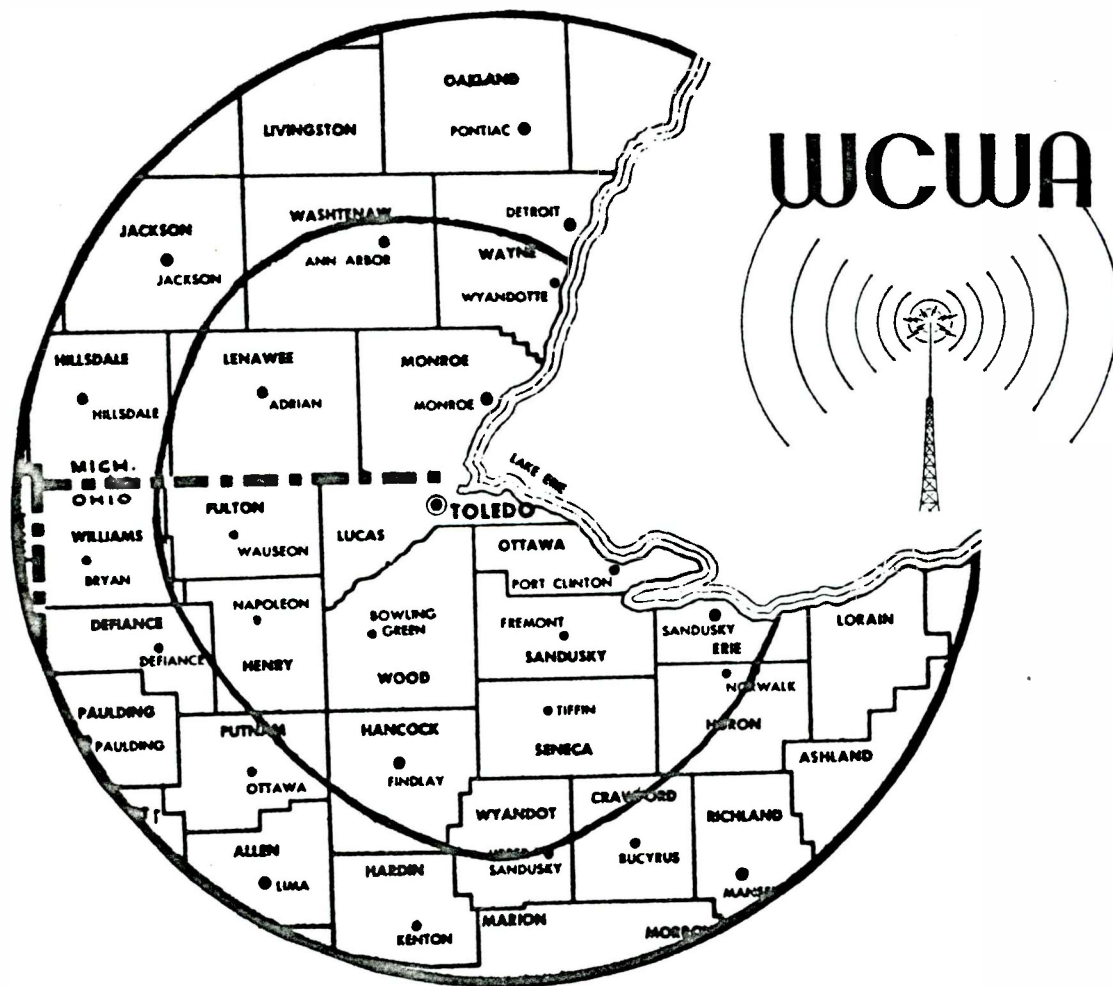
"Trafficcenter"
1230 traffic reports.
7-9 and 4-6 weekdays
with the cooperation of the
Toledo Police Department



FRANK GILHOOLEY
Toledo's
Best Known
Sports Broadcaster



DUANE STACKER
Toledo's
Most Active
News Director



REAMS BROADCASTING CORP.

604 Jackson St. • Toledo, Ohio 43604 • Phone (419) 248-2627

FRAZIER REAMS, JR., President

WILLIAM RIMMELIN, Vice President-General Manager

GARRY W. MILLER, Program Director

BETTY J. GAFFNEY, Promotion Director



Primary Coverage Area

.5 MV/M Contour

Population 585,807

Radio Homes 182,140

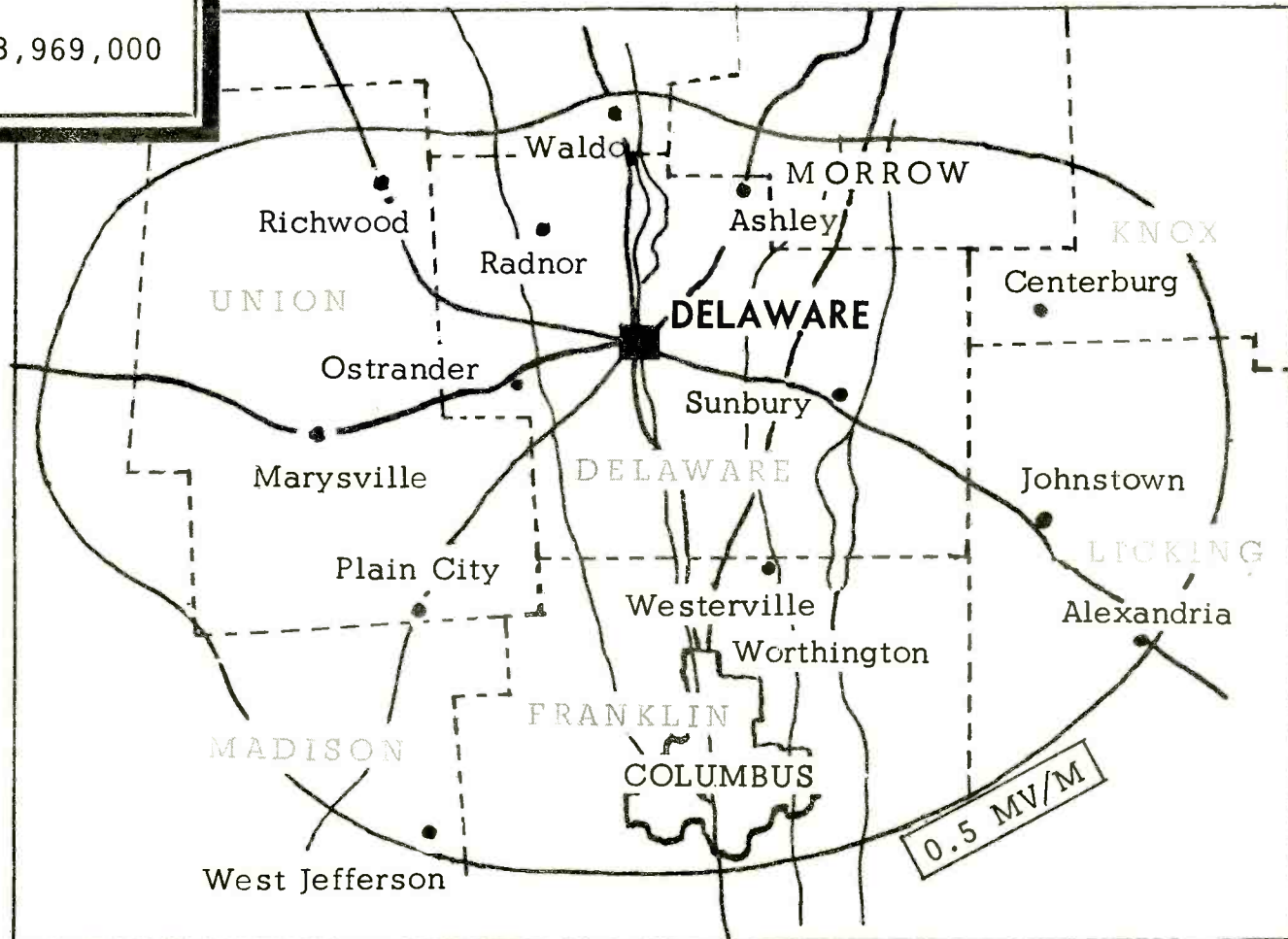
Retail Sales \$773,969,000

1550 KC
500 WATTS

WDLR

DELAWARE, OHIO

448
BOX 317



W E R T

AM at 1220
FM at 98.9

Van Wert, Ohio

THE RADIO CENTER OF THIS RICH OHIO - INDIANA MARKET

MARKET DATA:

	Within 0.5 MV/M
Total Population	636,700
Total Households	193,160
Total Radio Homes	191,090
Spendable Income	\$1,203,208,000

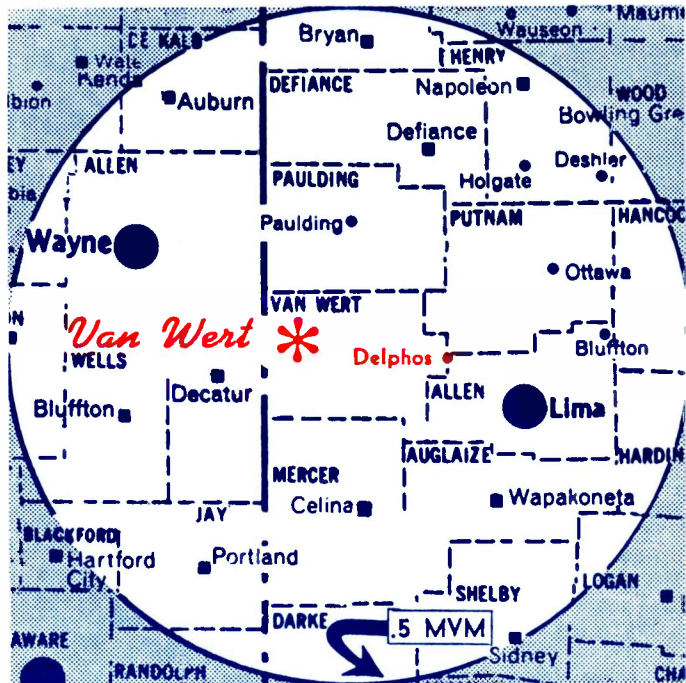
RETAIL SALES:

Food Sales	\$ 153,810,000
Drug Sales	\$ 20,006,000
General Merchandise	\$ 90,796,000
Apparel Stores	\$ 34,507,000
Home Furnishings	\$ 38,784,000
Automotive Sales	\$ 151,516,000
Filling Stations	\$ 60,322,000
TOTAL RETAIL SALES	\$ 752,334,000

FARM DATA:

Total Population	131,800
Farm Gross Income	\$ 268,732,000

SOURCE: SRDS Consumer Market Data; 1960
Census of Population and Housing.



SERVING INDUSTRIALLY-RICH NORTHWESTERN OHIO AND NORTHEASTERN INDIANA

W E R T, INCORPORATED

P.O. Box 487

Van Wert, Ohio 45891

419-232-4075

★ SALES ★ PROFITS ★ RESULTS with WERT

ONE MINUTE ANNOUNCEMENT RATES

ANNUAL BULK		ANNUAL WEEKLY	
1 time	\$4.15	1 time	\$3.80
100 times	3.65	3 times	3.30
150 times	3.40	5 times	3.05
250 times	3.15	7 times	2.90
500 times	2.90	10 times	2.80
1000 times	2.40	20 times	2.30
1500 times	2.20	30 times	2.10

SEVEN DAY PACKAGE RATES (1 Min.)

10 times	\$3.95	\$ 39.50
25 times	3.30	82.50
50 times	3.05	152.50
75 times	2.85	213.75
100 times	2.55	255.00

LISTEN LADIES RATES

Open Rate	\$5.00
52 times per year	4.50
104 times per year	4.00
156 times per year	3.80
260 times per year	3.50

30 AND 10 SECOND ANNOUNCEMENT

30 second announcements 75% of 1 minute rate
 10 second announcements 60% of 1 minute rate

PROGRAM RATES

TIMES	5 min.	10 min.	15 min.	30 min.	1 Hr.
1	\$12.50	\$16.30	\$22.30	\$35.40	\$52.90
13	11.00	14.60	20.00	31.80	49.30
26	10.25	13.65	18.45	29.95	46.45
52	8.50	11.70	15.90	27.05	44.10
104	8.00	11.00	14.00	24.95	40.00
156	7.50	10.30	13.20	23.85	37.90
260	6.50	9.10	12.70	20.80	33.80
312	6.00	8.40	11.80	18.15	28.70

REMOTE BROADCASTS—See your WERT Representative.

LUCKY LICENSE—Call 232-4075 for advance reservations.

POLITICAL—Regular rates apply in accordance with FCC regulations.

RATES EFFECTIVE JANUARY 1, 1968.

Tower 1 38°
2 ~~37~~ 36°

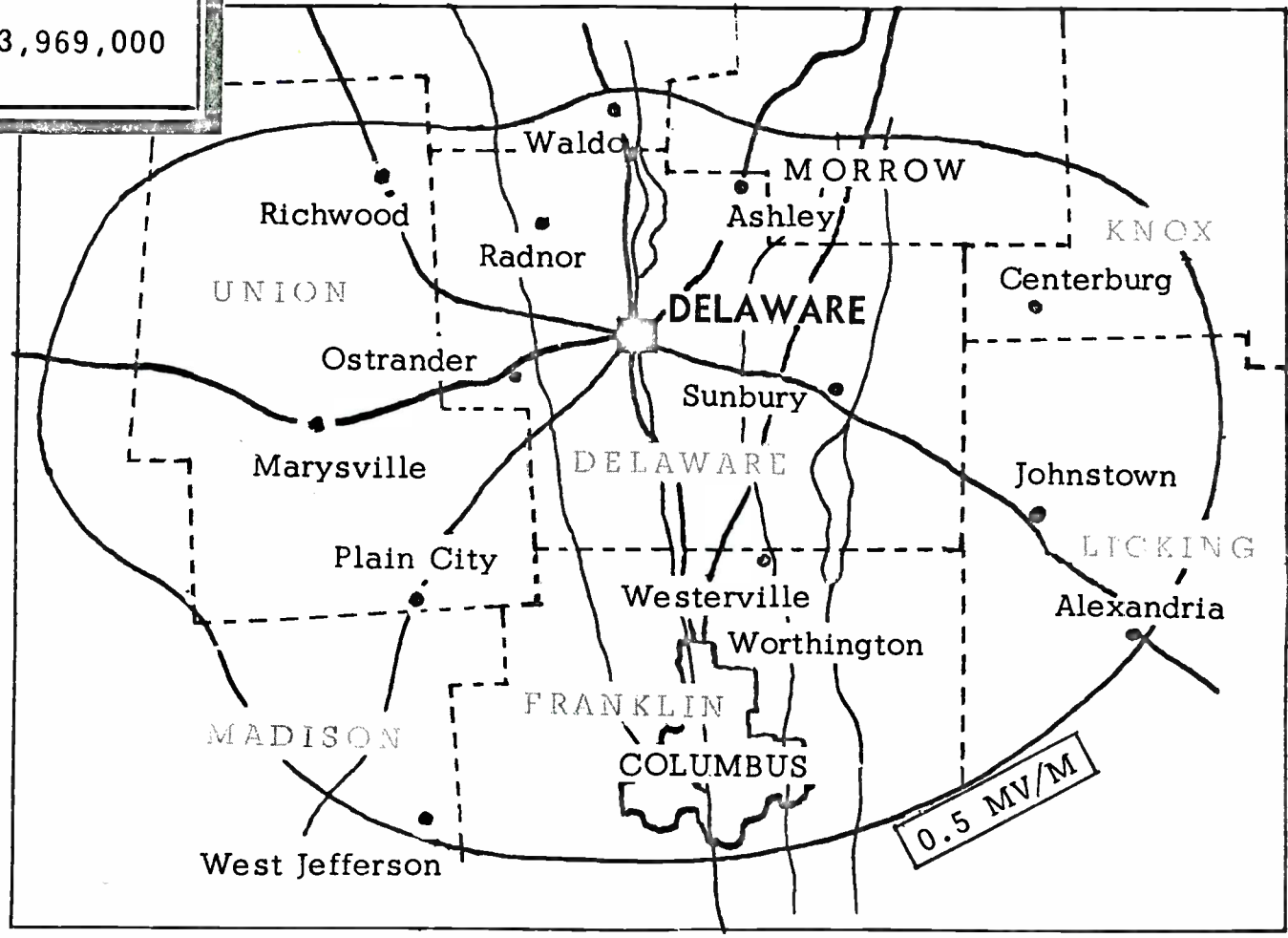
Primary Coverage Area	
.5 MV/M Contour	
Population	585,807
Radio Homes	182,140
Retail Sales	\$773,969,000

1550 KC
500 WATTS

WDLR

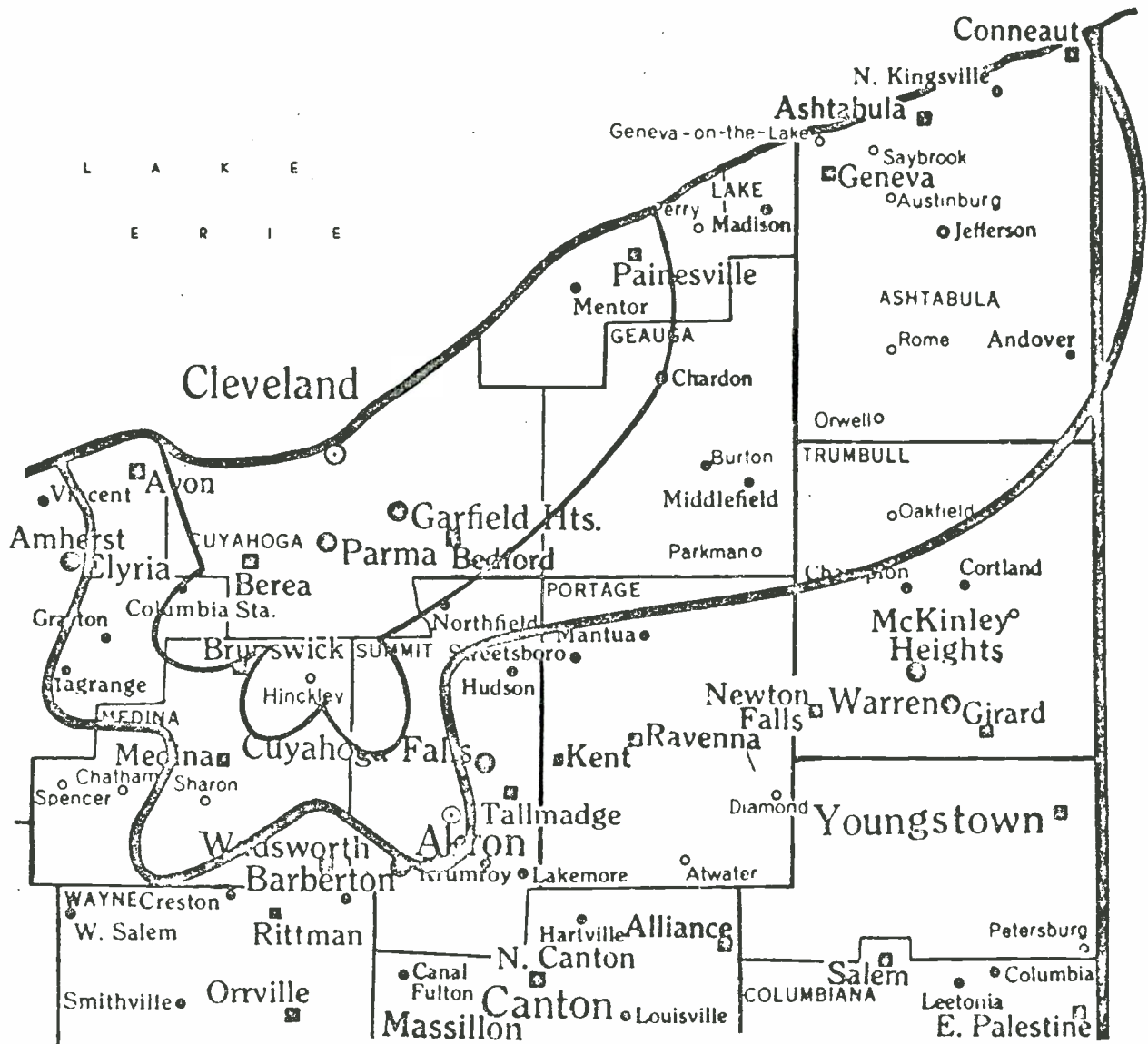
DELAWARE, OHIO

BOX 317



0.5 MV/M

Coverage



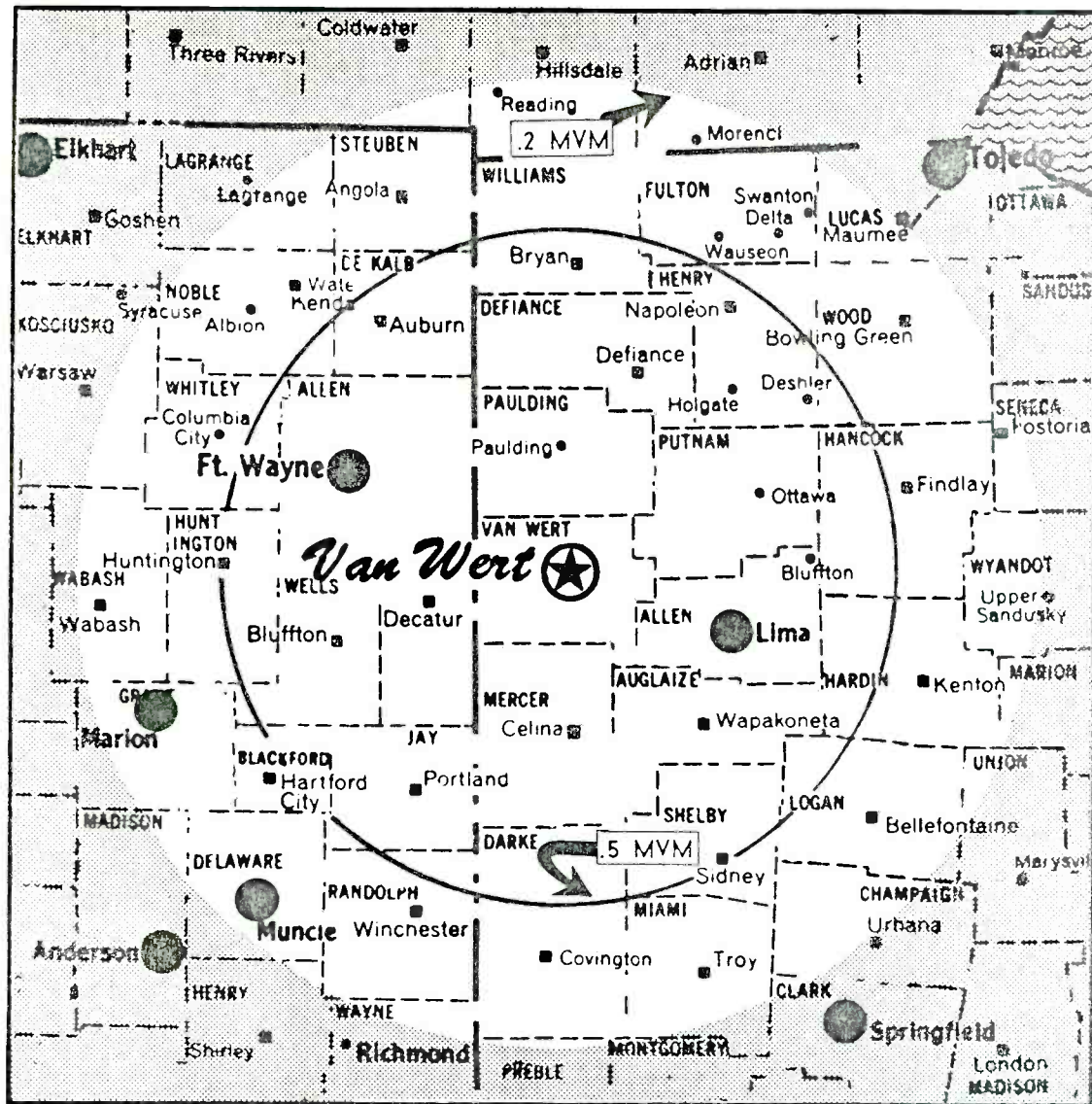
2.5 and .5 coverage

HARRY DENNIS
VICE PRESIDENT AND GENERAL MANAGER

1500 CHESTER AVE. / CLEVELAND, OHIO / 44114
A.C. 216-781-9600

5,000 WATTS — 24 HOURS
1300 KC AM — 98.5 FM

WERE 13



WERT

AM - FM

Serving Industrially-rich Northwestern Ohio
and Northeastern Indiana from—

VAN WERT, OHIO

250 WATTS ON 1220 KILOCYCLES

3500 WATTS ON 98.9 MCS

Owned by Van Wert Broadcasting Company

P. O. Box 487

Phone 232-4075

VAN WERT OHIO

Nationally Represented by Sears & Ayer, Inc.
Regionally by Ohio Station Representatives

MARKET DATA:

	Within 0.5 MV/M	Within 0.2 MV/M
Total Population	636,700	1,450,750
Total Households	193,160	436,270
Total Radio Homes	191,090	433,180
Spendable Income	\$1,203,208,000	2,642,104,000

RETAIL SALES:

Food Sales	\$ 153,810,000	365,166,000
Drug Sales	\$ 20,006,000	44,594,000
General Merchandise	\$ 90,796,000	161,006,000
Apparel Stores	\$ 34,507,000	69,063,000
Home Furnishings	\$ 38,784,000	87,310,000
Automotive Sales	\$ 151,516,000	348,174,000
Filling Stations	\$ 60,322,000	143,664,000
TOTAL RETAIL SALES	\$ 752,334,000	1,663,722,000

FARM DATA:

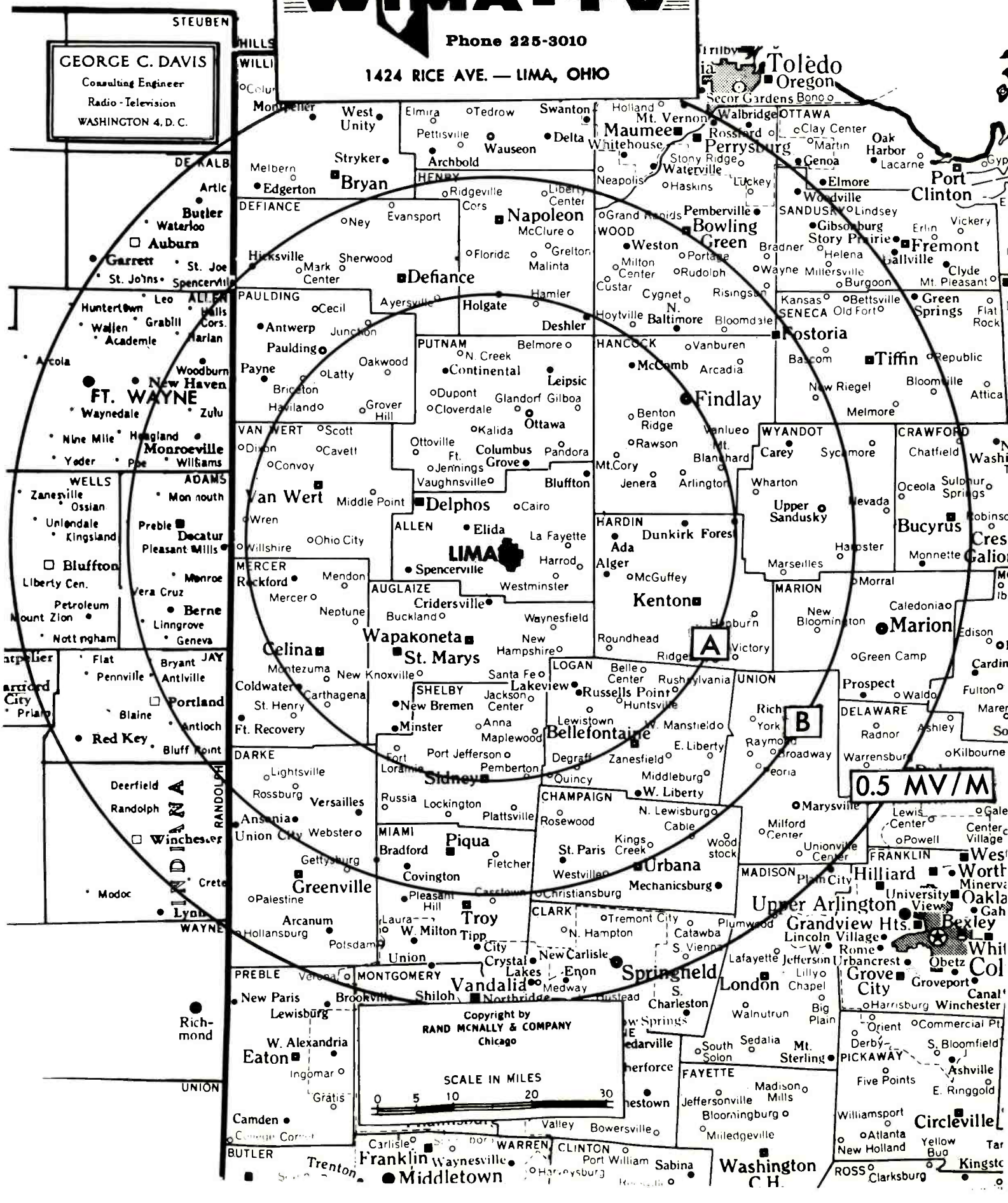
Total Population	131,800	312,100
Farm Gross Income	\$ 268,732,000	671,312,000

SOURCE: SRDS Consumer Market Data; 1960 Census of Population and Housing.

WIMA-TV

Phone 225-3010
1424 RICE AVE. — LIMA, OHIO

GEORGE C. DAVIS
Consulting Engineer
Radio-Television
WASHINGTON 4, D. C.



Copyright by
RAND McNALLY & COMPANY
Chicago

SCALE IN MILES

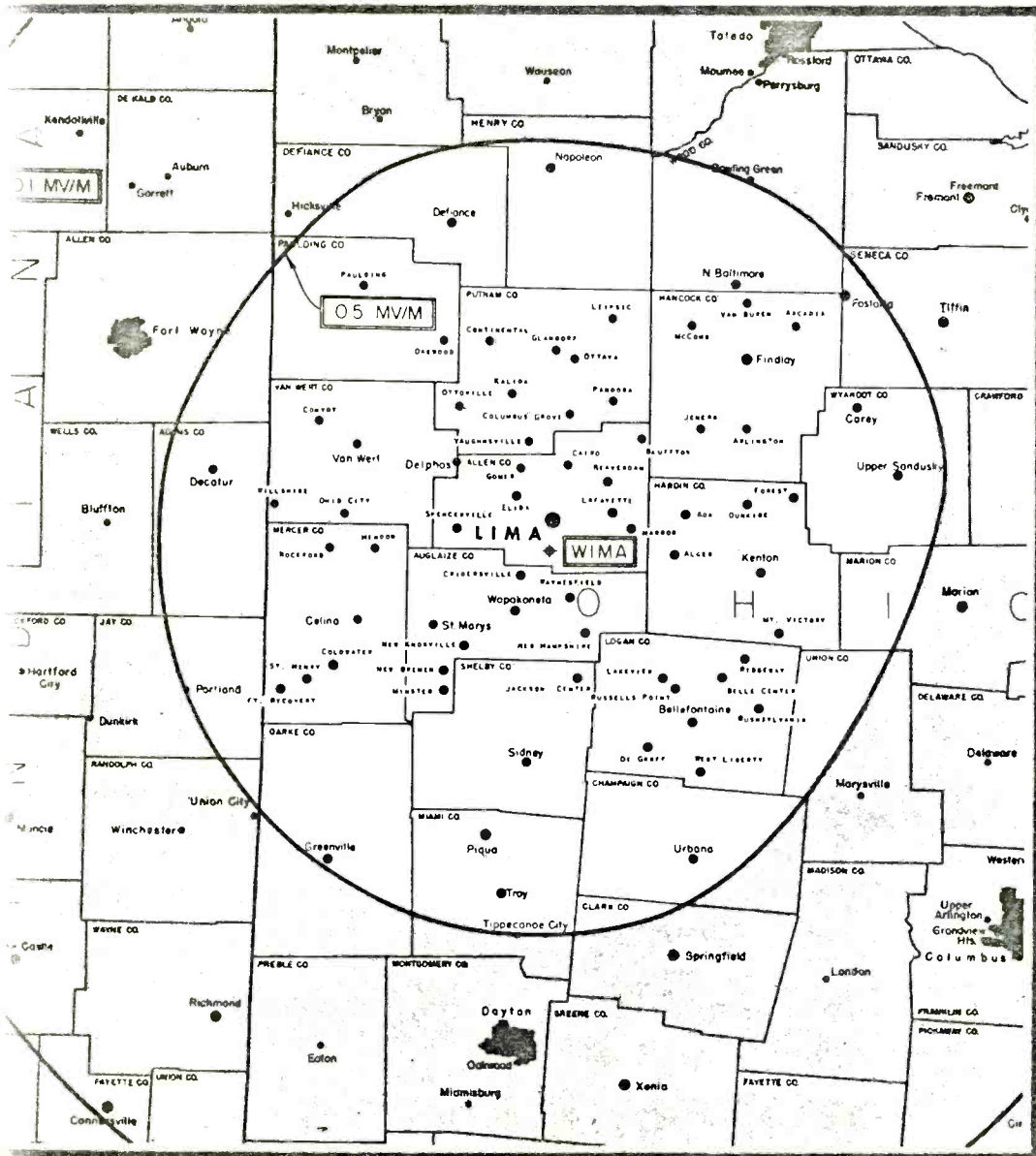


**WIMA
IS THE ONLY
FULLTIME
AM STATION
IN
BOOMING
LIMLAND
MARKET**



102.1 on FM Dial

**LIMA
IS NUMBER 1
*RETAIL SALES
(Per Household)
IN OHIO
15th IN NATION
*U.S. Metro Markets
SRDS Jan. 70**



MARKET DATA*

POPULATION	723,165
Families	216,598
EFFECTIVE BUYING INCOME	\$1,905,363,000
TOTAL RETAIL SALES	\$1,301,721,000
Food	\$ 275,437,000
General Merchandise	\$ 145,583,000
Home Furnishings	\$ 63,206,000
Automotive	\$ 280,683,000
Service Stations	\$ 98,421,000
Drug	\$ 30,704,000
Farm Market	\$ 359,004,000
(Gross Income)	\$ 359,004,000

represented nationally by

The MEEKER Co., Inc.
NEW YORK, PHILADELPHIA, CHICAGO,
SAN FRANCISCO, LOS ANGELES

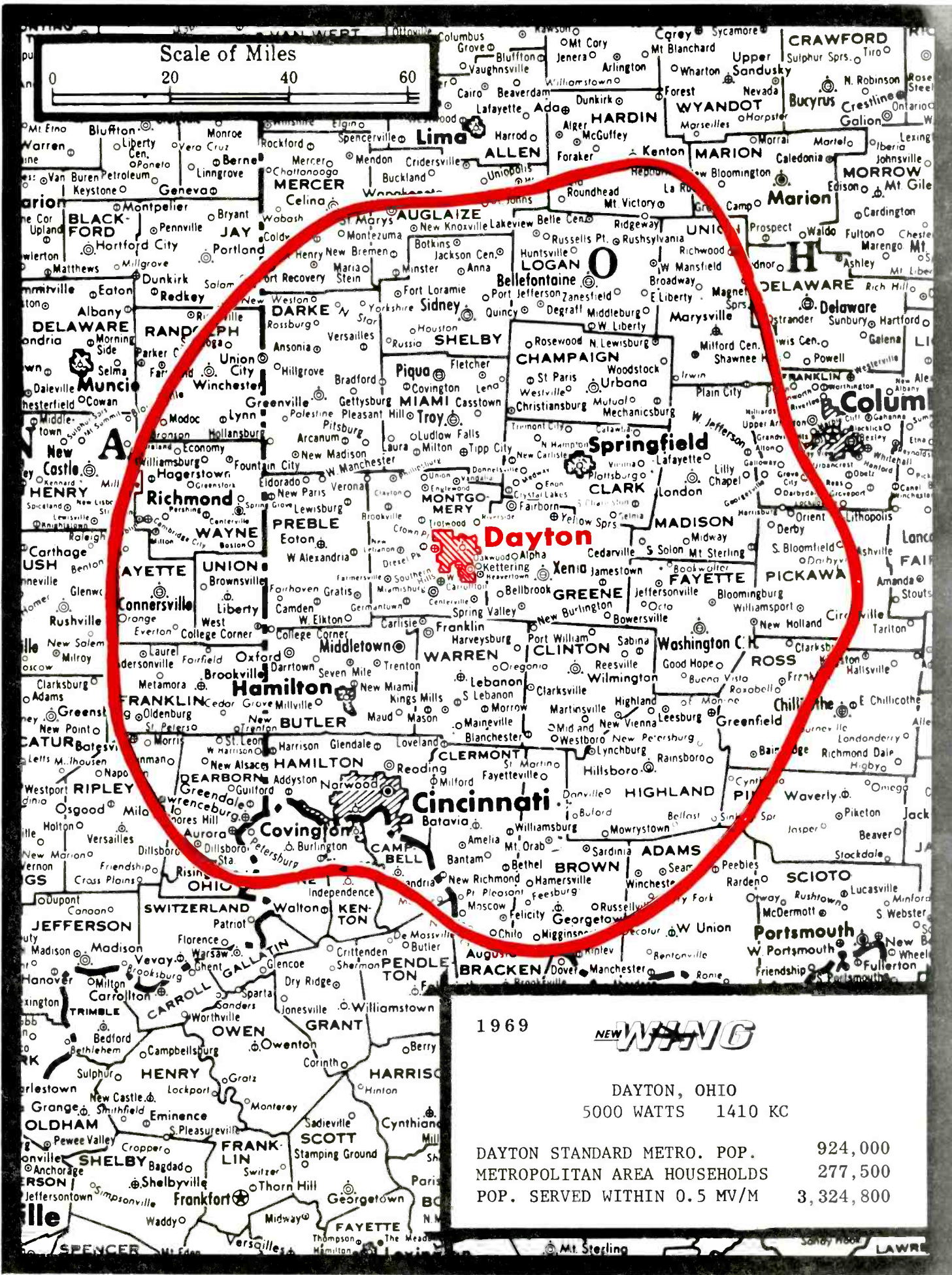
*Source: Standard Rate and Data - Sept. 1969

WIMA Radio

223 NORTH MAIN STREET • LIMA, OHIO 45802 • Phone (419) 223-2060

R. W. MACK, General Mgr.

C. B. HELLER, Station & Sales Mgr.



1969

NEW WING

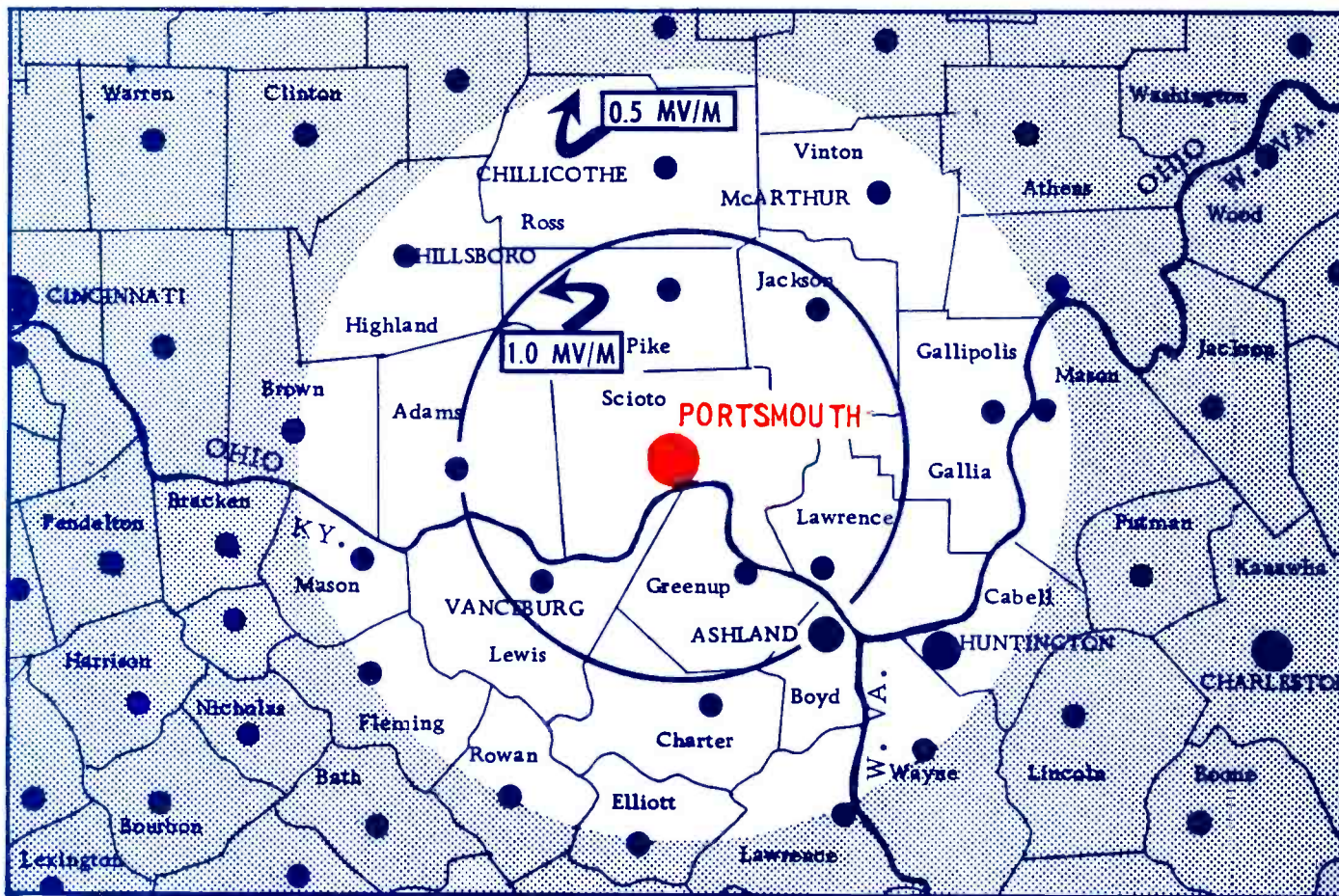
DAYTON, OHIO
5000 WATTS 1410 KC

DAYTON STANDARD METRO. POP.	924,000
METROPOLITAN AREA HOUSEHOLDS	277,500
POP. SERVED WITHIN 0.5 MV/M	3,324,800



RADIO ONE

THE ALL NEW
W I O I "BIG TEN" CLEAR CHANNEL SERVICE
 FOR
Dial 1010 k.c. DYNAMIC VALLEY, U.S.A



MARKET DATA:

	Within 1.0 MV/M	Within 0.5 MV/M
Total Population	348,300	690,500
Total Households	96,970	193,760
Total Radio Homes	95,031	189,885
Spendable Income	\$ 463,720,000	935,091,000

RETAIL SALES:

	Within 1.0 MV/M	Within 0.5 MV/M
Food Sales	\$ 85,987,000	169,785,000
Drug Sales	\$ 8,192,000	18,668,000
General Merchandise	\$ 36,391,000	71,304,000
Apparel Stores	\$ 16,159,000	35,458,000
Home Furnishings	\$ 16,624,000	33,830,000
Automotive Sales	\$ 64,627,000	126,763,000
Filling Stations	\$ 32,118,000	60,169,000
TOTAL RETAIL SALES	\$ 320,964,000	671,423,000

FARM DATA:

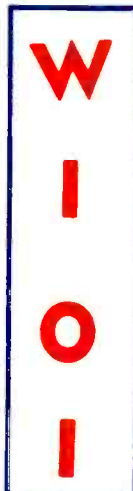
	Within 1.0 MV/M	Within 0.5 MV/M
Total Population	80,300	177,900
Farm Gross Income	\$ 39,477,000	118,254,000

SOURCE: SRDS Consumer Market Data; 1960 Census of Population and Housing.

The Mid-Ohio Valley Industrial Empire IS SOLD ON—

- ★ First in Music!
- ★ First in Features!
- ★ First in Personalities!
- ★ First in Merchandising!
- ★ First in Community Service!

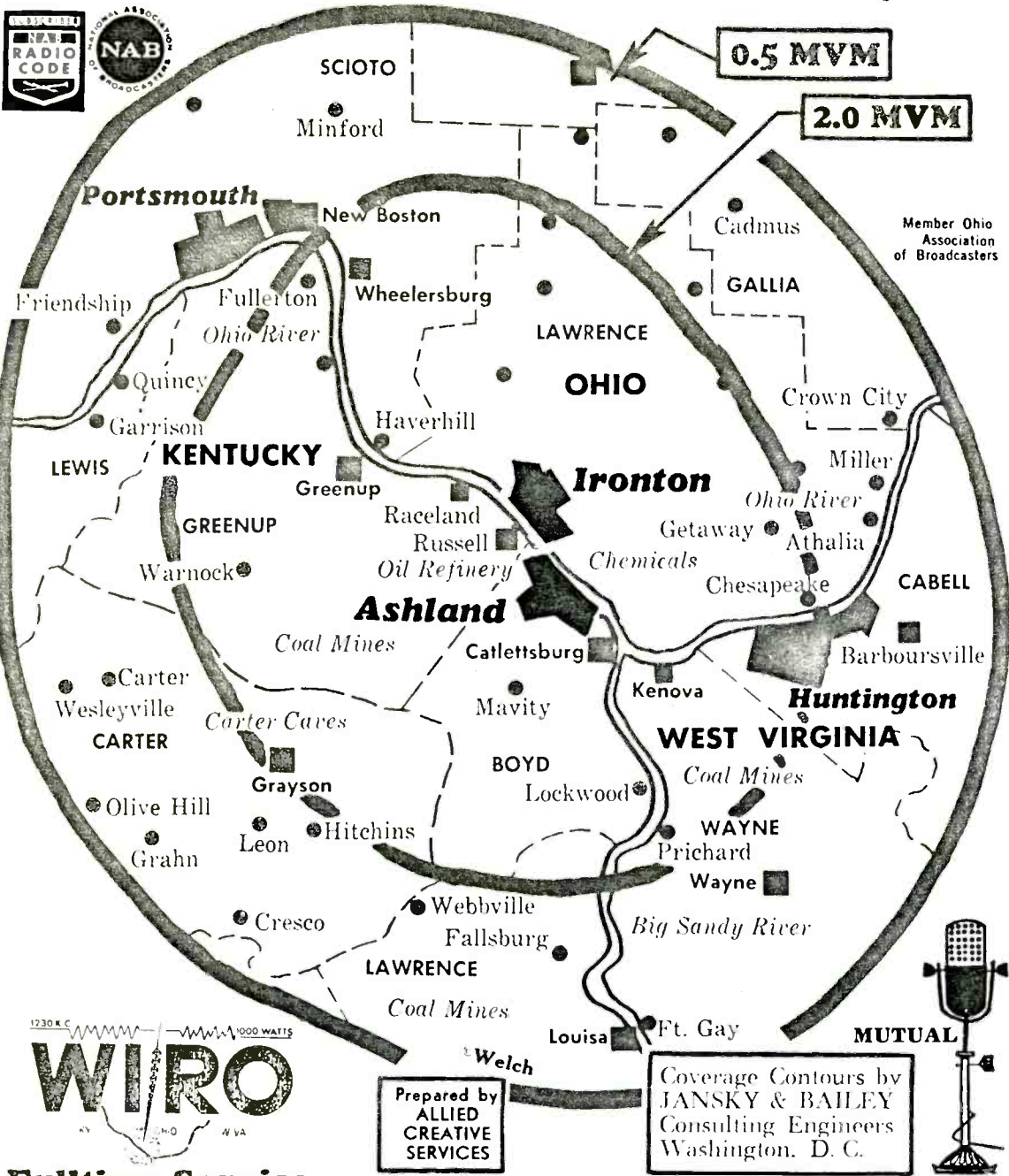
**1000 WATTS—1010 KC
 CLEAR CHANNEL**



OWNED BY
 NEW BOSTON BROADCASTING CORPORATION
 CHARLES R. MAILLET
 president and general manager

OFFICES AND STUDIOS
 MASONIC TEMPLE BUILDING
 PORTSMOUTH, OHIO 45662

Serving the Booming Mid-Ohio Valley



IRONTON, OHIO, located alongside the Ohio River, is 123 miles from Cincinnati, 123 miles from Columbus, served by U.S. highways 52, 23 and 60 and numerous state highways. It has a population exceeding 21,000.

ASHLAND, KY., is also located alongside the Ohio River at its juncture with the Big Sandy River, and is served by Interstate I 64, US Highways 60-23-52.

The Ironton-Ashland Market has a total industrial employment in excess of 27,000 with weekly payrolls averaging \$105 per person.

WIRO RADIO serves the Tri-State Area . . . including Ironton, Ohio; Ashland, Kentucky; and Huntington, W. Virginia with modern up-tempo radio.

WIRO RADIO provides a busy public with middle-of-the-road music, complete sports news, sports coverage including Ohio and Kentucky high school games; Ohio State football; Cincinnati Reds baseball; . . . complete news coverage on the hour and half-hour; local and regional news on the even hours . . . or when it happens. On-the-spot newscasts from WIRO Radio News-cars.

WIRO RADIO serves an area primarily industrial . . . 50,000 persons employed in steel, chemical, refining, mining, clay, and railroad yards — truly a strong industrial community.

Fulltime Service to Ironton, Ohio and Ashland, Ky.

**1230 Radio
1000 Watts
Daytime
250 Watts
Nighttime**

Tri-Radio Broadcasting, Inc.
Kenneth H. Auble
President & General Mgr.
Hal Murphy
Vice President
Postal Box 292
Phone (614) 532-1922
Ironton, Ohio
Zip 45638

Prepared by
**ALLIED
CREATIVE
SERVICES**

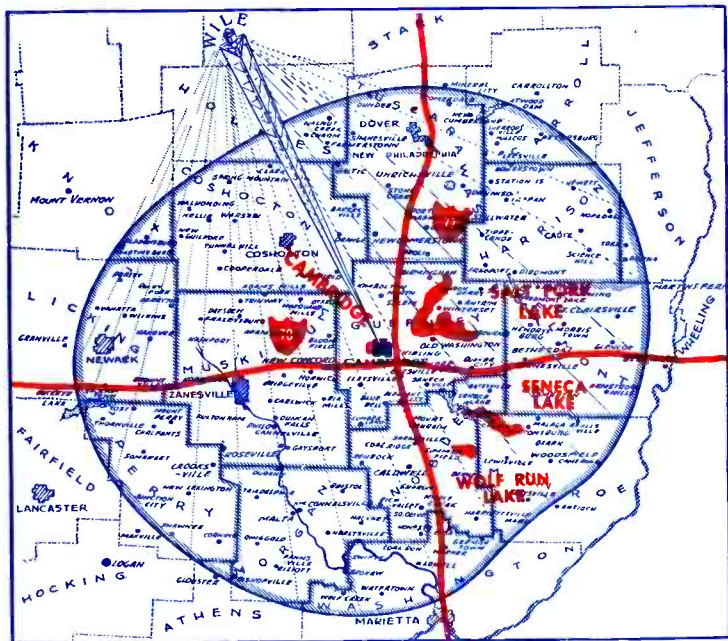
Coverage Contours by
JANSKY & BAILEY
Consulting Engineers
Washington, D. C.

WIRO RADIO maintains studios in both Ironton and Ashland.

Market Data:	2.0 MVM	0.5 MVM
	Coverage	Coverage
Population	152,700	288,800
Households	42,950	81,510
AM Radio Homes	42,090	79,900
Spendable Income	\$272,484,000	505,884,000
Total Retail Sales	\$171,388,000	314,848,000
Food Stores	\$ 53,387,000	91,955,000
Drug Stores	\$ 5,913,000	9,912,000
Gen'l Merchandise	\$ 16,359,000	34,202,000
Apparel Stores	\$ 7,275,000	14,217,000
Home Furnishings	\$ 7,350,000	14,950,000
Automotive Sales	\$ 36,126,000	64,041,000
Service Stations	\$ 16,976,000	32,109,000
Auto Ownership	53,950	107,170
Farm Population	9,600	24,300
Farm Households	2,400	6,075
Gross Farm Income	\$ 6,535,000	19,412,000

SOURCE: SRDS Consumer Data 1968. ©





WILE

P. O. BOX 338

CAMBRIDGE, OHIO 43725

PHONE 614-432-5605

SERVING GROWING EAST CENTRAL OHIO

- INTERSTATES 70 and 77 INTERSECTING IN THE WORLD'S LARGEST INTERCHANGE
- OHIO'S LARGEST RECREATIONAL AREA
- GAS, OIL AND COAL RESOURCES
- CONCENTRATION OF ELECTRONIC, PLASTIC CERAMIC AND GLASS INDUSTRIES.

RATES ARE NET TO STATION. ADDITIONAL COST FOR PROGRAMS ORIGINATING OUTSIDE STUDIOS.

ALL COPY AND TRANSCRIPTIONS SUBJECT TO APPROVAL OF STATION MANAGEMENT. ASSOCIATED PRESS NEWS SERVICE. ASCAP, BMI AND SESAC MUSIC LICENSES.

AM
1000 WATTS
1270 KC

WILE

FM
1300 WATTS
96.7 MG

AM - FM COMBINED RATE SPOT ANNOUNCEMENTS

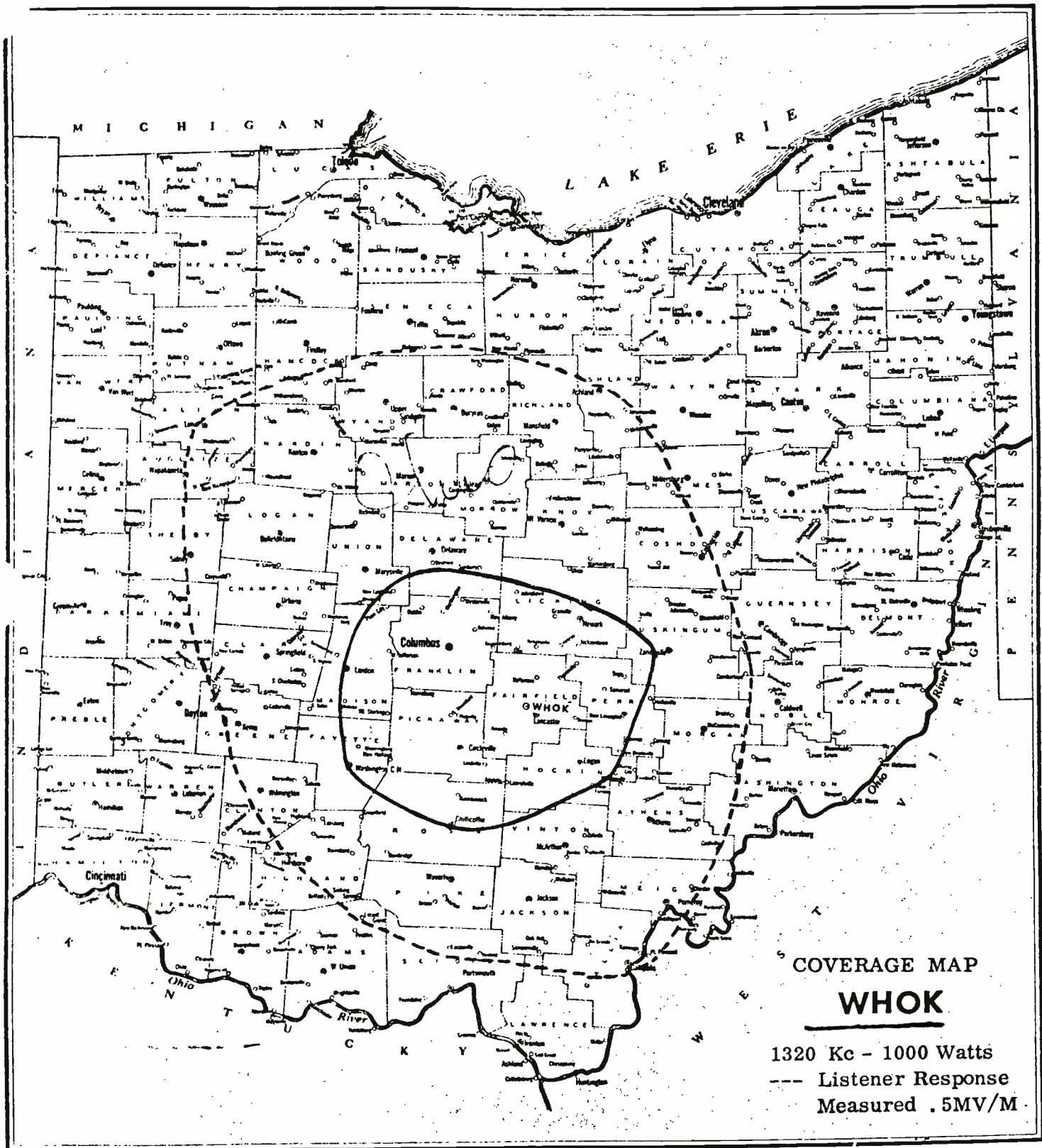
STANDARD RATE	60 Sec.		30 Sec.		15 SECONDS		P A C K A G E S	
	60 Sec.	\$5.25	\$4.45	30 DAY MINIMUM SCHEDULE	30 SECONDS	60 SECONDS	50 In	7 Days
1	5.00	4.25	4.00	10 Per Day	\$1.00 Each	100 In	14 Days	\$3.25 Each
52	4.75	3.75	3.50	6 Per Day	\$1.20 Each	200 In	30 Days	\$3.00 Each
104	4.50	3.50	3.25	3 Per Day	\$1.50 Each			\$2.75 Each
* 156	4.25	3.25	3.00					
365	4.00	3.00	2.75					
730	3.75	3.00						
1095	3.75	3.00						
1430	3.25							

* With any Standard Rate Order for 156 or more times in any 12 month period, advertiser may purchase package of 12 Fifteen Second Announcements per day at \$1.20 Each.

P R O G R A M S

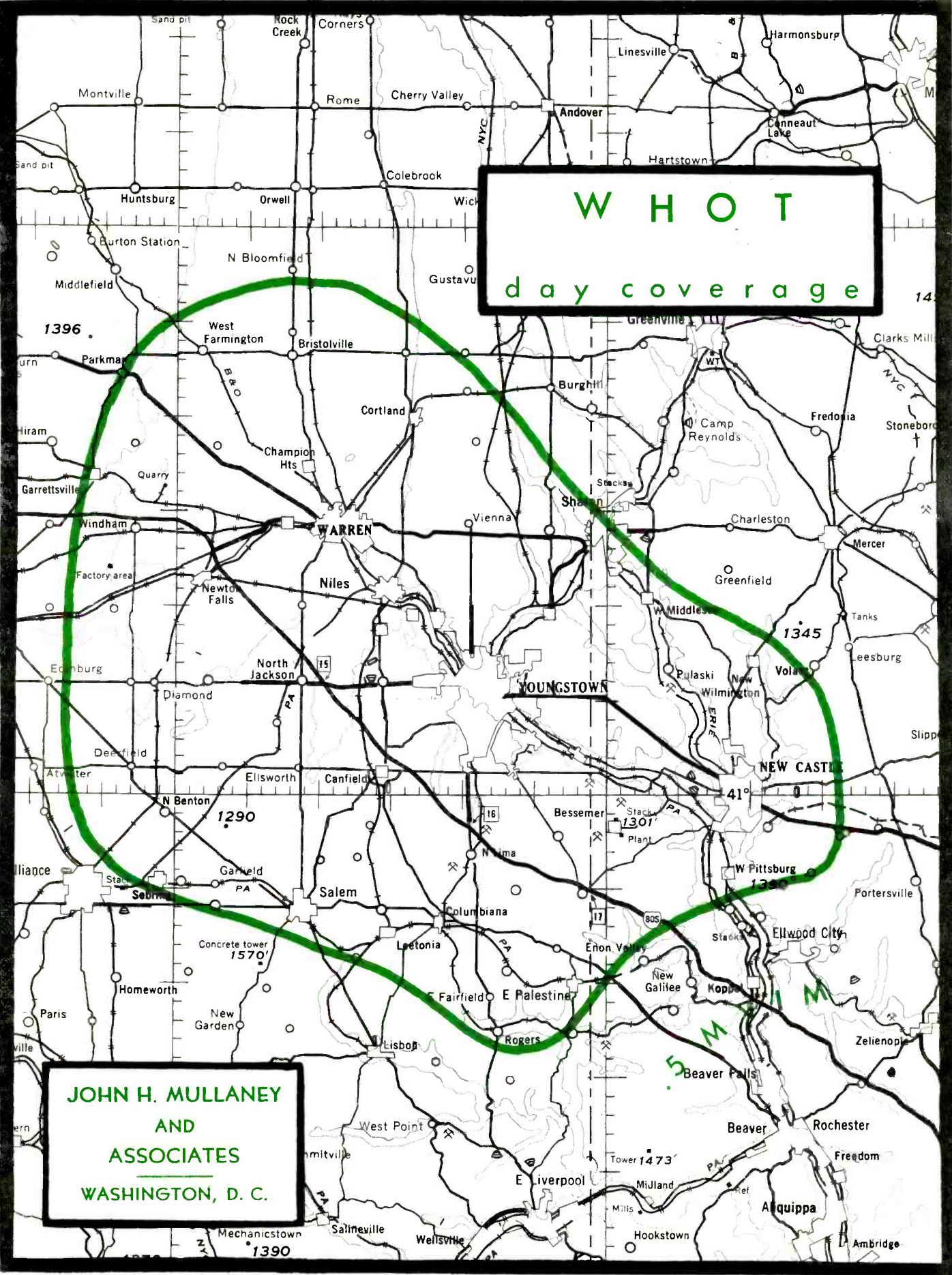
HOUR	1/2 Hr.	1/4 Hr.	5 Min.
1	\$29.05	\$16.95	\$10.90
52	43.65	15.30	9.80
104	41.15	11.60	7.45
156	40.50	11.05	5.80
365	34.60	9.50	4.95

The enclosed should answer your questions regarding WHOK as per your letter of March 4, 1966



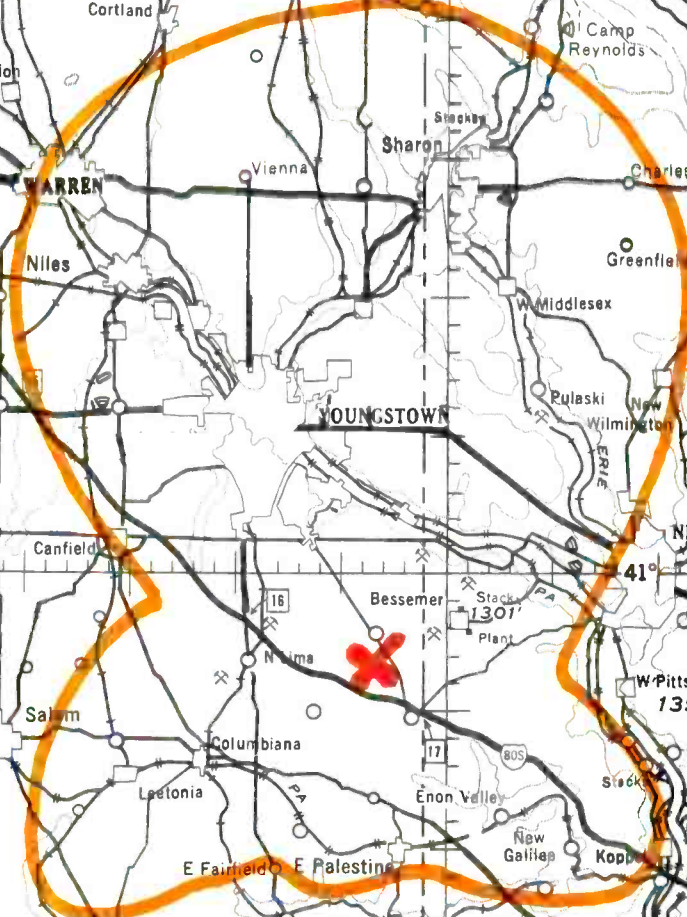
W H O T
day coverage

**JOHN H. MULLANEY
AND
ASSOCIATES
WASHINGTON, D. C.**



W H O T
night coverage

JOHN H. MULLANEY
AND
ASSOCIATES
WASHINGTON, D. C.



WHK

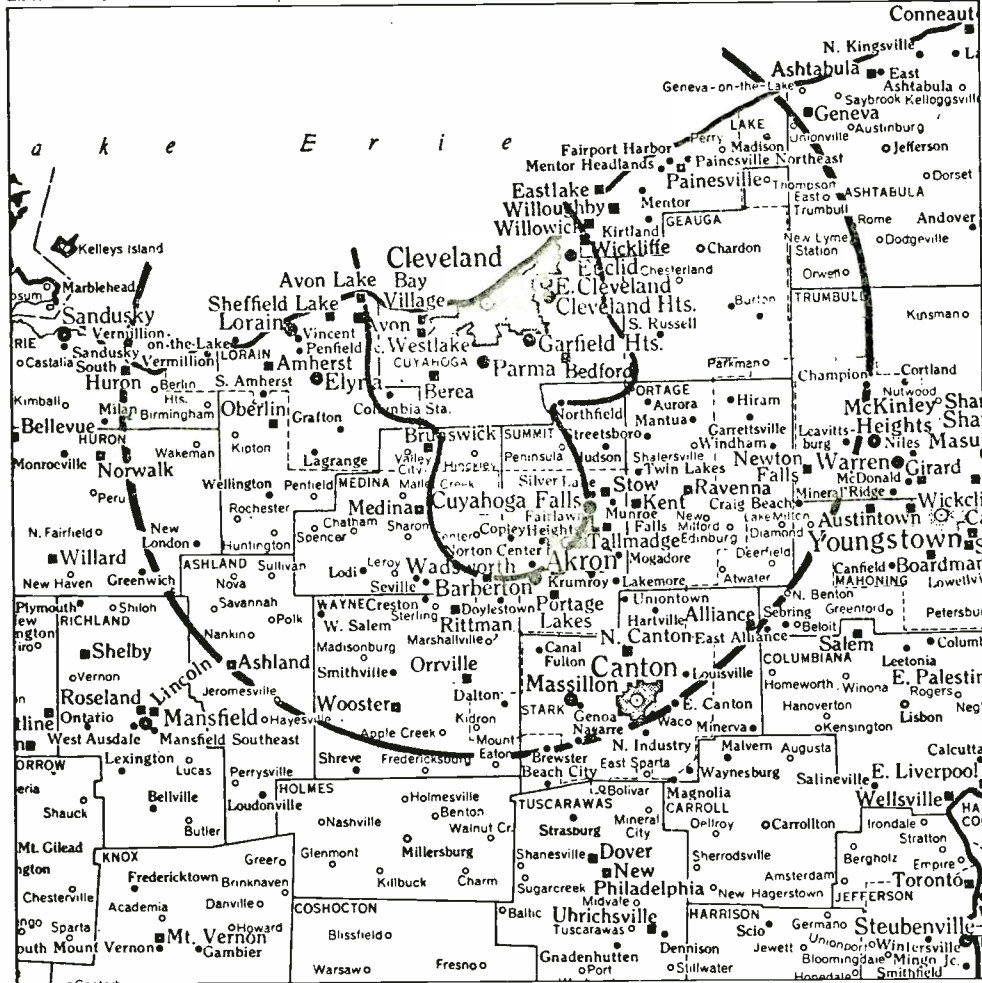
METROMEDIA RADIO IN CLEVELAND

WHK 5KW DA-N1420KC

DAYTIME AND NIGHTTIME INTERFERENCE FREE CONTOURS

☐ DAYTIME: 0.5 MV/M

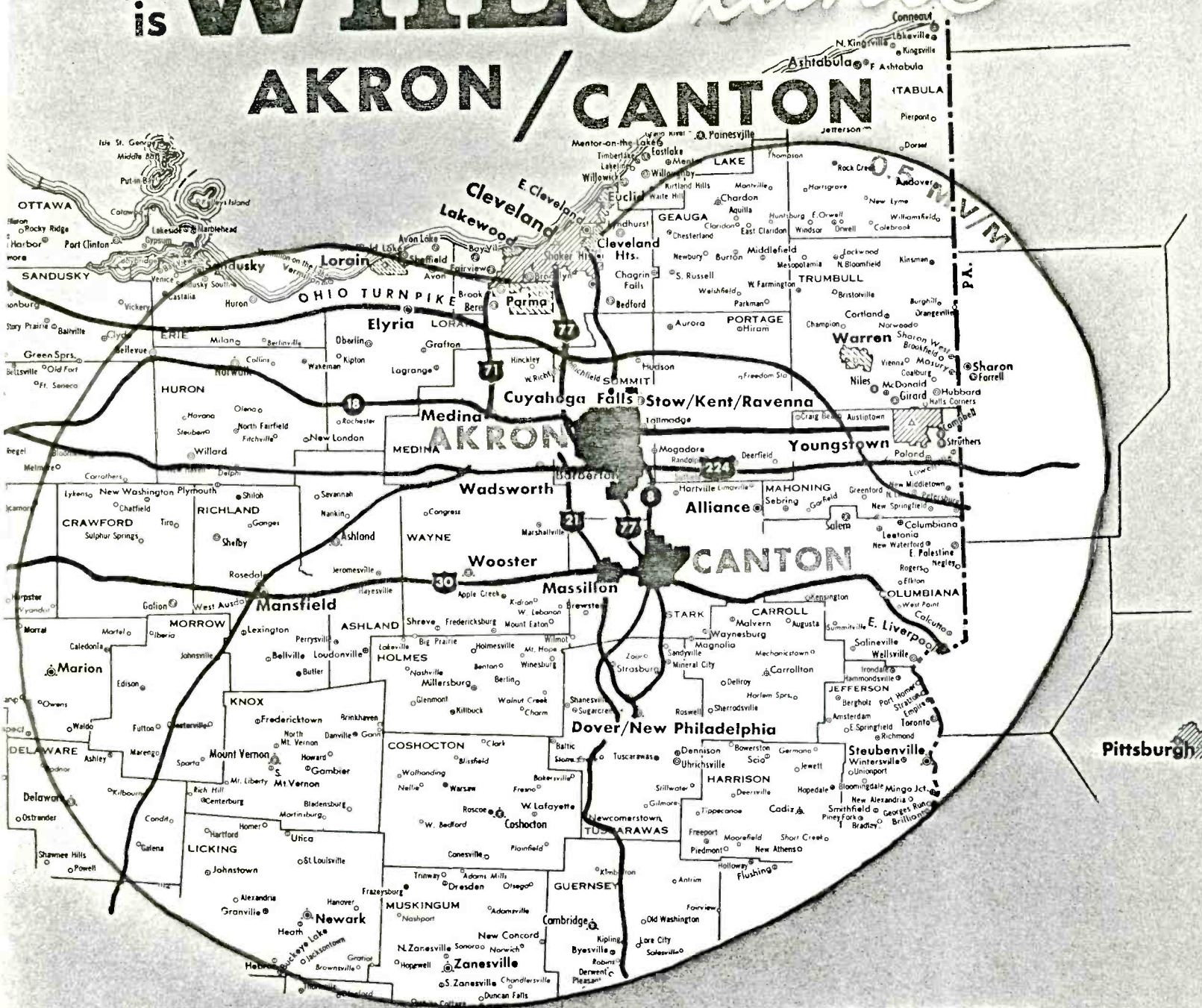
☐ NIGHTTIME: 2.25MV/M



BASED ON MEASUREMENT DATA ON FILE WITH FCC PLUS FCC CONDUCTIVITY MAP. COPYRIGHT RAND MCNALLY & COMPANY 67-W-6

this is WHLO land

AKRON / CANTON



WHLO

1000 WATTS
640 KC

AKRON
Area Code 216
867-1650

OHIO'S THIRD MARKET

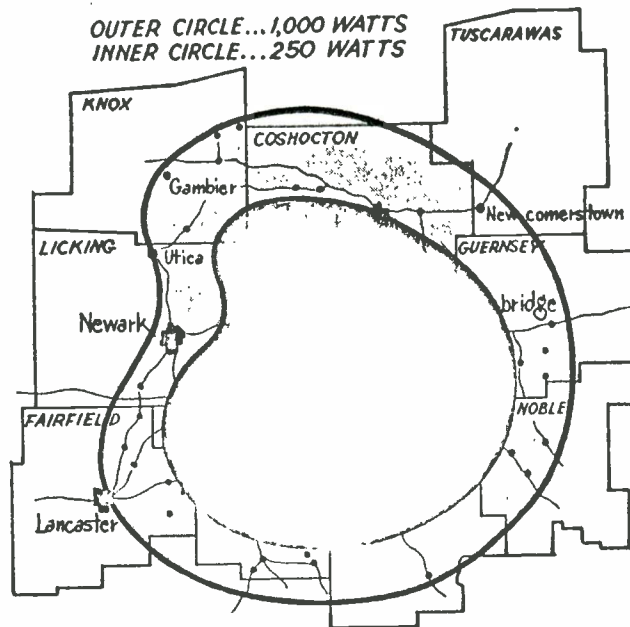
CANTON
Area Code 216
455-1650

Represented Nationally by Robert E. Eastman Co.
and in Ohio by Ohio Stations Representatives
Affiliated with WICE Providence • WARM Scranton/Wilkes-Barre
WSBA AM-FM-TV York, Penna.
WGBB Freeport/Hempstead, N.Y. • WMIE Miami, Fla.

REGIONAL RADIO for AKRON—CANTON

WHIZ 1,000 WATTS
(DAYTIME)

OUTER CIRCLE...1,000 WATTS
INNER CIRCLE...250 WATTS



SINGLE RATE CARD NO. 9
EFFECTIVE JULY 1, 1962

1240 K.C.



ZANESVILLE, OHIO
ESTABLISHED JULY 8, 1924

*"Southeastern Ohio's
Sound-est Advertising"*

WHEN YOU BUY



your advertising is handled by professionals.

WHEN YOU BUY



you buy Zanesville the only metropolitan
shopping area in Southeastern Ohio.

WHEN YOU BUY

Advertising Be sure you buy



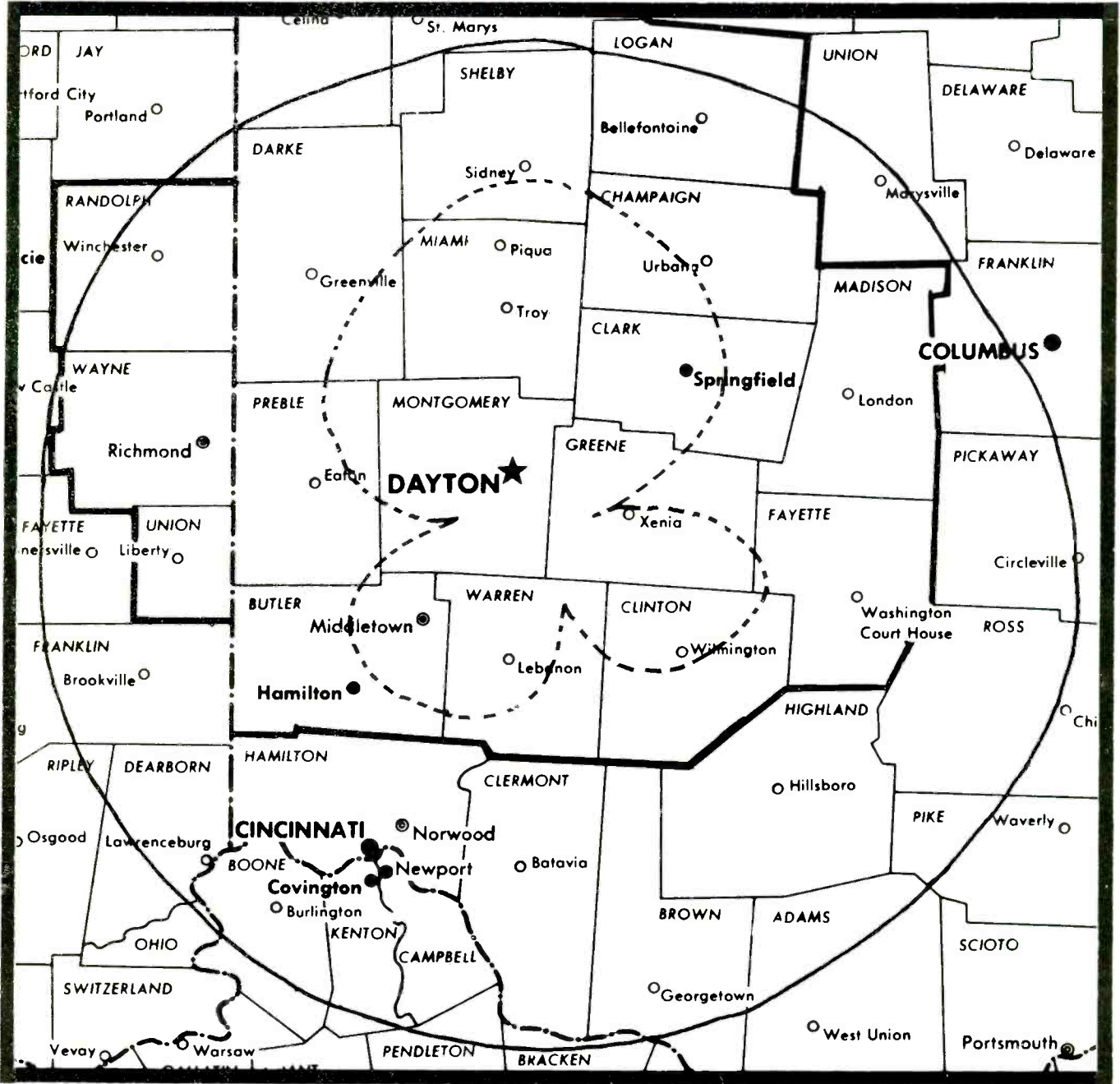
1,000 WATTS - DAY
250 WATTS - NIGHT

N A B CODE

N B C NETWORK

WHIO-AM

Serving Southwestern Ohio



(ENGINEER'S SURVEY 1970)

5000 Watts

1290 KC

2.5 MV/M
NIGHTTIME

Dayton, Ohio

0.5 MV/M
DAYTIME

CBS AFFILIATE

REPRESENTED BY CBS RADIO SPOT SALES

wgic

the greene information center

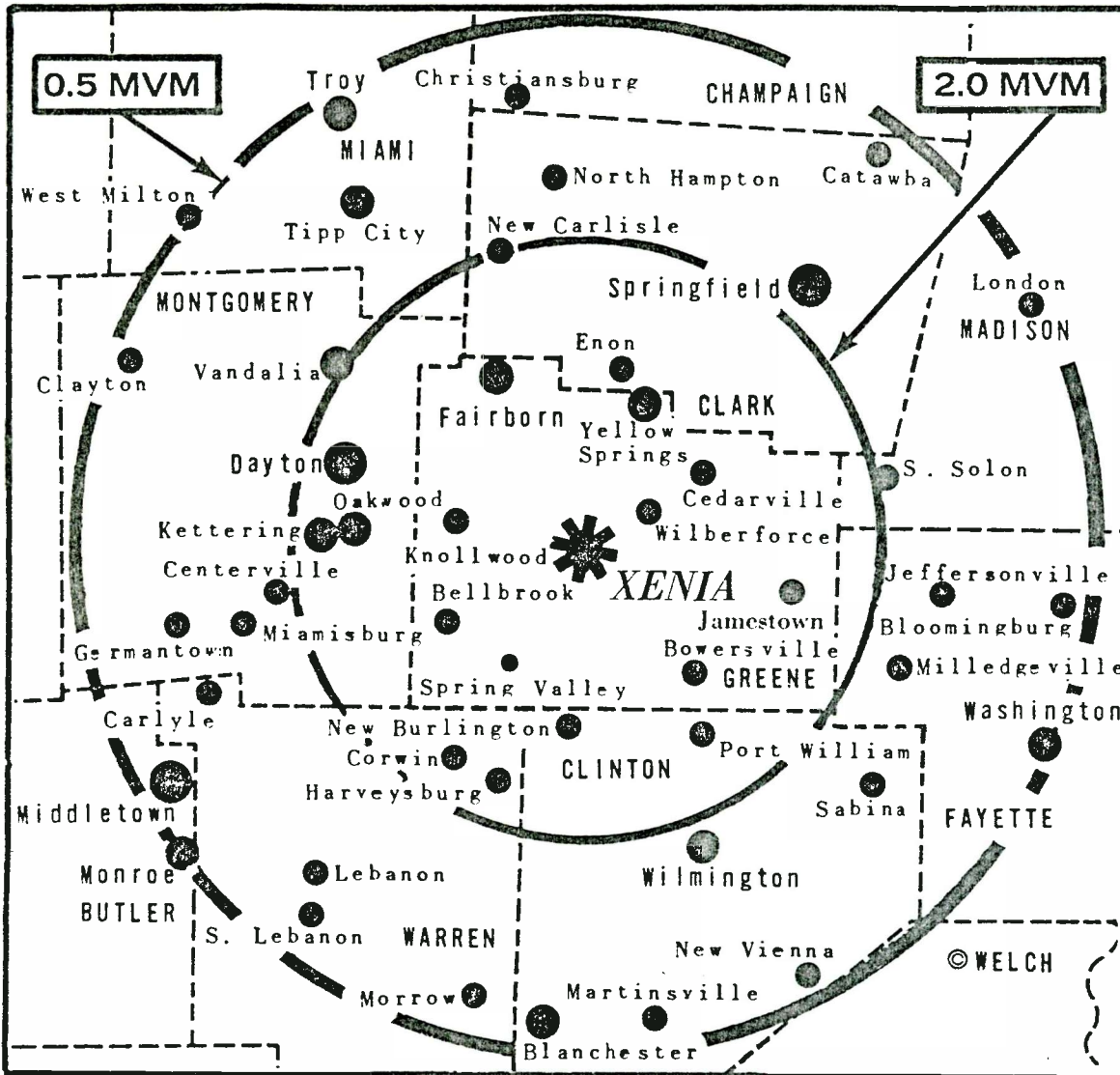
XENIA, OHIO

Wgic provides local AM radio service for Greene County and surrounding area . . . serving locally: Xenia, Fairborn, Yellow Springs, Cedarville, Jamestown, Bellbrook, Knollwood, and Beaver Creek Township Areas.

Wgic's 2.0 MVM signal covers Dayton, Oakwood and Kettering. Within Wgic's 0.5 MVM signal are: Springfield, Miamisburg, Franklin, Tipp City and Wilmington.

Wgic features local news coverage plus wire news, market reports, weather, sports, top tunes and old favorites music, and religious programs.

The Xenia-Fairborn area ranks as one of the fastest-growing across America . . . XENIA, a manufacturing and farming center, is county seat of Greene County. FAIRBORN is headquarters of the world-famous Wright-Patterson AF Base and Research Center. There are five collegiate institutions in Greene County.



Dial 1500

wgic

XENIA, OHIO
(Pronounced Zeen-yuh)

500 Watts
Clear Channel



969 Bellbrook Avenue
Phone (513) 372-3531
Xenia, Ohio

MARKET DATA:

	2.0 MVM Coverage	0.5 MVM Coverage
Population -----	658,500	997,900
Households -----	192,850	292,050
Radio Homes -----	177,080	267,060
Passenger Cars -----	245,260	375,270
Spendable Income -----	\$1,502,512,000	*2,150,092,000

RETAIL SALES:

Food -----	\$ 192,985,000	288,767,000
Drug -----	\$ 25,978,000	36,917,000
Gen'l Merchandise -----	\$ 127,362,000	155,812,000
Apparel -----	\$ 42,278,000	60,224,000
Home Furnishings -----	\$ 34,734,000	52,614,000
Auto Sales -----	\$ 143,973,000	220,560,000
Service Stations -----	\$ 64,054,000	98,750,000
Total Retail Sales --	\$ 795,056,000	1,177,367,000

FARM DATA:

Population -----	12,900	39,100
Farm Income -----	\$ 32,047,000	123,467,000

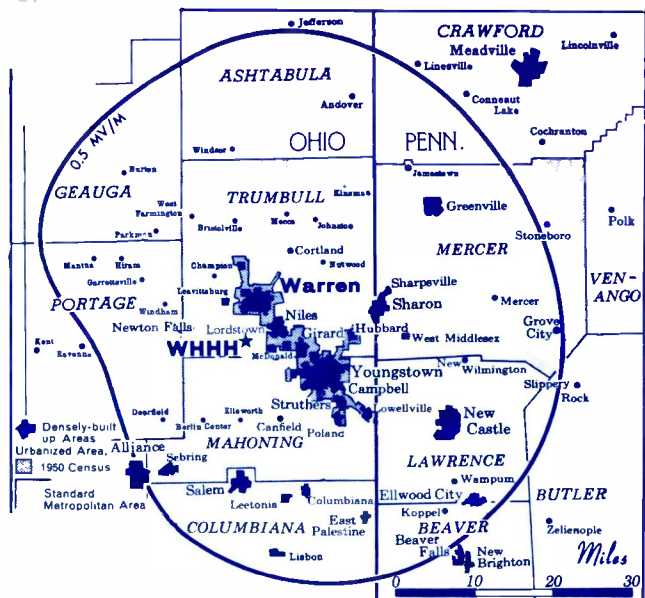
SOURCE: SRDS Consumer Market Data.

Prepared by Market Data Associates

WHHH

5000 Watts • 1440 KC

DAY & NIGHT



Serving the

WARREN, OHIO AREA

Represented by Gill - Perna, Inc.

RADIO STATION WHHH, INC.

ROBERT E. HARDY, Manager

Second National Building

Telephone: 392-2529

Warren, Ohio 44481

SCHEDULE OF TIME and RATES

WHHH

RATES EFFECTIVE JANUARY 1, 1971

PROGRAMS

5:28 A. M. TO 12:00 P. M.

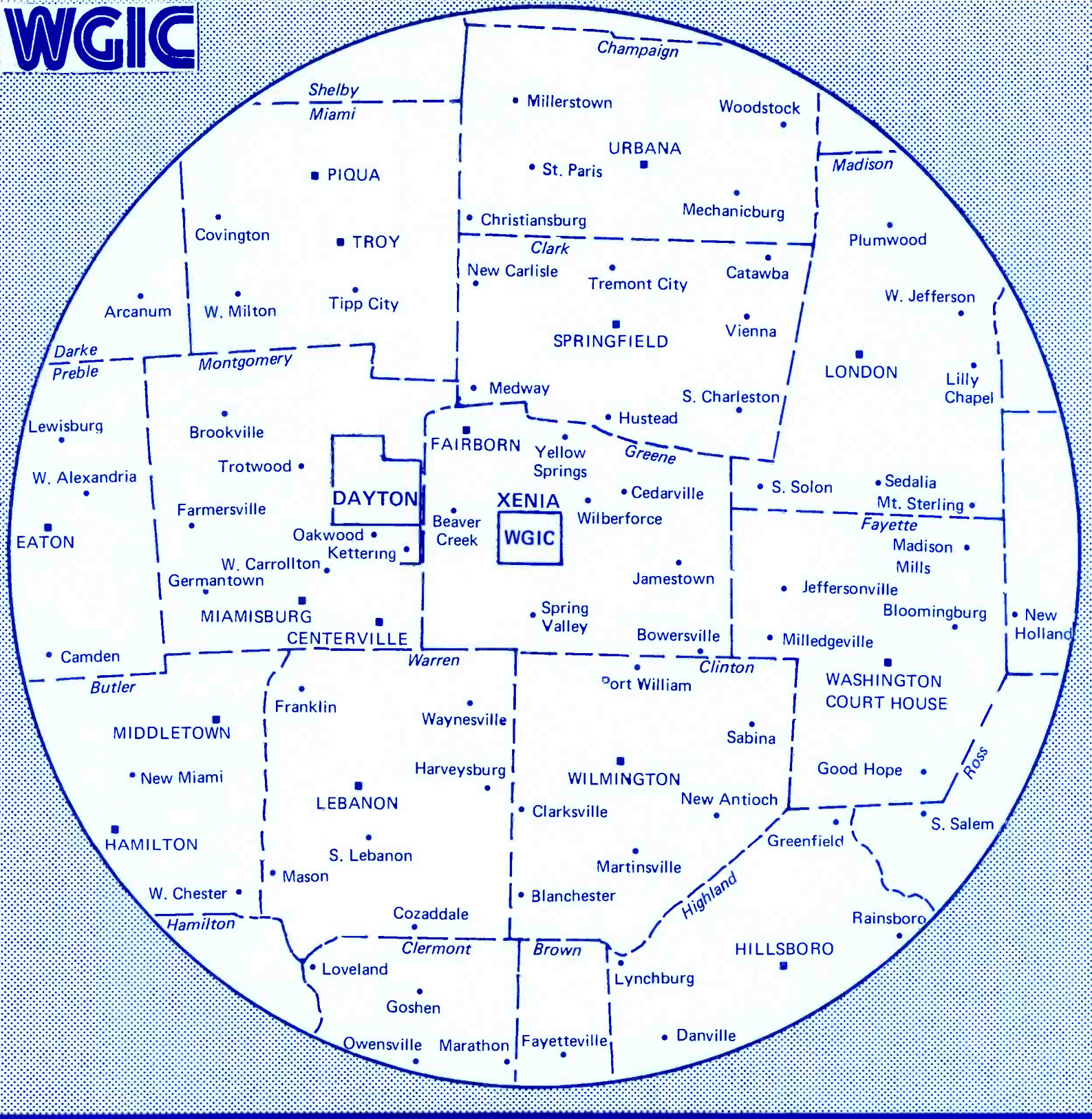
No. Times	30 Mins.	15 Mins.	10 Mins.	5 Mins.
1	\$42.50	\$28.50	\$21.50	\$14.25
13	40.00	27.50	20.00	14.00
26	38.50	26.00	19.50	13.25
52	36.50	25.00	18.50	12.75
104	35.75	24.00	18.00	12.25
156	34.75	22.50	16.75	12.00
260	32.50	21.50	16.50	11.50

RATES FOR ANNOUNCEMENTS OF ONE MINUTE

1 time — \$9.75	156 times — \$6.50
13 times — 8.75	260 times — 6.25
26 times — 7.75	312 times — 5.75
52 times — 7.25	364 times — 5.25
104 times — 7.00	520 times — 5.00

30 Second Announcements	\$3.75
Ten per Week Minimum	
15 Second Announcements on a Weekly Basis	\$2.50
Twenty-five per Week Minimum	
15 Second Yearly Contract Basis	\$2.00
Twenty-five per Week Minimum	

WGIC



WGIC

1500

P. O. BOX 99, XENIA, OHIO 45385/(513)372-3531/DAYTON 426-2433

WGIC, the voice of Greene County, Ohio, serving Greene County and a wide area in West Central Ohio on clear channel frequency of 1500 KHz with a power of five hundred watts daytime. The 0.1 Mv/M coverage contour is shown by the outer circle.

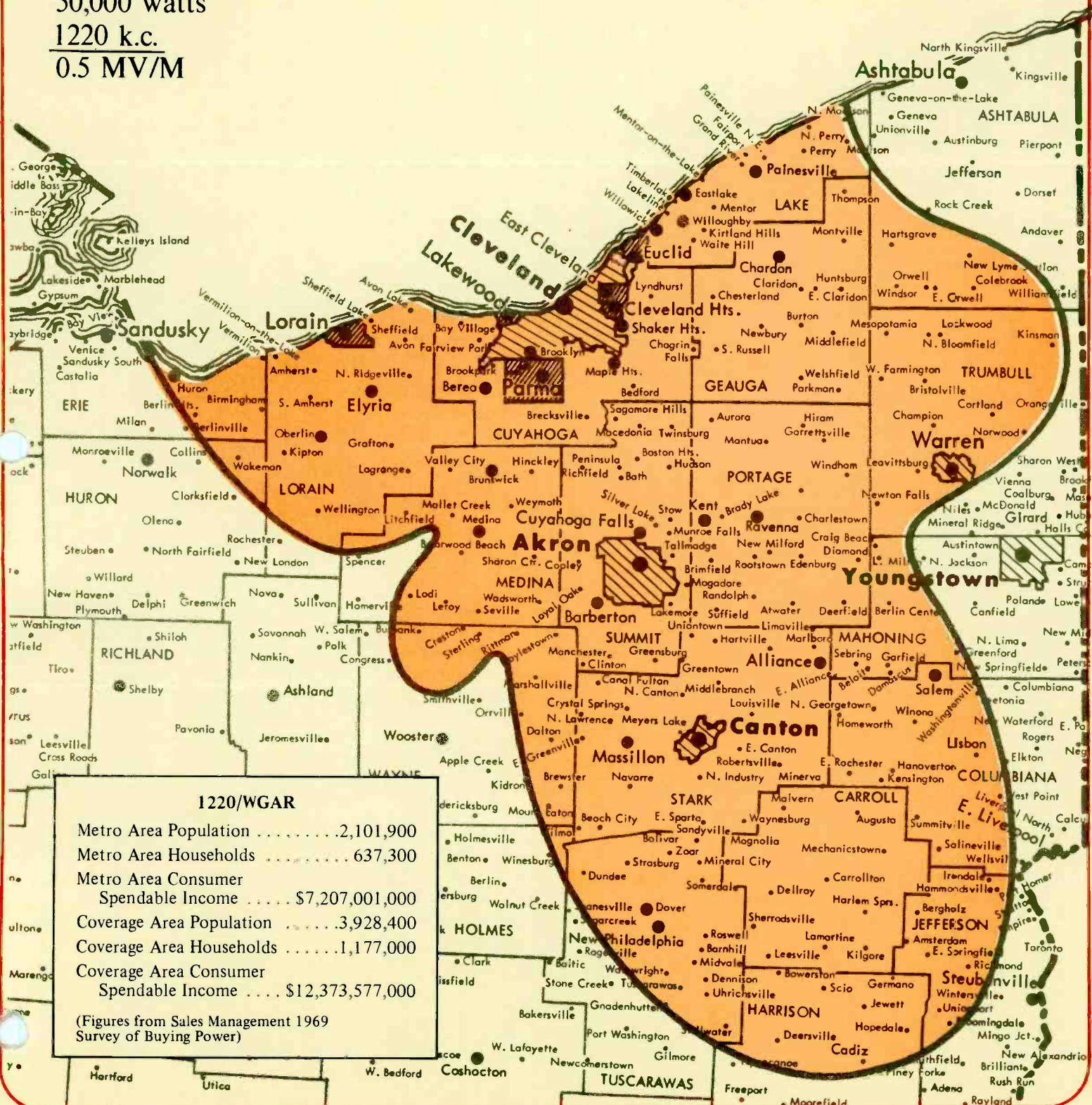
1220 WGAR

1220 COVERAGE AREA

50,000 watts

1220 k.c.

0.5 MV/M

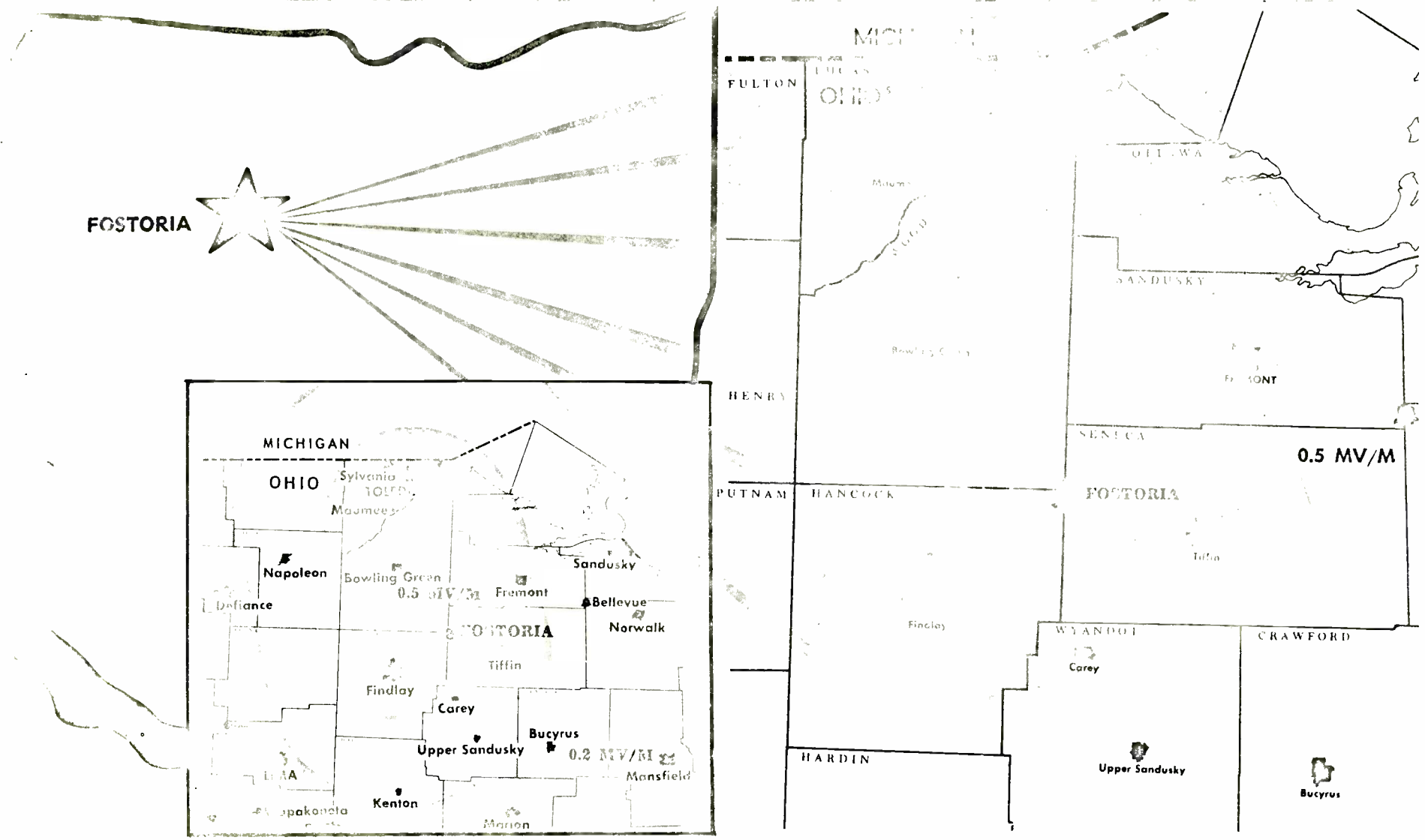


1220/WGAR	
Metro Area Population	2,101,900
Metro Area Households	637,300
Metro Area Consumer Spendable Income	\$7,207,001,000
Coverage Area Population	3,928,400
Coverage Area Households	1,177,000
Coverage Area Consumer Spendable Income	\$12,373,577,000
(Figures from Sales Management 1969 Survey of Buying Power)	

CLEVELAND, OHIO 44101/A NATIONWIDE COMMUNICATIONS STATION/(216) 696-1220



Complete coverage of Local News & Sports (More than any other Station in the area)



WFOB serves you Day & Night to provide the best results from the Primary Market 0.5MV/M with/ Retail Sales of \$1,319,000,000 and a Bonus Market 0.2MV/M of \$1,673,000,000

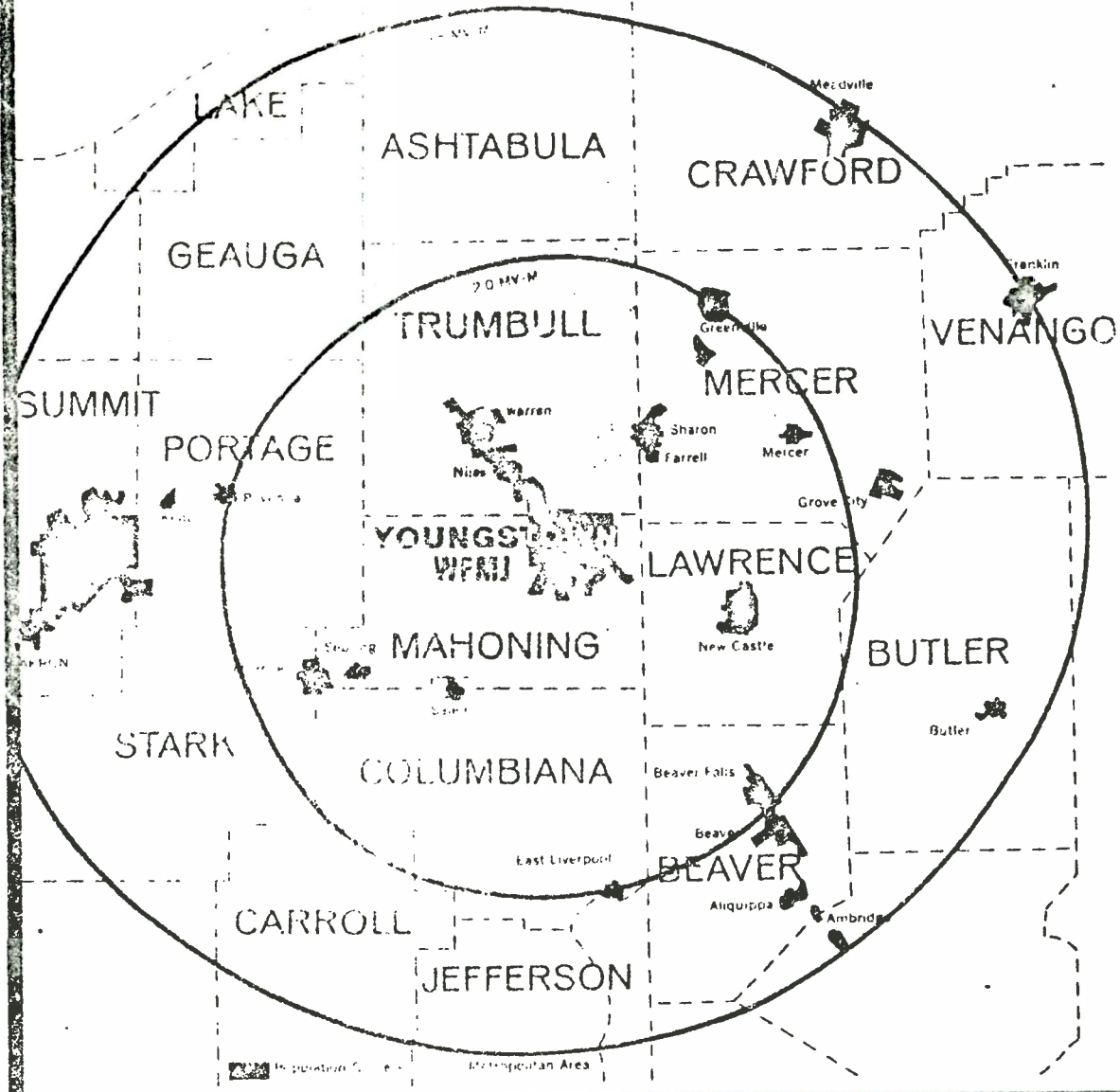
WFMJ

Youngstown, Ohio 5000 watts - 1390 kc
Represented by **McGAVREN-GUILD, INC.**

Metropolitan Youngstown now exceeds the half-million population mark!

WFMJ is the leading adult efficiency station delivering the lowest cost per thousand of any Youngstown station 7:00 a.m. to 7:00 p.m., Monday-Friday.

Spotlight Item: To all qualifying advertisers, WFMJ offers the most comprehensive merchandising service of any Youngstown station with: exclusive in-store displays in two major food chains — on-the-air promos during display week — product mention in the food chains' newspaper ads — guaranteed proof of performance.

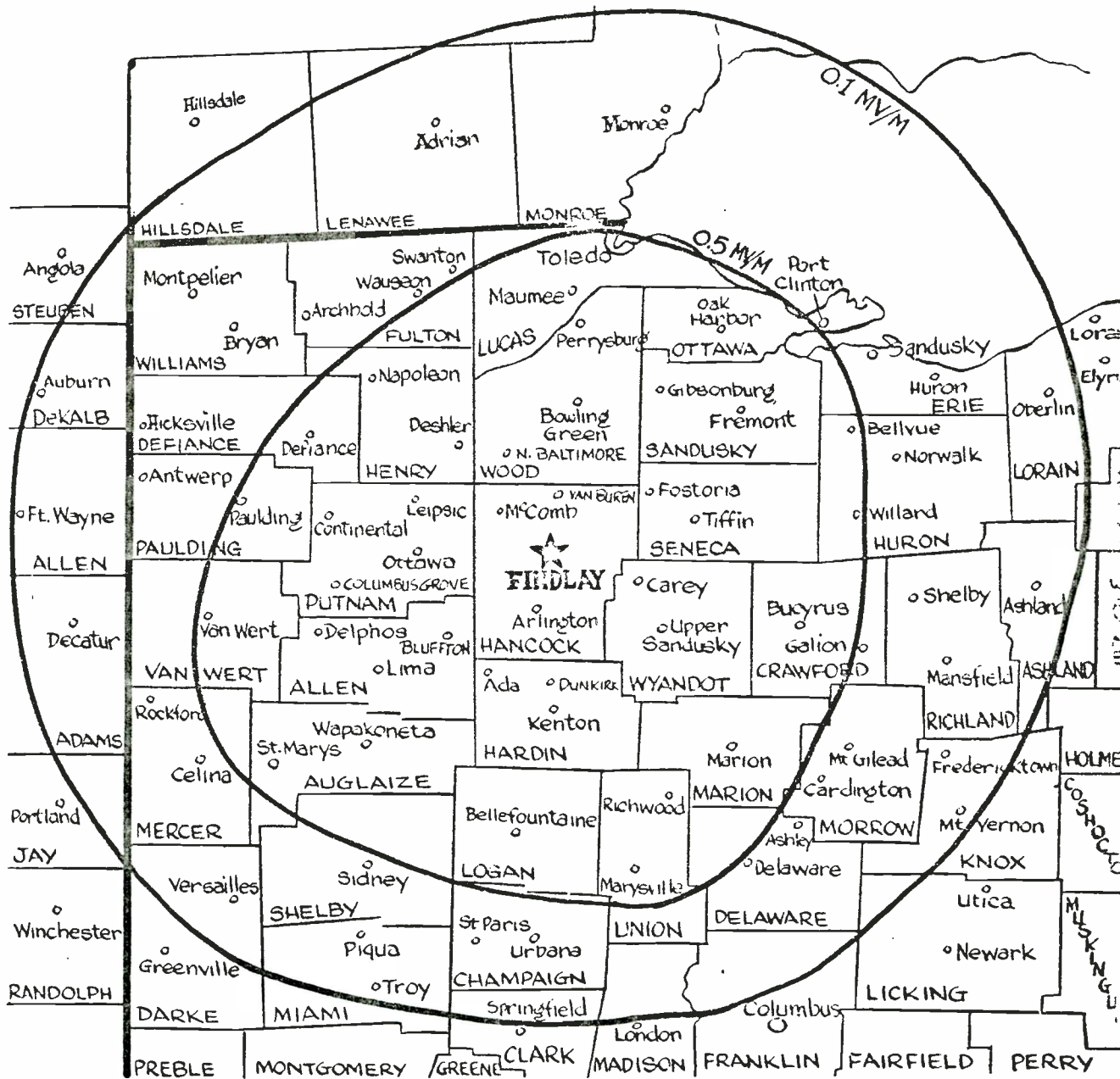
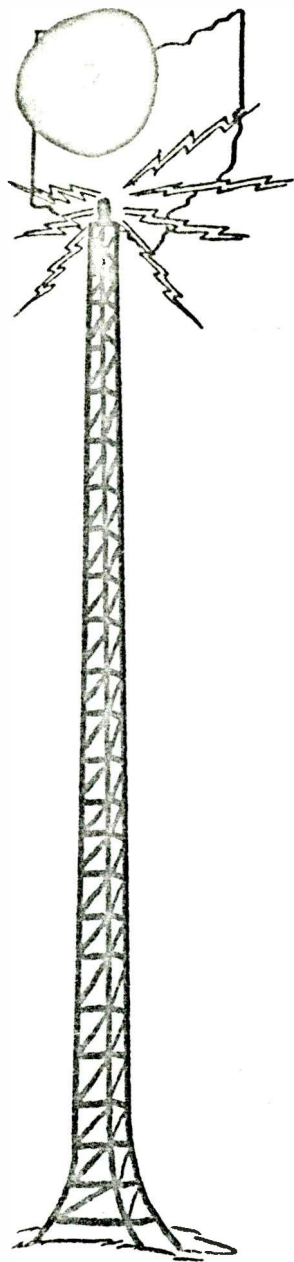


MARKET DATA	20 MV-M	0.5 MV-M
Population	1,101,880	2,482,700
Households	316,670	712,900
E. B. I.	\$2,216,105	\$5,071,998
Total Retail Sales	1,281,008	2,903,845
Food Store Sales	527,425	756,860
Drug Store Sales	42,902	99,640
Automotive	1,039	505,677

OHIO: fifth growth state between 1950-1960 — YOUNGSTOWN growing faster than the state with a 22% increase in population in ten years! Diversified in industry: steel, aluminum, rubber goods, electronic equipment and many others.



Sources: 5 County Pulse, Jan-Feb 1961, U. S. Census 1960; Sales Management Survey of Buying Power, May 10, 1961



Findlay, Ohio---Shopping Heart of this Rich, Expanding Area

Findlay is the trading heart of a 1750 square mile area in rich northwestern Ohio. Findlay's progressive retail outlets attract trade from many miles around, serving more than 100,000 persons. The audience population included in the inner circle of the above map is well over a million people.

Complete radio coverage in this area is supplied by WFIN. WFIN's program policy of music, news and sports is varied in that the program structure also includes many special features designed to attract this specific northwestern Ohio audience. A fulltime news director makes possible a complete coverage of all local and area news as well as national and international news. The weather bureau, department of highways, the state patrol, and local police departments are cooperating fully enabling WFIN to have direct broadcasts from

the headquarters of these organizations concerning weather, road conditions, and other special information. A full-time public service director coordinates information from schools and organizations throughout the entire area. A full-time farm director develops special farm services. These special services are included in a well organized program structure designed to promote trading in northwestern Ohio.

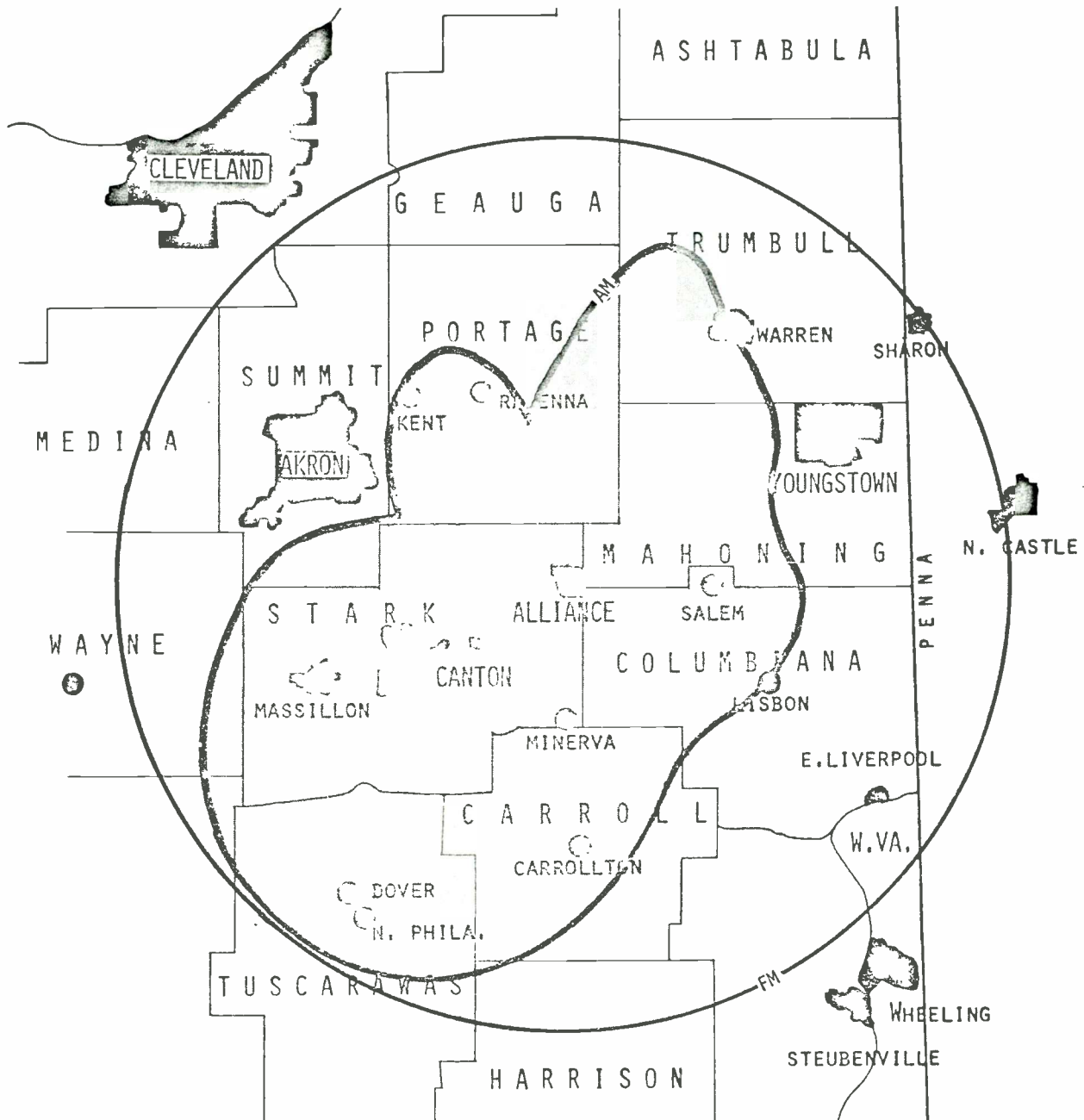
Advertisers in Findlay and in towns of the county and surrounding counties have had proven results. These results plus the results of mail show that WFIN is doing an efficient job of holding the northwestern Ohio audience.

Rates for WFIN advertising are based on high quality writing and production. Emphasis is placed on servicing of accounts.

WFAH RADIO

SERVING THE ADVERTISER IN A BILLION DOLLAR MARKET

	<u>POPULATION</u>	<u>RETAIL SALES</u>
ALLIANCE CITY	29,000	\$55,048,000
CANTON METRO	366,400	\$516,402,000
WFAH-AM COVERAGE	780,000	\$1,435,655,000
WFAH-FM STEREO COVERAGE	1,750,000	\$3,190,345,000





R
A
B

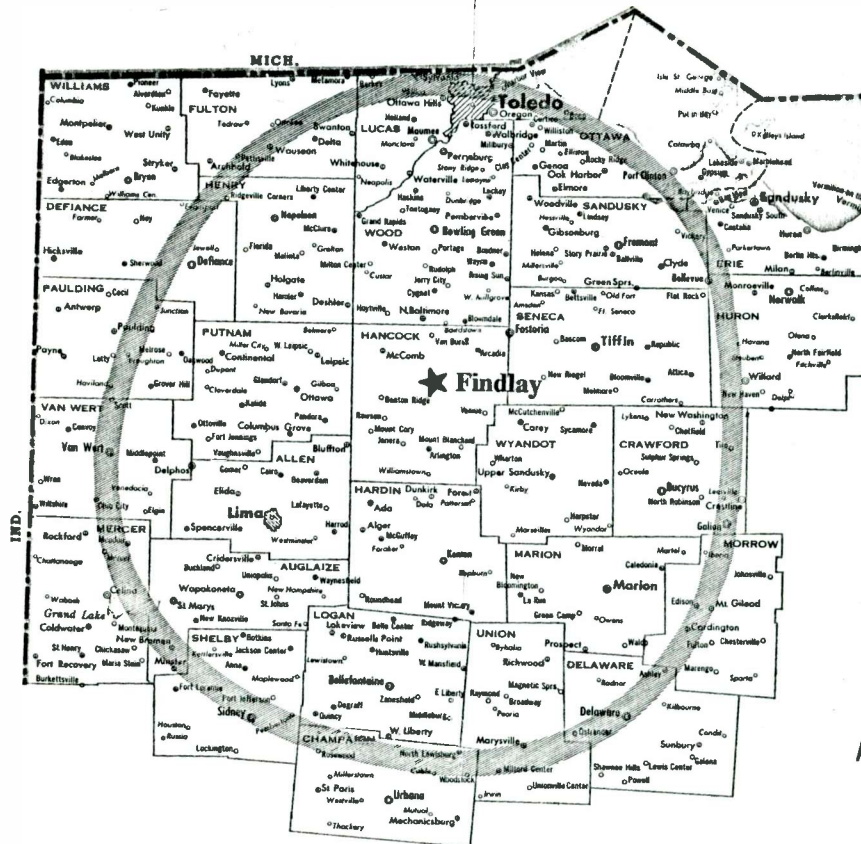


W/FIN

AM 1330
FM 100.5

101 W. Sandusky St., Findlay, Ohio 45840

(419) 422-4545

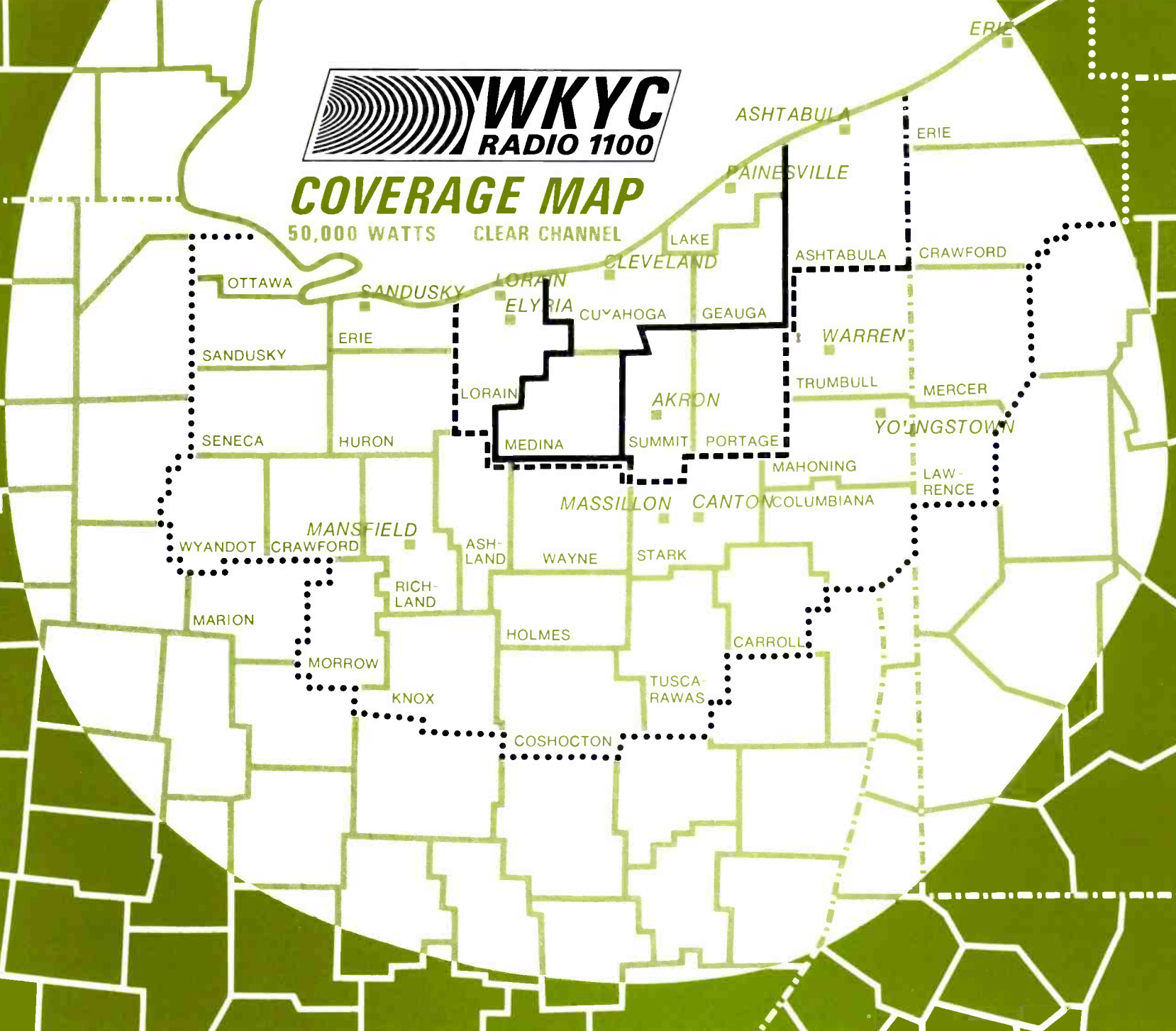


AM 1330 kcs, 1,000 watts
FM 100.5 mgs.
20,000 watts (stereo)



COVERAGE MAP

50,000 WATTS CLEAR CHANNEL



4 COUNTY CLEVELAND METRO AREA
 8 COUNTY COMPLEX
 WKYC MEASURED LISTENING AREA⁽²⁾

RADIO HOMES⁽¹⁾ 610,310 POP.⁽¹⁾ 2,041,800

RADIO HOMES⁽¹⁾ 893,350 POP.⁽¹⁾ 3,030,200

RADIO HOMES⁽¹⁾ 1,504,420 POP.⁽¹⁾ 5,440,000

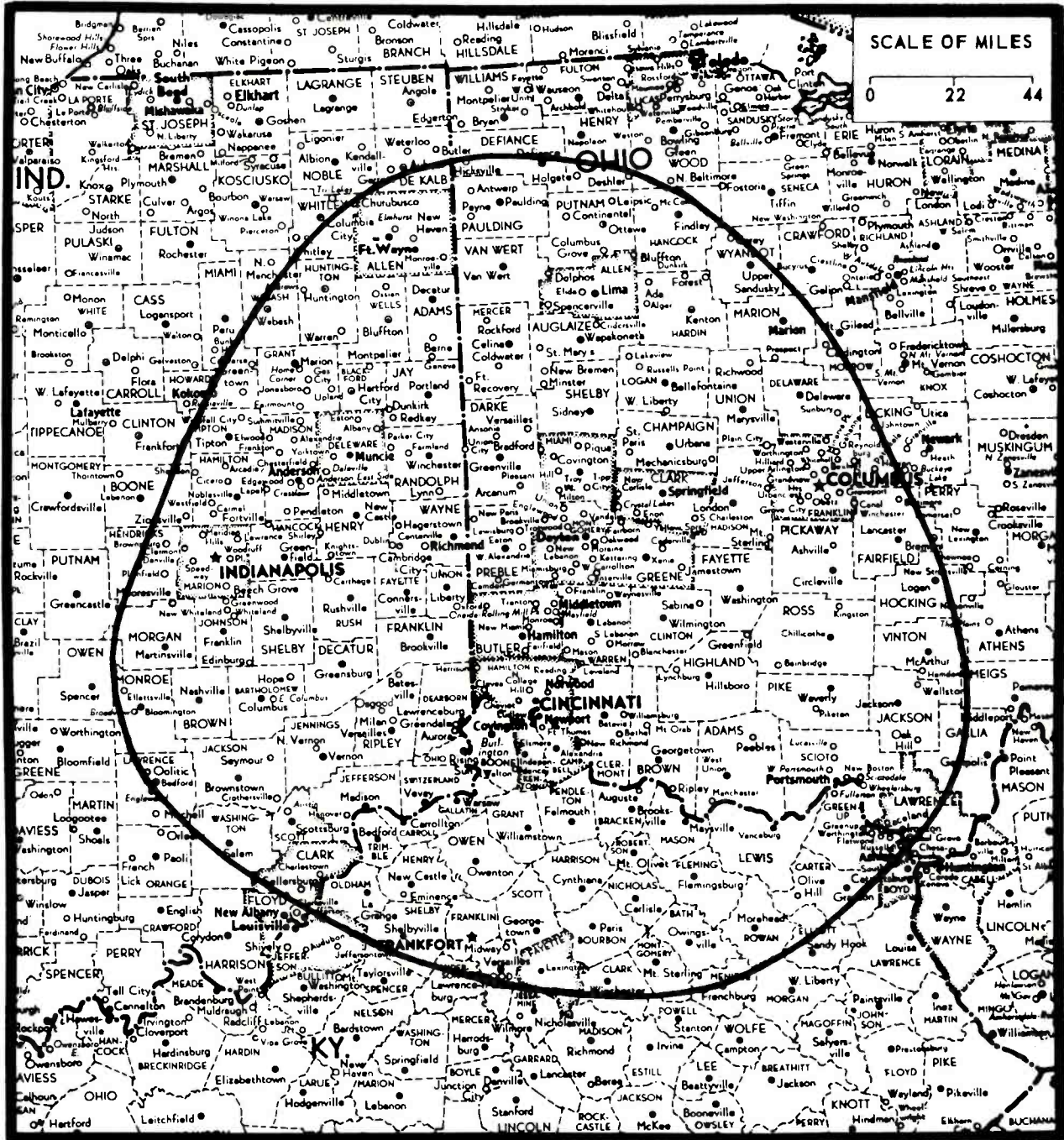
(1) SRDS, 1/66 (2) COUNTIES ARB/MEDIASTAT



WKRC - Radio, Cincinnati, Ohio

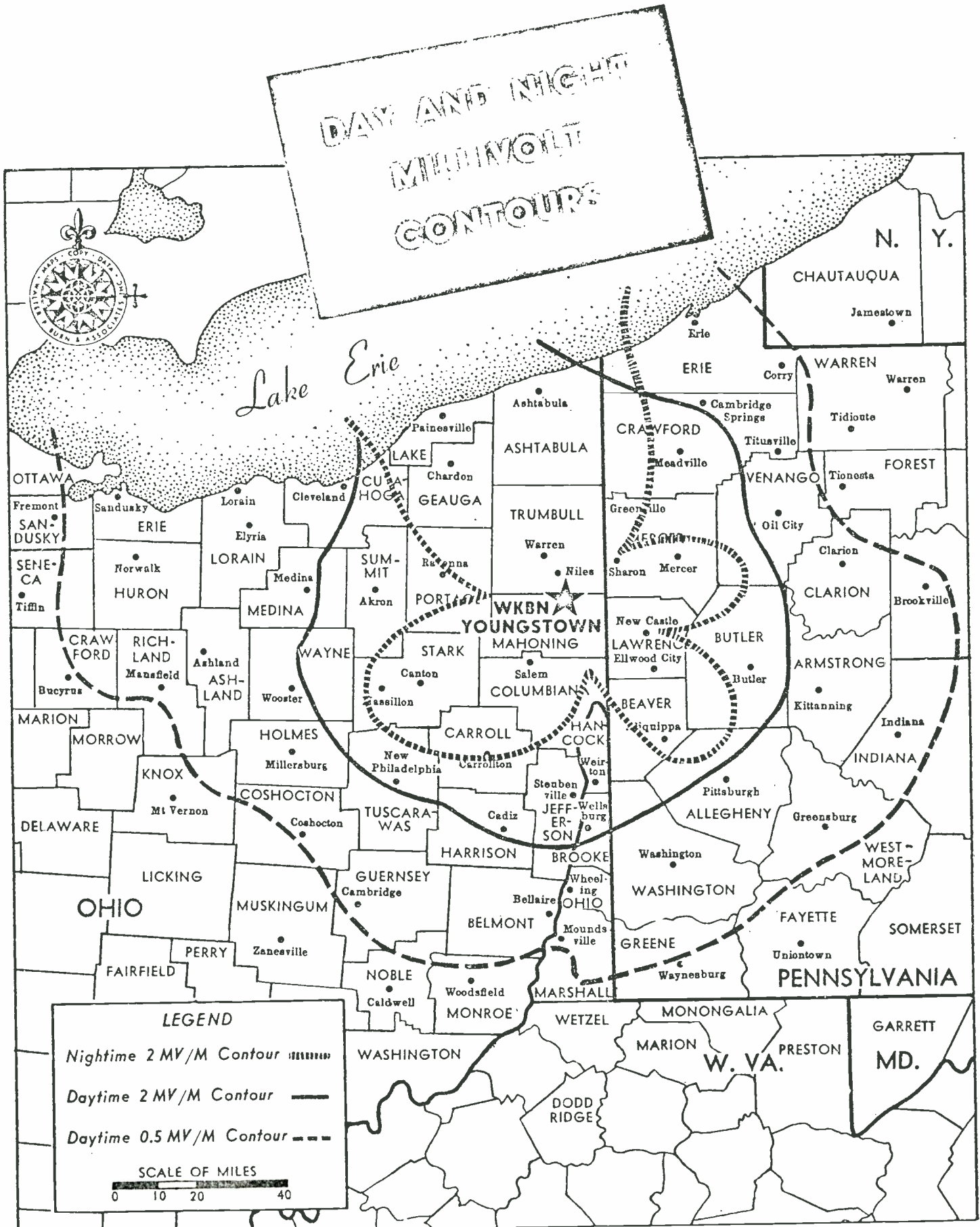
5,000 Watts 550kc

0.5 MV/M Countour

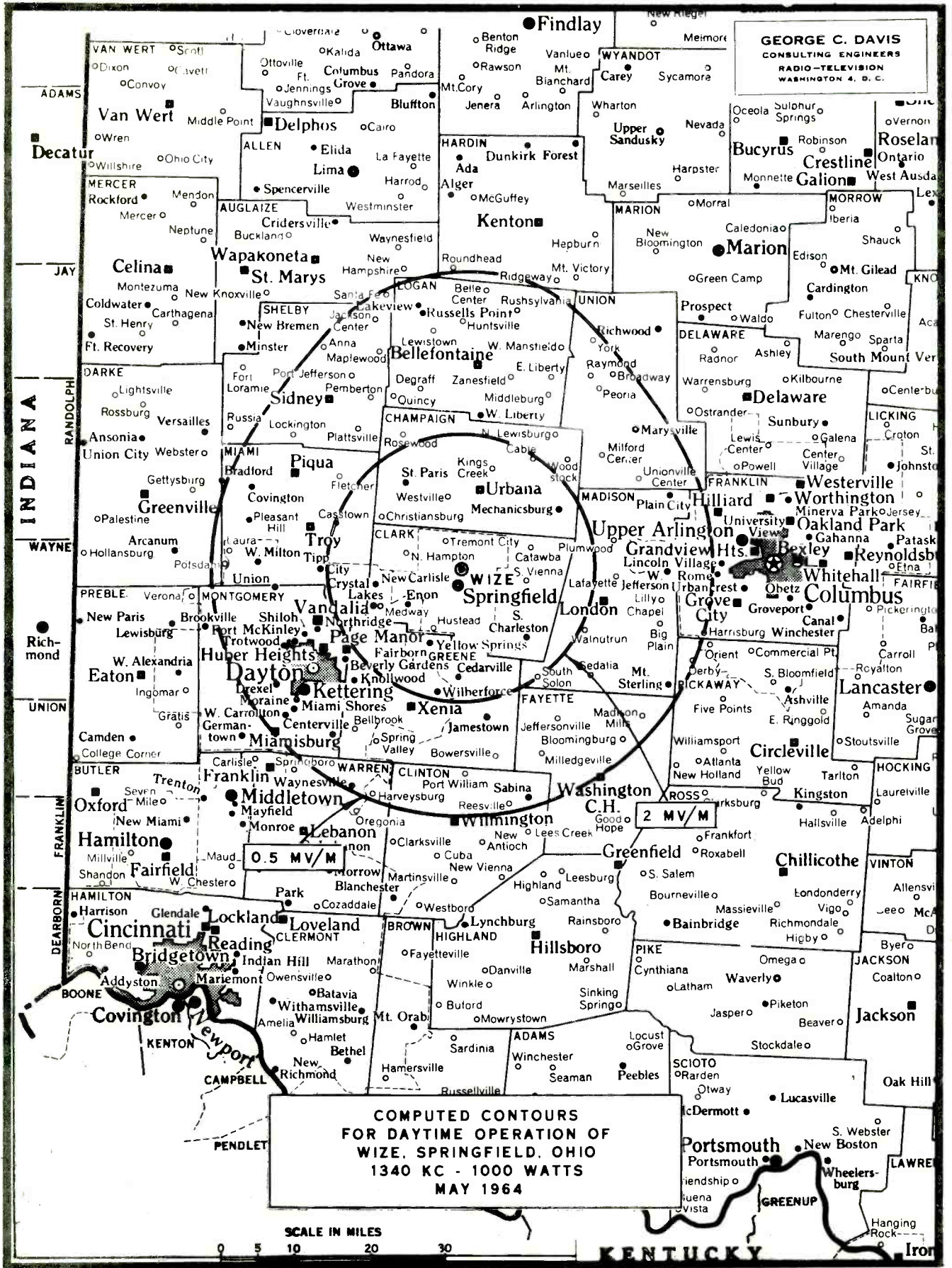


Copyright by Hagstrom Company, Inc., N.Y.C., Map Makers

The Signal That Serves Best - And Sells Best!



From an engineering study by McNary & Wrathall, Consulting Engineers, Washington, D. C.



Distinctively

WJER

Different

1430

Owned and Operated by

Dover Broadcasting Co., Inc.

646 Boulevard • Dover, Ohio 44622

Telephone 2-0191

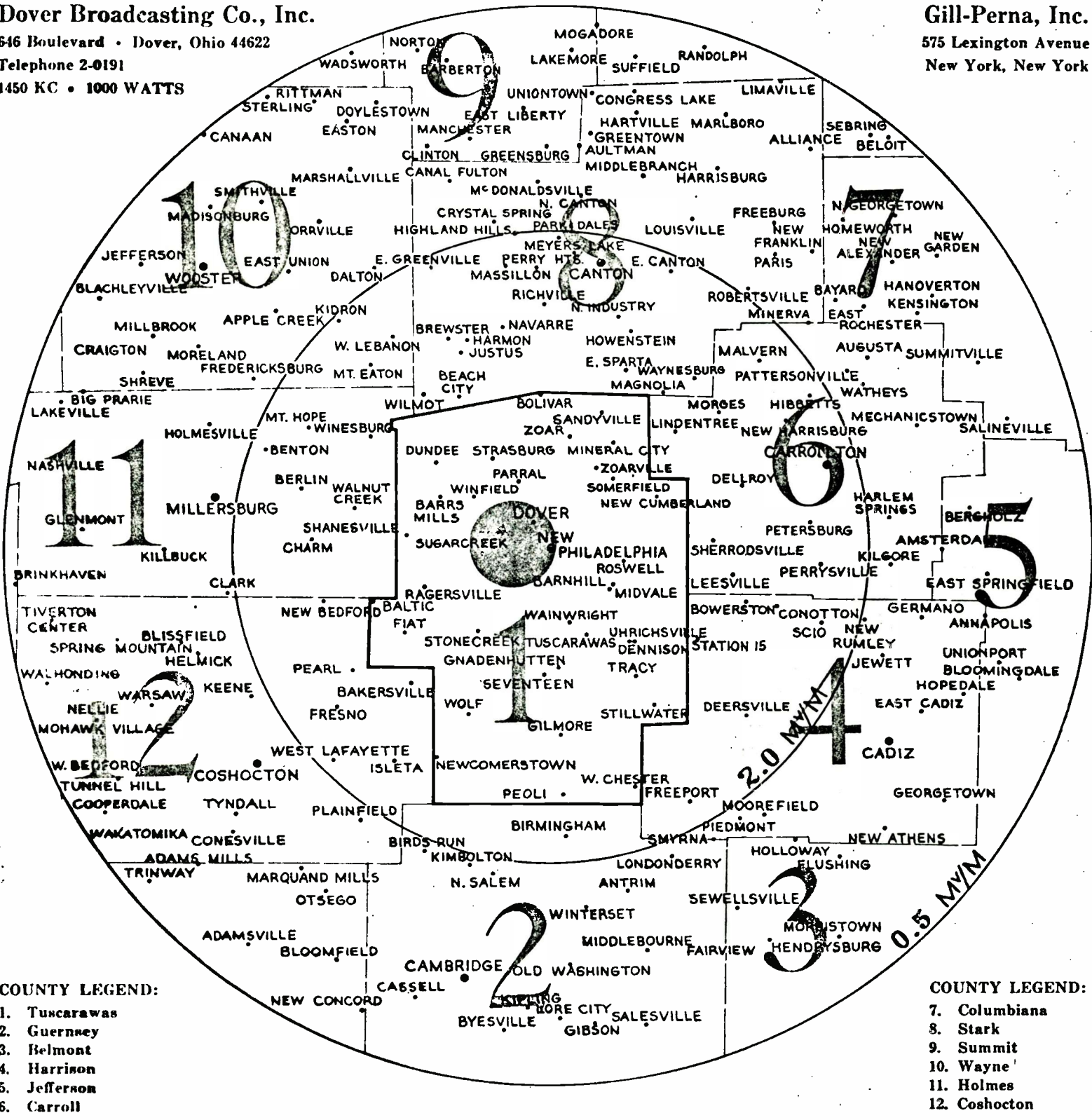
1450 KC • 1000 WATTS

Represented Nationally by

Gill-Perna, Inc.

575 Lexington Avenue

New York, New York



POPULATION STATISTICS:

Dover - 11,300

New Philadelphia - 14,660

Tuscarawas County - 79,000

2 M^v/M Coverage Area - 146,000

.5 M^v/M Coverage Area - 196,000

OPERATING SCHEDULE:

5:00 a. m. to 12:00 p. m. Weekdays

7:00 a. m. to 12:00 p. m. Sundays

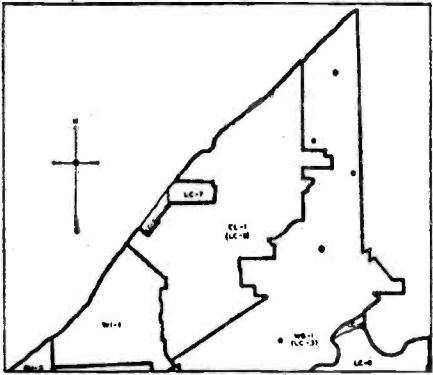
Latest Nielsen Survey . . . 84% Listenership

Radio Penetration 97.8%

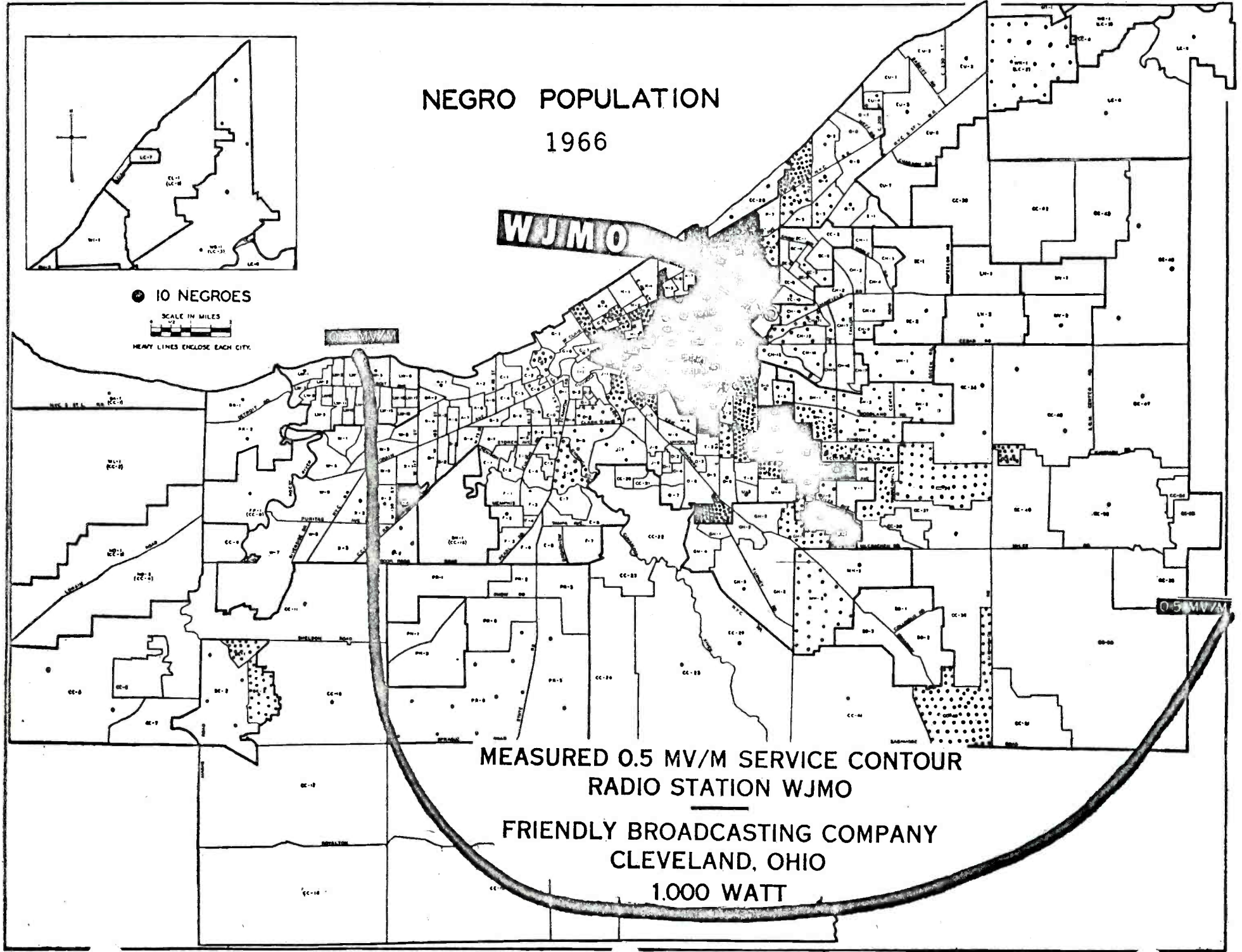
Coverage Area 2,249 Sq. Mi.

NEGRO POPULATION 1966

WJMO



● 10 NEGROES
SCALE IN MILES
HEAVY LINES ENCLOSE EACH CITY.



MEASURED 0.5 MV/M SERVICE CONTOUR
RADIO STATION WJMO
FRIENDLY BROADCASTING COMPANY
CLEVELAND, OHIO
1,000 WATT

4. DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Programs can be combined with spots to earn the frequency spot discounts. The foregoing rates are for convenient reference. They are not to be considered as an offer of facilities and are subject to change without notice. All rates guaranteed for one year from date of first broadcast, with or without interruption.

5. REGULATIONS AND RESTRICTIONS

- a) No period sold in bulk for resale.
- b) All programs and advertising copy subject to approval of the station.

6. POLITICAL

Regular rates apply, payable in advance due to station policy. Local and County offices on local rate. National and State offices subject to National Rate.

7. MOBILE UNIT

Available for grand openings, special sales, promotions for any purpose. Ask the WLEC sales representative for rates.



RADIO HAS MANY ADVANTAGES

1. Radio is the fastest growing medium in America.
2. Radio has the largest circulation audience of any medium.
3. 89% of all automobiles have working radios which reach MEN . . . men on their way to and from work, salesmen who spend much time in cars and trucks.
4. There is an average of 3 radios for every home in America and 96.3% of all homes have radios, making radio the best medium for reaching HOUSEWIVES.
5. 94.5% of WORKING HOUSEWIVES listen to radio 14 hours and 3 minutes each week . . . two hours every day.
6. Dominance can be achieved with less money than with other media.
7. Recognition can be achieved with less money.

Owned and Operated By
CLEVELAND BROADCASTING, INC.
P. O. Box 417 - SANDUSKY, OHIO 44870
Local Rate Card No. 9
EFFECTIVE JUNE 1, 1965

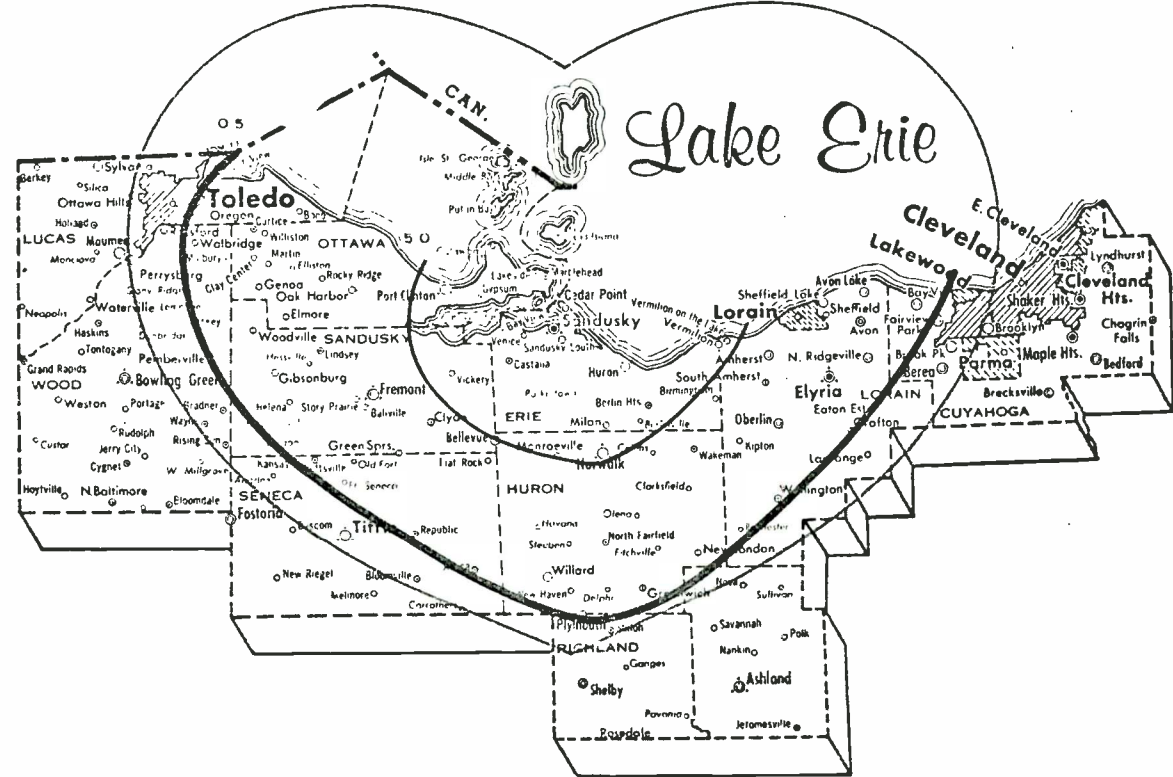
WLEC

SANDUSKY, OHIO

1000 Watts Day — 250 Watts Night

Phone (419) 626-2000

1450 KC



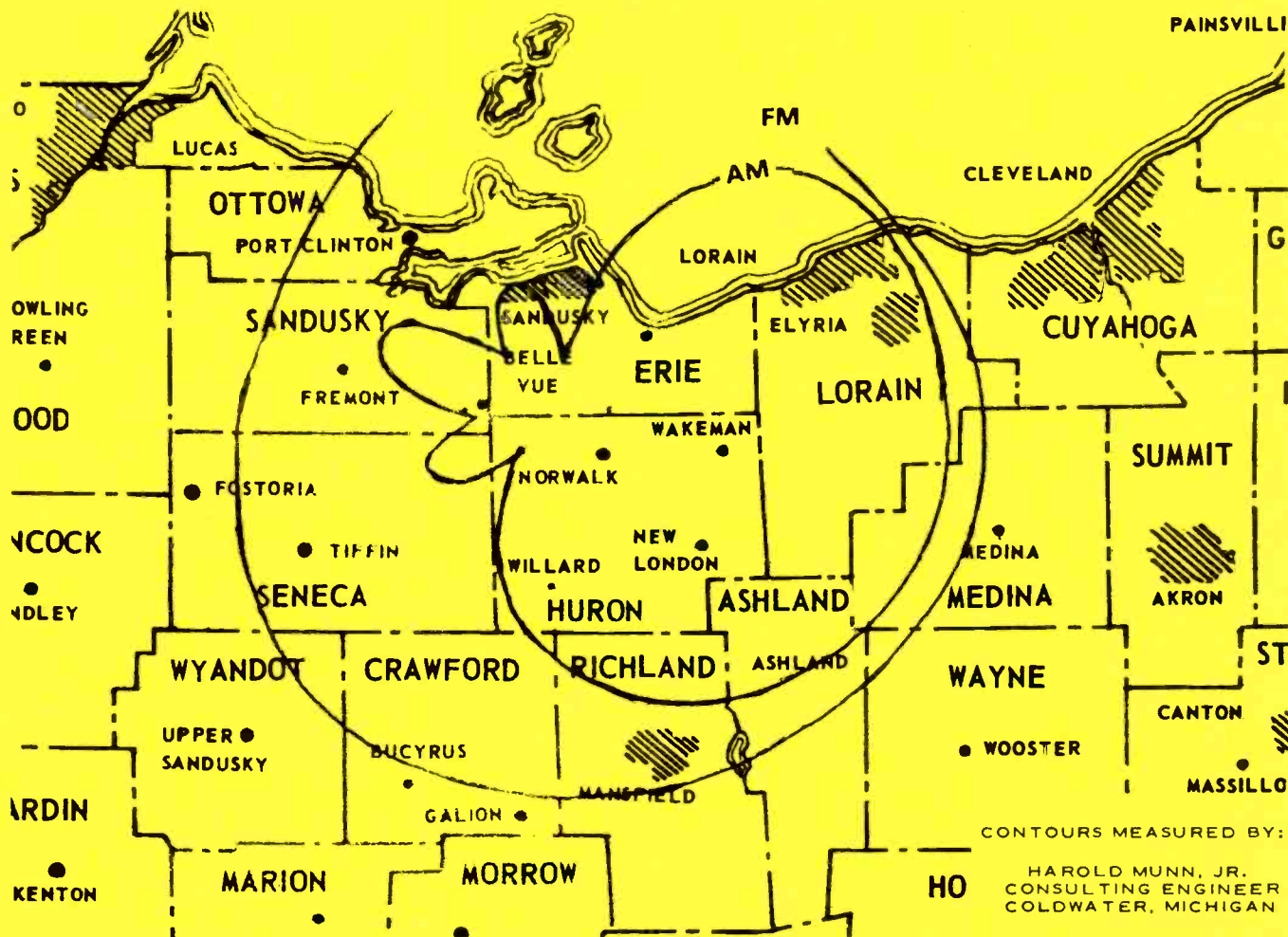
OPERATING SCHEDULE:

Weekdays 6:00 a. m. to 12:00 Midnight
Sunday 6:30 a. m. to 12:00 Midnight



ESTABLISHED IN 1947

JAY WAGNER,
General Manager



WLKR AM - FM NORWALK, OHIO

Rate Schedule No. 9
Effective September 1, 1973

SPOT ANNOUNCEMENTS		
Times	60 sec.	30 sec.
1-49	6.25	4.70
50-149	5.70	4.30
150-299	5.45	4.10
300-599	5.15	3.85
600-899	4.85	3.65
900-1199	4.50	3.40
1200-1499	4.15	3.20
1500-	3.95	2.95

	WEEKLY PACKAGE		
	Times 60 sec.	30 sec.	10 sec.
5	5.70	4.30	2.90
10	5.45	4.10	2.75
25	5.15	3.85	2.60
50	4.85	3.65	2.45
75	4.50	3.40	2.25
100	4.15	3.20	2.00

	PROGRAM RATES				
	Times 5 min.	10 min.	15 min.	30 min.	60 min.
1	12.50	15.95	19.50	34.00	65.00
50	9.90	12.65	15.40	27.50	52.25
100	9.35	12.10	14.85	26.40	49.50
150	9.00	11.75	14.30	25.50	47.85
250	8.75	11.50	13.75	24.70	46.20
300	8.50	11.25	13.20	23.95	44.50

Rates for special events, sports and remote broadcasts quoted on request.

WLKR

258 Benedict Avenue
Post Office Box 547
Norwalk, Ohio 44857
Phone: 419-668-8151

All Commercial Rates are NET to WLKR. No cash discount. Advertising rates include BMI and ASCAP Music Copyright fees.

Contract may be terminated by either party by giving the other prior written notice. 28 days for programs—14 days for announcements. If Advertiser terminates the contract, it will pay the station at earned rate according to this rate card.



OPERATING HOURS

FM—Monday thru Saturday: 6:00 AM — 11:00 PM
Sunday 8:00 AM — 8:00 PM

AM—Monday thru Sunday: Local sunrise to local sunset

OHIO RADIO INCORPORATED

WLKR	AM	FM	NORWALK, OHIO
WRWR	FM		PORT CLINTON, OHIO
WKTN	FM		KENTON, OHIO
PORTAGE VALLEY BROADCASTERS, INC.			
WAWR	FM		BOWLING GREEN, OHIO

AM
500 WATTS
1510 KC

FM
2500 WATTS
95.3 MC

YOUR
* Music
* News
* Sports
STATION

WLKR

VOICE
OF
THE
HISTORICAL
FIRELANDS

With
studios in Norwalk
one of Ohio's rich
and progressive
areas

SALES REPRESENTATIVE

RATE SCHEDULE

SPOT ANNOUNCEMENTS

Per Week; Monday thru Sunday

	60 SECONDS	30 SECONDS		60 SECONDS	30 SECONDS
1	4.05	3.60	18	3.55	3.10
3	3.95	3.50	24	3.45	3.00
6	3.85	3.40	36	3.35	2.90
8	3.75	3.30	48+	3.25	2.80
12	3.65	3.20			

10 SECONDS (Minimum 10 Per Week) 2.50

WEEKEND SATURATION PLAN: Saturday, Sunday & Monday
24 Announcements

Total: 60 SECONDS 30 SECONDS
72.00 60.00

PER YEAR: CONTRACT DISCOUNT

	60 SECONDS	30 SECONDS
600 X	3.55	3.10
900 X	3.45	3.00
1200 X	3.35	2.90

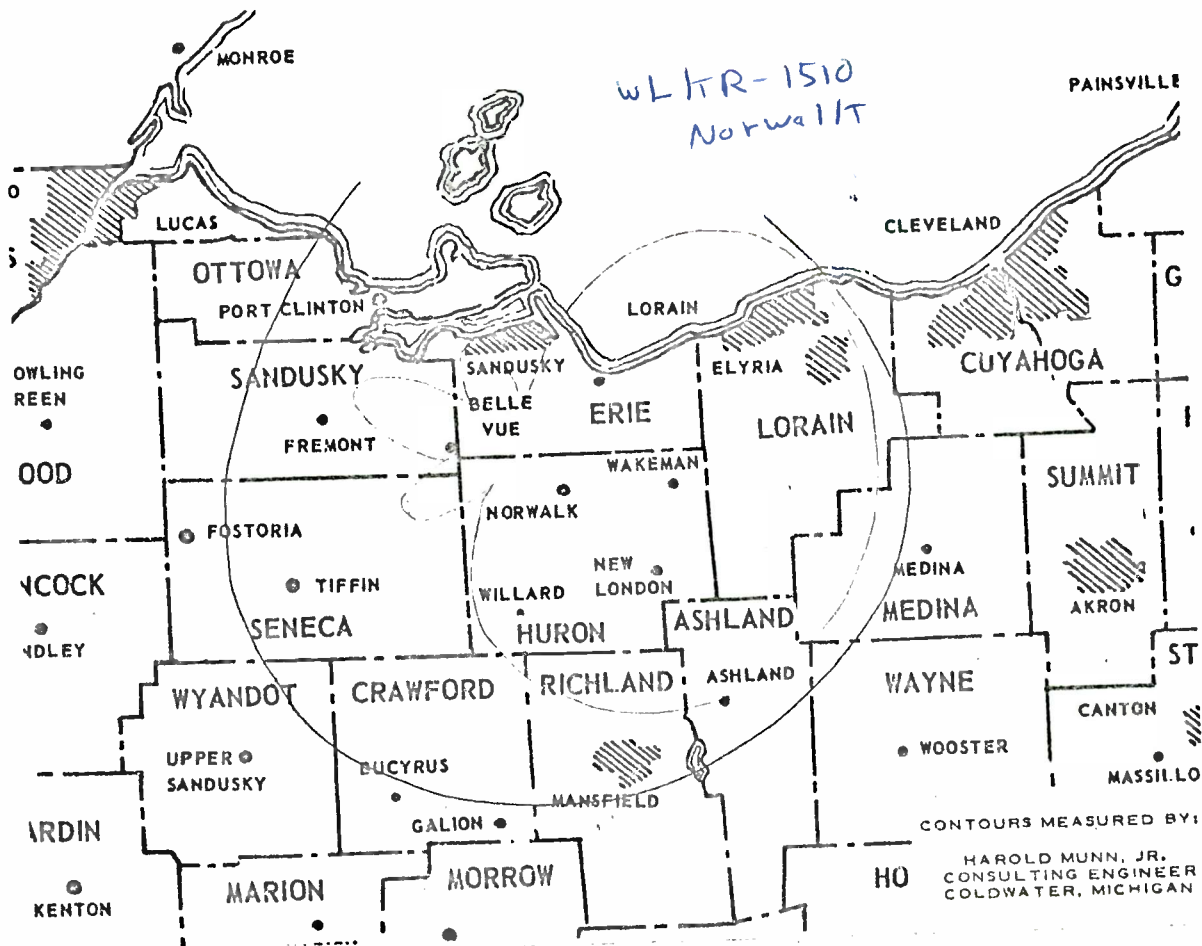
PROGRAM TIME RATES

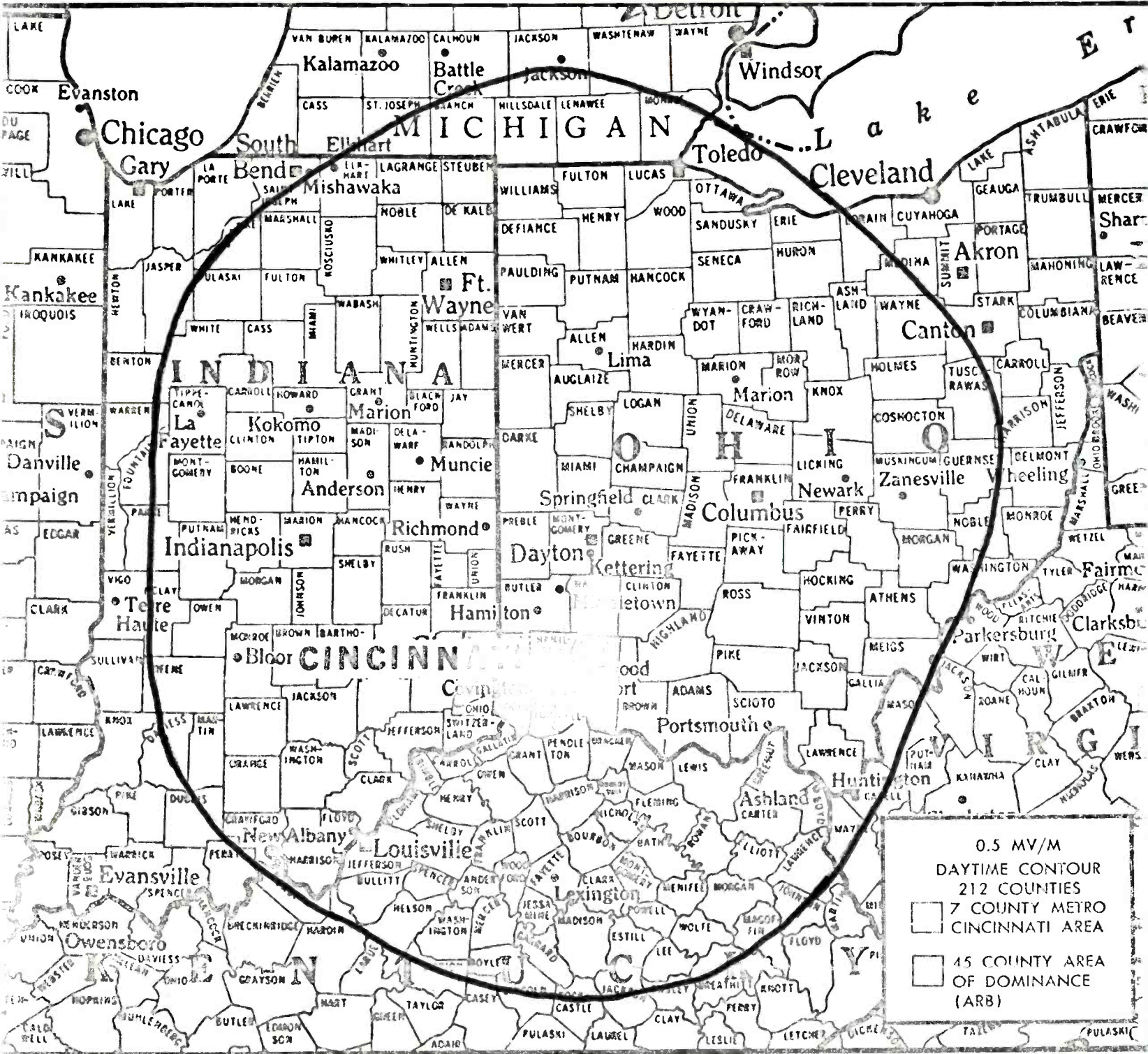
Per Week; Monday thru Sunday

	5 MIN.	10 MIN.	15 MIN.	30 MIN.	60 MIN.
1	8.50	11.00	13.50	24.50	46.50
2	8.00	10.50	13.00	23.50	44.50
3	7.75	10.25	12.50	22.75	43.00
5	7.50	10.00	12.00	22.00	41.50
6	7.25	9.75	11.50	21.25	40.00
7+	7.00	9.50	11.00	20.50	38.50

Area Newscasts (15 Minutes) 14.50 Flat Rate

Special Events, Remotes and Sports Events on Request





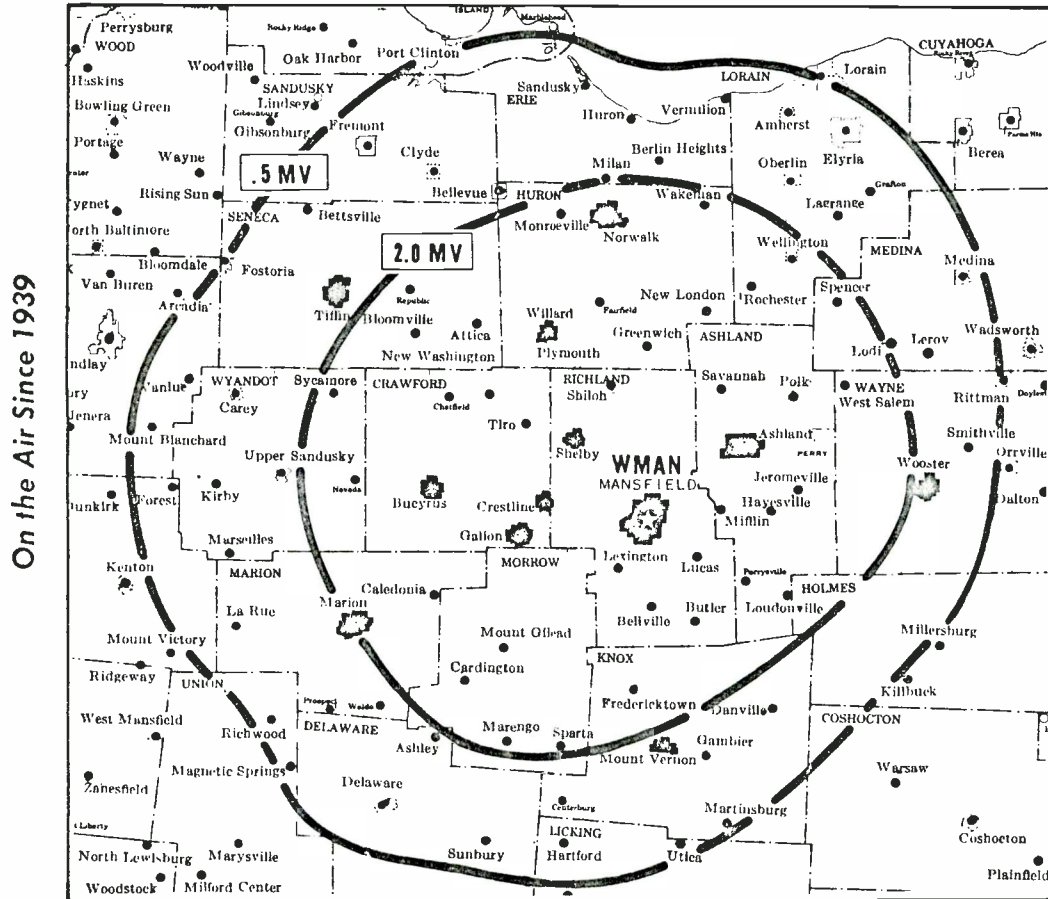
0.5 MV/M
 DAYTIME CONTOUR
 212 COUNTIES
 7 COUNTY METRO
 CINCINNATI AREA
 45 COUNTY AREA
 OF DOMINANCE
 (ARB)

MARKET DATA

	7 COUNTY METRO AREA	45 COUNTY TRADING AREA	212 COUNTY 0.5 MV COVERAGE AREA
Population	1,377,600	3,260,400	11,615,900
Households	416,570	970,800	3,562,010
Spendable Income	\$3,574,947,000	\$8,205,090,000	\$29,917,768,000
Retail Sales	\$2,102,069,000	\$5,198,455,000	\$19,309,698,000
Food	\$ 527,856,000	\$1,254,085,000	\$ 4,476,539,000
Drugs	\$ 76,113,000	\$ 170,377,000	\$ 641,271,000
Automotive	\$ 368,274,000	\$ 972,758,000	\$ 3,830,900,000
Passenger Cars	565,360	1,421,510	5,227,630

SOURCE:
 Standard Rate and Data Service November 1967

WMAN . . . Mansfield, Ohio
Serving Over Half a Million Buyers in the Heart of Ohio



On the Air Since 1939

On the Air Since 1939

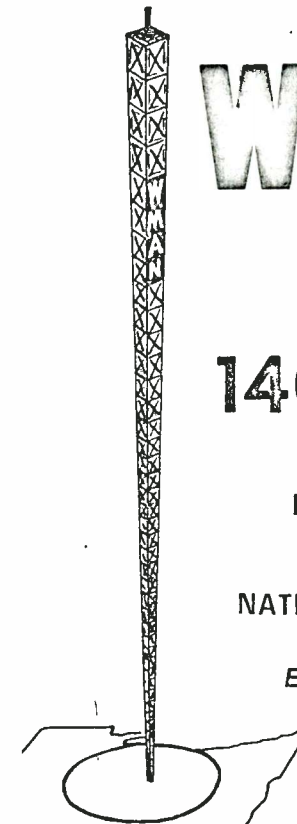
WMAN

ESTABLISHED 1939
 MANSFIELD, OHIO

1400 On Your Dial

PROGRAM SCHEDULE
 AND
 NATIONAL RATE CARD NO. 5

Effective Aug. 1, 1969



SERVING THE

fun Center of Ohio

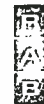
24 HOURS EVERY DAY

1,000 WATTS OF FULL FIDELITY POWER
 NIGHT-TIME - 250 WATTS

MANSFIELD'S MOST POWERFUL FULL-TIME AM STATION!



American
 Information
 Radio
 Network



BALANCED PROGRAMMING, BEAMED TO BUYERS

NATIONAL REPRESENTATIVE
ALAN TORBET ASSOCIATES, INC.

Offices in
 NEW YORK, CHICAGO, LOS ANGELES, DETROIT
 SAN FRANCISCO, DALLAS, MONTANA

No. Times	½ Hr.	15 Min.	10 Min.	5 Min.	1 Min.	30 Sec.	10 Sec.
1	\$56.00	\$37.00	\$27.20	\$18.50	\$12.20	\$10.80	\$10.00
13	53.75	36.00	26.00	18.00	11.50	10.20	9.25
26	51.25	35.00	25.00	17.25	10.80	9.70	8.50
52	48.90	34.00	24.00	16.50	10.00	9.00	7.90
104	46.50	33.00	23.00	15.75	9.25	8.25	7.20
156	44.00	32.00	22.00	15.00	8.50	7.50	6.40
260	41.75	30.00	20.00	14.00	7.75	6.80	5.75
520	39.25	29.00	19.00	13.00	7.00	6.00	5.00
1000	36.75	28.00	18.00	12.00	6.40	5.40	4.30

1:00 A.M. to 5:00 A.M. - 20% OFF RATE

\$.25 off rate when saturation of 50 or more spots are used in one week period.

Talent and other charges not commissionable. 15% commission to recognized advertising agencies. Owned and operated by Richland Inc., Licensed to operate full time on 1400 KC... Studios and Offices... second floor of Ohio Theatre Bldg. Phone 419-524-2211. Rates are for station time and services of an announcer. Talent and remote facilities on application. Mailing Address Box 461, Mansfield, Ohio 44901.

GENERAL MANAGER - - - J. M. O'Hara

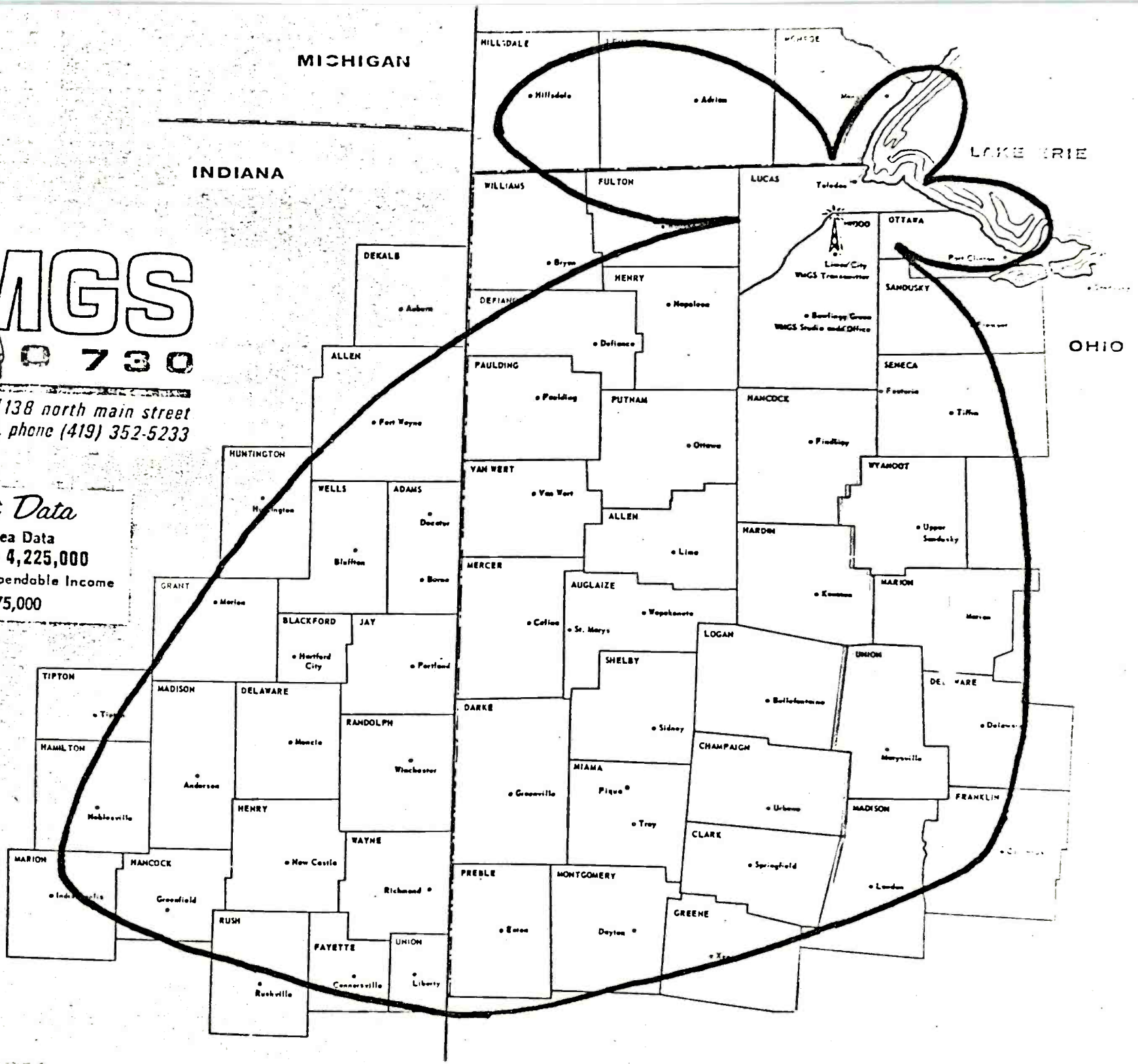
WMGS

RADIO 730

office and studio / 138 north main street
bowling green, ohio, phone (419) 352-5233

Market Data

Primary Area Data
Population - 4,225,000
Consumer Annual Spendable Income
\$9,780,875,000





WMNI
5 M V/M Coverage

WMNI COLUMBUS, OHIO

920 kc

*The New World of
Country Music*

MUTUAL NETWORK

Special Features



"AIR WATCH" (TRAFFIC REPORTS)



ALL SPORTS

- OHIO STATE FOOTBALL
- OHIO STATE BASKETBALL
- INDIANAPOLIS "500"
- HIGH SCHOOL SCOREBOARD
- OHIO HIGH SCHOOL TOURNAMENTS



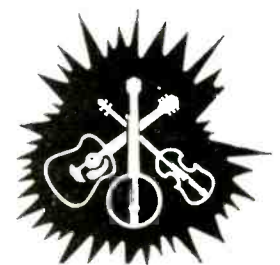
NEWS AT 15 AND 45 PAST THE HOUR



FLASHING NEWS BILLBOARDS



DIRECT STOCK MARKET REPORTS





wmoa

The 1000 watts of power of WMOA is all the advertiser will ever need. Marietta is located in the center of the booming Ohio Valley. It is 150 miles southwest of Pittsburgh, Pennsylvania, 200 miles south of Cleveland, Ohio, 110 miles south-east of Columbus, Ohio. Beyond our range there is nothing but cows and cop-perheads. No one pays for waste coverage on WMOA.

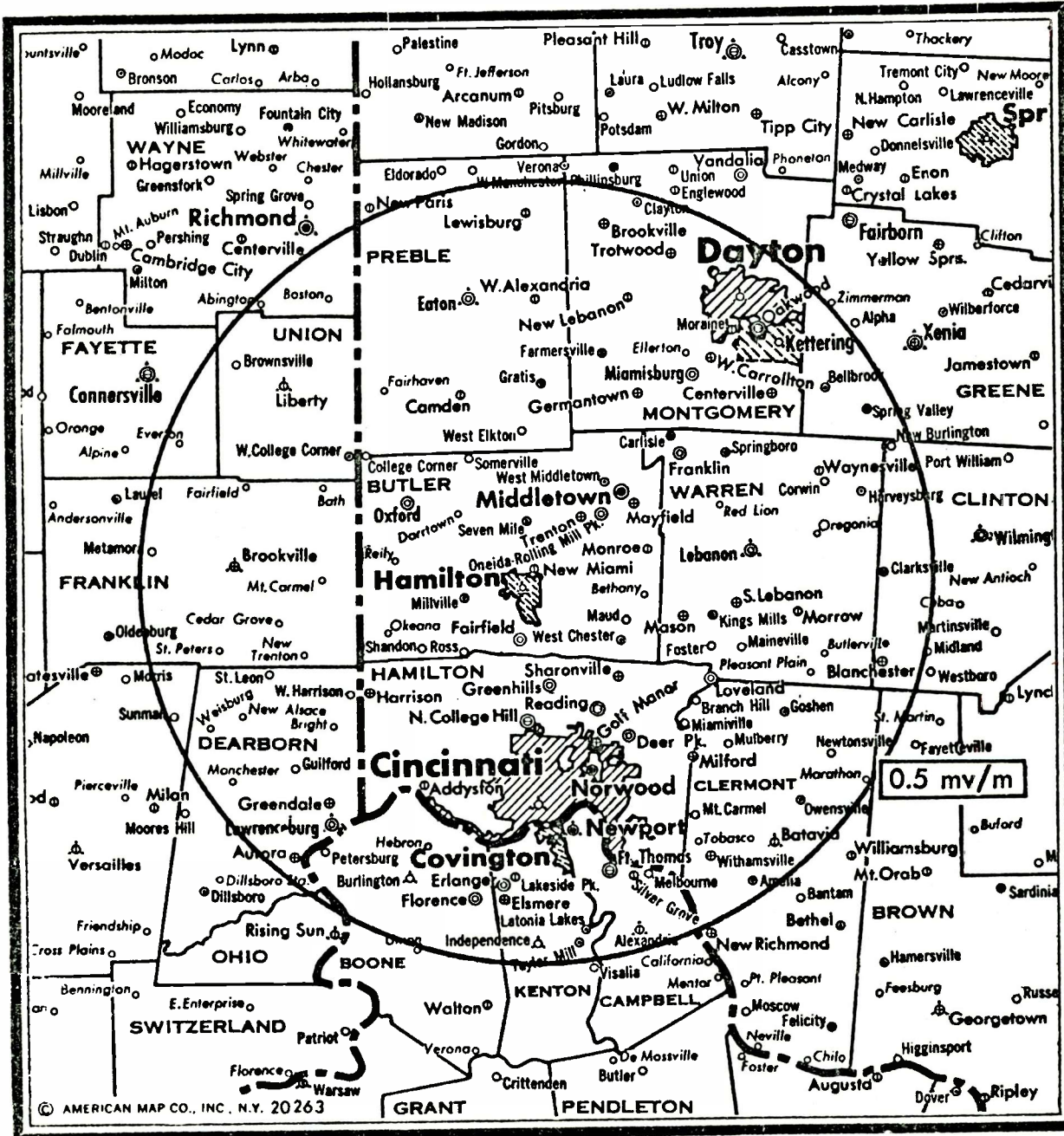
COVERAGE MAP

WMOH

HAMILTON, OHIO

1450 KC

1,000 Watts



OHIO

- BUTLER
- BROWN
- CLERMONT
- CLINTON
- GREEN
- HAMILTON
- HIGHLAND
- MONTGOMERY
- PREBLE
- WARREN

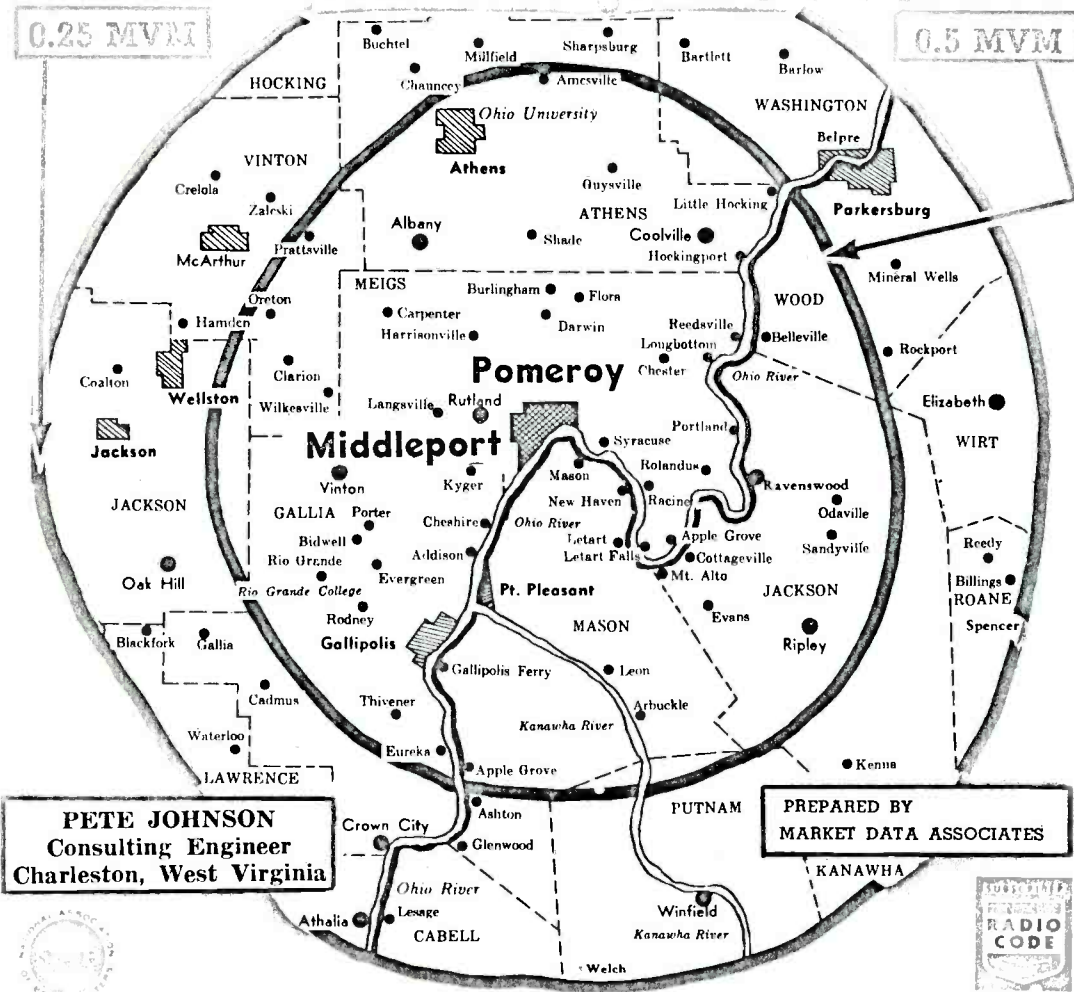
INDIANA

- DEARBORN
- FAYETTE
- FRANKLIN
- RIPLEY
- UNION
- WAYNE

KENTUCKY

- BOONE
- CAMPBELL
- KENTON

Covering 19 Counties in Ohio, Indiana and Kentucky



RATE CARD NO. 4, Effective February 1, 1966

PROGRAMS

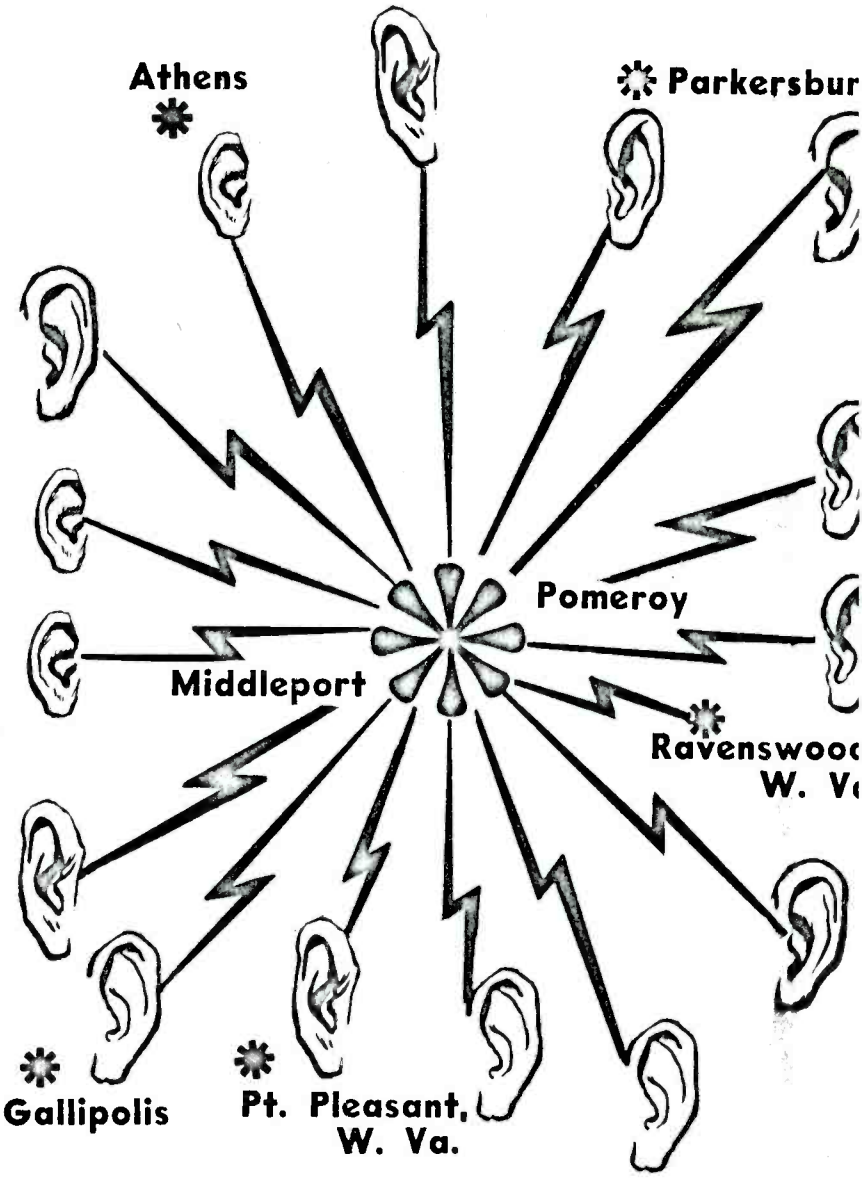
	1 Hr.	1/2 Hr.	1/4 Hr.	10 Min.	5 Min.
1 Time	40.00	30.00	20.00	15.00	11.00
13 Times	38.00	28.00	19.00	14.50	10.00
26 Times	36.00	26.00	17.00	13.50	9.00
52 Times	34.00	24.00	15.00	12.00	8.00
104 Times	31.00	22.00	13.00	10.50	7.00
208 Times	28.00	20.00	12.00	9.00	6.00
360 Times	25.00	17.50	10.00	7.50	5.00

SPOT ANNOUNCEMENTS

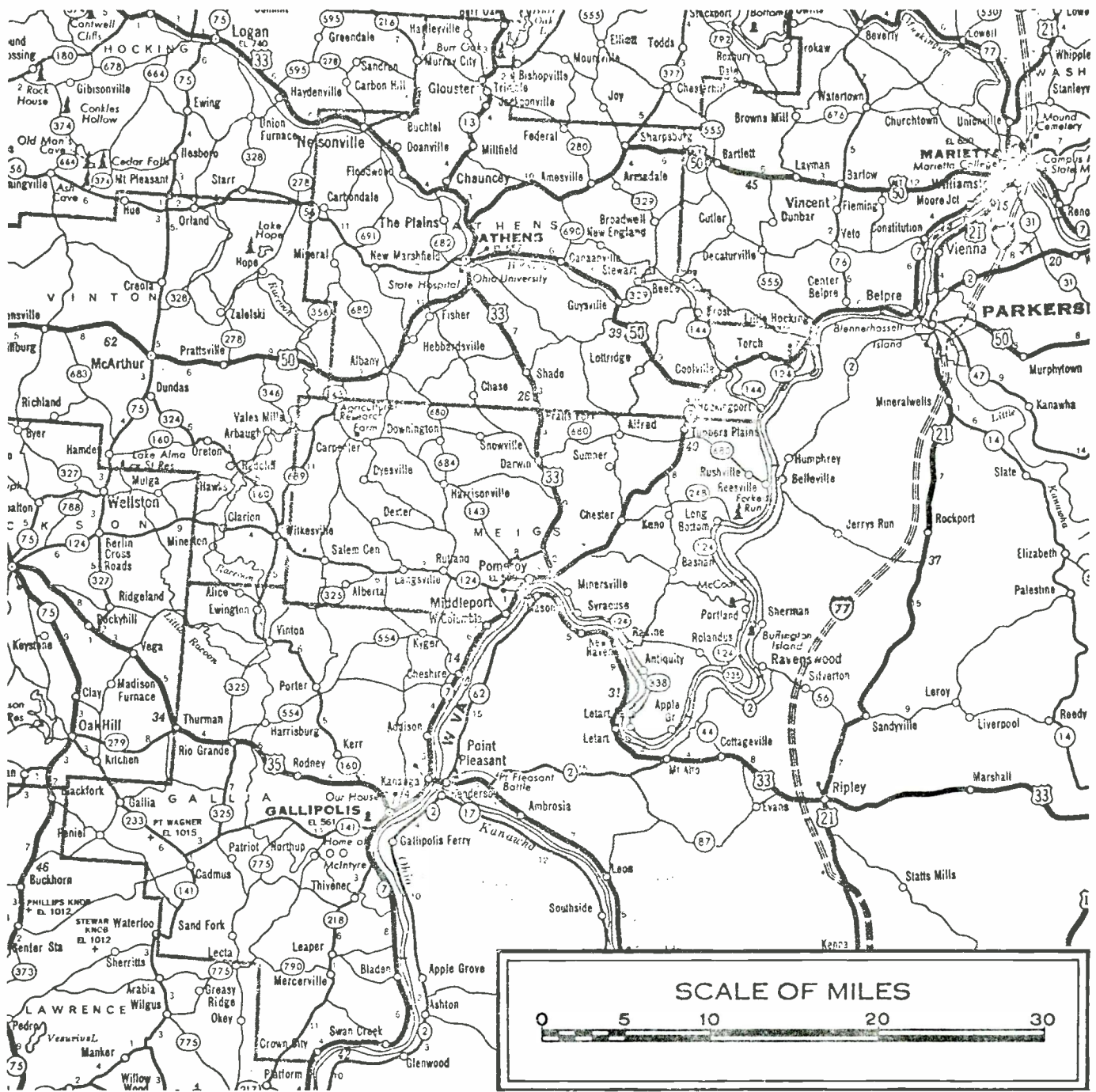
	1 Min.	1/2 Min.	104 Times	1 Min.	1/2 Min.
1 Time	4.00	3.25	104 Times	2.75	2.25
13 Times	3.50	3.00	208 Times	2.50	2.00
26 Times	3.25	2.75	360 Times	2.25	1.75
52 Times	3.00	2.50	1000 Times	2.00	

"IF WE TELL IT — YOU SELL IT!"

TOTAL



COVERAGE



WMPO Primary Coverage
.5MV-M
 Population 96,400
 Passenger Cars 26,000
 Retail Sales 99,000,000

Radio Mid-Pom Inc.
 1390 KC **WMPO** 1000 Watts
 "The Big Bend's Best Friend"
 P. O. BOX 71 MIDDLEPORT, OHIO
 Telephone WY 25355

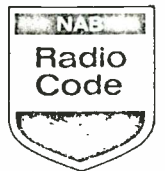
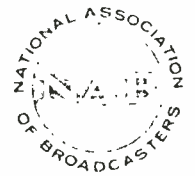
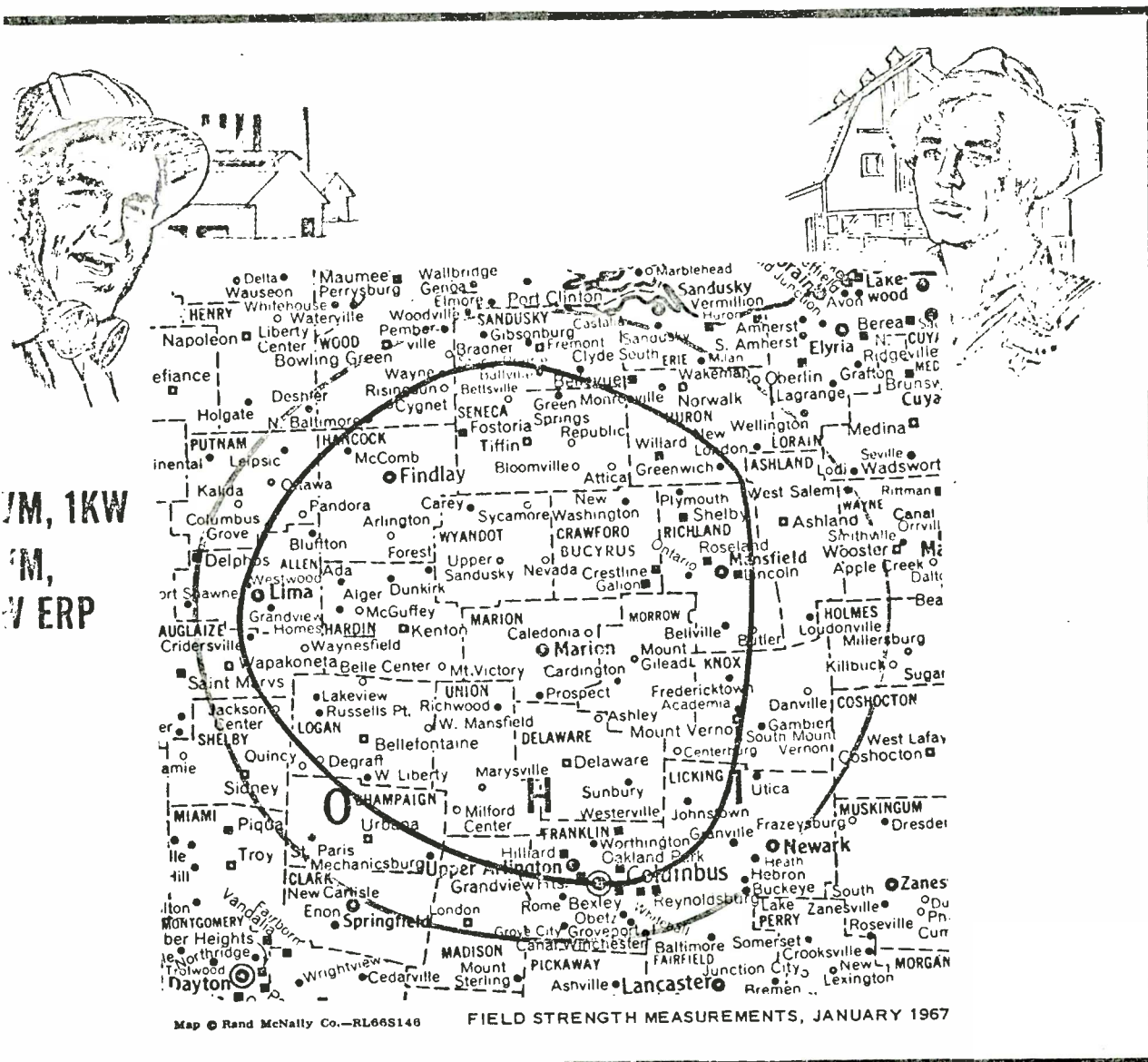
RADIO
 "The Sound Selling Media For The 60's"

FMA COVERAGE 65-Mile radius
 Antenna height, 365 feet

HOURS OF OPERATION
 5:30 am-12 Midnight,
 Monday through Saturday
 6:55 am-12 Midnight, Sunday

PERSONNEL WMRN has a staff of 21 employees, many of whom have a tenure of from 9 to 25 years. All take an active part in civic and community affairs, contributing significantly to the station's slogan, "The Quality Sound of Community Service."

The WMRN listening area . . .
 is one where modern farming and modern industry have joined to create and support a healthy, vigorous economy. Stability and growth characterize the area served by WMRN. In Marion alone, twenty-nine important industries provide diverse employment for over 10,000 local residents and their families. WMRN has grown with the area since 1940, and remains the leading influence in information, entertainment, and advertising.



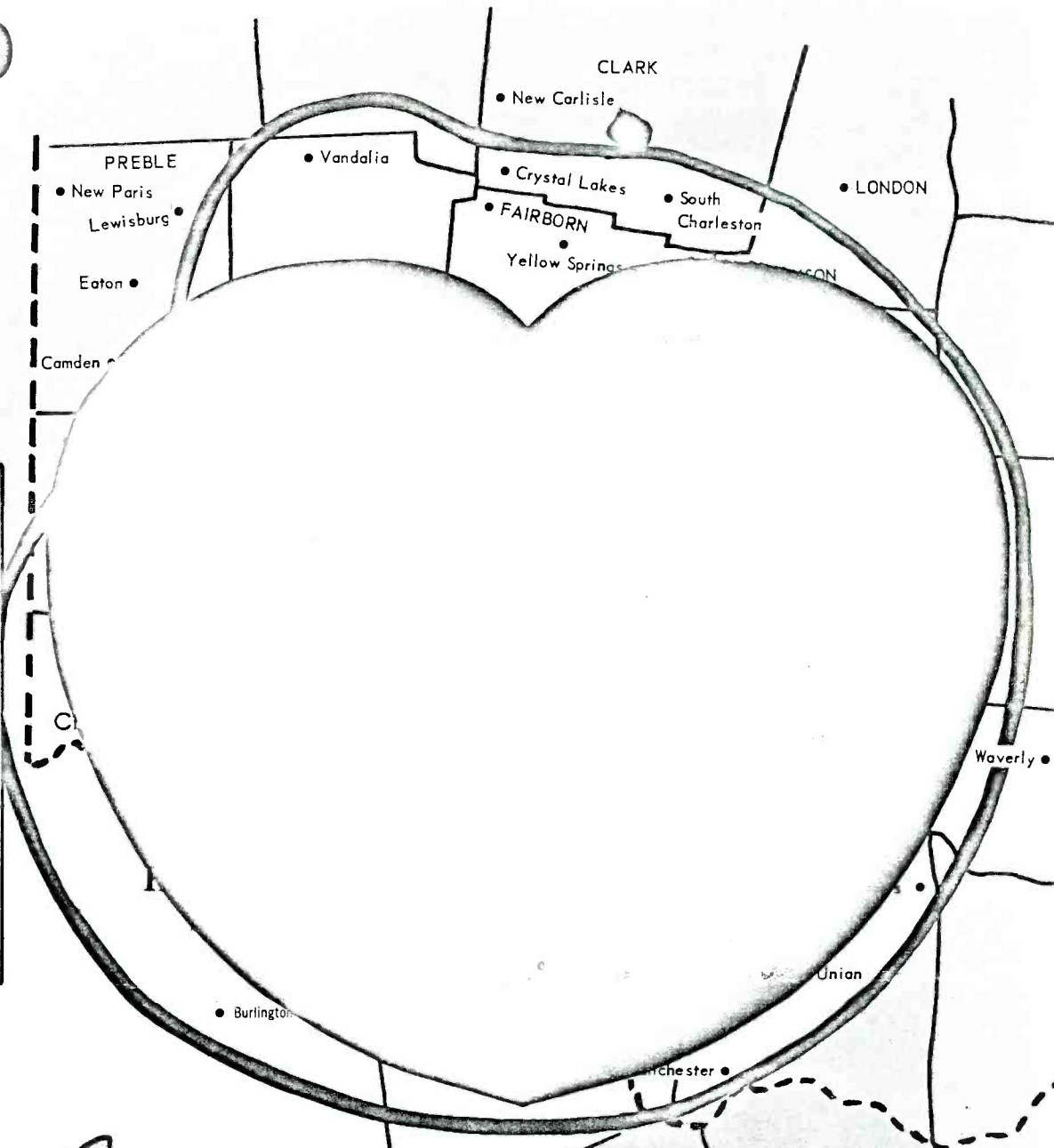
our Friendly Neighbor at "1490 since 1940"

1090

**With complete
Local News and
Sports Staff and
Music with an
"Adult Appeal"**

MARKET FACTS	
\$1,000's added	0.5 MV/M
RETAIL SALES	3,662,490
Lb'r, Bldg. Mat'l, Hwe	215,258
Gen. Merchandise	521,511
Food Stores	893,161
Auto've Dealer	713,105
Gas Service Stations	288,919
Apparel Acc'y's	160,581
Furn'te, & Home Fng's	97,942
Household Appl's.	55,420
Eating & Drinking	284,348
Drug & Prop'y	118,768
Other Retail	244,472
Non-Store Retailers	69,007
POPULATION	2,395,238
HOUSEHOLDERS	725,830

Market Facts are from U.S. Census and other sources prepared and updated by Ed Felker & Associates, Inc., 207 E. Broad St., Palmyra, N.J. 08065 7/15/67



R | A | B



You, too, can be Well-Located in Covering and Influencing the \$3,662,490 Primary 0.5MV/M with a Diversified Industrial, Commercial, Agricultural, and Cultural Market by using the BUY-WORD, WMWM Radio.

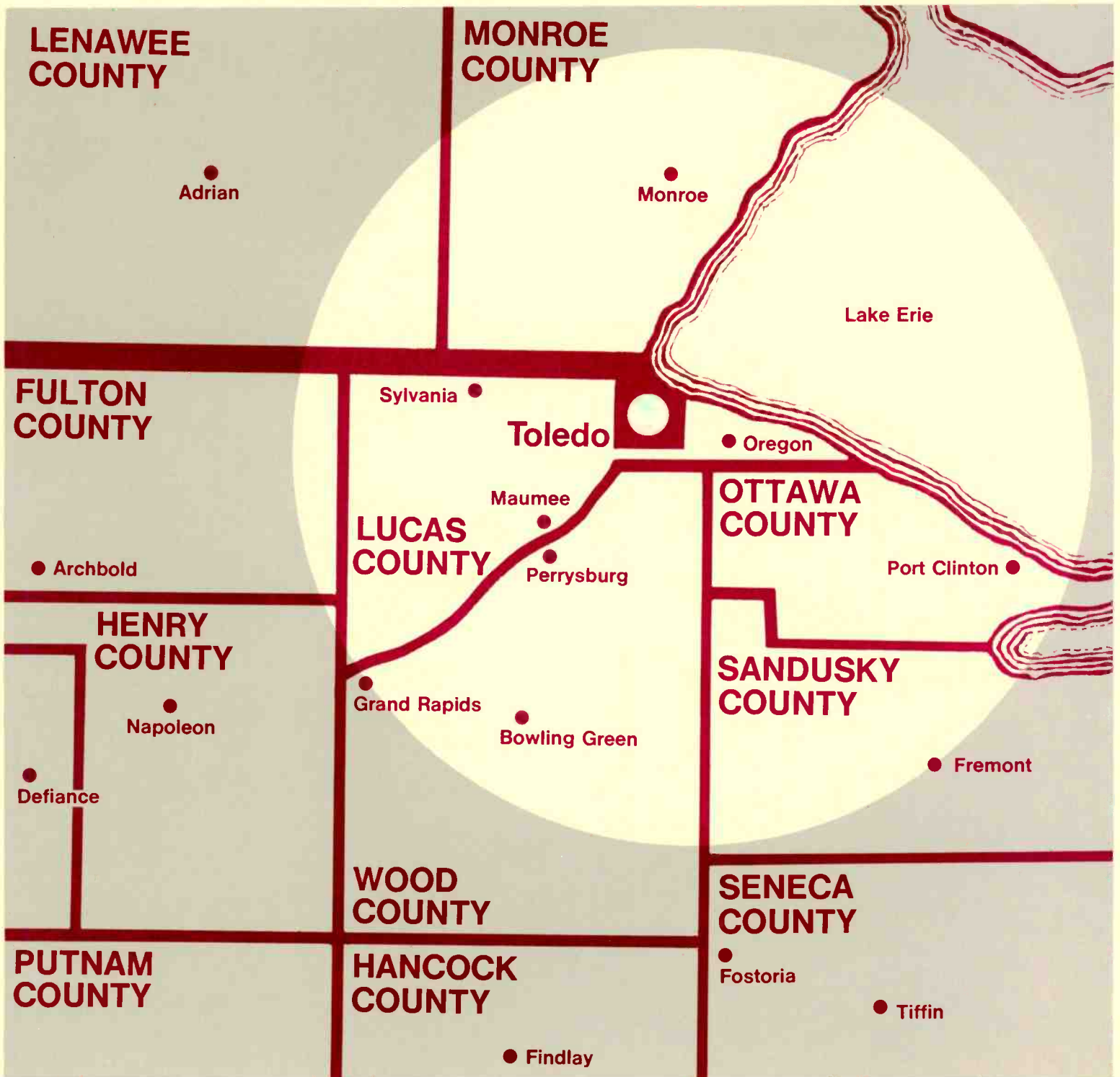
WLOR

STEREO TOLEDO 101.5 FM

300 COLTON BLDG. • TOLEDO, OHIO 43624 • (419) 248-4486

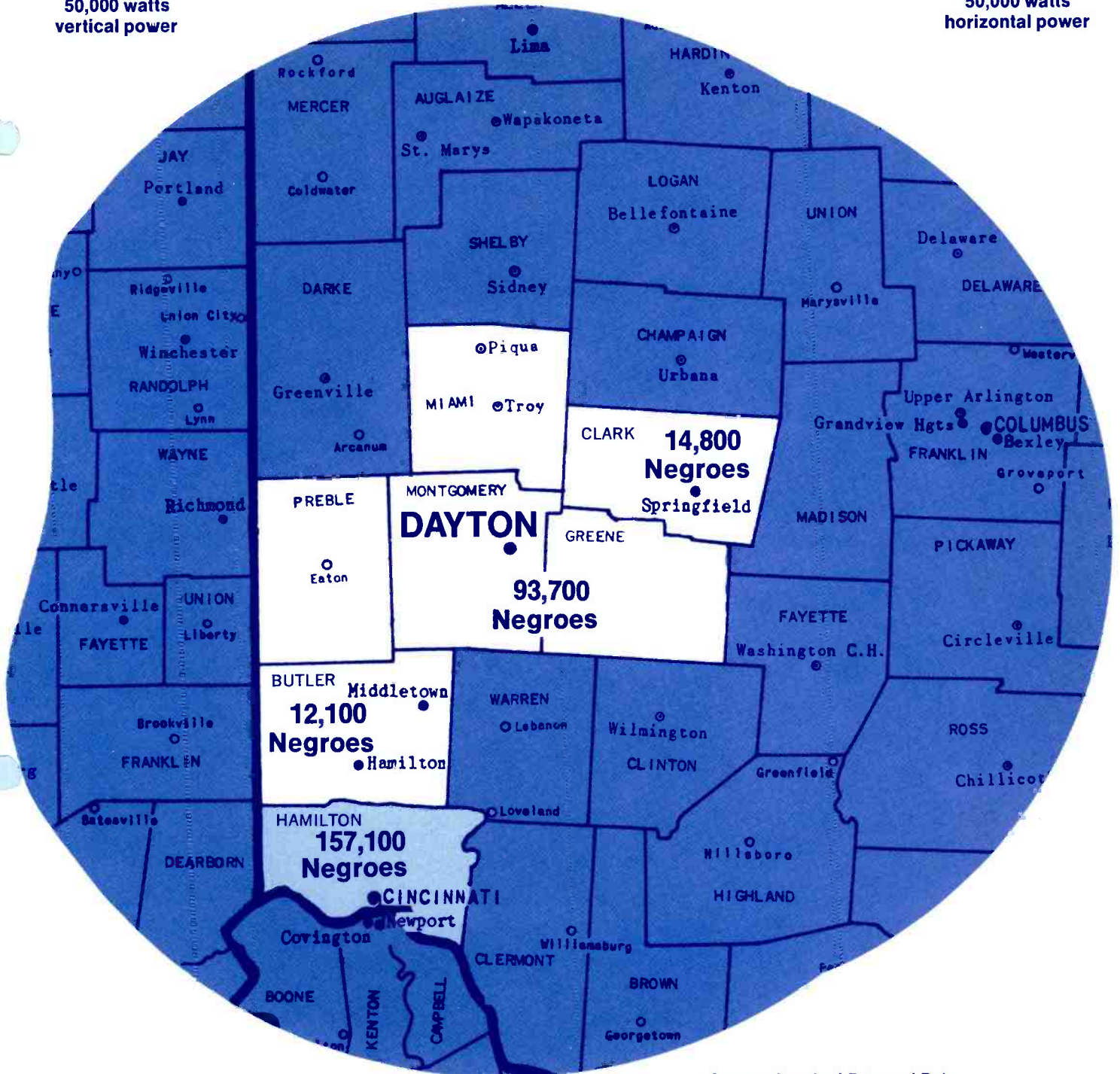
Coverage Map

1.0 MV Contour
5,000 Watts ERP.
810 Ft. Antenna



50,000 watts
vertical power

50,000 watts
horizontal power



Source: Standard Rate and Data
1970 U. S. Census

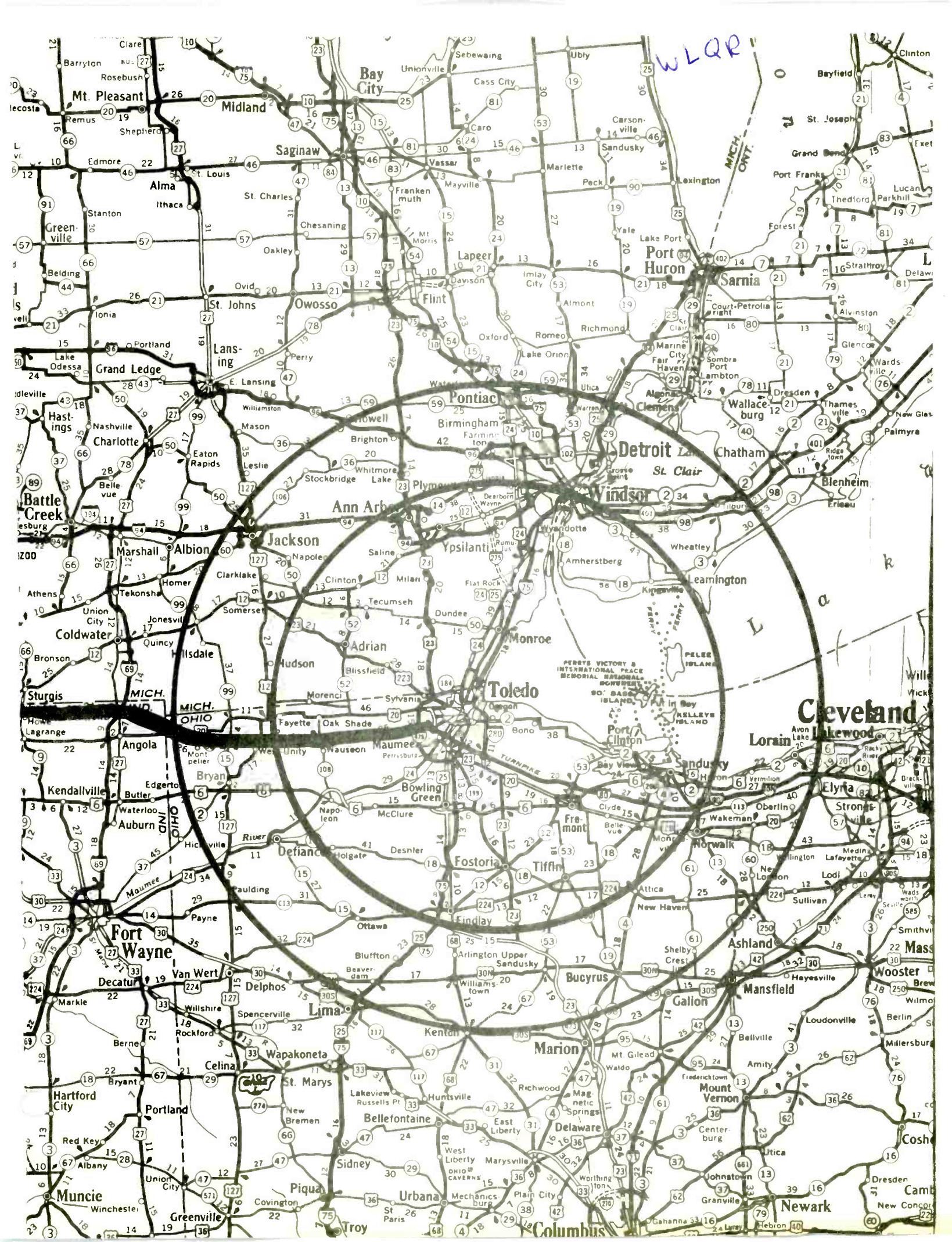
COVER THE 16th* LARGEST SOUL MARKET WITH WDAO's SOLID SOUL COVERAGE

WDAO's primary coverage area blankets over 250,000 in this soul market, plus thousands more from the general market who prefer soul sound—the dominant sound of WDAO must be included in any truly effective buy contemplated for Southwestern Ohio.

*Dayton-Cincinnati Market



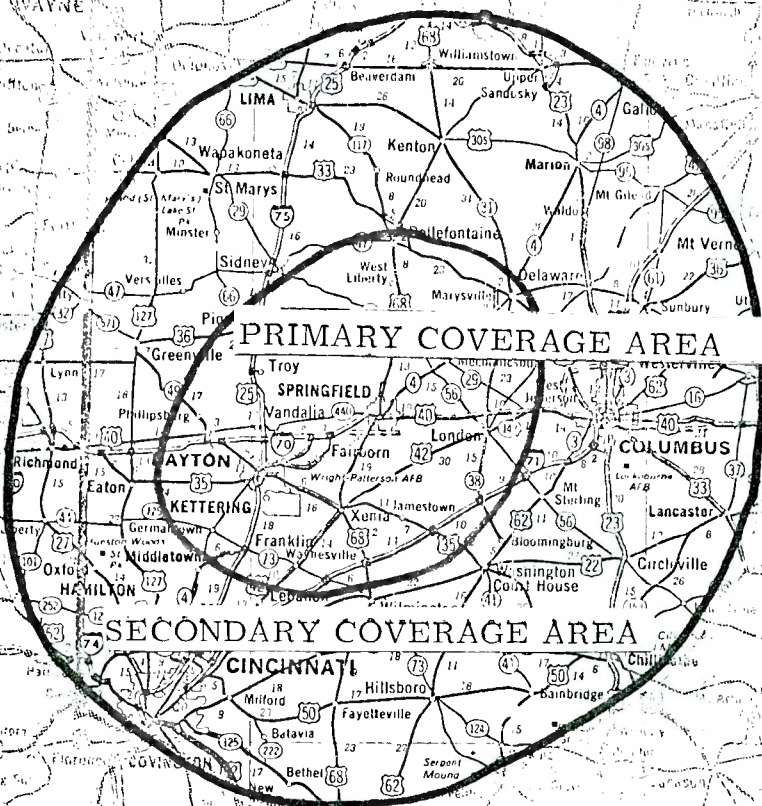
Affiliate of
WAVI BROADCASTING CORPORATION
BROADCAST CENTER—DAYTON, OHIO 45408
Telephone 513-224-1137—H. K. Crowl, President



WEEC 100.7 ON YOUR FM DIAL



SPRINGFIELD, OHIO



PRIMARY COVERAGE AREA

SECONDARY COVERAGE AREA

FIGURE I

E.H. MUNN, JR.

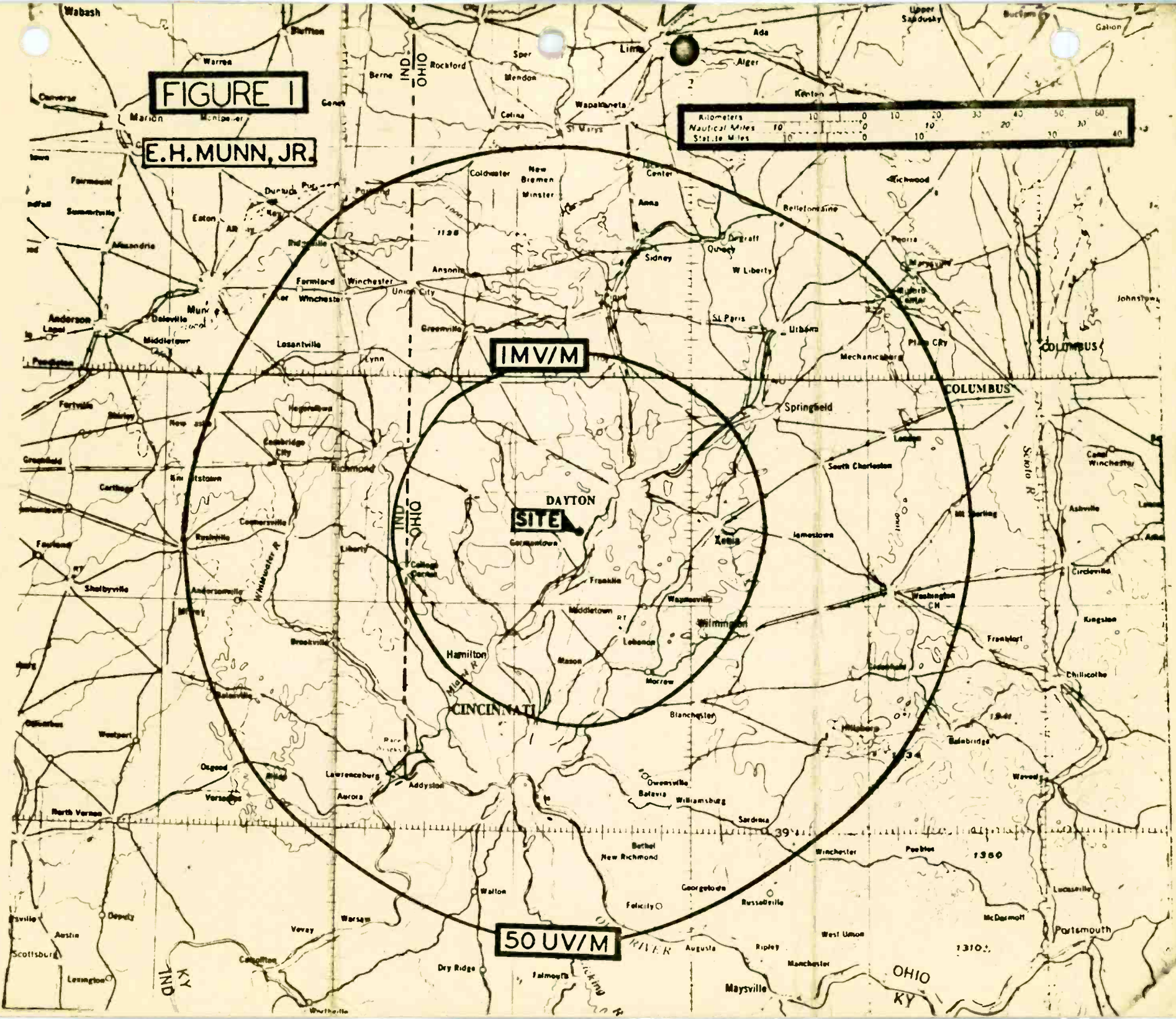


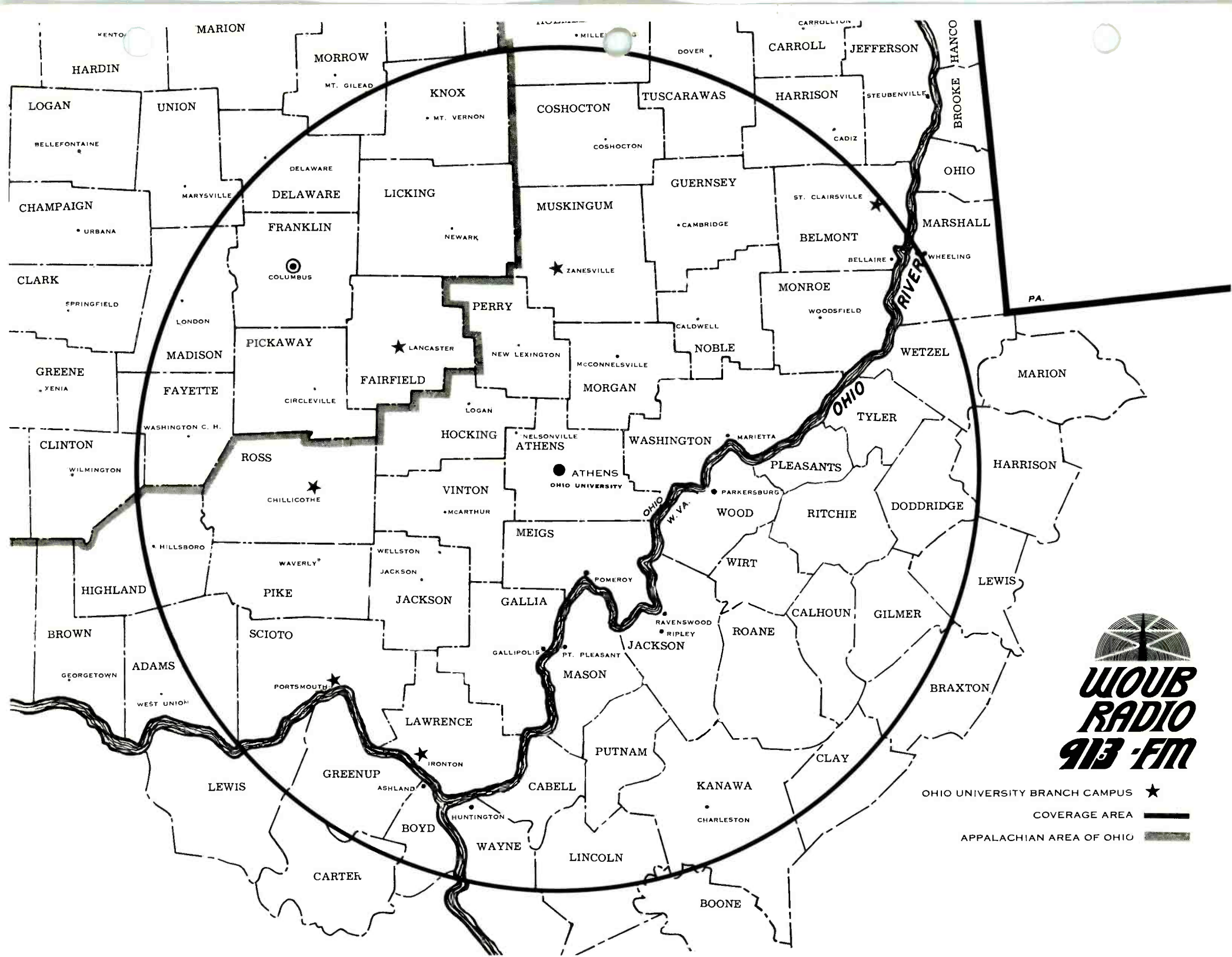
IMV/M

DAYTON
SITE

50 UV/M

WFCJ
1M



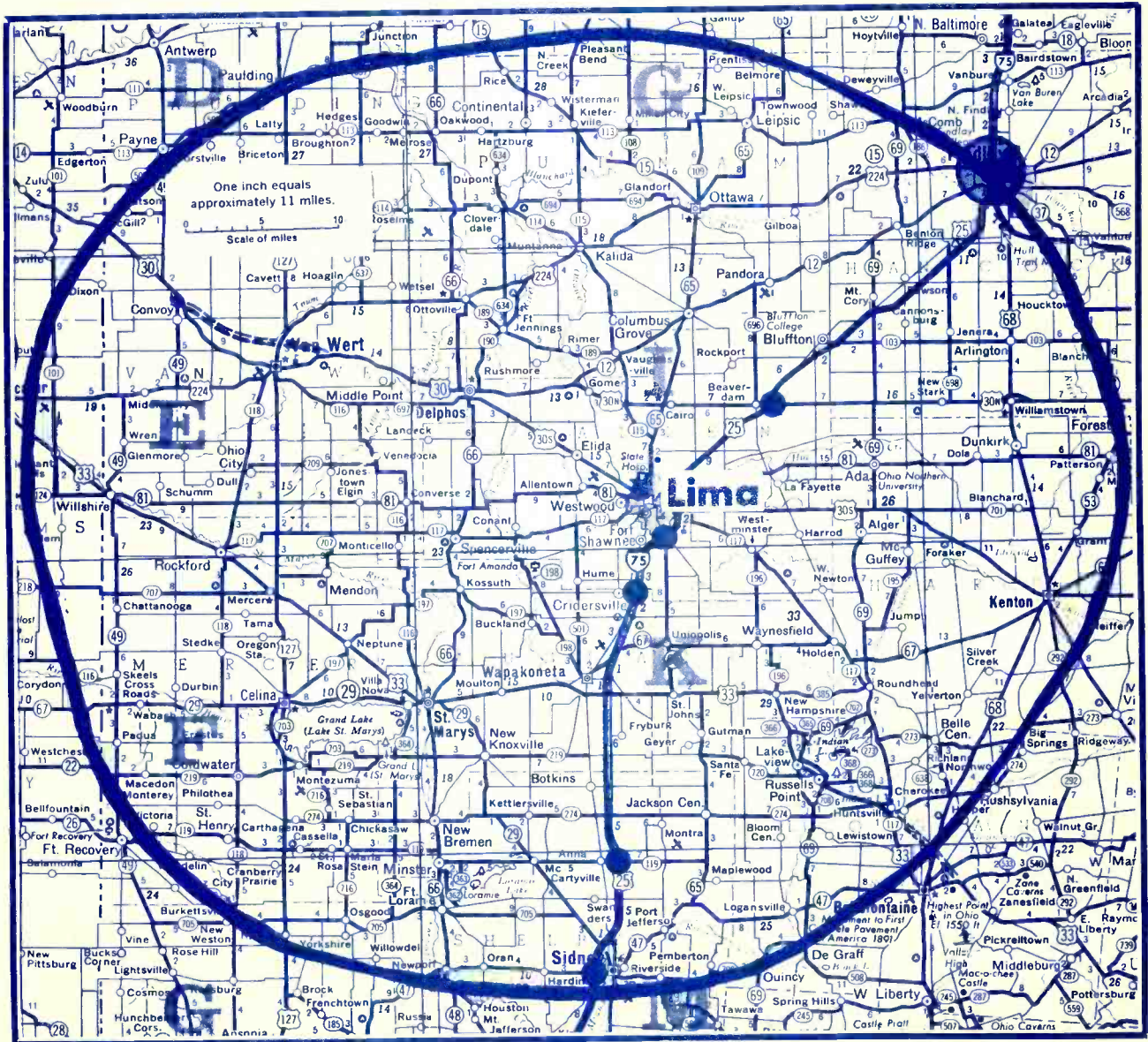


OHIO UNIVERSITY BRANCH CAMPUS ★
 COVERAGE AREA ———
 APPALACHIAN AREA OF OHIO [shaded area]

WTGN

97.9

Inspiradio



WTGN Radio

1500 Elida Rd.

Lima, Ohio 45805

(419) 227-2525

COVERAGE MAP

WLWT
Cincinnati
Ohio

140 West Ninth Street
Cincinnati, Ohio 45202 • 513/241-1822



AUTHORIZED POWER...100KW effective radiated power

ANTENNA685 FT. above average terrain

TRANSMITTER.....2222 CHICKASAW STREET
CINCINNATI, OHIO

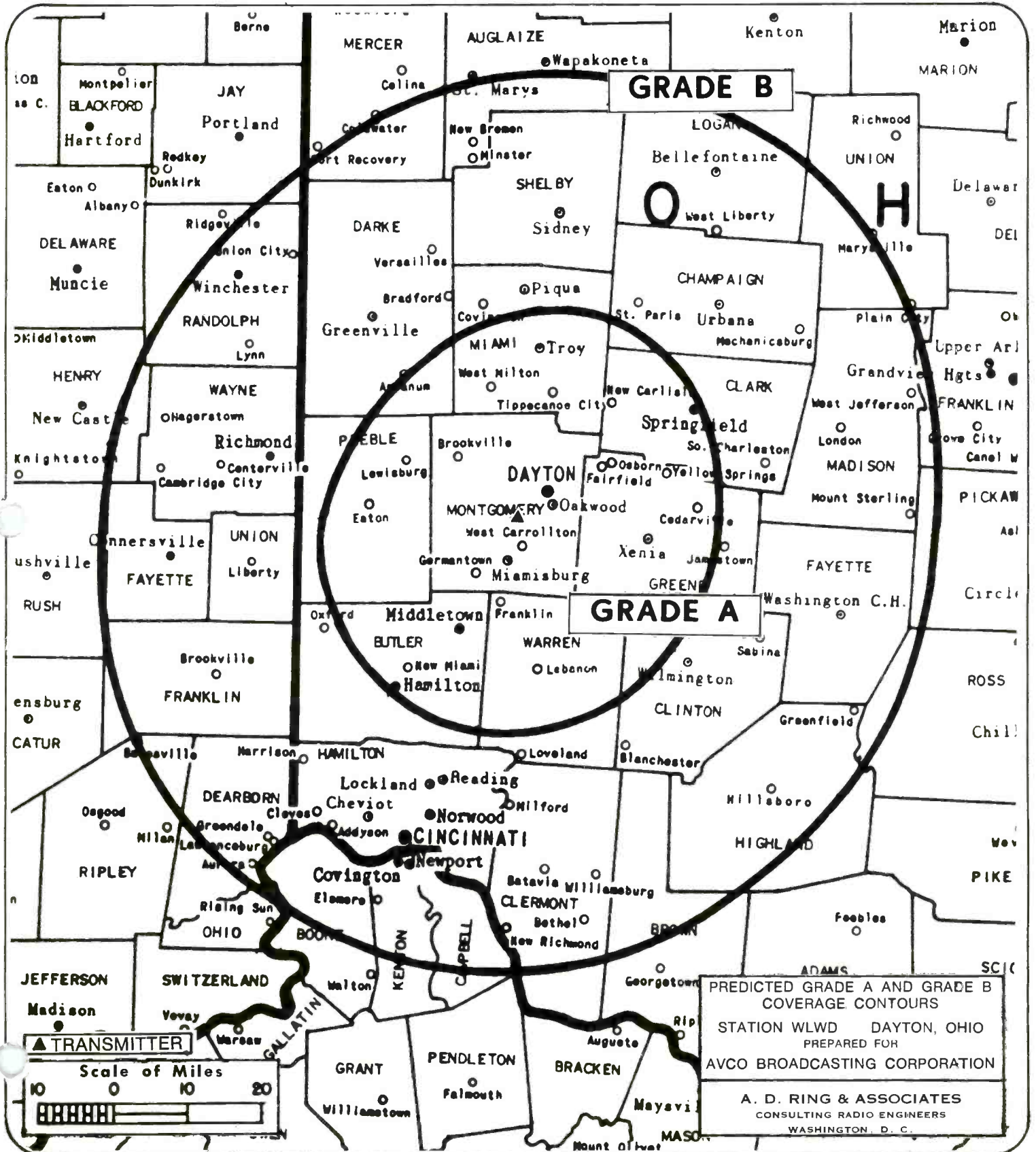
5
WLWT

COVERAGE MAP

WLWD
Dayton
Ohio **2**



4590 Avco Drive
Dayton, Ohio 45401 • 513/293-2101

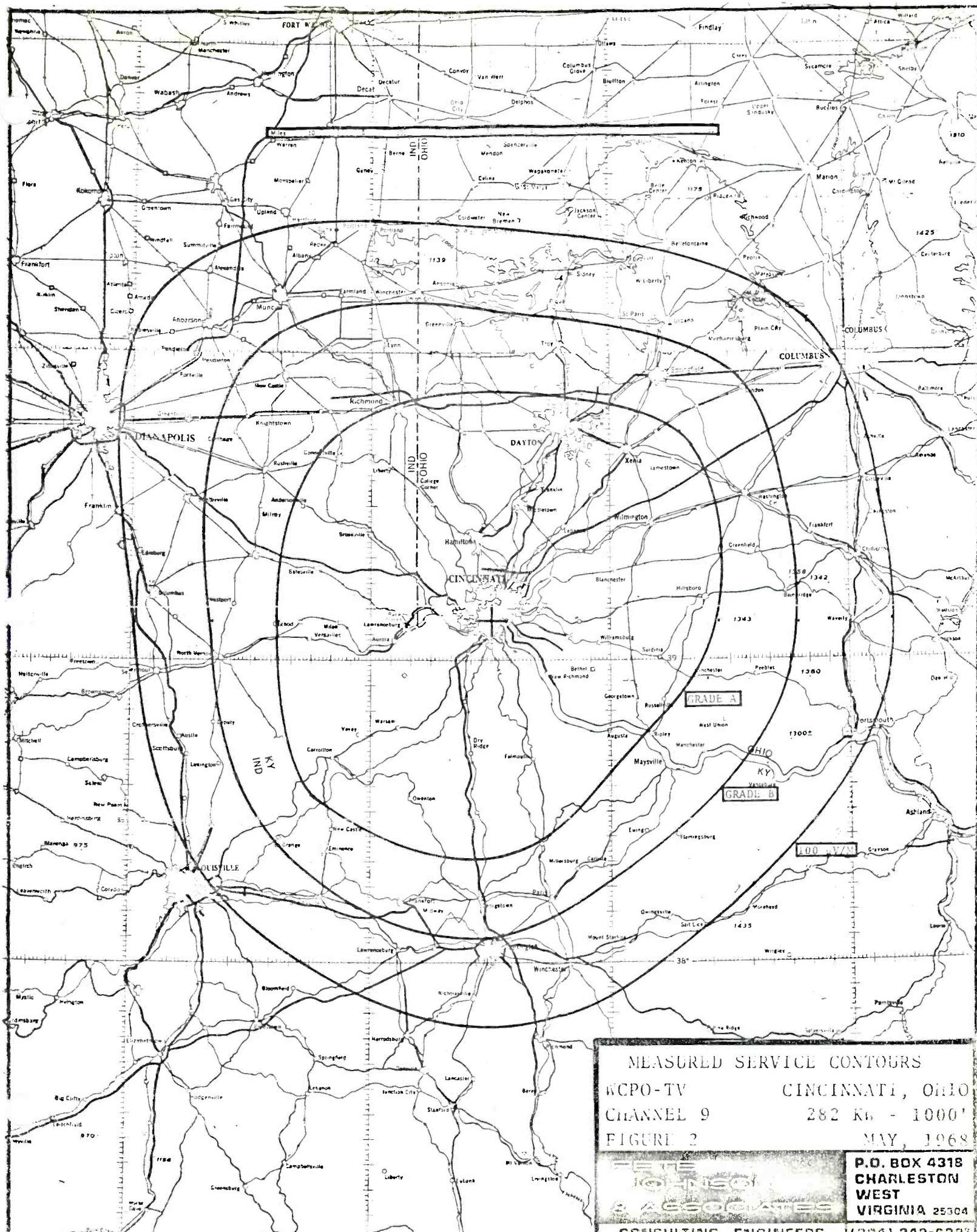


AUTHORIZED POWER ... 100KW visual
20KW aural

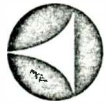
ANTENNA 1395 FT. above sea level
510 FT. above average terrain
459 FT. above ground level

TRANSMITTER 3777 FRYTOWN ROAD
DAYTON, OHIO





MEASURED SERVICE CONTOURS
 WCPO-TV CINCINNATI, OHIO
 CHANNEL 9 282 KW - 1000'
 FIGURE 2 MAY, 1968
 P.E. JOHNSON & ASSOCIATES
 CONSULTING ENGINEERS (304) 342-6281
 P.O. BOX 4318
 CHARLESTON WEST VIRGINIA 25304



AMERICAN
FM RADIO
NETWORK

WV Bfm

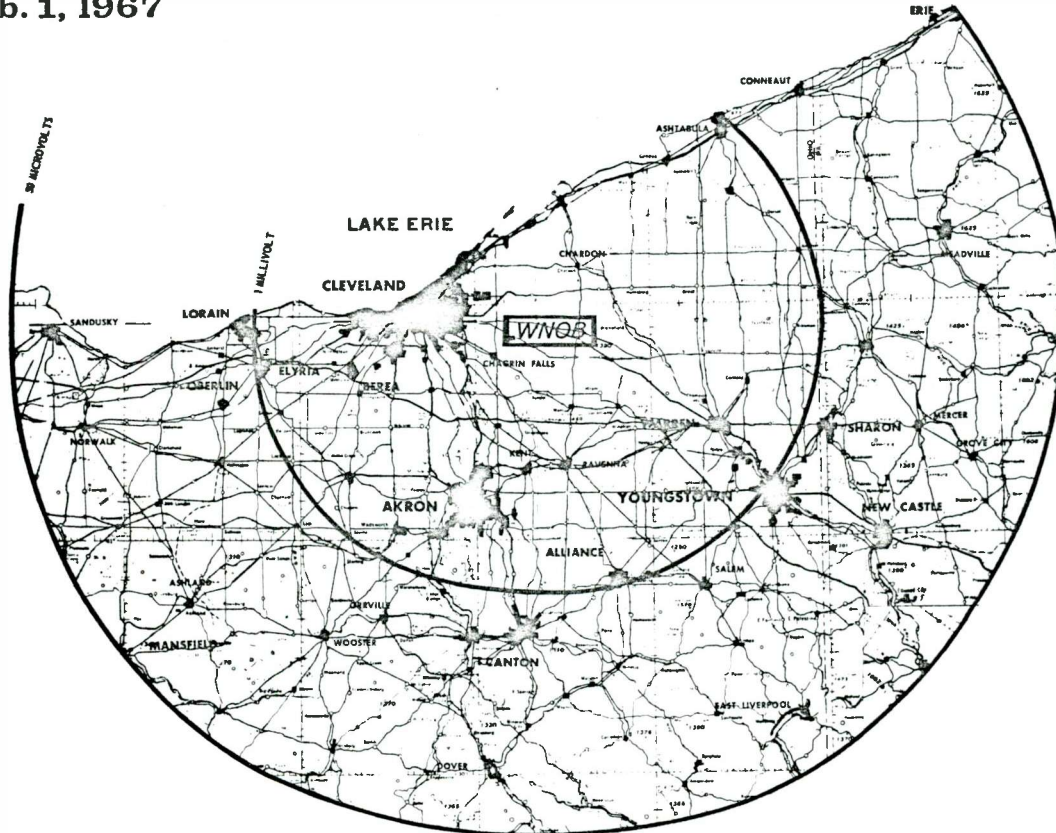
CLEVELAND
107.9 MEGACYCLES

GENERAL OFFICES: NEWBURY, OHIO 44065

Phone: (216) 247-5191

Rate Card No. 4A

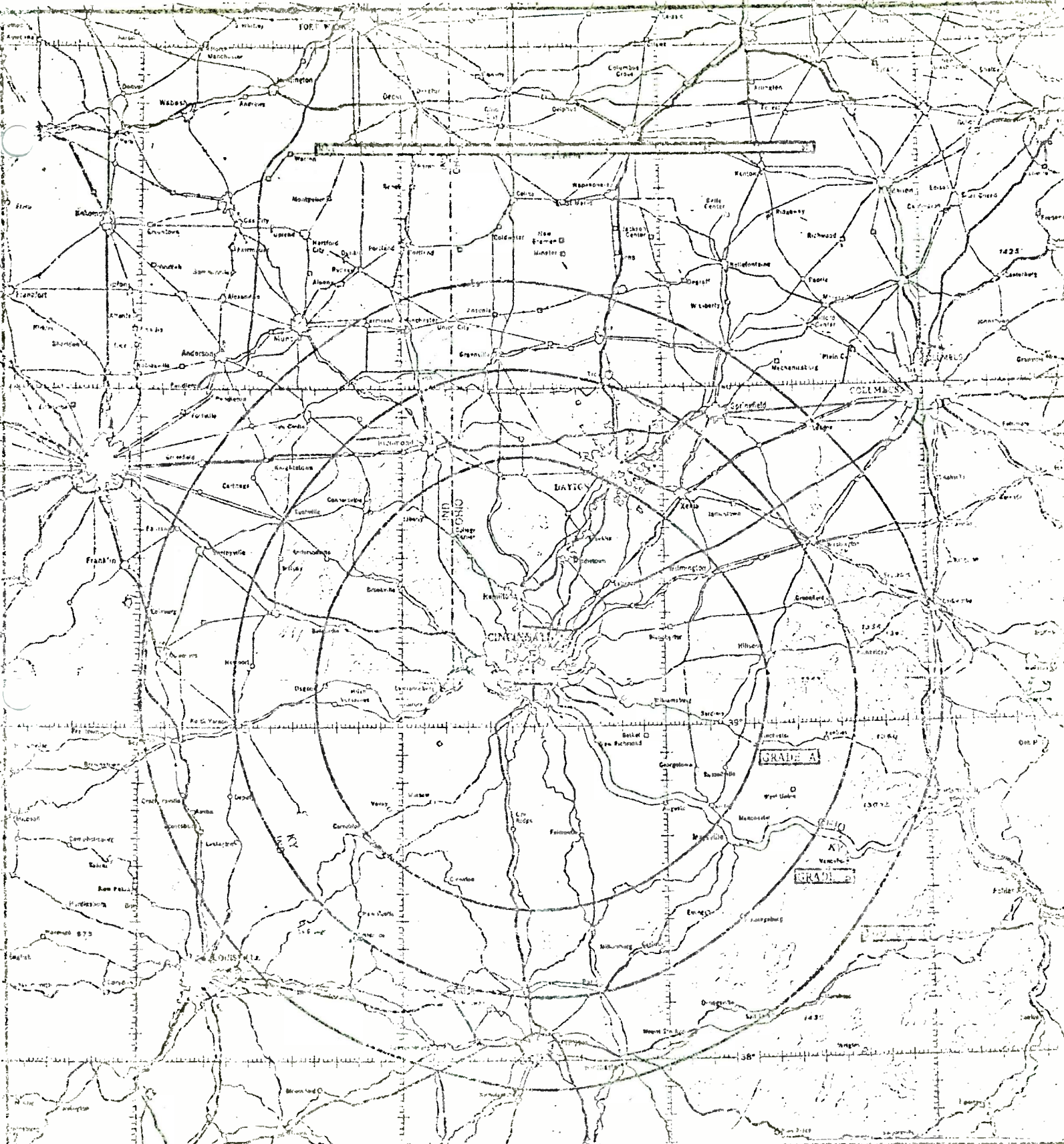
Effective: Feb. 1, 1967



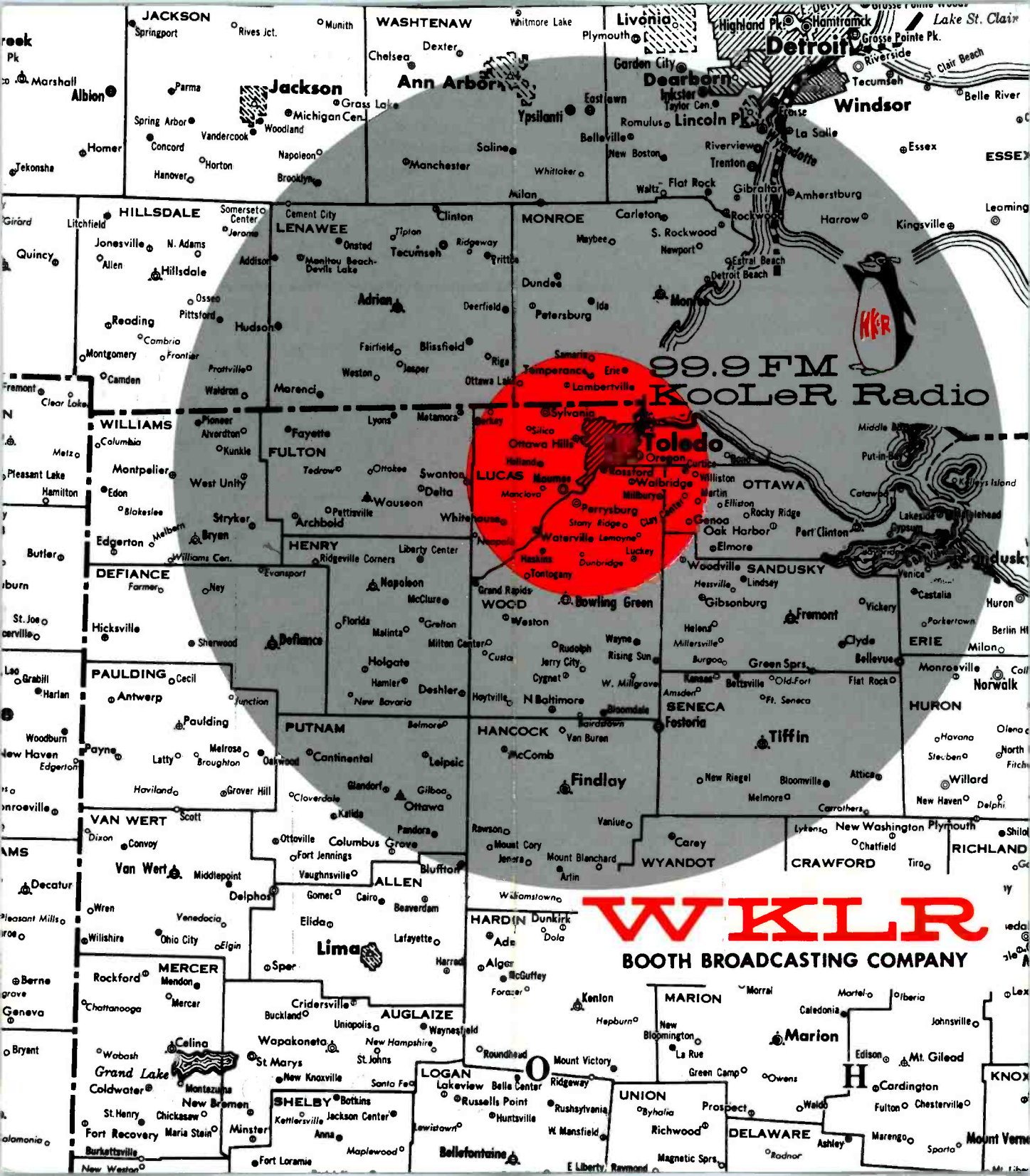
Full time Stereo

Cleveland's Station for Fine Music and News

TIMES	1	13	26	52	104	260	312	520	T.F.N.
1 Hr.	88.00	84.00	80.00	76.00	72.00	68.00	64.00	60.00	50.00
1/2 Hr.	60.00	57.00	54.00	51.00	48.00	45.00	42.00	39.00	32.00
1/4 Hr.	40.00	38.00	36.00	34.00	32.00	30.00	28.00	26.00	21.00
5 Min.	26.00	24.50	23.00	21.50	20.00	18.50	17.00	15.50	13.00
1 Min.	15.00	14.00	13.00	12.00	11.00	10.00	9.00	8.00	7.00
30 Sec.	11.25	10.50	9.75	9.00	8.25	7.50	6.75	6.00	5.00
10 Sec.	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50



PREDICTED SERVICE CONTOURS
 WCPC-TV CINCINNATI, OHIO
 CHANNEL 9 282 KW - 1000'
 FIGURE 1 MAY 1968
 FEDERAL BUREAU OF INVESTIGATION
 COMMUNICATIONS SECTION
 WASHINGTON, D.C. 20535



99.9 FM
Kooler Radio



WKLR
BOOTH BROADCASTING COMPANY

ANNOUNCEMENT RATES

Effective July 1, 1970

Drive Time Classifications

6:00 — 9:00 AM
3:00 — 6:00 PM

WEEKLY SATURATION PLANS

DRIVE TIMES

1 - 5 times — 12.00
6 - 20 times — 9.00
21 - 35 times — 8.00
36 - 50 times — 6.00

OTHER TIMES

1 - 5 times — 10.00
6 - 20 times — 7.00
21 - 35 times — 6.00
36 - 50 times — 5.00

NOTE: 30 second spots — 80% of minute rate. 10 second spots — 60% of minute rate.

EARLY WEEK SATURATION

Sunday — Monday — Tuesday — Wednesday

	<u>60 seconds</u>	<u>30 seconds</u>
10 per week	60.00	48.00
20 per week	100.00	80.00
30 per week	120.00	96.00

PROGRAMS

Sunday Religion — ½ hr. \$50.00
— 1 hr. \$90.00

Remotes — \$50.00 per hour

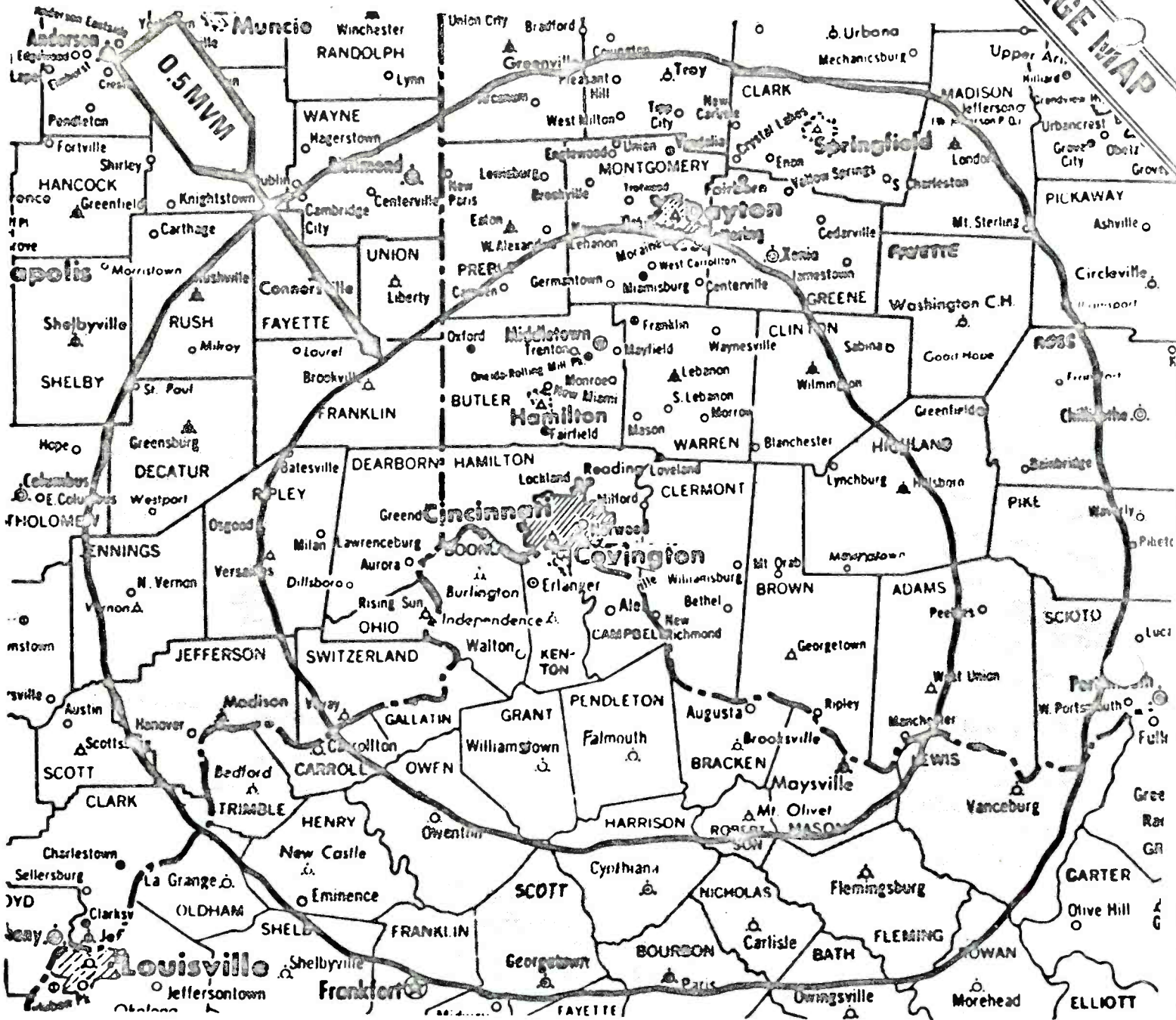
W K L R 99.9

3225 ARLINGTON AVE. / TOLEDO, OHIO 43614
(419) 385-3343

GIANT COUNTRY

AM-1050-1000 WATTS-1050 KILOCYCLES

COVERAGE MAP

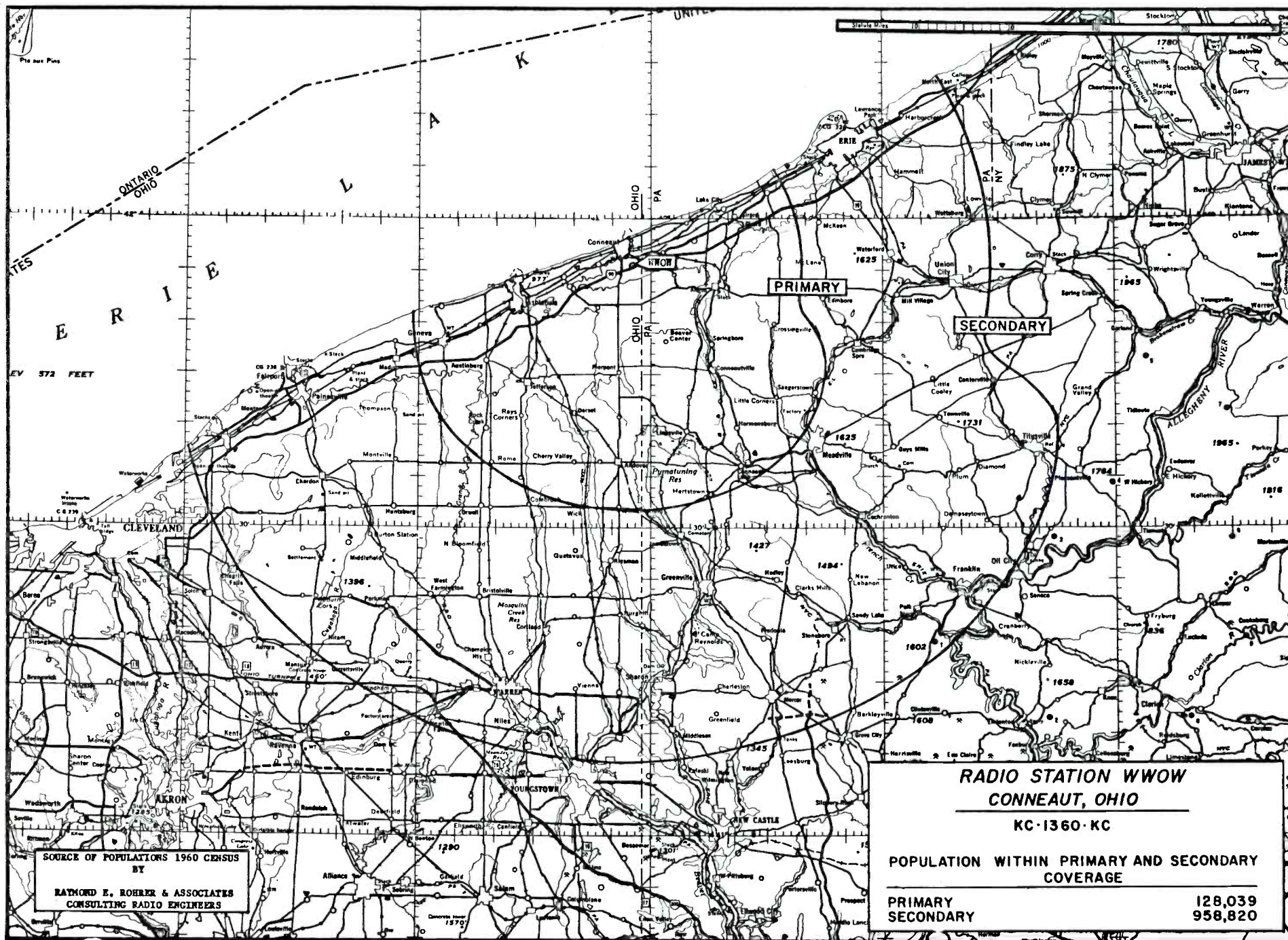


WZIP

THE COUNTRY GIANT AM-1050 FM 92.5
VERNON MANOR, OAK & BURNET, CINCINNATI, OHIO 45219
(513) 221-5100

HENRY C. GOLDMAN, GENERAL MANAGER
ALAN TORBET ASSO. INC. NATIONAL REPRESENTATIVE

GREATER CINCINNATI'S LARGEST UNDUPLICATED AUDIENCE



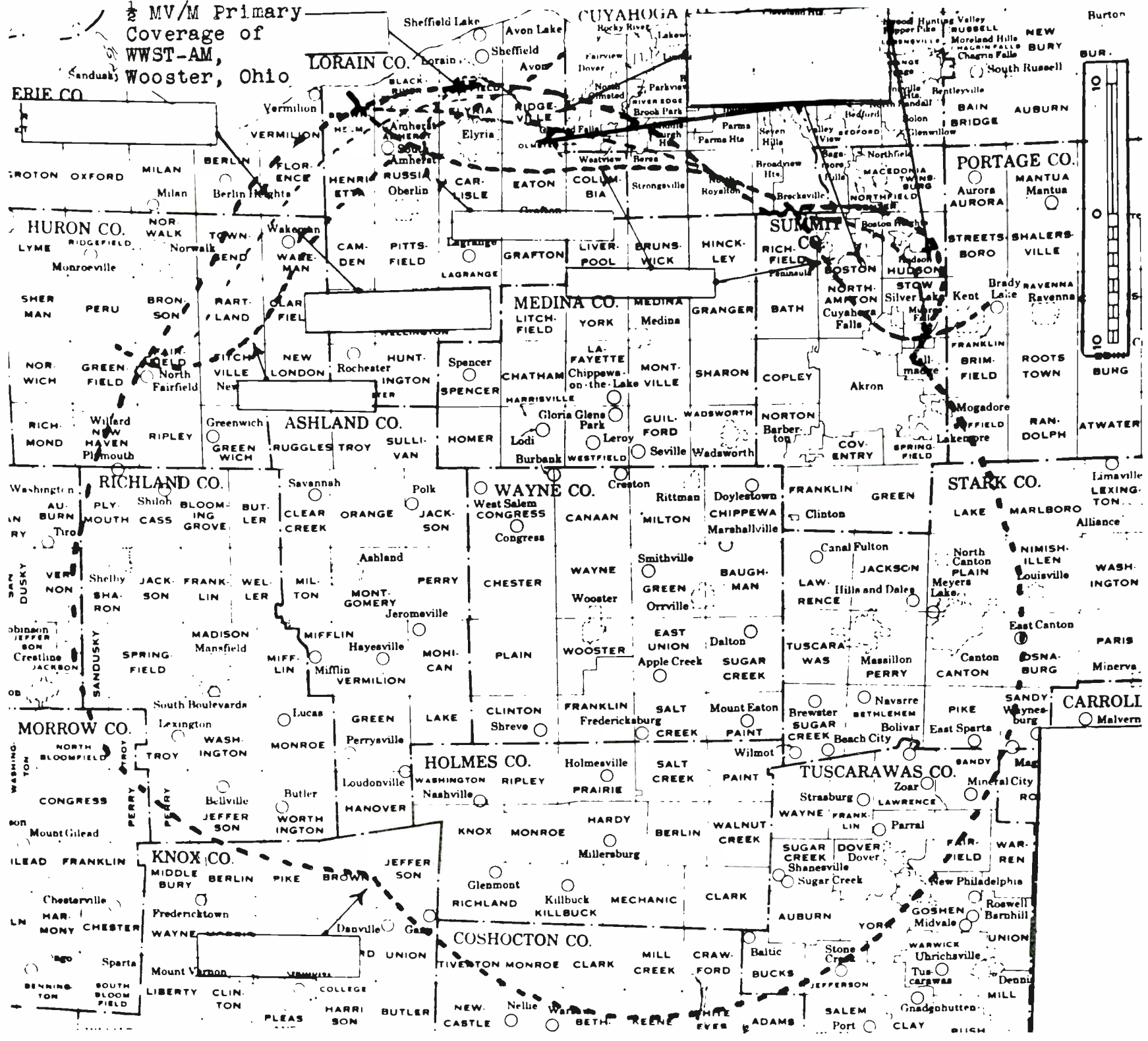
SOURCE OF POPULATIONS 1960 CENSUS
BY
RAYMOND E. ROHRER & ASSOCIATES
CONSULTING RADIO ENGINEERS

RADIO STATION WWOW
CONNEAUT, OHIO
KC-1360-KC

POPULATION WITHIN PRIMARY AND SECONDARY
COVERAGE

PRIMARY	128,039
SECONDARY	958,820

1/2 MV/M Primary Coverage of WWT-AM, Wooster, Ohio



W-WIZ

Lorain-Elyria

SERVING DYNAMIC NORTHERN OHIO

More Music!
More News!
More Personalities
More Service!
More Sell-a-bility

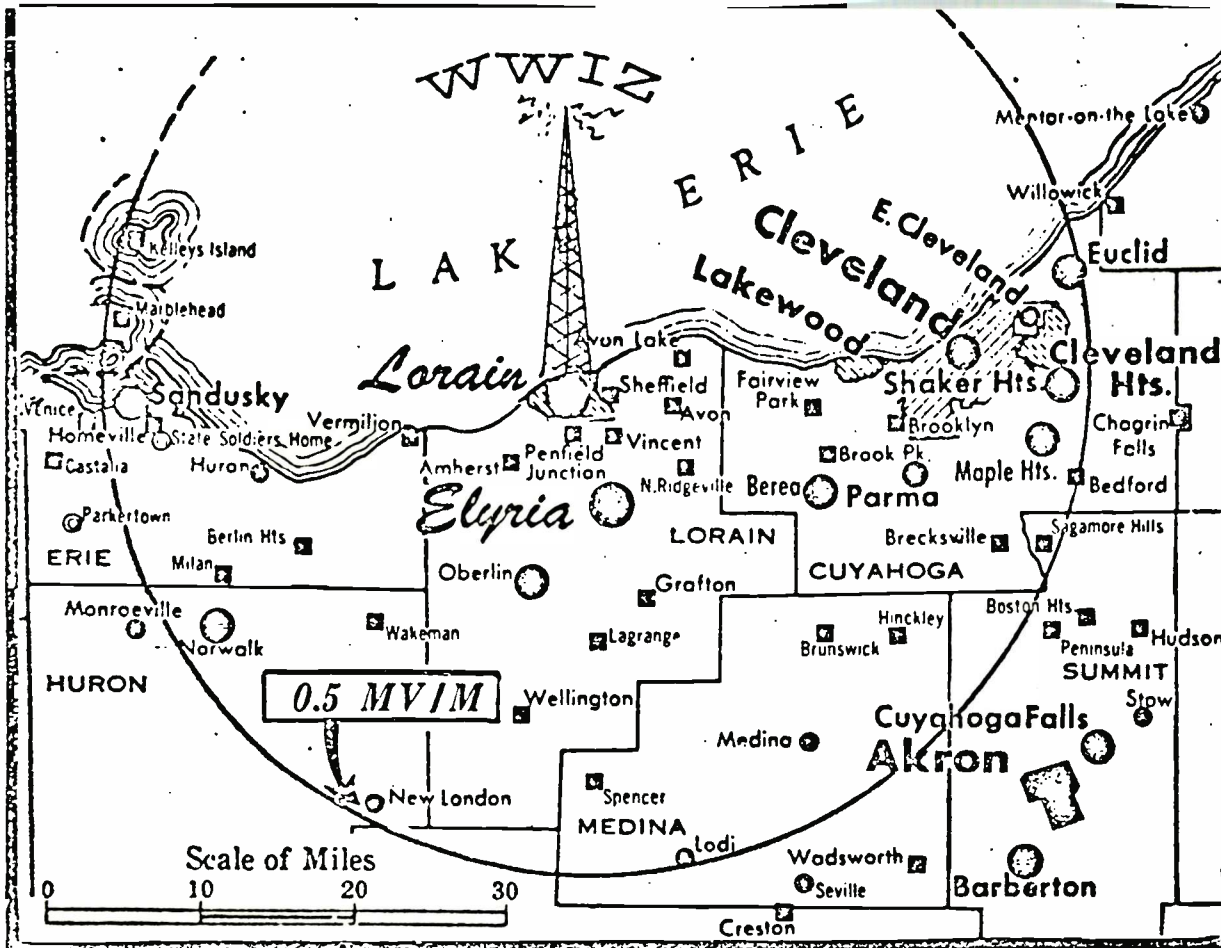
500 Watts — 1380 KC — Non-Directional

W-WIZ

617 Broadway

Phone CH 4-5235

LORAIN, OHIO



W-WIZ

500 Watts
1380 KC
Non-Directional
Lorain-Elyria

Most Powerful Signal in Lorain - Lake Erie Steel Center

More News - More Music - More Service

LORAIN COUNTY'S BIG SOUND RADIO STATION

THE AMERICAN BROADCASTING COMPANY



MARKET DATA:

	Within 0.5 MVIM Coverage
Total Population _____	1,288,365
Total Households _____	423,690
Total AM Radio Homes _____	419,700
Total Passenger Cars _____	452,040
Spendable Income _____ \$	\$ 2,294,364,000

RETAIL DATA:

Food Sales _____ \$	412,965,000
Drug Sales _____ \$	81,904,000
General Merchandise _____ \$	210,717,000
Apparel Stores _____ \$	89,366,000
Home Furnishings _____ \$	96,840,000
Automotive Sales _____ \$	369,821,000
Filling Stations _____ \$	131,693,000
TOTAL RETAIL SALES _____ \$	1,919,468,000
TOTAL WHOLESALE SALES _____ \$	604,385,000

FARM DATA:

Farm Population _____	67,950
Farm Households _____	17,095
Farm Radio Homes _____	17,050
Total Farm Income _____ \$	\$ 219,567,000

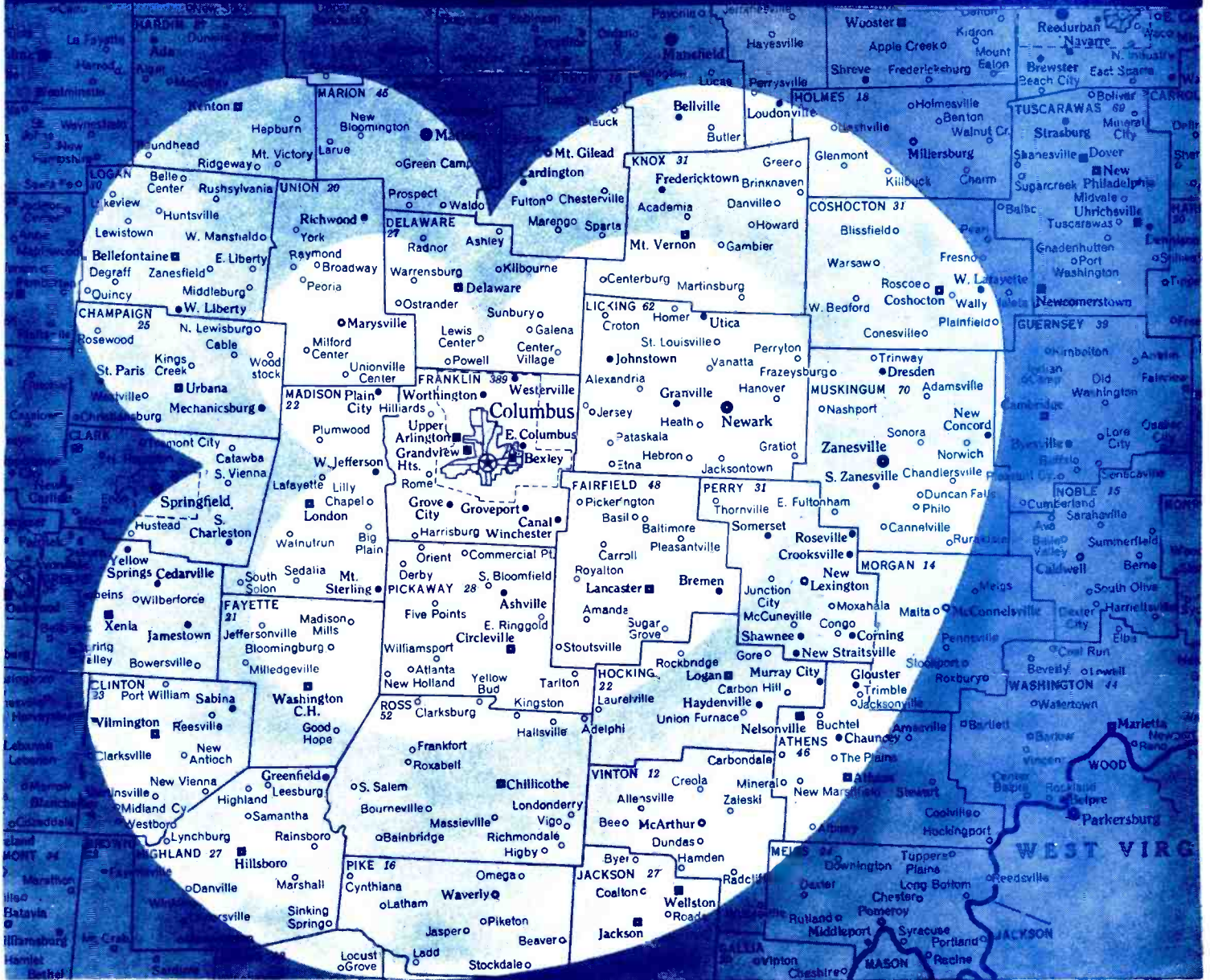
SOURCE SRDS Consumer Market Data; Sales Management, U. S. Department of Commerce; U. S. Department of Agriculture, RETMA.

DESIGNED BY WILLOUGHBY & ASSOCIATES (Nashville)

WV KO / 1580

2495 HENDERSON ROAD
COLUMBUS 21, OHIO • 451-2191

SIGNAL PATTERN

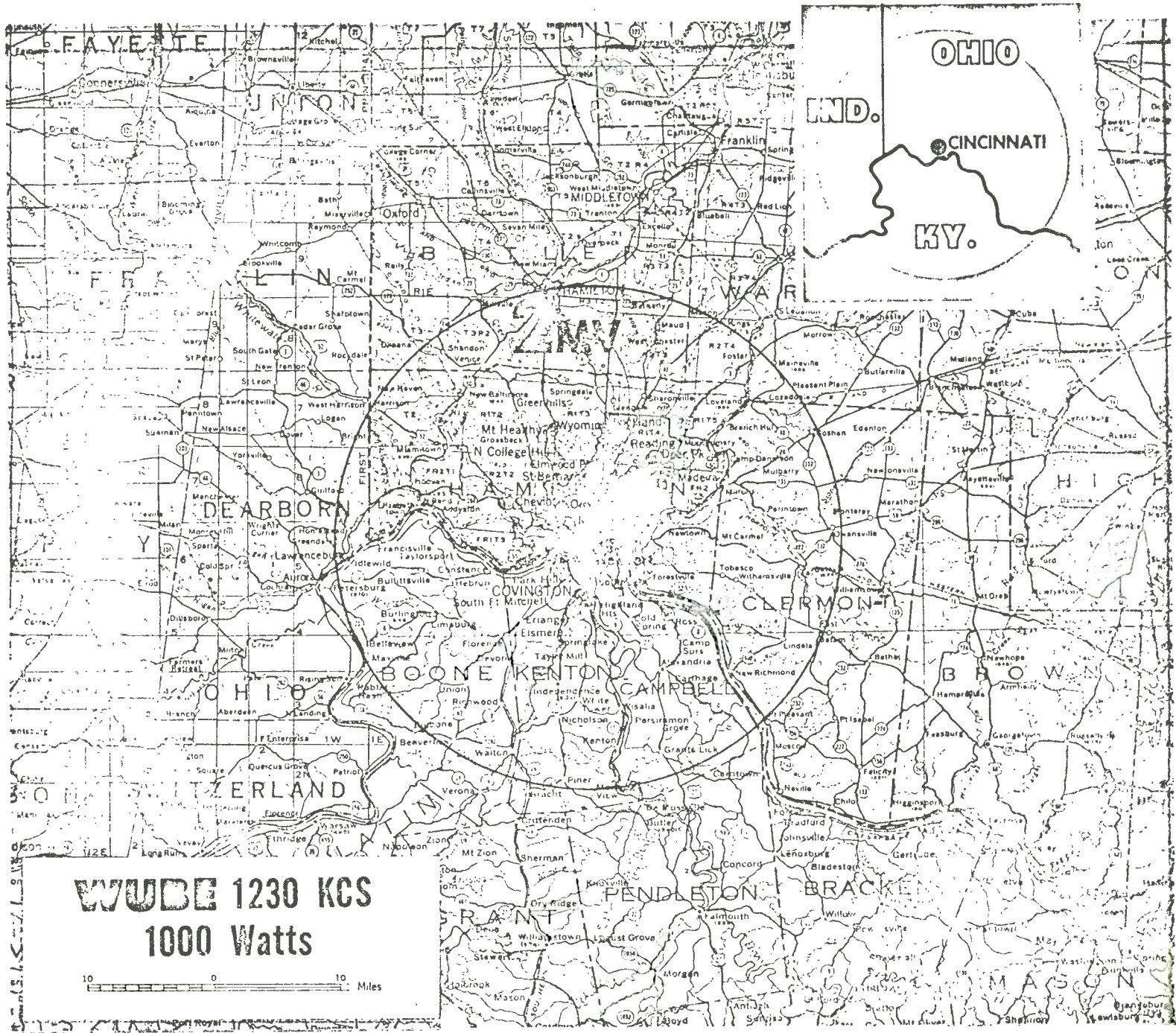


PRIMARY - 0.5 MV/M
SECONDARY 0.1 MV/M

Sky Way Broadcasting Corp.

WUBE

POST OFFICE BOX 1232 • CINCINNATI, OHIO 45201 • 513-621-2392

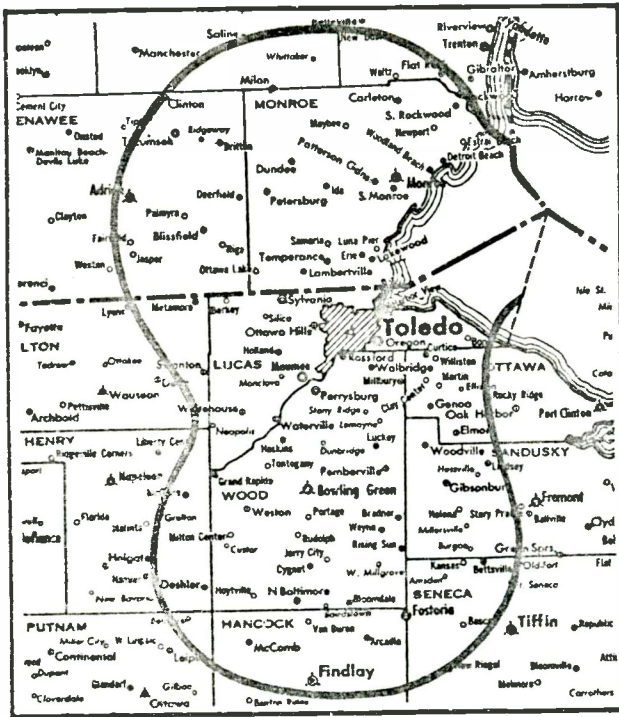


SEATTLE, PORTLAND, SPOKANE RADIO

Represented Nationally by
McGAVREN - GUILD CO.
D.F.M. DIVISION

KJR SEATTLE • KXL AM/FM PORTLAND • KNEW SPOKANE • KCKN AM/FM KANSAS CITY

We Cover Your Customers



POPULATION	1,110,400
METRO AREA	657,000
RADIO HOMES TOTAL AREA	341,706
METRO AREA	190,904
U. S. RANK	44
RETAIL SALES	\$1,200,800,000

 **WTTO**
Radio
15

Commodore Perry Hotel * Toledo, Ohio
Phone 248-4655

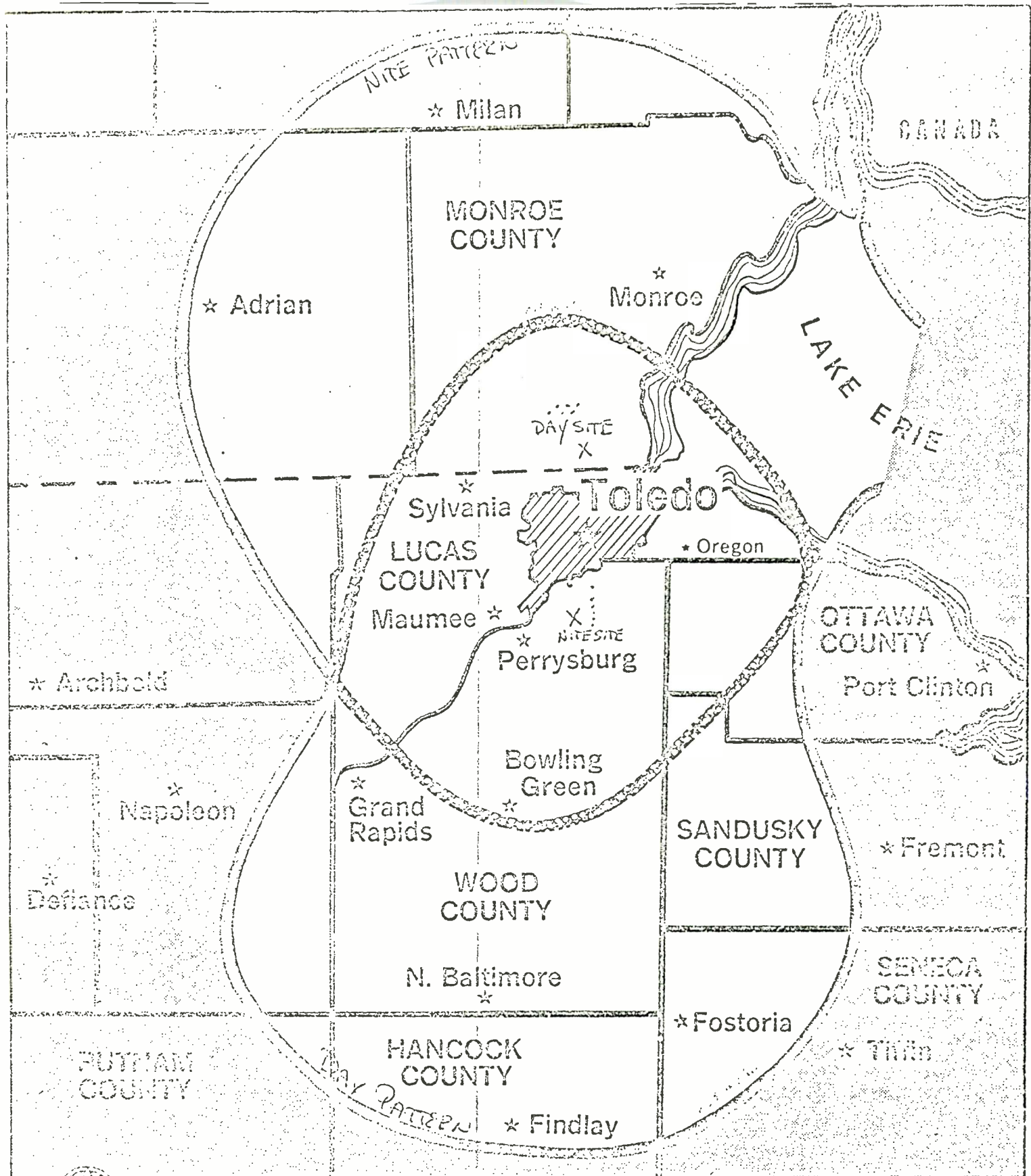
 **WTTO**
Radio
15

1000 Watts Day AND Night

The
BRIGHT
NEW
SOUND
In Toledo

WTTO BROADCASTING COMPANY
Commodore Perry Hotel
Toledo, Ohio 43604 Phone 248-4655

Rate Card No. 2 Effective April 1, 1967

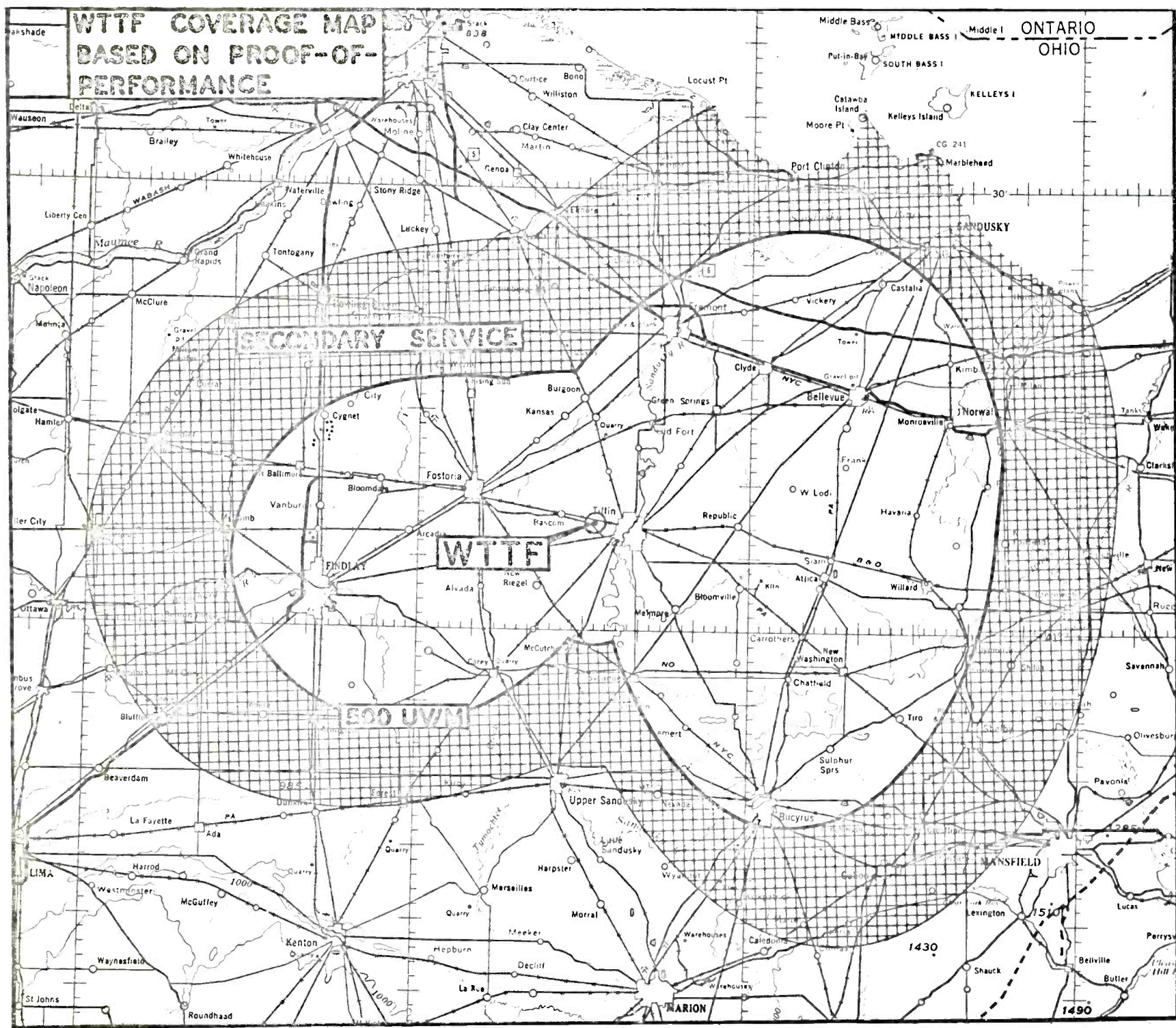


WTTT RADIO • FAMOUS 15

NEPARD STATIONS *WLAV* GRAND RAPIDS, MICHIGAN *WLYV* FORT WAYNE, INDIANA
 REPRESENTED NATIONALLY BY MCGAVREN-GUILD/PGW RADIO

WTTT RADIO • THE COMMODORE PERRY • TOLEDO, OHIO 43604 • (419) 248-4655

WTTF COVERAGE MAP BASED ON PROOF-OF- PERFORMANCE



PEOPLE IN THE KNOW LISTEN TO



MAXIMUM IMPACT PLAN (WEEKLY)

1/3 7A-1P	1/3 1P-7P	1/3 7P-1A
Fixed	6X	12X
:60	\$18.	\$14.
:30	15.	11.
	12.	10.
		9.

FM YEARLY CONTRACT

1 time	:60	\$18.
52 times	:30	\$15.
104 times		12.
156 times		11.
260 times		10.
500 times		9.
1000 times		8.
		7.

FM PROGRAMS

1 hr.	1/2 hr.	1/4 hr.	5 Min.
\$100.	\$50.	\$35.	\$25.
85.	45.	30.	20.
60.	40.	25.	15.

All :10 second FM spots—\$6.00

WHIO-FM STEREO PROGRAM SCHEDULE NEWS ON THE HOUR—DAILY

MONDAY THRU FRIDAY
 7:00-9:00 AM. MUSIC ON THE SUNNY SIDE
 9:00-12:00 N. MUSIC TILL NOON
 12:00 N-3:00 PM THE BEST IN MUSIC
 3:00-6:00 PM THE WORLD OF MUSIC
 6:00-7:00 PM MUSIC FOR DINING
 7:00-9:00 PM MUSIC SHOWCASE
 9:00-10:00 PM. MUSIC FROM THE CLASSICS
 9:00-11:00 PM. BOSTON SYMPHONY CONCERT
 (Thursday Only)
 10:00-1:00 AM SERENADE IN THE NIGHT

SATURDAY

7:00-9:00 AM. MUSIC ON THE SUNNY SIDE
 9:00-12:00 N. MUSIC TILL NOON
 12:00 N-3:00 PM THE BEST IN MUSIC
 3:00-5:30 PM WORLD OF MUSIC
 5:30-6:00 PM SPECTRUM U.S.A.
 6:00-7:30 PM MUSIC FOR DINING
 7:30-1:00 AM SATURDAY NIGHT DANCE TIME

SUNDAY

7:30-8:00 AM MUSIC FOR SUNDAY MORNING
 8:00-8:30 AM SALT LAKE CITY CHOIR
 8:30-9:00 AM AUDITORIUM ORGAN
 9:00-12:00 AM MUSIC FOR SUNDAY MORNING
 12:00 N-1:30 PM TRAVEL THE WORLD IN SONG
 1:30-1:45 PM SUNDAY SERENADE
 1:45-3:00 PM SUNDAY SERENADE
 3:00-5:30 PM WORLD OF MUSIC
 5:30-5:35 PM PARADE OF BUSINESS
 5:35-9:00 PM WORLD OF MUSIC
 9:00-11:00 PM CLEVELAND ORCHESTRA
 11:00-12 Mid MUSIC TILL MIDNIGHT

AM-FM COMBINATION

	:60's	10 ea.	5 ea.	:30's	10 ea.	20 ea.	5 ea.
6-10 A	AAA	\$43.	\$37.	\$35.	\$37.	\$37.	\$37.
AM		12.	9.	8.	10.	10.	9.
FM		\$55.	\$46.	\$43.	\$47.	\$47.	\$46.
TOTAL							
10 A-3P	A	\$22.	\$17.	\$16.	\$17.	\$17.	\$17.
AM		12.	9.	8.	10.	10.	9.
FM		\$34.	\$26.	\$24.	\$27.	\$27.	\$26.
TOTAL							
3-7P	AA	\$30.	\$25.	\$22.	\$25.	\$25.	\$25.
AM		12.	9.	8.	10.	10.	9.
FM		\$42.	\$34.	\$30.	\$35.	\$35.	\$34.
TOTAL							
OTHER TIMES	B	\$20.	\$16.	\$15.	\$16.	\$16.	\$16.
AM		12.	9.	8.	10.	10.	9.
FM		\$32.	\$25.	\$23.	\$26.	\$26.	\$25.
TOTAL							



WHIO RADIO NEWS

WHIO Radio originates more than 85 newscasts per week. This station's news department has 19 full-time people — Dayton's largest news staff reporting for radio and television. Additionally, 8 free lance reporters provide radio news from other communities in the region. Springfield, Piqua, Middletown in Ohio plus Richmond, Indiana, all are in the WHIO coverage area. This department has 5 newscars, airplane and a helicopter all radio equipped. WHIO also maintains news bureaus in Washington, D.C. and Columbus, Ohio.

POPULATION
MONTGOMERY CO. 602,400
METRO AREA 852,700
19 COUNTY AREA 1,756,800



BUSINESS OFFICES & STUDIOS
 1414 WILMINGTON AVENUE
 DAYTON, OHIO 45401
 AREA CODE 513-254-5311

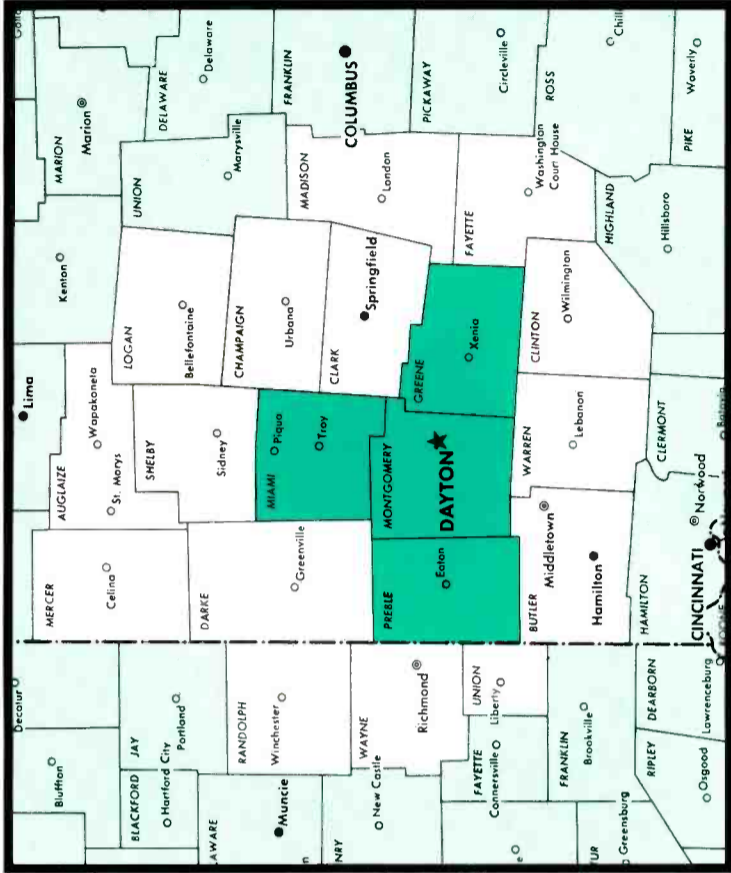
19 COUNTY
 TRADING AREA

4 COUNTY
 METRO AREA

PROGRAM SCHEDULE
 RATE CARD
 MARKET FACTS
 COVERAGE MAP

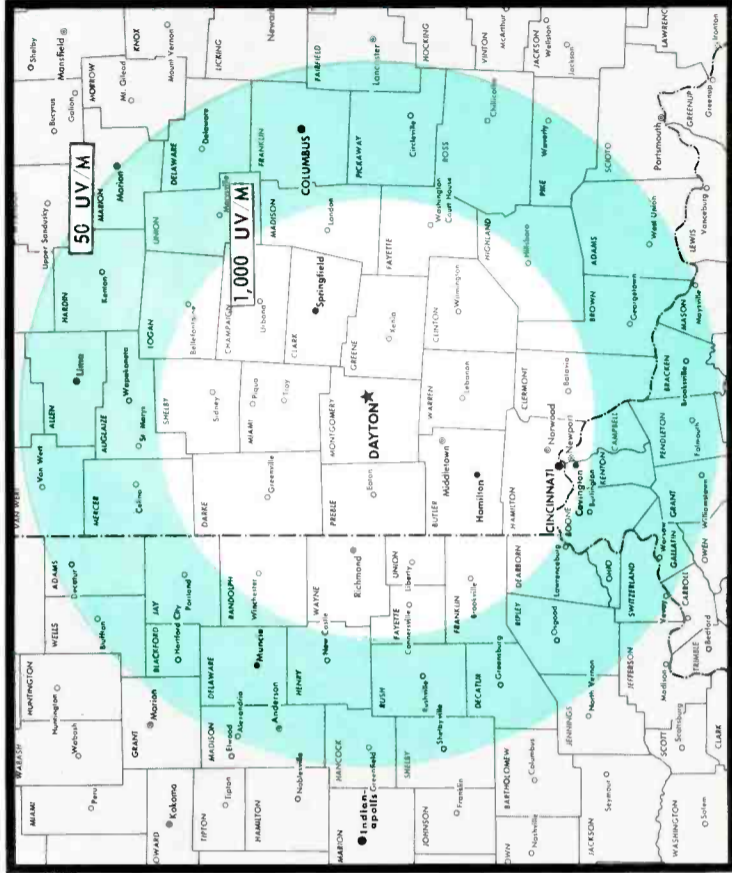
WHIO RADIO
 1290 Kc.
 5,000 WATTS
 BASIC CBS AFFILIATE
 ESTABLISHED 1935

WHIO FM STEREO
 99.1 MC.
 50,000 WATTS
 PROGRAMMED
 SEPARATELY



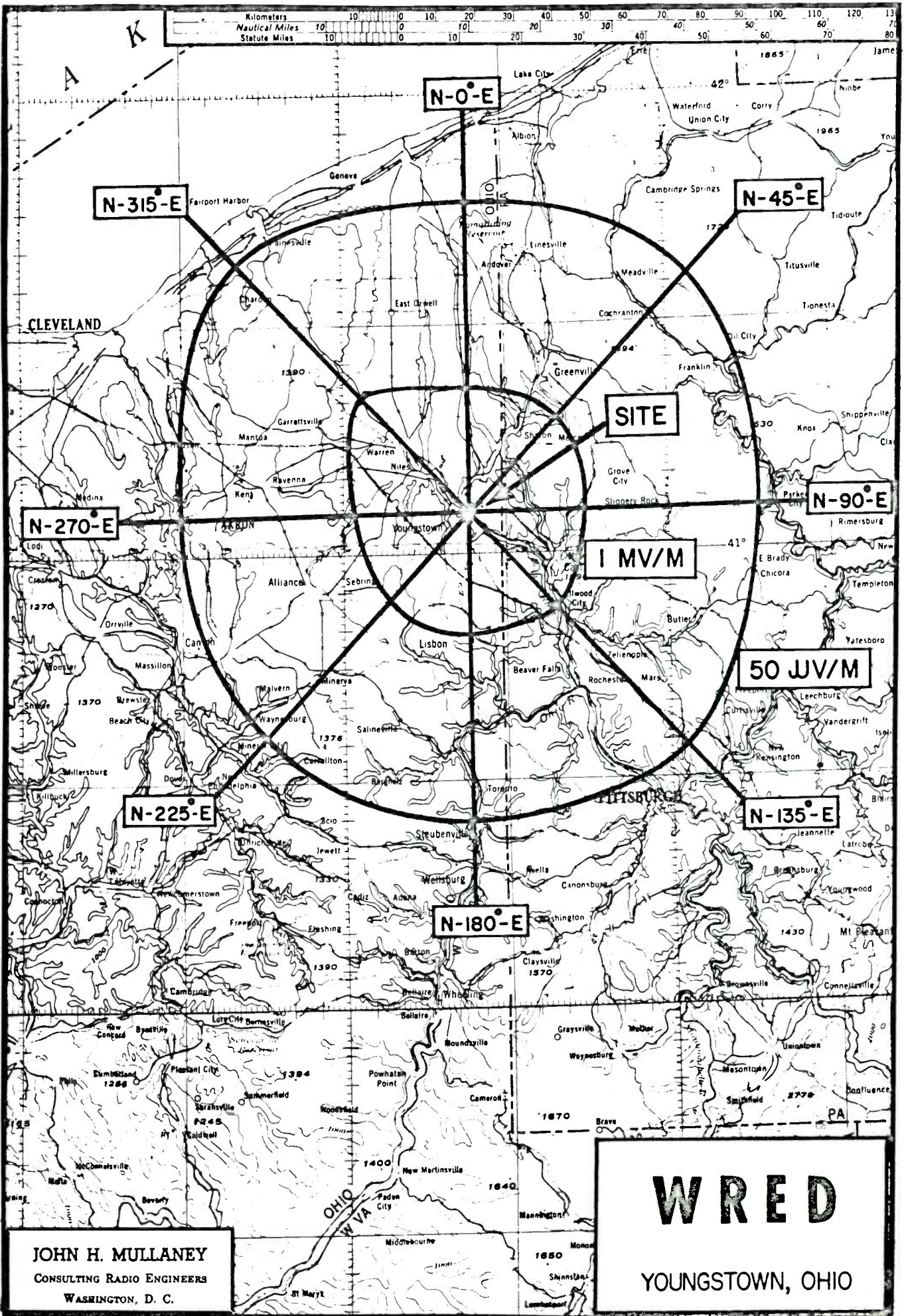
WHIO-AM
 COVERAGE MAP

WHIO-FM STEREO
 COVERAGE MAP



COX BROADCASTING CORPORATION Stations: WHIO AM-FM-TV, Dayton, WSB AM-FM-TV, Atlanta, WSOB AM-FM-TV, Charlottesville, WIOD AM-FM, Miami, KTYU, San Francisco-Oakland; WFTC-TV, Pittsburgh.





Kilometers 10 20 30 40 50 60 70 80 90 100 110 120 130
 Nautical Miles 10 20 30 40 50 60 70 80
 Statute Miles 10 20 30 40 50 60 70 80

CLEVELAND

SITE

1 MV/M

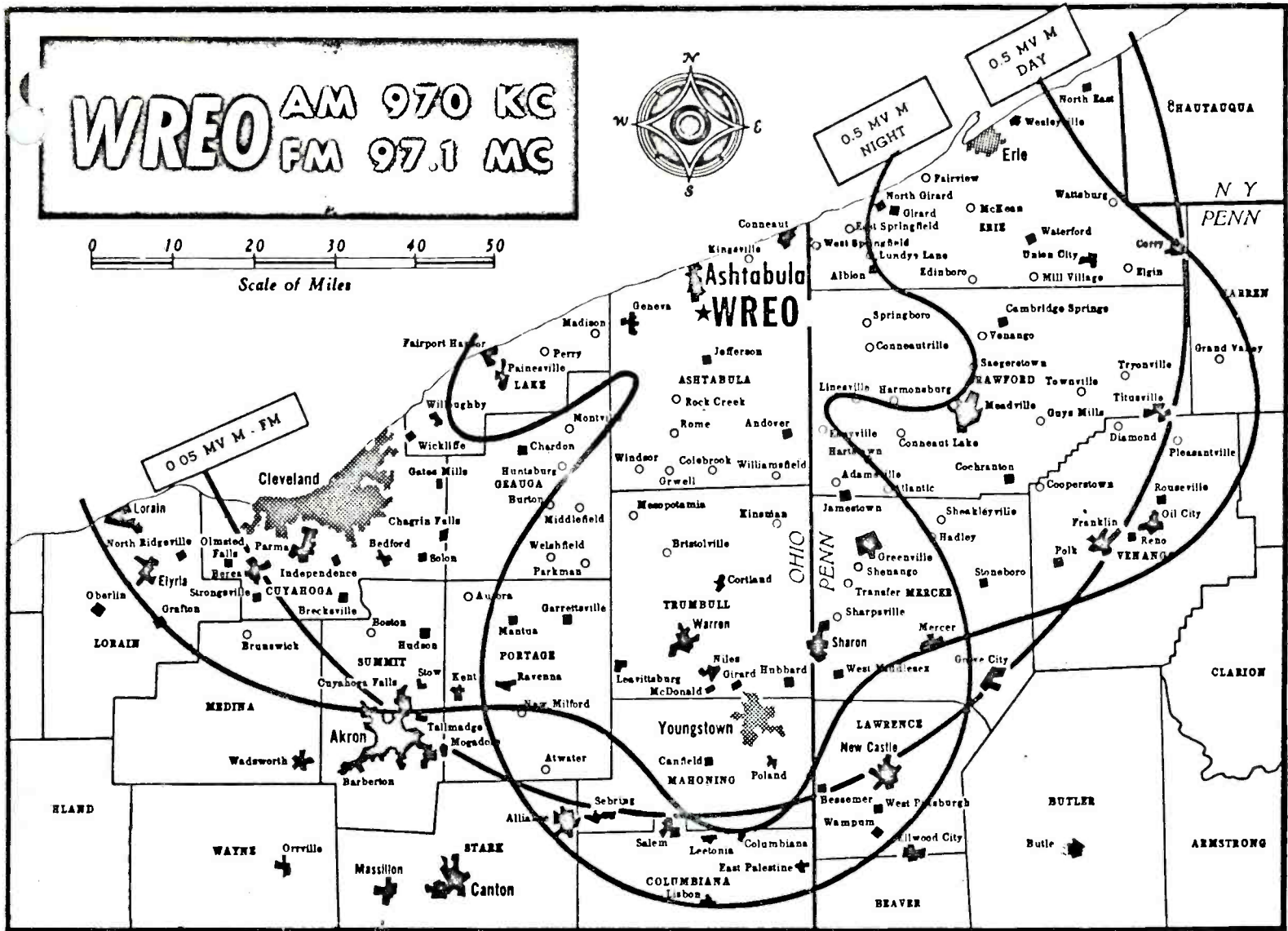
50 JUV/M

W R E D

YOUNGSTOWN, OHIO

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

Serving Northeastern Ohio & Northwestern Pennsylvania



MARKET DATA

	AM DAY	AM NIGHT	FM
Area Data			
Population	3,657,950	1,656,100	3,451,650
Households	1,068,700	471,450	1,011,300
Passenger Cars	1,265,855	569,190	1,195,335
Consumer Spendable Income	\$8,345,325,500	\$5,596,561,000	\$7,934,655,000
Retail Sales			
Food Stores	\$1,179,072,500	792,790,000	\$1,124,513,500
Drug Stores	167,123,000	109,594,000	164,884,200
General Merchandise	628,159,000	389,118,000	610,233,000
Apparel Stores	233,671,500	160,602,500	223,848,000
Home Furnishings	213,237,000	144,240,000	204,424,500
Auto Sales	719,797,000	482,261,000	684,044,000
Filling Stations	323,120,500	219,778,000	304,973,000
Gas, Hardware Materials	280,801,500	190,877,500	271,148,500
Eating and/or Drinking Places	365,070,500	216,589,000	333,232,500
TOTAL RETAIL SALES	\$4,110,052,500	\$3,705,850,000	3,921,301,200
Farm Data			
Gross Farm Income	\$ 151,977,500	\$ 117,399,000	\$ 113,774,000

YOUR MUTUAL BROADCASTING STATION

WREO

EXPERIENCE
LEADERSHIP
QUALITY

- Local News from the Area, UPI.
- Variety, Selected Music, Farm Programs.
- A Microphone Which travels.
- Cleveland Indians Games, Pro Football, College Football.
- Strategically located in an Industrially Expanding Area with natural facilities.
- Eighty-seven million people, more than half of the total population of the United States, live within 500 miles of this WREO area.

Owned and Operated by: est. 1937
Radio Enterprises of Ohio, Inc.
 ASHTABULA, OHIO Phone 993-2126 Area Code 216

AM 970 k.c.

5000 WATTS DAYS

FM 97.1 m.c.

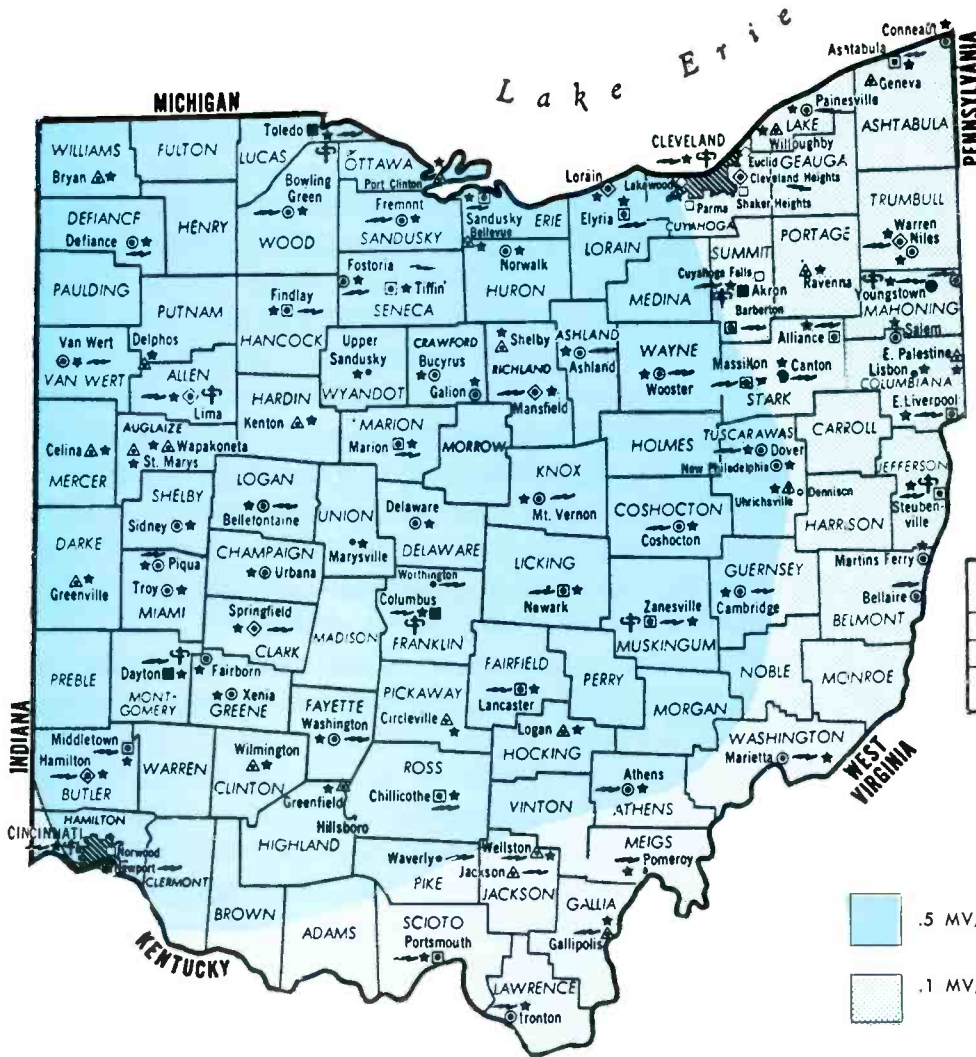
1000 WATTS NIGHTS

53,000 WATTS

DAY AND NIGHT

HERE'S THE REACH YOU NEED

to cover the bases in Central Ohio!



Map Explanation
Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-200	200-500	Over 500	CITY POPULATION Current (M. Estimate)
•	△	○	□	◇	◊	◐	◑	With Daily Media.
○	△	□	◇	◊	◐	◑	◒	Without Daily Media.

Symbols Designate Types of Media.
 * Newspaper → Radio ⊕ Television
 COUNTY NAMES ARE IN ITALIC TYPE

- .5 MV/M PRIMARY AREA.
- .1 MV/M SECONDARY AREA

POPULATION in WRFD Primary Coverage Area	-----	6,557,000
RADIO HOMES in WRFD Primary Coverage Area	-----	1,891,850
SPENDABLE INCOME in WRFD Primary Coverage Area	-----	\$14,030,495,000
FOOD SALES in WRFD Primary Coverage Area	-----	\$2,057,356,000
DRUG SALES in WRFD Primary Coverage Area	-----	\$274,843,000
PETROLEUM SALES in WRFD Primary Coverage Area	-----	\$684,986,000
AUTO REGISTRATIONS in WRFD Primary Coverage Area	-----	2,471,062

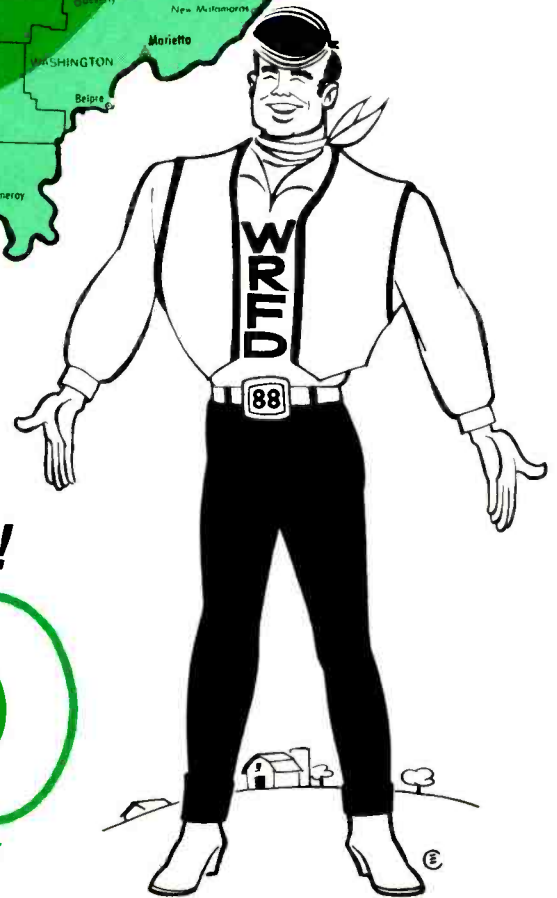
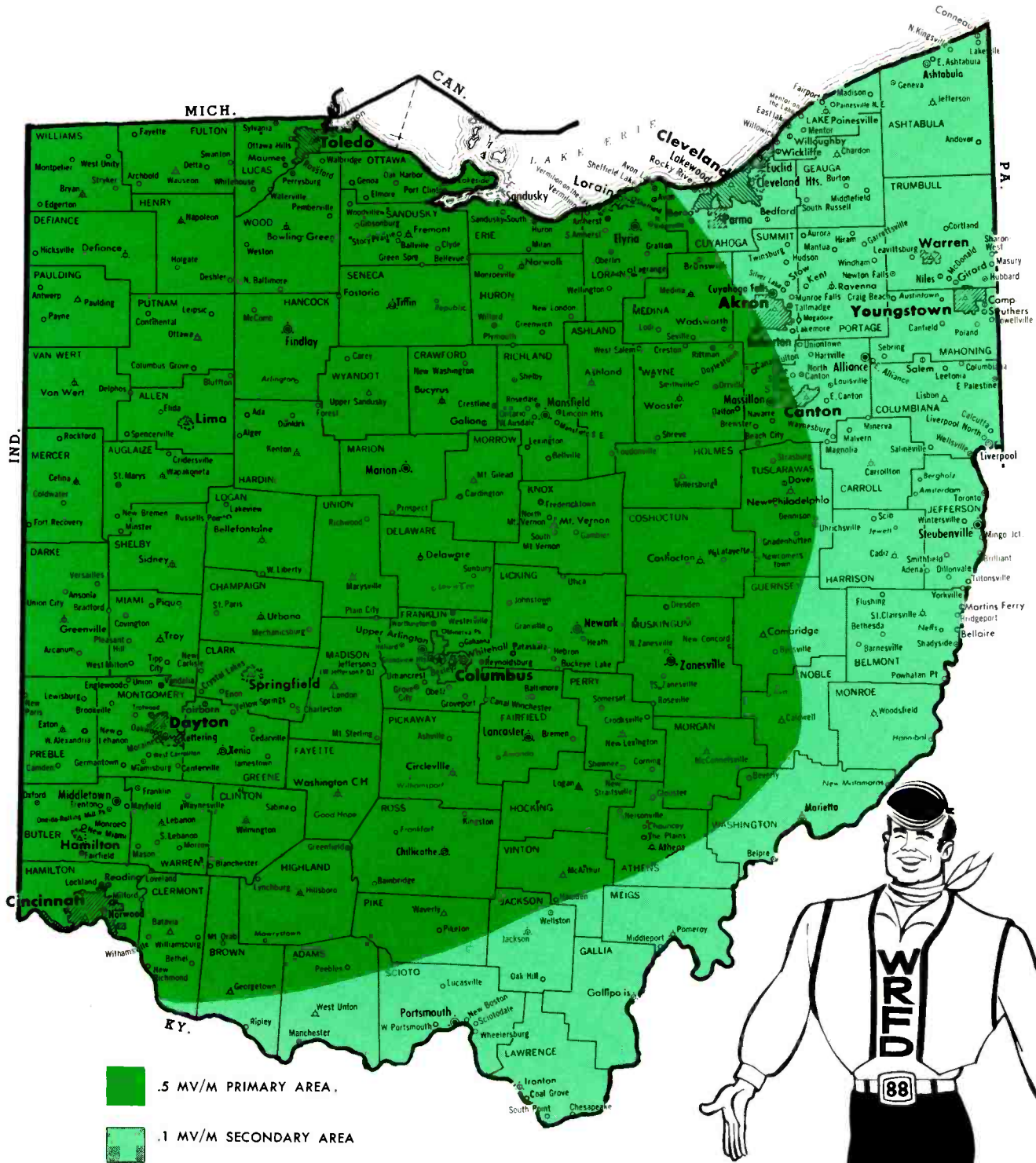


880 kc.- Dial just below the 9

WRFD

Today's RADIO as YOU like it!

OHIO'S COUNTRY GIANT



RADIO 88! - THE POWER-FULL ONE!

WTRF

STATE-WIDE COUNTRY

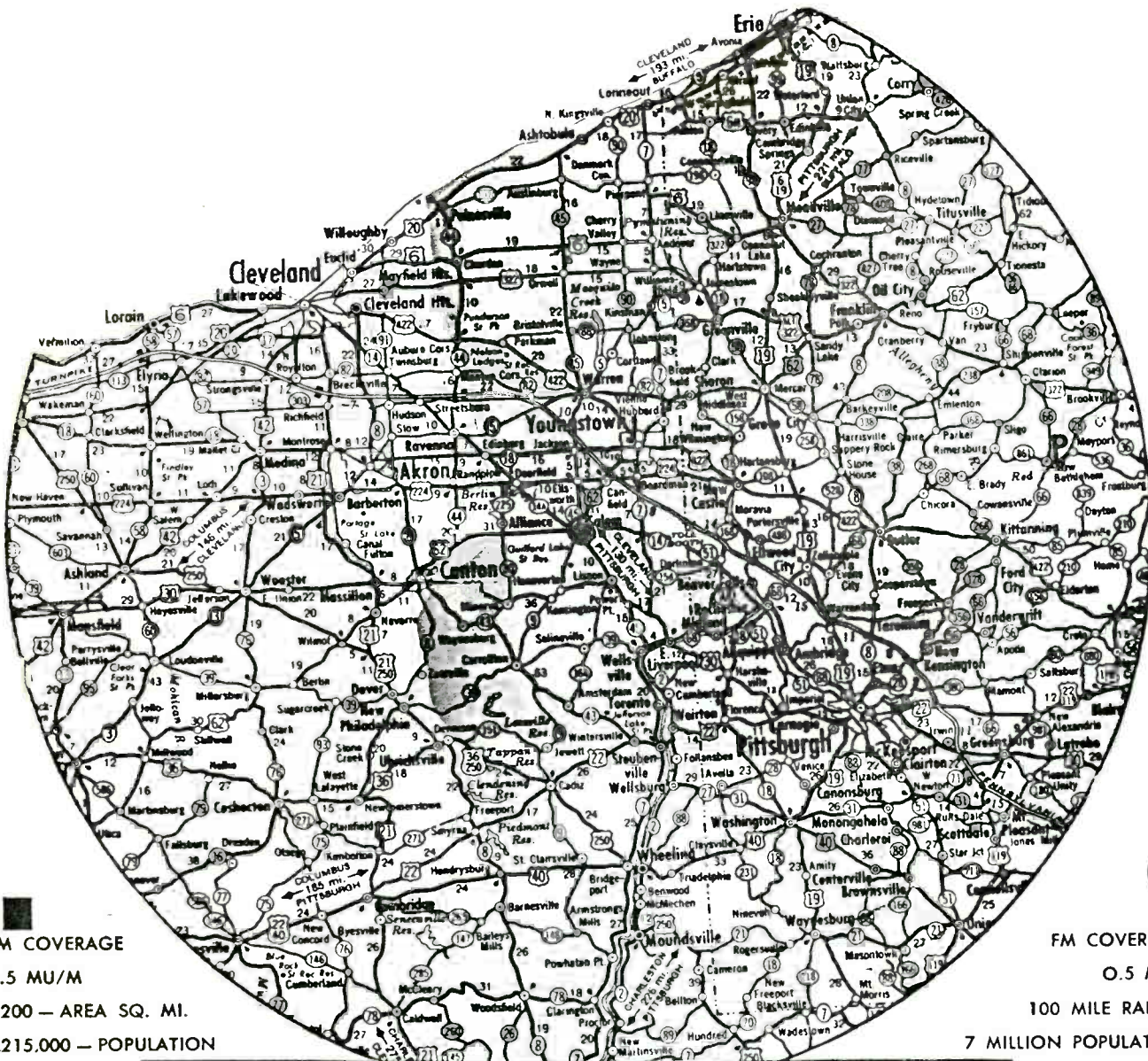
RADIO
WSOM
SALEM BROADCASTING COMPANY
SALEM, OHIO

STUDIOS - FARMERS NATL. BNK. BLDG.
TRANSMITTER - FRANKLIN ROAD

TELEPHONE 337-9544

AM
500 WATTS
600 KC

FM
100,000 WATTS
105.1 MC



AM COVERAGE
0.5 MU/M
7,200 - AREA SQ. MI.
1,215,000 - POPULATION

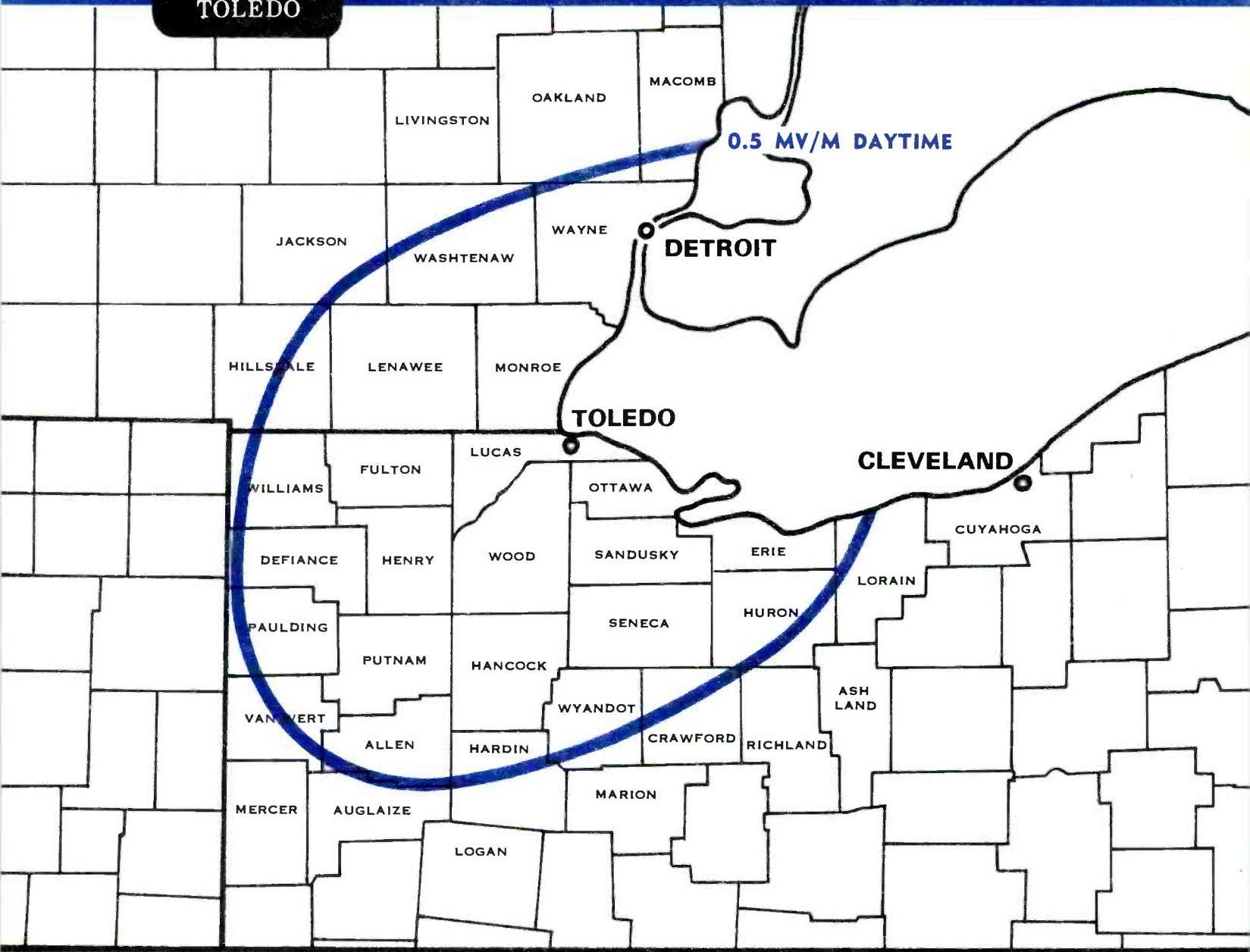
FM COVERAGE
0.5 M/M
100 MILE RADIUS
7 MILLION POPULATION

am **WSOM** **fm**

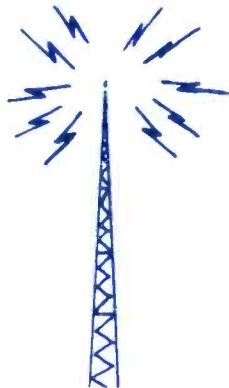
105.1 MC
600 KC

WSPD
RADIO
TOLEDO

A STORER STATION



COVERAGE



Operating 24 hours a day, WSPD RADIO dominates the dynamic Toledo metro area and its thriving environs — a total of 22 Northwestern Ohio and Southeastern Michigan counties with over 1,500,000 people and 425,000 radio homes.

Represented by Major Market Radio

5,000 WATTS 1370 KC



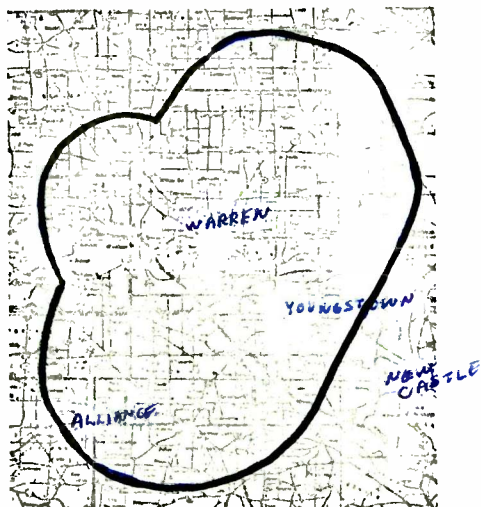
Copyright Release No. 14341 - American Map Co.

COVERAGE MAP STEUBENVILLE, OHIO - WEIRTON, W. VA.

DISCOUNTS AND GENERAL INFORMATION

- When entire schedule is ordered at one time:
 - 13 week contracts or longer may specify fixed position.
 - 13 week contracts earn 2% discount.
 - 26 week contracts earn 4% discount.
 - 52 week contracts earn 8% discount.
- 13 week contracts, when renewed for additional 13 weeks, earn 4% discount for renewal contract, with no rebate for initial 13 weeks.
- 60 second, 30 second, and 10 second announcements may be combined to earn weekly frequency discounts.
- 2% discount on all bills paid within 15 days of billing date. All rates Net, not commissionable.
- RATE PROTECTION: 52 week contract rate guaranteed for duration of contract and for 6 months from date of any rate increase effective during second 26 weeks of contract.
- 24 hour copy deadline. Weekend and Monday copy deadline Noon, Friday.
- This rate card is for the convenience of advertisers and agencies and does not constitute an offer on the part of WTCL. Rates are subject to change without notice.

THE STATION THAT PUTS TRUMBULL COUNTY ALL TOGETHER



WTCL COVERAGE

WTCL SOUND: TASTEFUL CONTEMPORARY — Popular music of today and yesterday, carefully balanced to meet the changing moods of the adult and young adult audience, mixed with helpful, informative, and entertaining features, and presented with the cordiality of the WTCL personalities.

WTCL NEWS: News on the hour, updated reports as the news breaks, and a full schedule of sports and weather programs. A professional staff and UPI wire and audio service provide on the scene coverage of local, regional, national and world developments.

RATE CARD No. 1
EFFECTIVE JAN. 1, 1971

wtcl
1570

WHERE TRUMBULL COUNTY LISTENS

500 Watts/Daytime
WARREN BROADCASTING CORPORATION
1295 Lane West Road S.W.
Warren, Ohio 44481
Phone: (216) 399-6424



WHERE TRUMBULL COUNTY LISTENS

CLASS A TIME: Sign on — 5:00 P.M. Monday thru Saturday

PER WEEK	60 SEC.	PER WEEK	30 SEC.	PER WEEK	10 SEC.
Fixed or 1X	8.00	8.00	6.40	6.40	4.00
6X	7.25	43.50	5.80	34.80	3.65
12X	6.50	78.00	5.20	62.40	3.25
18X	5.75	103.50	4.60	82.80	2.90
24X	5.00	120.00	4.00	96.00	2.50

CLASS B TIME: 5:00 P.M. — Sign off Monday thru Saturday / All Day Sunday

PER WEEK	60 SEC.	PER WEEK	30 SEC.	PER WEEK	10 SEC.
Fixed or 1X	7.00	7.00	5.60	5.60	3.50
6X	6.25	37.50	5.00	30.00	3.15
12X	5.50	66.00	4.40	52.80	2.75
18X	4.75	85.50	3.80	68.40	2.40
24X	4.00	96.00	3.20	76.80	2.00

WEEKLY TOTAL AUDIENCE PLANS

PLAN 1: 1/3A/2/3B

PLAN 2: 1/2A/1/2B

PLAN 3: 2/3A/1/3B

PER WEEK	60 SEC.	30 SEC.	10 SEC.	PER WEEK	60 SEC.	30 SEC.	10 SEC.	PER WEEK	60 SEC.	30 SEC.	10 SEC.
12X	67.00	87.00	18X	107.50	60 SEC.	67.00	87.00	18X	107.50	60 SEC.	67.00
30 SEC.	54.00	70.00	73.50	86.00	30 SEC.	54.00	70.00	73.50	86.00		
10 SEC.	33.50	43.50	49.00	54.00	10 SEC.	33.50	43.50	49.00	54.00		
60 SEC.	69.00	90.00	102.00	112.50	60 SEC.	69.00	90.00	102.00	112.50		
30 SEC.	55.50	72.00	82.00	90.00	30 SEC.	55.50	72.00	82.00	90.00		
10 SEC.	34.50	45.00	51.00	58.50	10 SEC.	34.50	45.00	51.00	58.50		
60 SEC.	72.00	94.50	108.00	117.50	60 SEC.	72.00	94.50	108.00	117.50		
30 SEC.	58.00	76.00	86.50	94.00	30 SEC.	58.00	76.00	86.50	94.00		
10 SEC.	36.00	47.50	54.00	59.00	10 SEC.	36.00	47.50	54.00	59.00		

PROGRAMS: ALL TIME PERIODS

PER WEEK	2-3 MIN.	PER WEEK	5 MIN.	PER WEEK	10 MIN.
1X	10.00	12.00	12.00	24.00	24.00
3X	9.50	28.50	34.50	23.00	69.00
6X	9.00	54.00	66.00	22.00	132.00
12X	8.00	96.00	120.00	20.00	240.00

SUNDAY NEWS/SPORTS/WEATHER/CAPSULES: 2-3 Minutes:

Minimum of 6 Programs on One Sunday: \$42.00

Additional Programs as Available @ \$5.00

Longer time segments and special event rates on request.

RATE CARD No. 1
EFFECTIVE JAN. 1, 1971

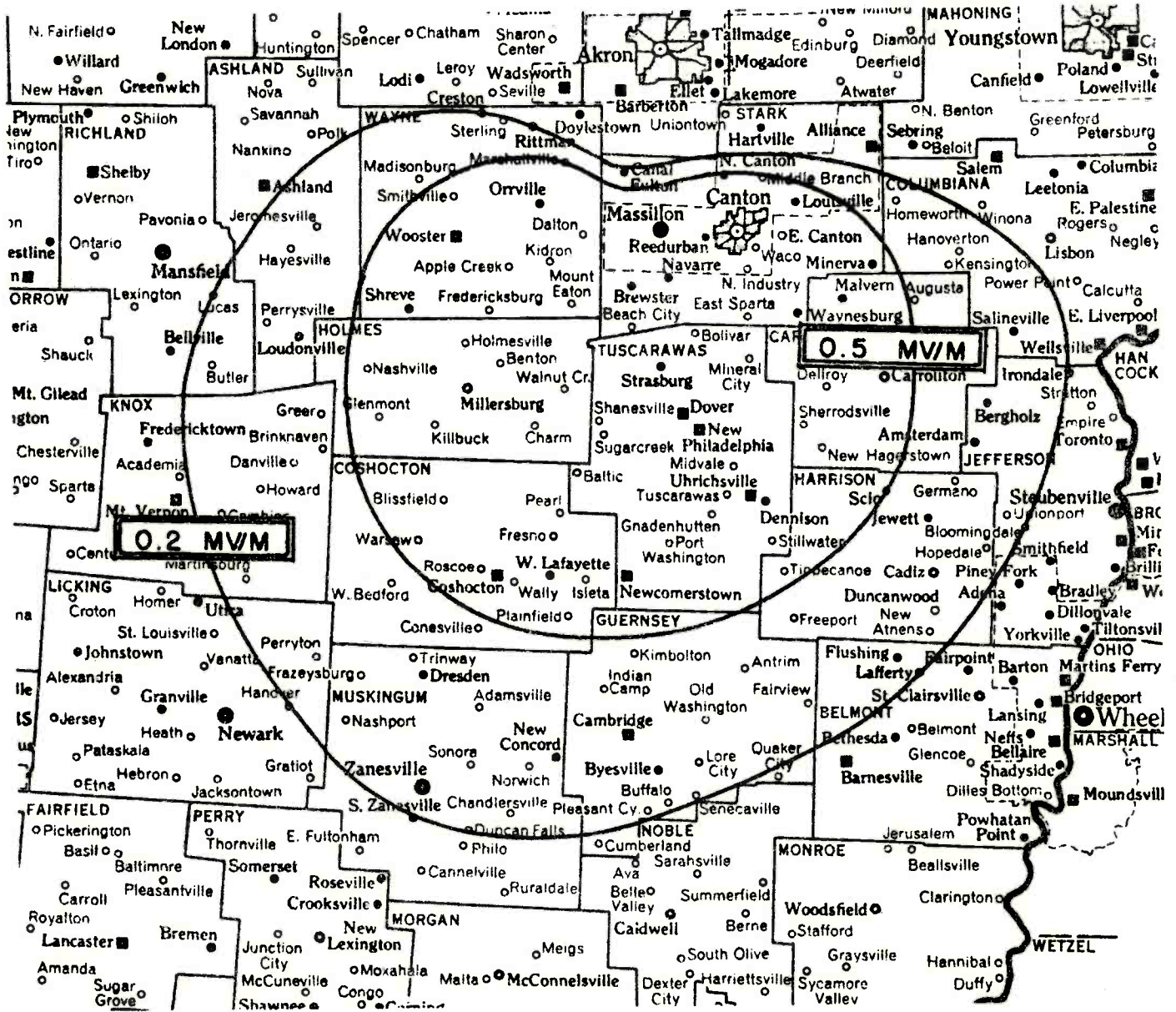
WTIG

MASSILLON, OHIO

990KC ---

250 WATTS

---Daytime



East Central Ohio's Best Advertising Medium

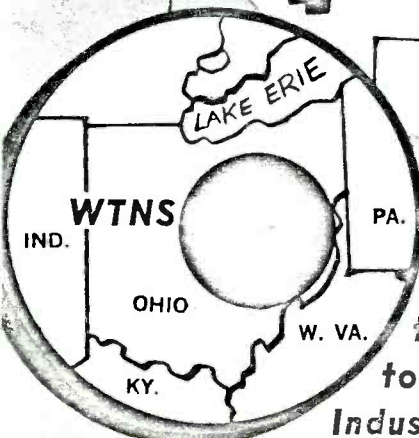
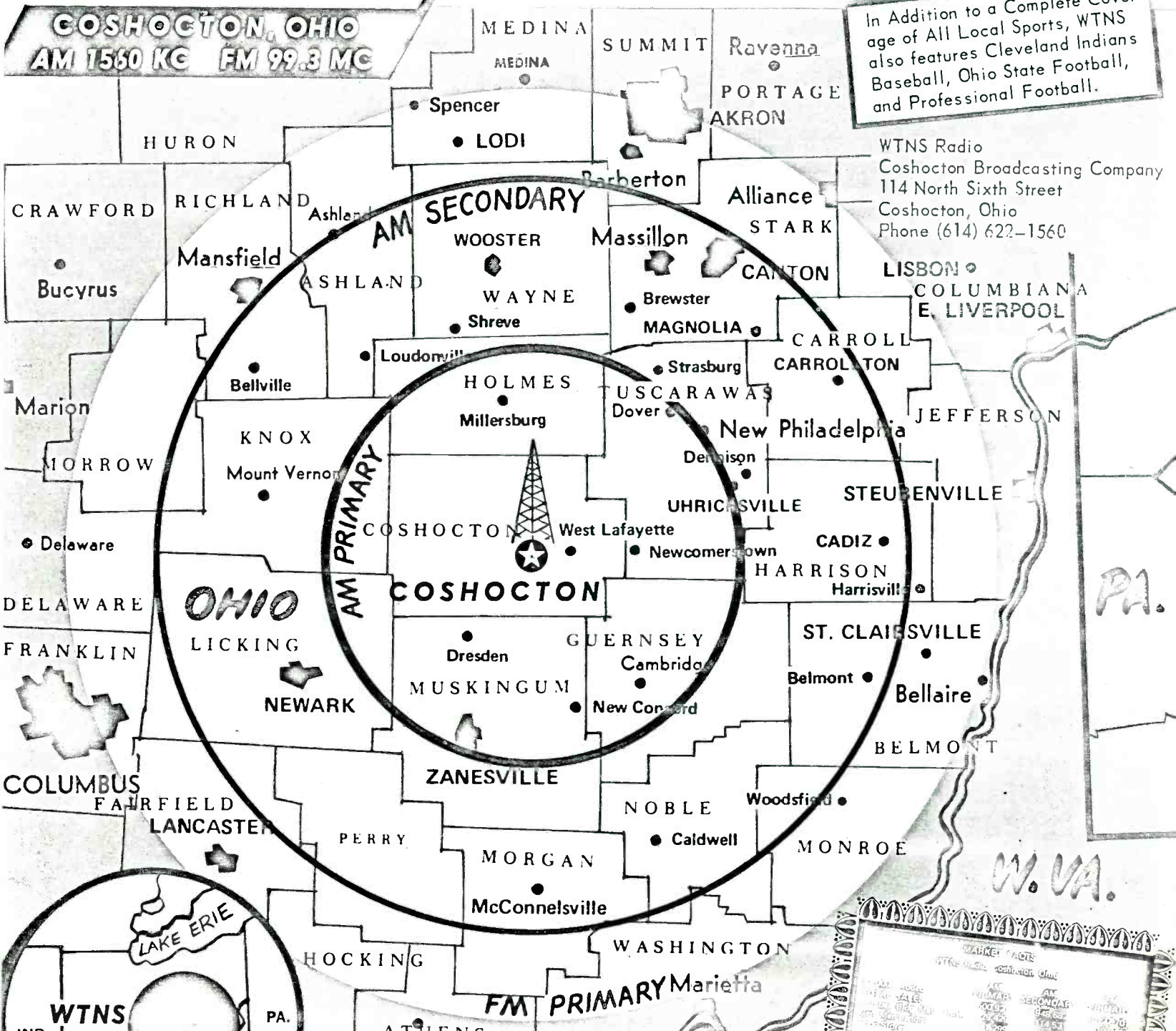
WTNS

Two-Way AM and FM Coverage, Full Time with Complete Local Staff News, Sports Coverage and Emphasizing Community Affairs Participation with Background of Adult, Middle of the Road Music

COSHOCTON, OHIO
AM 1560 KC FM 99.3 MC

In Addition to a Complete Coverage of All Local Sports, WTNS also features Cleveland Indians Baseball, Ohio State Football, and Professional Football.

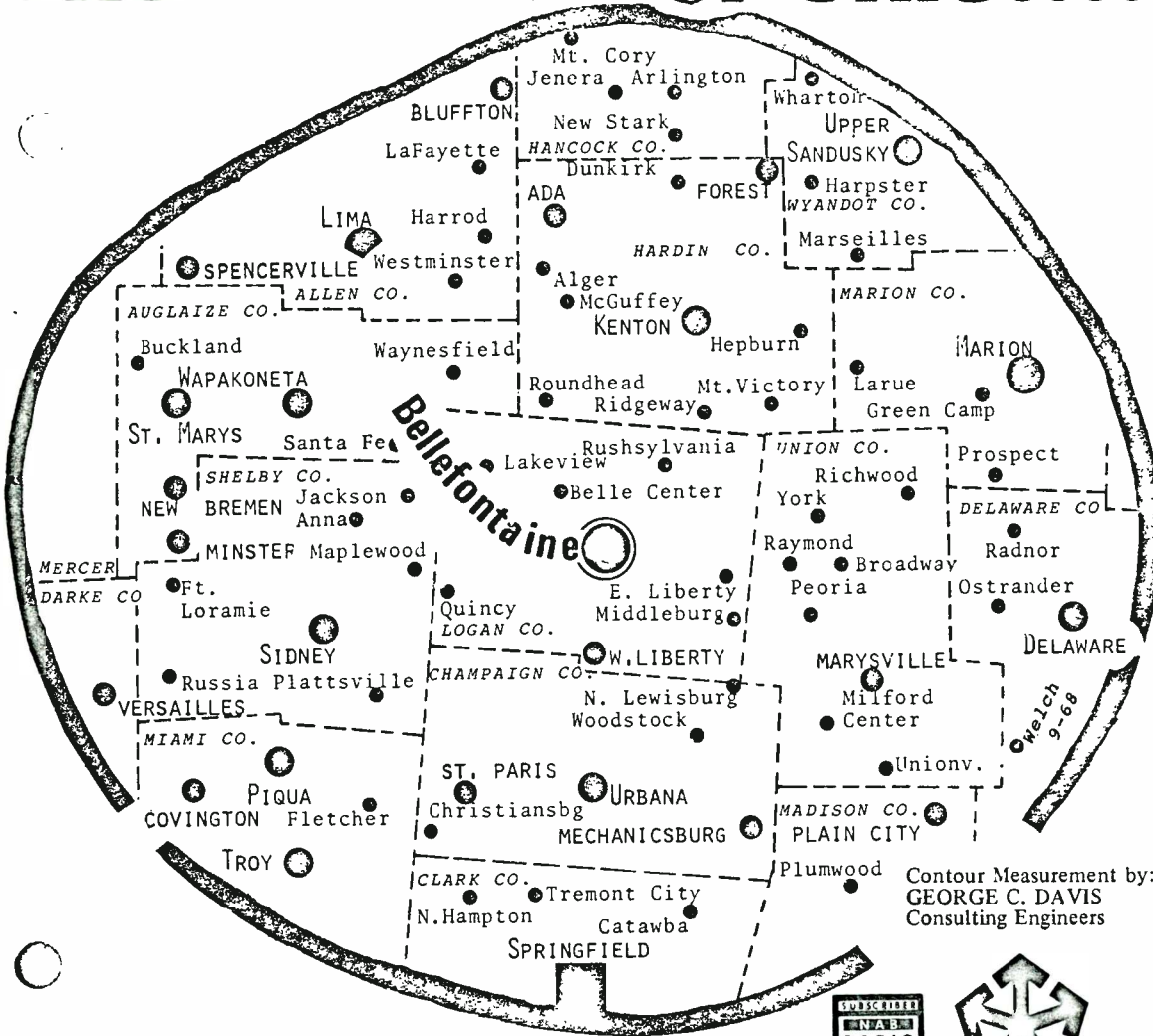
WTNS Radio
Coshocton Broadcasting Company
114 North Sixth Street
Coshocton, Ohio
Phone (614) 622-1560



WTNS, AM and FM, provide You with the important ONE-TWO PUNCH to Capture the High Income, Diversified, Industrial, Commercial, Agricultural and Recreational AM Primary \$500,000,000 and FM Primary \$3,000,000,000 Markets in Retail Sales

MARKET FACTS		AM		FM	
POPULATION	ADVERTISING REVENUE	POPULATION	ADVERTISING REVENUE	POPULATION	ADVERTISING REVENUE
1,000,000	\$10,000,000	1,000,000	\$10,000,000	1,000,000	\$10,000,000
2,000,000	\$20,000,000	2,000,000	\$20,000,000	2,000,000	\$20,000,000
3,000,000	\$30,000,000	3,000,000	\$30,000,000	3,000,000	\$30,000,000
4,000,000	\$40,000,000	4,000,000	\$40,000,000	4,000,000	\$40,000,000
5,000,000	\$50,000,000	5,000,000	\$50,000,000	5,000,000	\$50,000,000
6,000,000	\$60,000,000	6,000,000	\$60,000,000	6,000,000	\$60,000,000
7,000,000	\$70,000,000	7,000,000	\$70,000,000	7,000,000	\$70,000,000
8,000,000	\$80,000,000	8,000,000	\$80,000,000	8,000,000	\$80,000,000
9,000,000	\$90,000,000	9,000,000	\$90,000,000	9,000,000	\$90,000,000
10,000,000	\$100,000,000	10,000,000	\$100,000,000	10,000,000	\$100,000,000

FROM THE TOP OF OHIO.....



BELLEFONTAINE is the county seat of Logan County and is located in the midst of Ohio's richest farmlands.

BELLEFONTAINE is also fast becoming recognized as an important industrial center with several local factories. Bellefontaine is also on the doorstep of Ohio State University's 25-million-dollar transportation research center, hailed as the world's largest center of its kind ... covering 5,000 acres.

WTOO RADIO serves the area from Bellefontaine, known as "The Top of Ohio" because it is the highest point in Ohio.

WTOO RADIO serves a six-county region including Indian Lake, one of Ohio's most famous summer resorts, 12 miles NW of Bellefontaine. The lake covers 13,000 acres. More than 72 subdivisions adjoin its shores with more than 5,000 homes. To the east of Bellefontaine six miles is Valley High, rated Ohio's longest and best ski resort.

WTOO RADIO provides the residents of this rich farm-and-industry area of Northwestern Ohio with popular middle-of-the-road music, top local news coverage plus American Information Network news.

WTOO RADIO, strong on all sports coverage — carries the Indianapolis 500, Cincinnati Reds baseball, Cincinnati Bengals football, Ohio State football and "The Little Brown Jug" classic sports event.

WTOO RADIO is affiliated with the Goldman Group — WJTN / Jamestown—WDOE / Dunkirk—WGGO / Salamanca (All New York) WWYN / Erie, Penn. and WVMT / Burlington, Vermont.

Prepared & Copyrighted by:
ALLIED CREATIVE SERVICES

WTOO



American
Information
Radio Network

Nationally Represented by:
WALTON BROADCAST SALES

The *bright* sound of
Bellefontaine, Ohio

500 Watts
AM 1390 Khz
Daytime

WTOO is the easy-listening sound in Northwest Ohio, always first with the news, on-the-spot with sports and community service events.

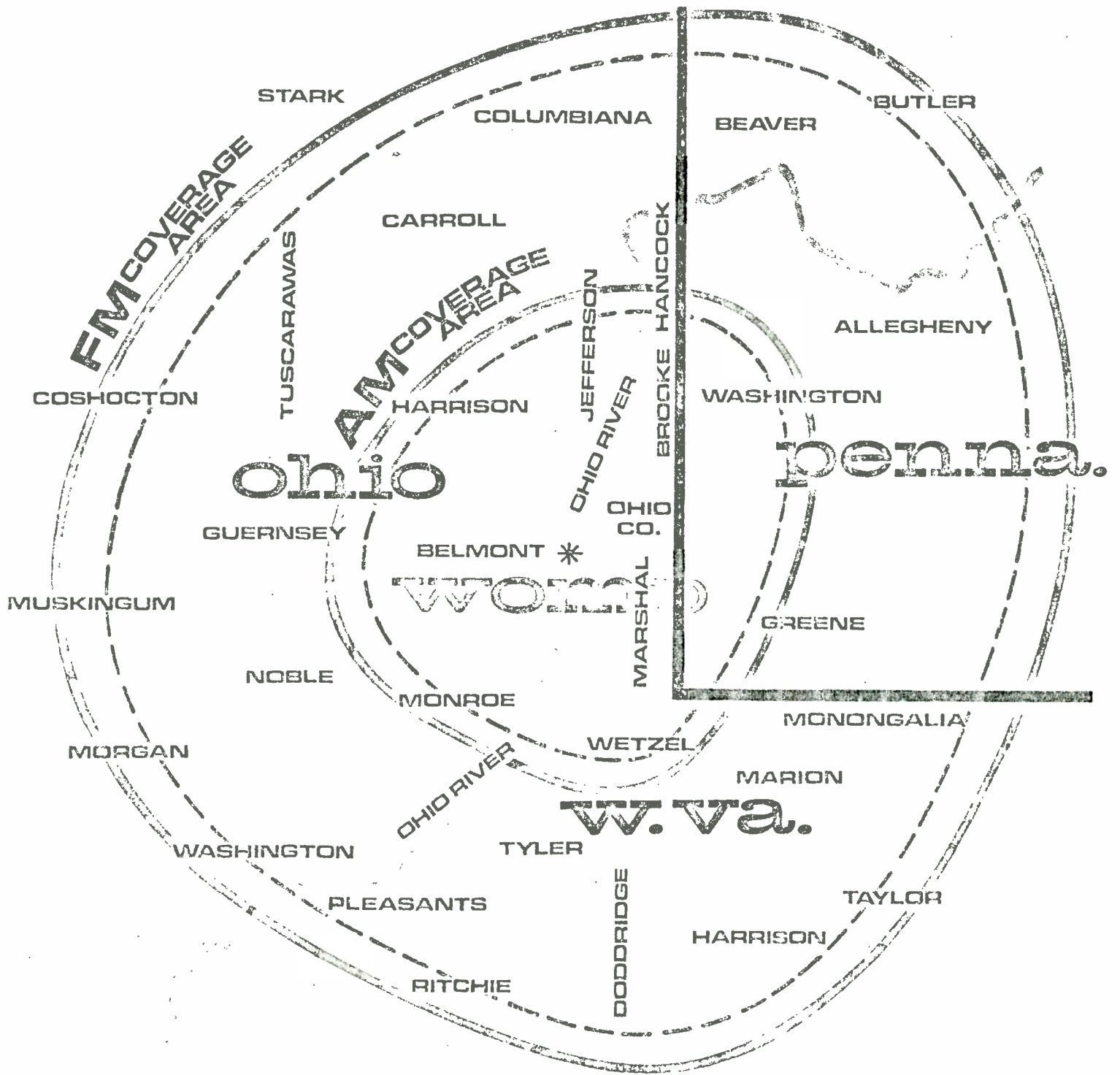
Si Goldman, President
Bob Armstrong
Vice President and Manager
Postal Box 338
Phone 592-5796

Bellefontaine, Ohio 43311

Market Data:

	0.5 MVM Coverage
Population	710,200
Households	208,580
AM Radio Homes	204,400
Spendable Income ... \$	1,595,267,000
RETAIL SALES \$	1,190,326,000
Food Stores	\$ 268,504,000
Drug Stores	\$ 30,253,000
Dept. Stores	\$ 129,038,000
Apparel Shops	\$ 48,811,000
Homefurnishings	\$ 55,306,000
Auto Sales	\$ 238,600,000
Service Stations	\$ 102,703,000
Auto Ownership	334,760
Farm Population	58,700
Farm Income	\$ 307,741,000

SOURCE: SRDS Consumer Data ©



COVERAGE AREA MAP

AM
1290KC
1000 WATTS

FM
100.5 MEG.
9000 WATTS
ERP

24 Hours a Day

WONE

98

5000 Powerful Watts
Day and Night

Wonderful ONE in Dayton

11 So. Wilkinson Street
Dayton, Ohio 45402
513-224-1501

0.5MV/M

Winchester ●

Richmond ●

*Nighttime Pattern Directional

INDIANA

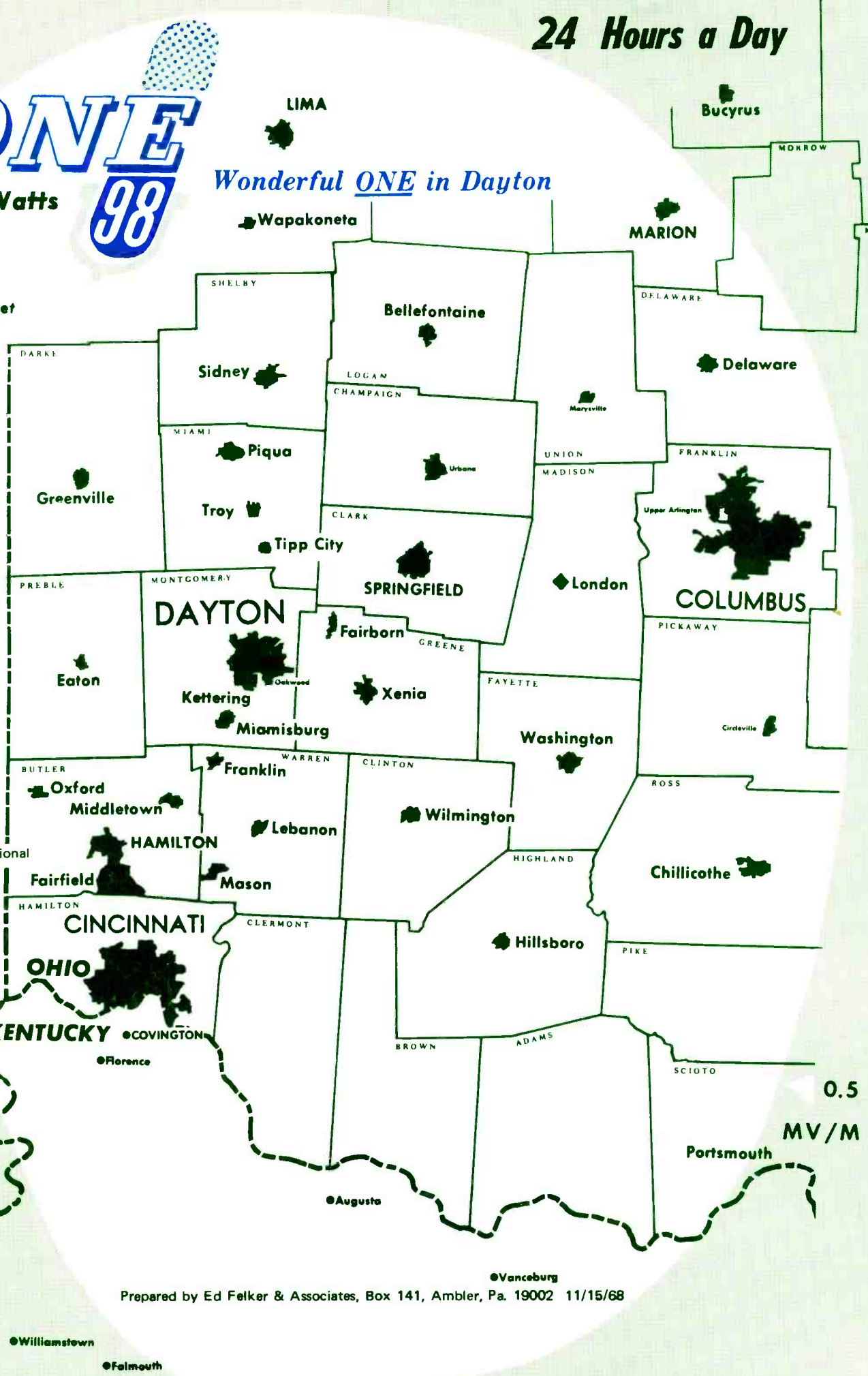
OHIO

KENTUCKY

MARKET FACTS

\$1,000's Added	0.5mv/m
TOTAL SALES	7,008,804
Lumbr., Bldg. Matl., Hdwe.	411,934
Gen. Merchandise	998,000
Food Stores	1,709,216
Automotive Dealers	1,364,648
Gas Service Stations	552,896
Apparel & Access'y	307,298
Furniture & Home Furng's	187,429
Electrical Appliances	106,055
Eating & Drinking	544,149
Drug & Prop'y	227,283
Other Retail Stores	467,838
Store Retailers	132,057

Population	4,217,015
Households	1,277,883



0.5
MV/M

Prepared by Ed Felker & Associates, Box 141, Ambler, Pa. 19002 11/15/68



IN DAYTON... WONE • WONE-FM IN AKRON... WAKR • WAKR-FM • WAKR-TV IN DALLAS... KBOX • KBOX-FM

A Service of the Tri-State Broadcasting Company
 Quality Radio on a Regional Channel Established 1949. Licensed To Operate Full-TIME

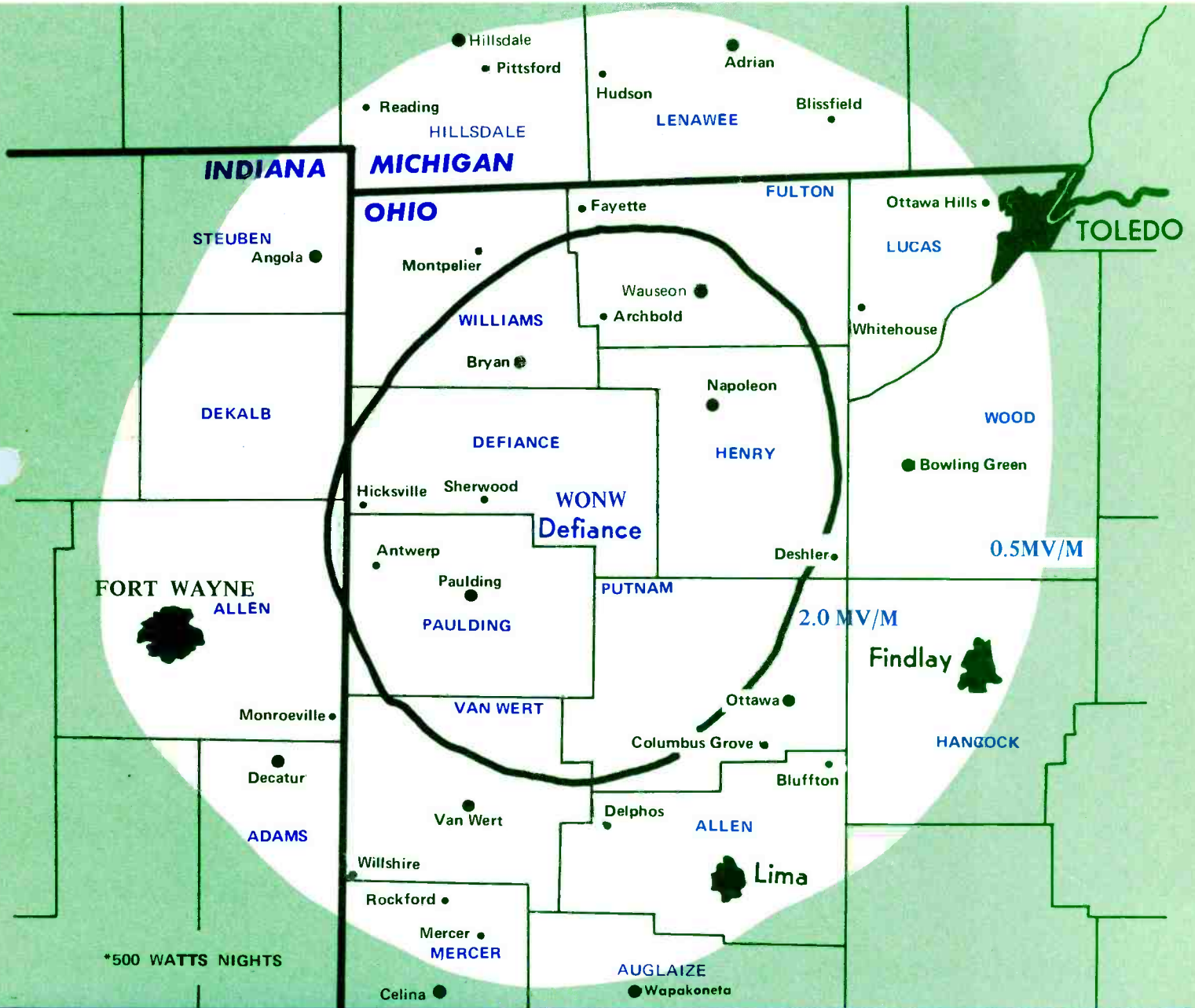
AT 1280 ON YOUR DIAL

WONW

FULL-TIME QUALITY RADIO 1000 WATTS *

The Nicest Sound Around with
 The Area's Most Comprehensive
 News and Sports Coverage and
 Public Participation

DEFIANCE, OHIO



TRI-STATE BROADCASTING COMPANY

Radio Drive
 Defiance, Ohio 43512
 Telephone (419) 782-8126
 Glenn R. Thayer, V. P. & Gen. Mgr.

REPRESENTED BY - DEVNEY, INC.
 Regionally by - Regional Reps, Cleveland, Ohio

MARKET FACTS

	WONW RADIO, DEFIANCE, OHIO		2.0V/M	0.5MV/M
	2.0MV/M	0.5MV/M		
Retail Sales	\$325,906,000	\$1,971,729,000	5,926,000	35,853,000
L'br. Bldg. Mat'l. Hwe	16,327,000	98,778,000	24,995,000	151,219,000
Gen. Merchandise	55,007,000	332,791,000	10,822,000	65,473,000
Food Stores	75,511,000	456,840,000	22,266,000	134,708,000
Automotive Dealers	60,479,000	365,895,000	6,052,000	36,615,000
Gas Service Sta's	26,718,000	161,641,000		
Apparel & Acc'y's	12,967,000	78,207,000		
Furniture & Home Eng's	8,837,000	53,465,000		
Electrical Appl's			5,926,000	35,853,000
Eating & Drinking			24,995,000	151,219,000
Drug & Prop's			10,822,000	65,473,000
Other Retail Stores			22,266,000	134,708,000
Non-Store Retailers			6,052,000	36,615,000
Population			179,666	1,084,296
Households			54,442	328,575

All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, Inc. Suite 1-D Forest Gardens, Box 141, Ambler, Pa. 19002. 215-643-0637 10/1/70

THE SOUNDS OF THE TRI-STATE AND OHIO VALLEY AREA

News

C.B.S. Radio Network
WPAY News Team
Community Events
Associated Press
Elections - Ohio
Ohio University
Elections - Ky.
Farm News
Actualities

Weather

C.B.S. Radio
WPAY News
Beeper Reports
Associated Press
"Icicle Network"

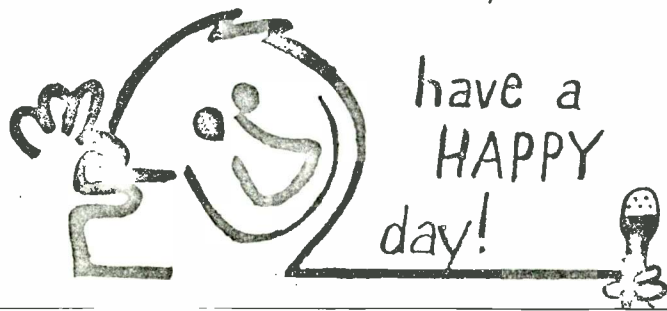
Public Affairs

C.B.S. Radio
Associated Press
"Hot Line" on WPAY
"The People Speak" on WPAY
Ohio Medical Education Network
Chamber of Commerce Programs

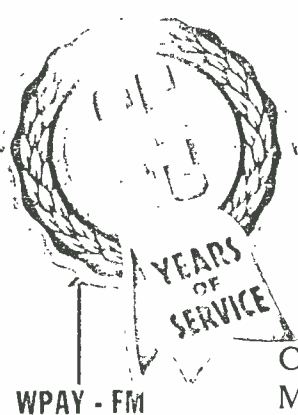
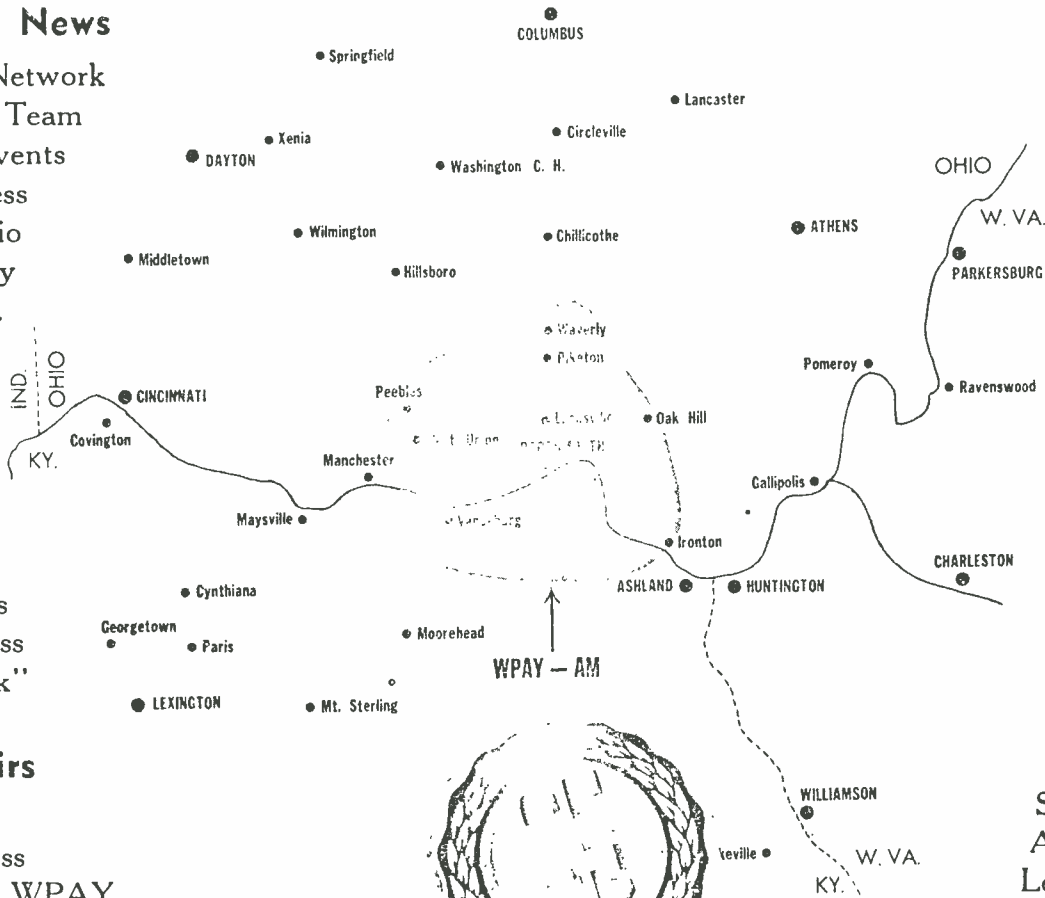
PORTSMOUTH'S ONLY 24-HOUR STATIONS

WPAY (AM) 1400 kHz, Non-directional

WPAY-FM 104.1mc, 93,000 w Vertical *Horz.*
17,500 w Horizontal *Vert.*



have a
HAPPY
day!



WPAY - AM
WPAY - FM

Sports

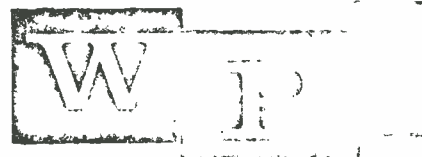
Trout Derby
Local Sports
Darlington "500"
Daytona "500"
Atlanta "500"
C.B.S. Sports
Cycle Races
Pro Football
Indy. "500"
A.P. Sports
"Red Legs"
Boat Races
Ohio State

Special Events

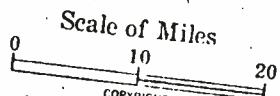
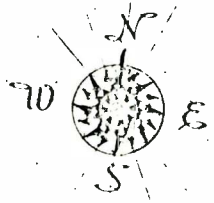
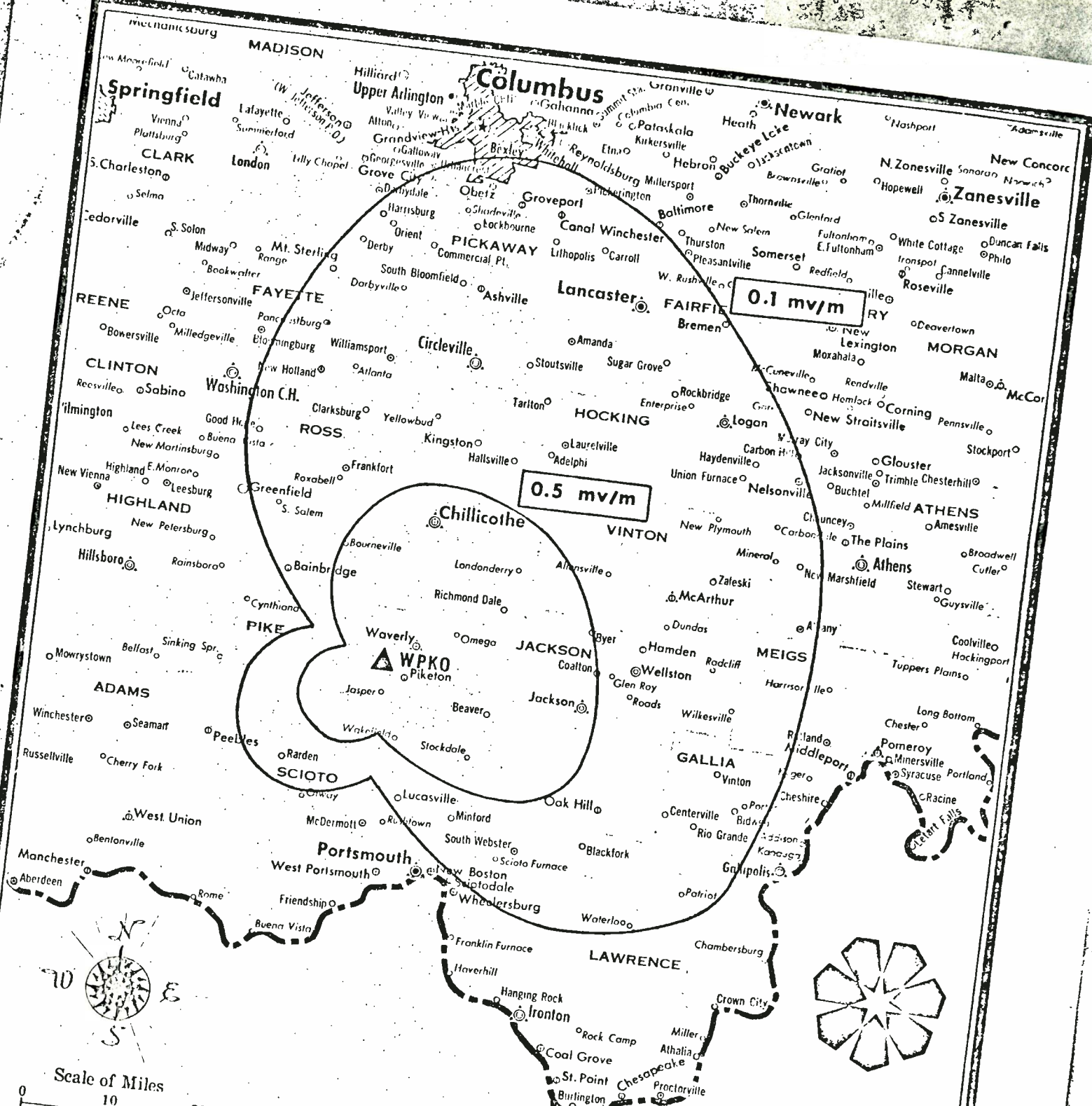
"River Days"
Music Festivals
Soap Box Derby
Scioto Co., O. Fair
Adams Co., O. Fair
Lewis Co., Ky. Fair
Greenup Co., Ky. Fair
City & Co. Tournaments

Music

Country & Western — Zeke Mullins
Middle of the Road — Joe Gillespie
Nashville Sounds — Tom Reeder
Top 40 Rock — Jim Roland & Bob Queen
R. & B. Mood — Don Richardson
Country Gospel — N. Cruse & J. Burke
Good Music - Stereo — Dolly Holiday
Kent in Concert — Kent St.
Sacred Music — Rose Marie
Dance Orchestras—C.B.S.



1009 Gallia Street
Portsmouth, Ohio



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AMERICAN MAP COMPANY, INC.
CS 217

AMERICAN ENTERTAINMENT RADIO NETWORK

WPKO

Coverage Map
1380 KHZ 1KWDA-D
Waverly, Ohio
Phone: (614) 947-2166

CARL E. SMITH
Consulting Radio Engineers
Cleveland, Ohio
690721

SERVING

PROGRAMMING TO

DARKE COUNTY

THE DAYTON METROPOLITAN

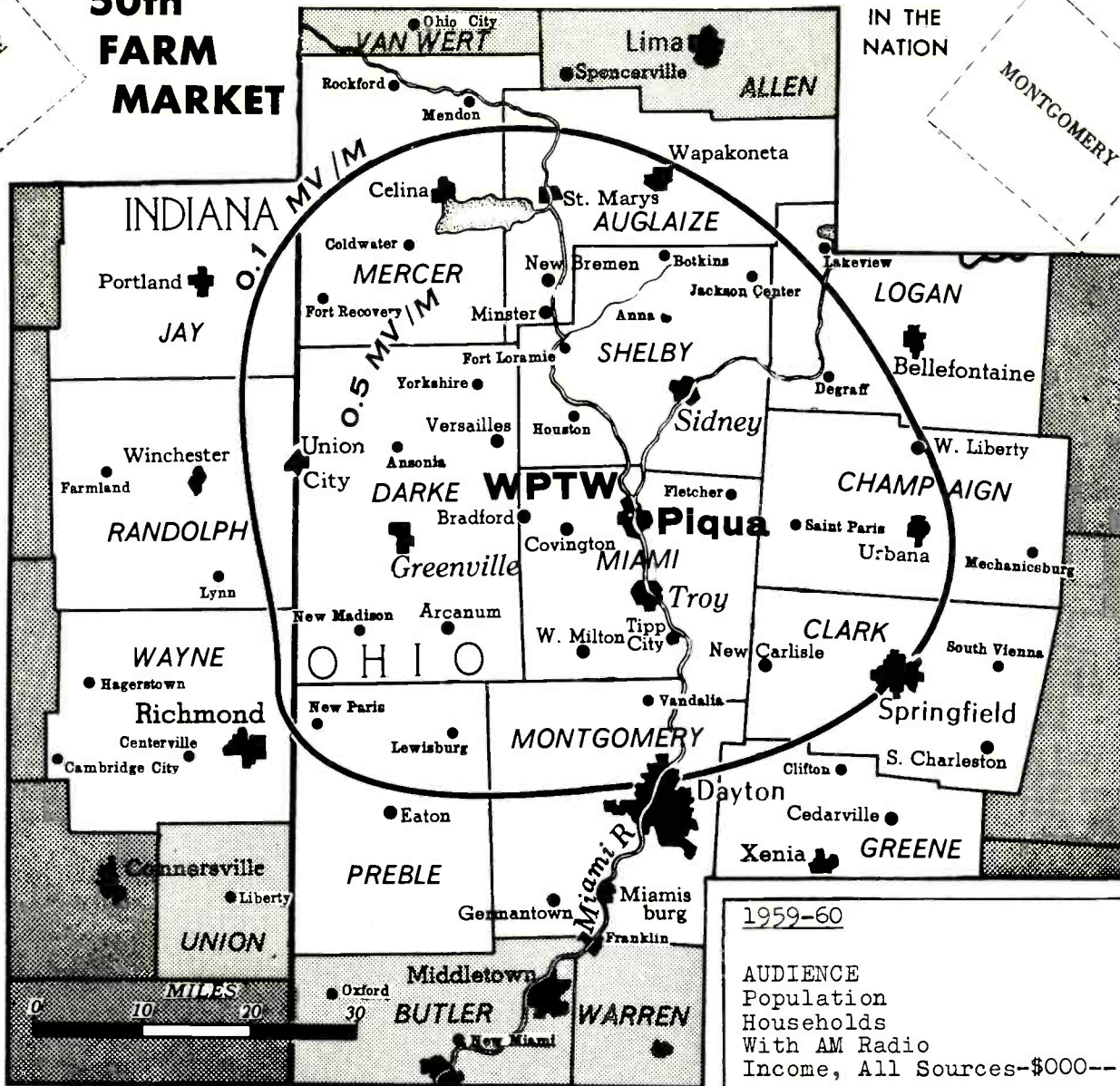
AREA

THE NATIONS

50th FARM MARKET

33rd

IN THE NATION



WPTW

250 W
1570 KC

Radio Voice of the Upper Miami Valley

Public Service - Music - News - Sports

WPTW RADIO, Inc.

C. OSCAR BAKER, President & General Manager

PIQUA, STUDIOS

1625 Covington Avenue.

Piqua, Ohio

Telephone: PRespect 3-3513

REMOTE STUDIOS

Troy, Ohio

Greenville, Ohio

Sidney, Ohio.

1959-60	
AUDIENCE	
Population	454,580
Households	136,440
With AM Radio	130,130
Income, All Sources-\$000--	818,773
SALES \$000	
Food Stores	134,828
Restaurants, Drinking Places, Hotels & Tourist Camps	119,482
General Merchandise Stores	65,548
Apparel Stores	25,506
Home Furnishing Stores	29,001
Hardware & Building Supplies	43,981
Automotive Sales	102,070
Gasoline Service Stations	45,610
Drug Sales	16,017
Total Retail Sales	548,676

DARKE COUNTY FARM MARKET DATA	
Total Crops Sold:	\$11,377,000.00
Total Livestock Sold:	\$14,819,000.00
TOTAL SALES:	\$26,203,000.00

PIQUA, OHIO

SOURCE: Broadcasting - Telecasting Sales Management

If it's Quality You want in Greater Metropolitan Dayton and Lima, use

WPTW-FM

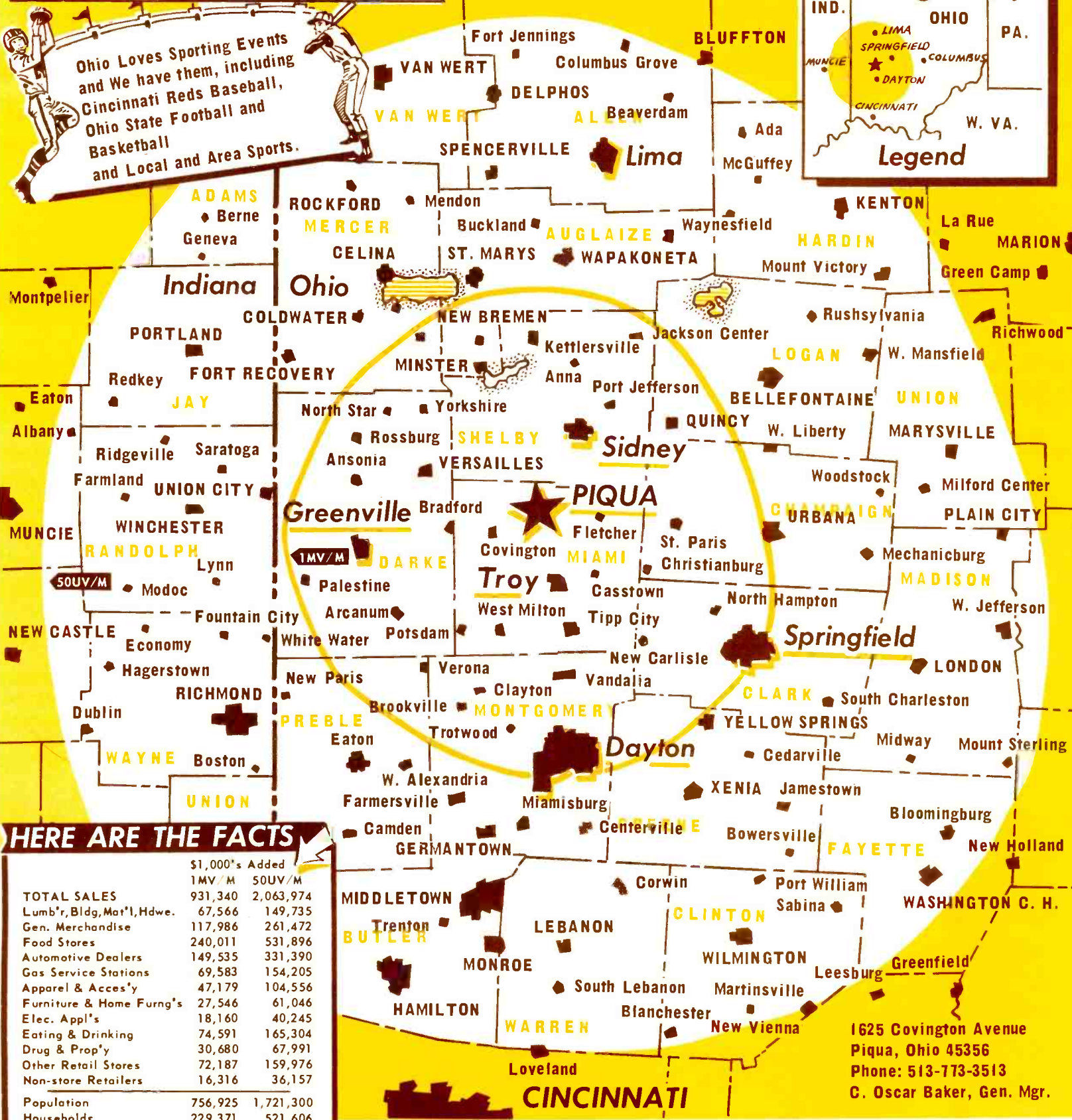
35.6 KW 95.7 MC

Piqua, Ohio For America's Most Loved Music, Complete News, Weather and Sports

AFFILIATED WITH WPTW-AM RADIO



Ohio Loves Sporting Events and We have them, including Cincinnati Reds Baseball, Ohio State Football and Basketball and Local and Area Sports.



HERE ARE THE FACTS

	\$1,000's Added	
	1MV/M	50UV/M
TOTAL SALES	931,340	2,063,974
Lumb'r, Bldg, Mat'l, Hdwe.	67,566	149,735
Gen. Merchandise	117,986	261,472
Food Stores	240,011	531,896
Automotive Dealers	149,535	331,390
Gas Service Stations	69,583	154,205
Apparel & Acces'y	47,179	104,556
Furniture & Home Furn'g's	27,546	61,046
Elec. Appl's	18,160	40,245
Eating & Drinking	74,591	165,304
Drug & Prop'y	30,680	67,991
Other Retail Stores	72,187	159,976
Non-store Retailers	16,316	36,157
Population	756,925	1,721,300
Households	229,371	521,606

All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, 39 Cutchogue Trail, Medford Lakes, N.J. 7-15-64

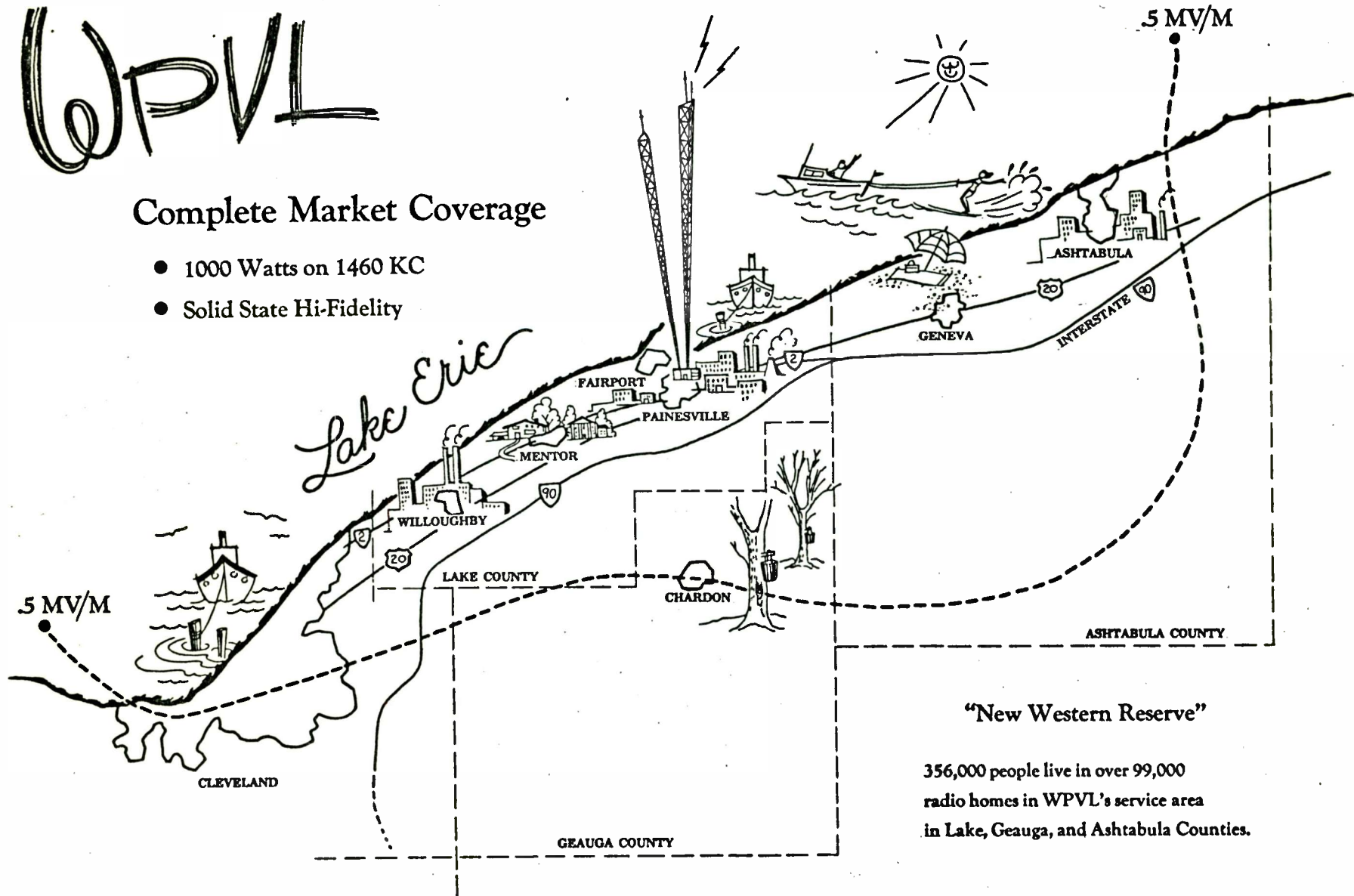
1625 Covington Avenue
Piqua, Ohio 45356
Phone: 513-773-3513
C. Oscar Baker, Gen. Mgr.

WPTW-FM Covers and Influences a Primary Market of \$931,000,000 with Quality Programming

WPVL

Complete Market Coverage

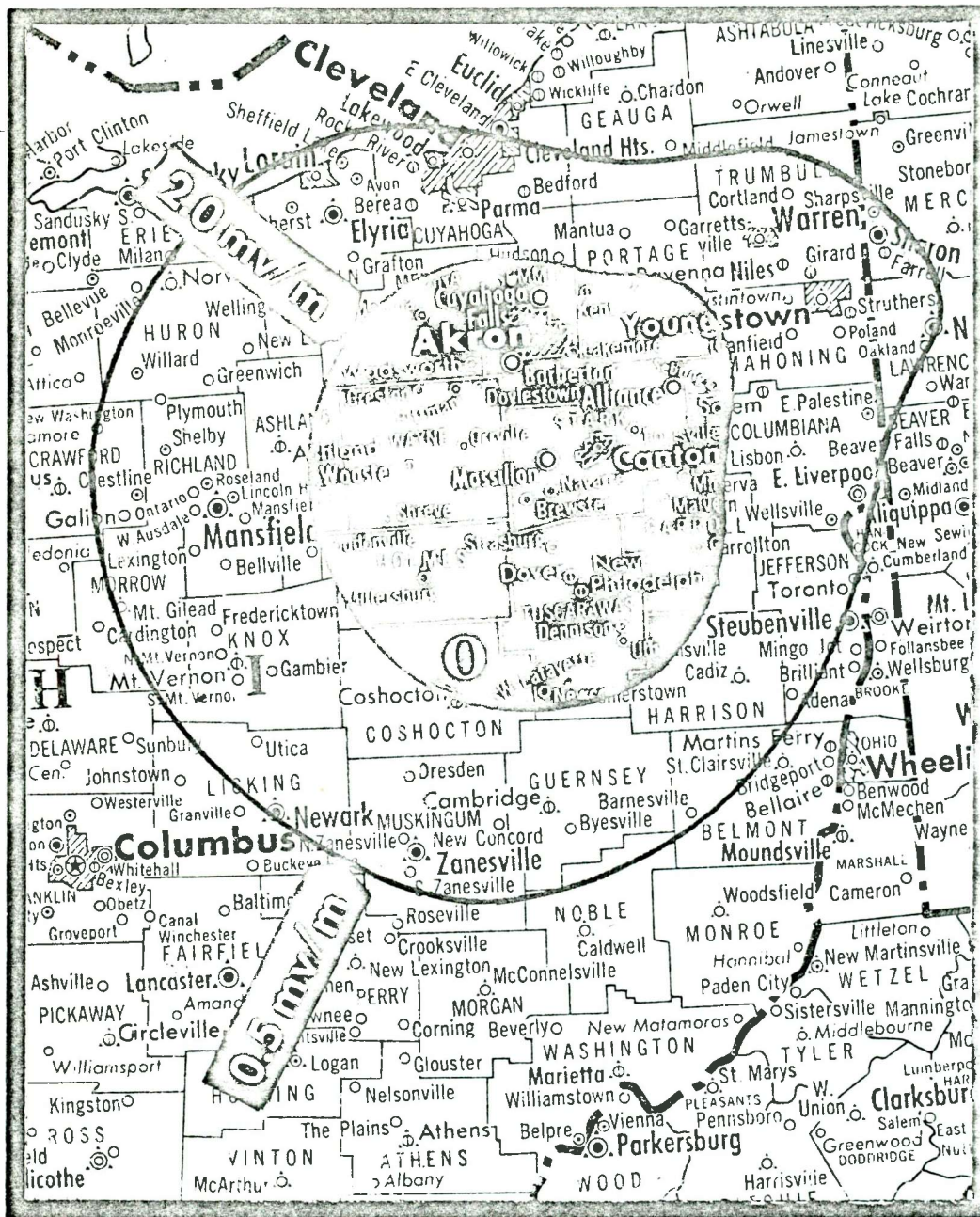
- 1000 Watts on 1460 KC
- Solid State Hi-Fidelity



"New Western Reserve"

356,000 people live in over 99,000 radio homes in WPVL's service area in Lake, Geauga, and Ashtabula Counties.

**WOIO
2
WAY
RADIO
5000
WATTS**



**CANTON-
AKRON
2
CITY
MARKET

1060
KHZ**

Copyright, American Map Company, New York - License No. NY 411

**WOIO - TWO-WAY RADIO FOR CANTON-AKRON
WITH TOTAL COVERAGE IN THE 28TH RANKED MARKET!**

Population — 1,030,100
Retail Sales — \$1,583,280,000
Consumer Spendable Income
— \$2,914,955,000

Food Sales — \$383,504,000
Drug Sales — \$48,190,000
General Merchandise — \$268,165,000
Apparel — \$68,841,000

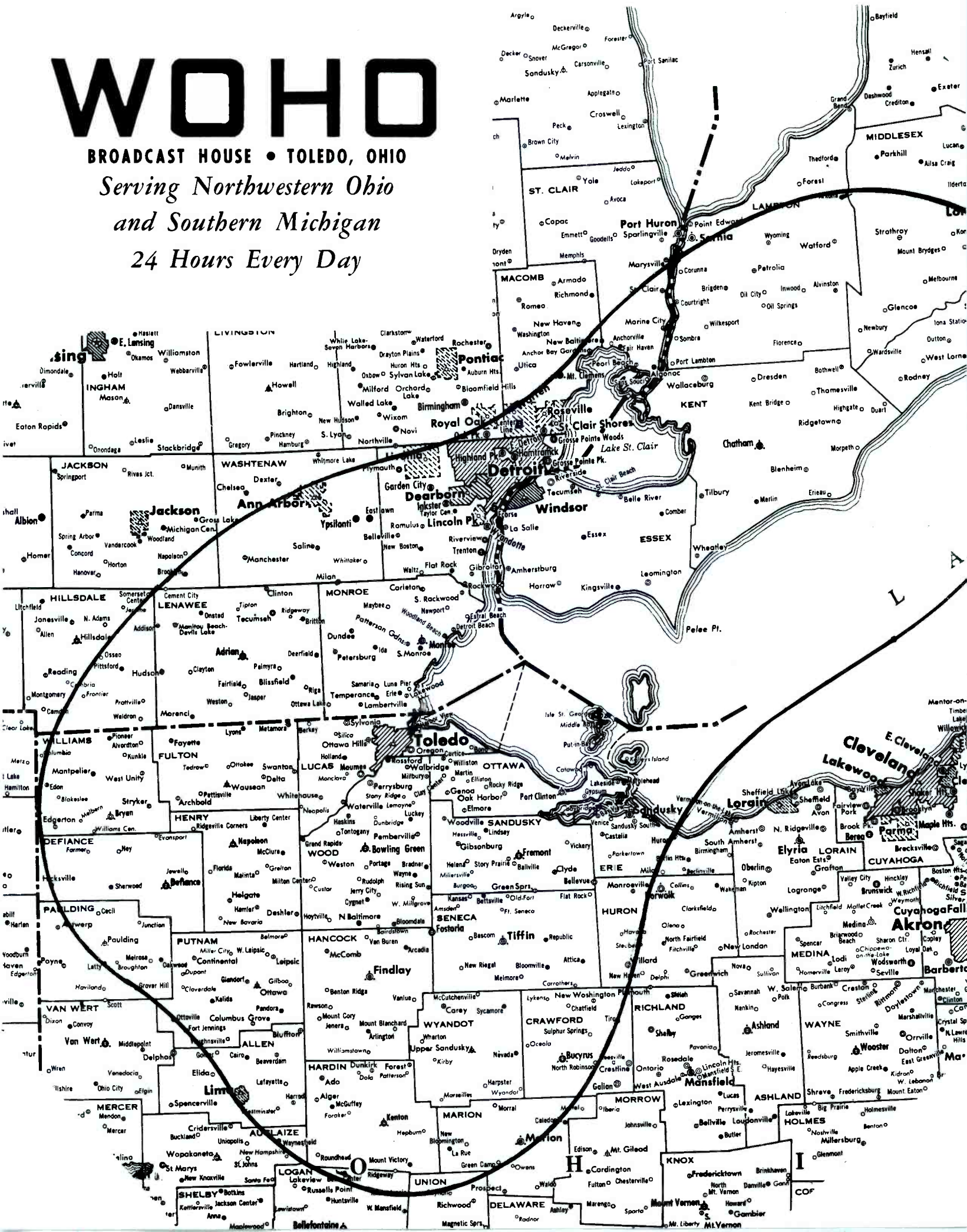
Households — 302,870
Retail Sales Per Household — \$5.227
Consumer Spendable Income Per Household
— \$9,621

Home Furnishings — \$76,830,000
Automotive — \$322,982,000
Service Station — \$130,424,000
Passenger Car Units — 482,640

WOHO

BROADCAST HOUSE • TOLEDO, OHIO

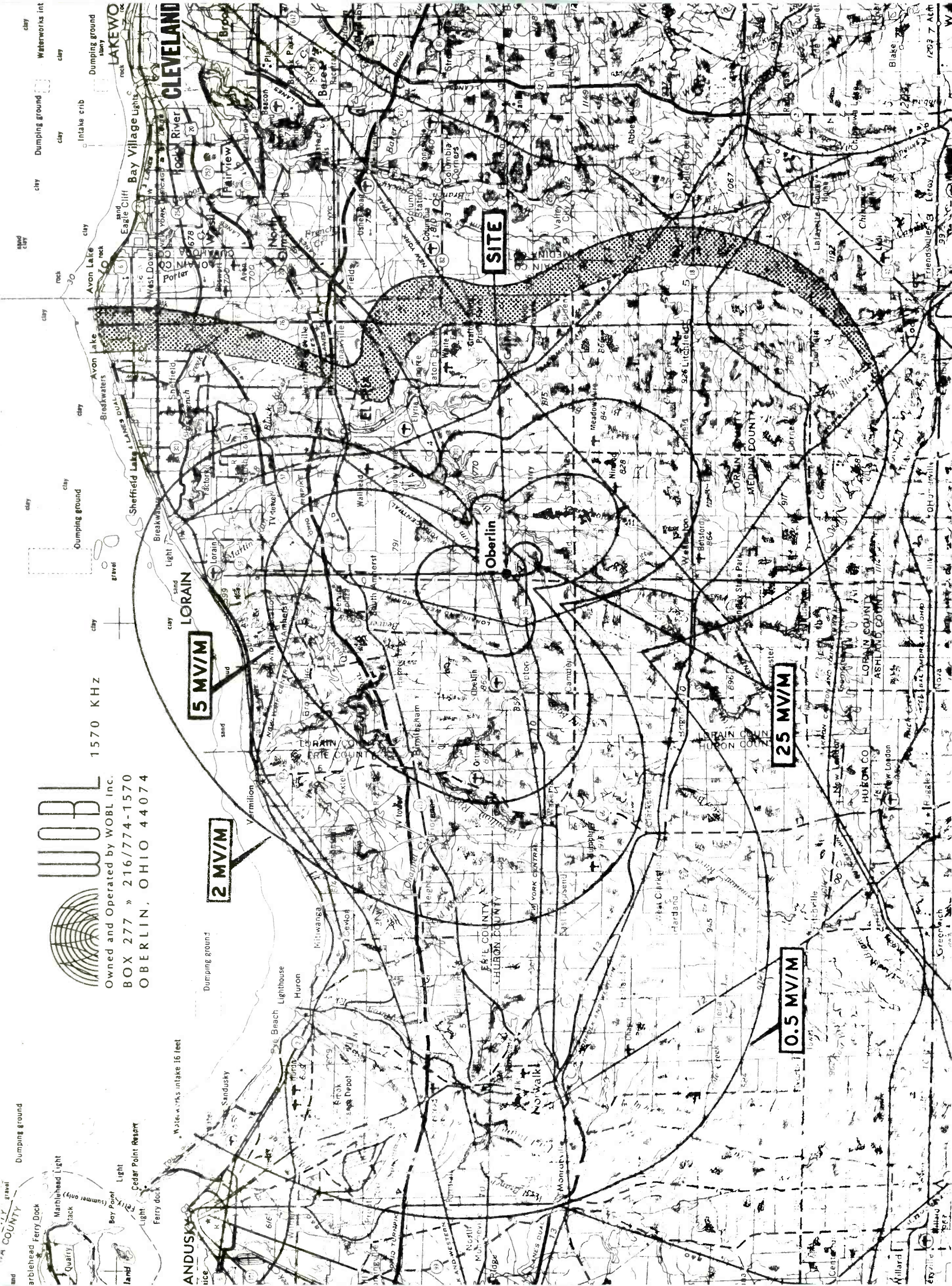
*Serving Northwestern Ohio
and Southern Michigan
24 Hours Every Day*





Owned and Operated by WOBL Inc.
BOX 277 » 216/774-1570
OBERLIN, OHIO 44074

1570 KHZ



5 MV/M

2 MV/M

25 MV/M

0.5 MV/M

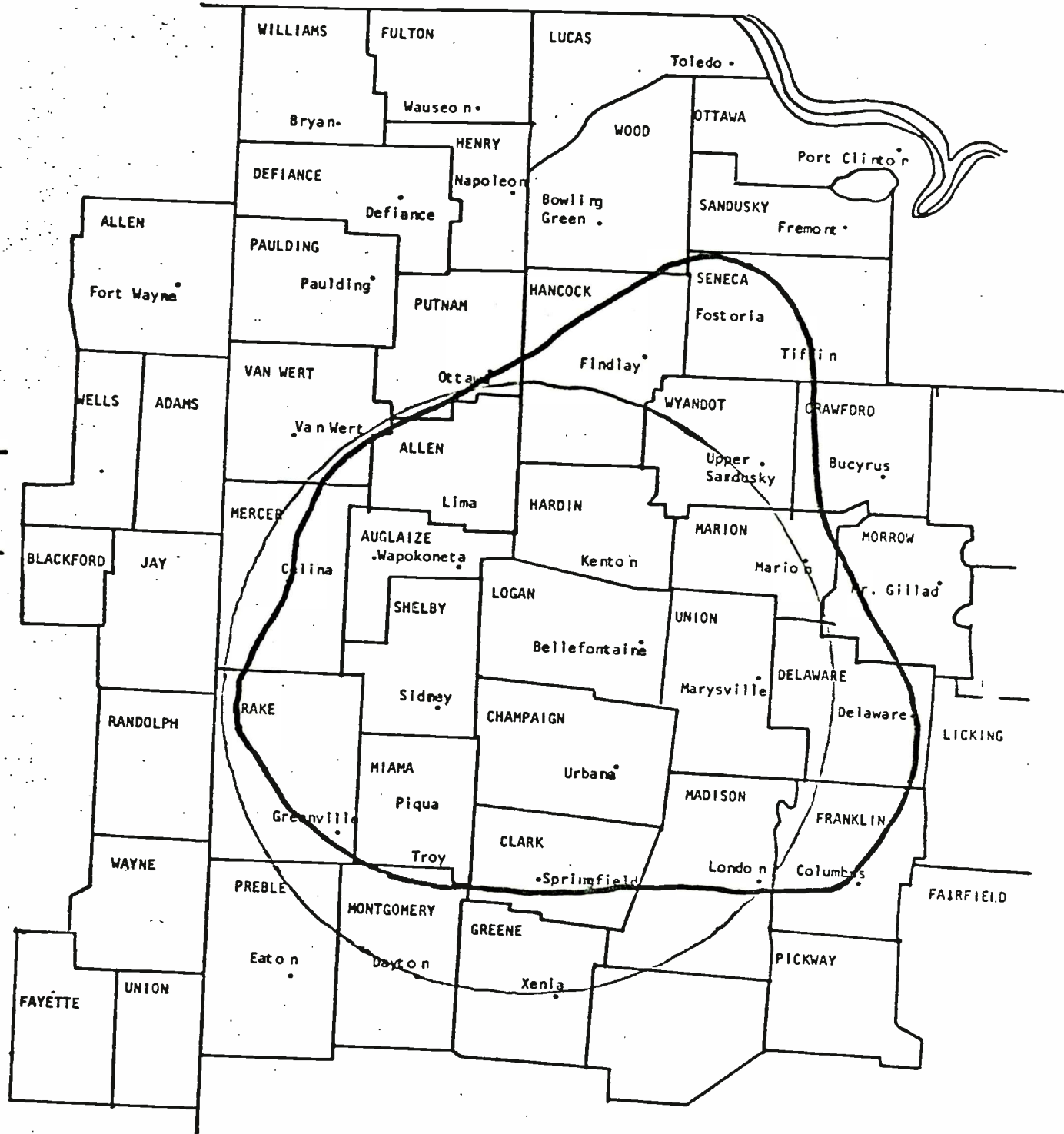
SITE

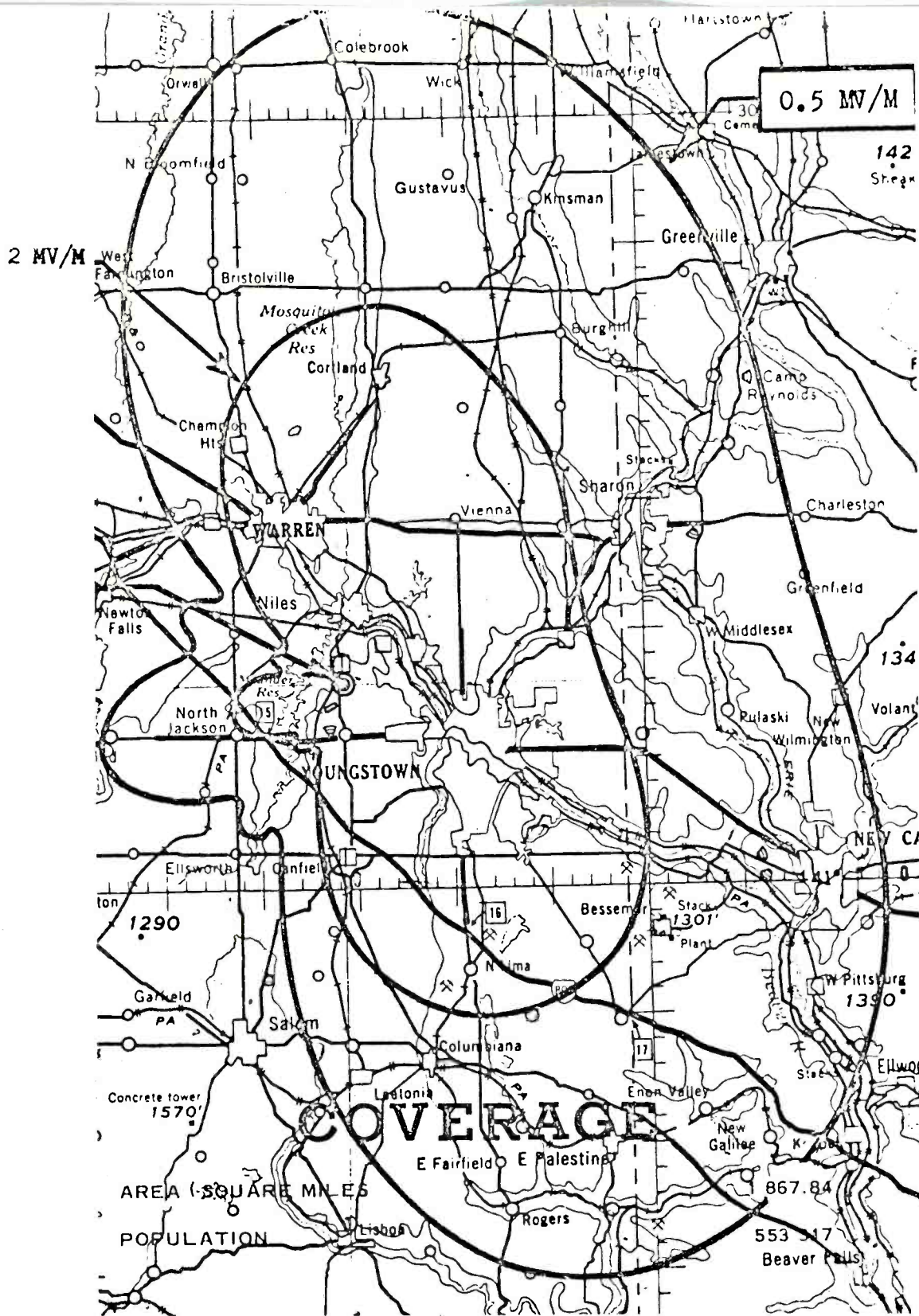
WMVR

AM - FM

RR 1, Russell Rd.
45365
Phone 492-4101

- AM COVERAGE
- FM COVERAGE





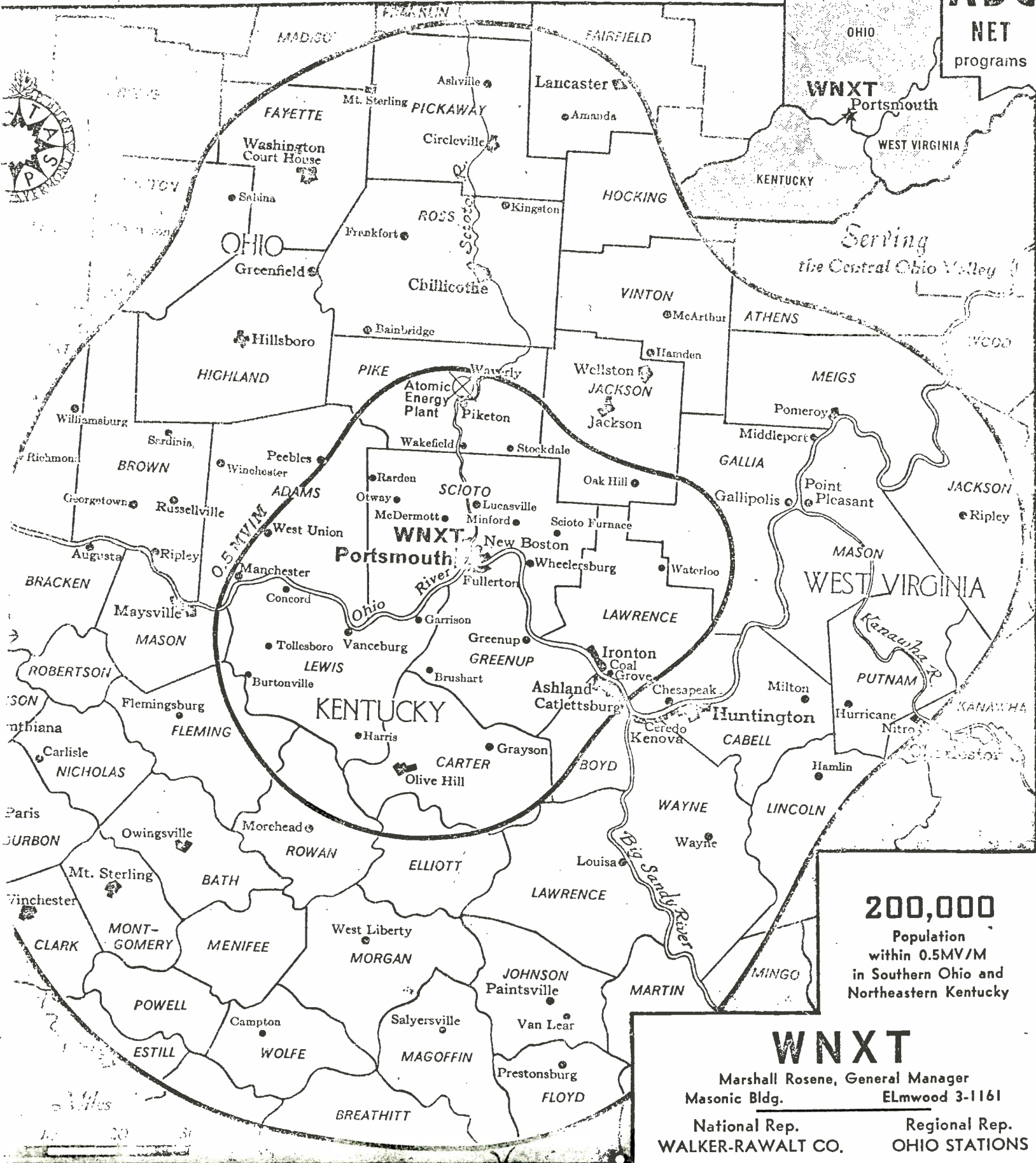
WNIO.....1540kc.....500w DA D.....Niles, Ohio

WNXT 5000W Portsmouth, OHIO

DAY

1000 W NIGHT 1260 KC

ABC



NET programs

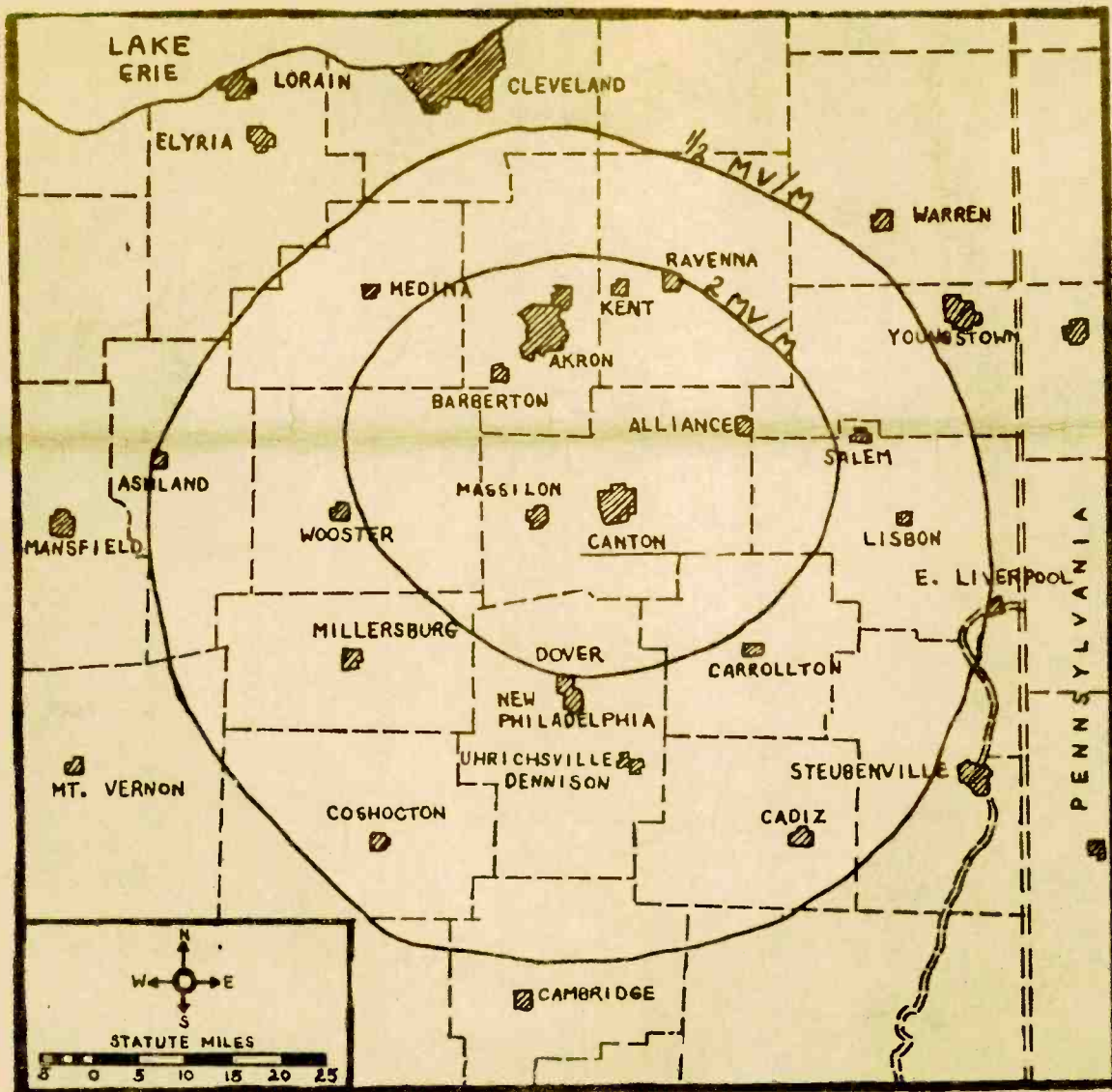
WNXT
Portsmouth

Serving the Central Ohio Valley

200,000
Population
within 0.5MV/M
in Southern Ohio and
Northeastern Kentucky

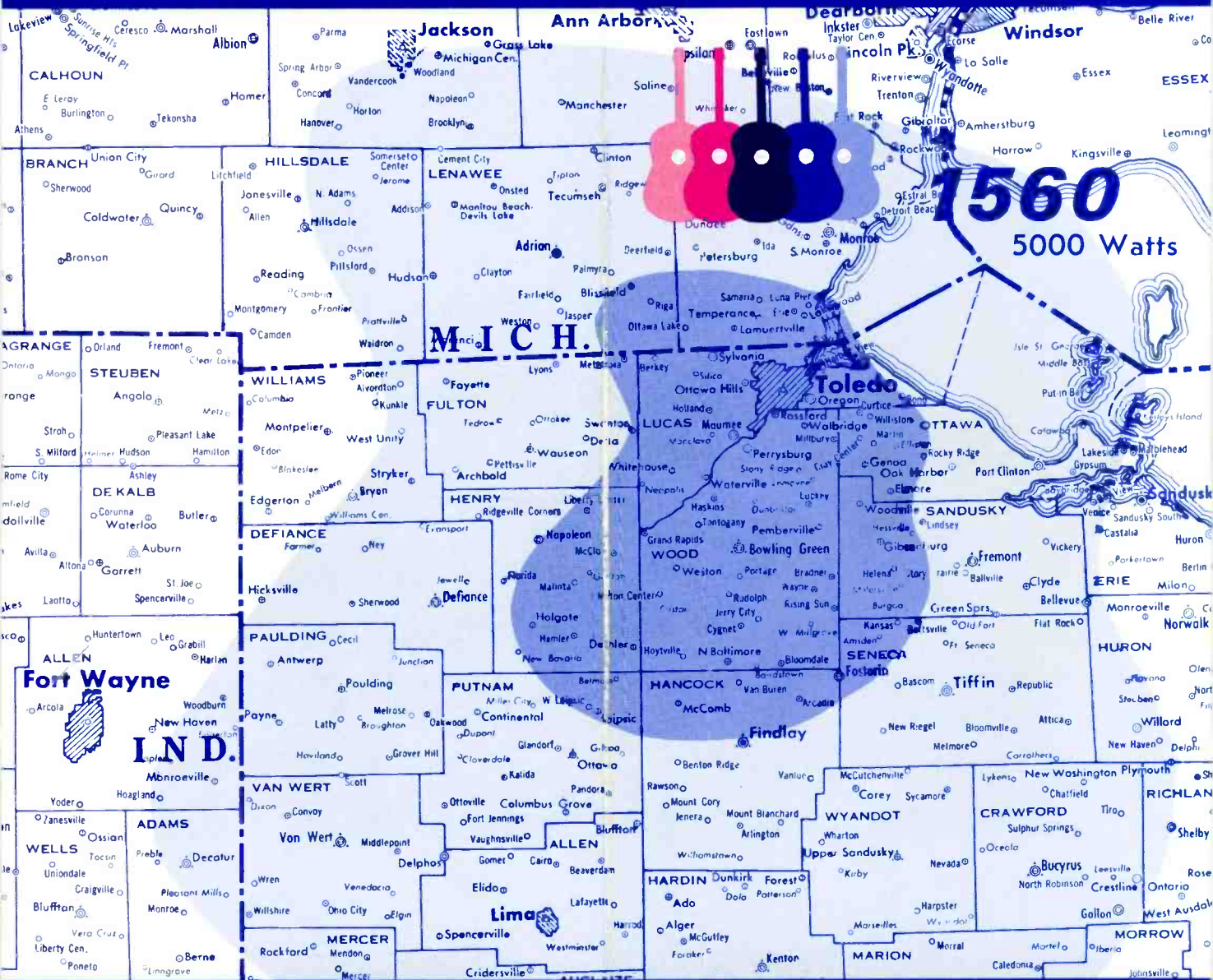
WNXT

Marshall Rosene, General Manager
Masonic Bldg. Elmwood 3-1161
National Rep. Regional Rep.
WALKER-RAWALT CO. OHIO STATIONS



WNYN - AM & FM

Countrypolitan



1560 KC. – 5000 Watts
3225 Arlington Ave.
Toledo, Ohio 43614
385-2507 (419)

WTOD
BOOTH BROADCASTING COMPANY

ANNOUNCEMENT RATES

EFFECTIVE APRIL 1, 1971

WEEKLY SATURATION PLANS

<u>PER WEEK</u>	<u>DRIVE TIMES</u>	<u>OTHER TIMES</u>
12 times	17.00	15.00
18 times	16.00	14.00
24 times	15.00	13.00
30 times	14.00	12.00
36 times	13.00	11.00
50 times	12.00	10.00

BULK RATE PLANS

<u>PER YEAR</u>	<u>DRIVE TIMES</u>	<u>OTHER TIMES</u>
130 times	16.00	14.00
260 times	14.00	12.00
520 times	12.00	10.00

EARLY WEEK SATURATION

Sunday – Monday – Tuesday – Wednesday

	<u>60 seconds</u>	<u>30 seconds</u>
10 per week	120.00	95.00
20 per week	220.00	170.00
30 per week	300.00	230.00

BOOTH BROADCASTING COMPANY

5000 WATTS
1560 K.C.
385-2507

RATE INFORMATION

DRIVE TIME CLASSIFICATION

6:00 A.M. – 9:00 A.M.

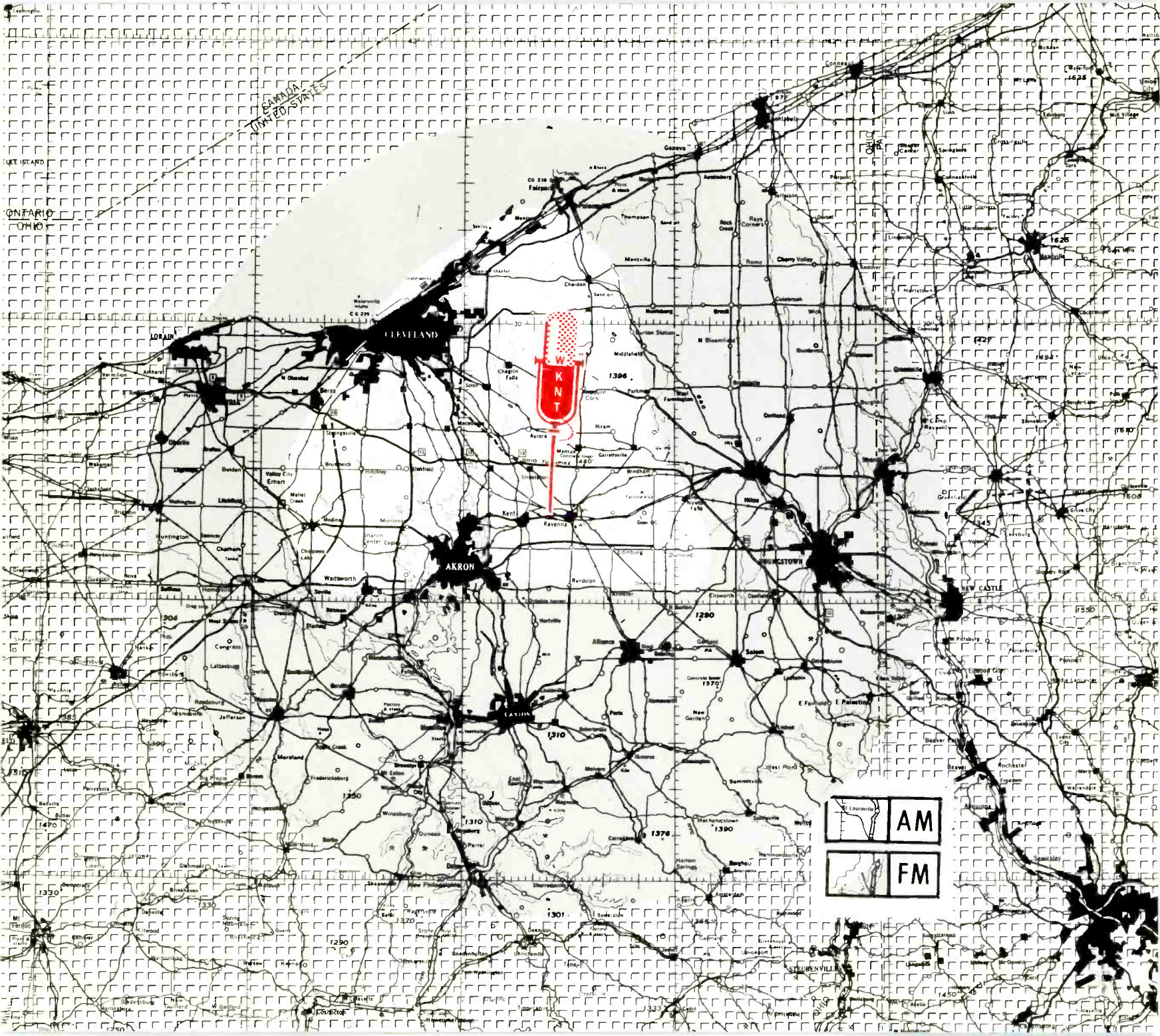
3:00 P.M. – 7:00 P.M.

30 second spots – 80% of minute rate

10 second spots – 60% of minute rate

COMBINATION RATE WITH WKLR ON REQUEST

3225 ARLINGTON AVE./TOLEDO, OHIO 43614
(419) 385-2507



CANADA
UNITED STATES

ONTARIO
OHIO

LORAIN

CLEVELAND

AKRON

STURGEONVILLE

NEW CASTLE

	AM
	FM

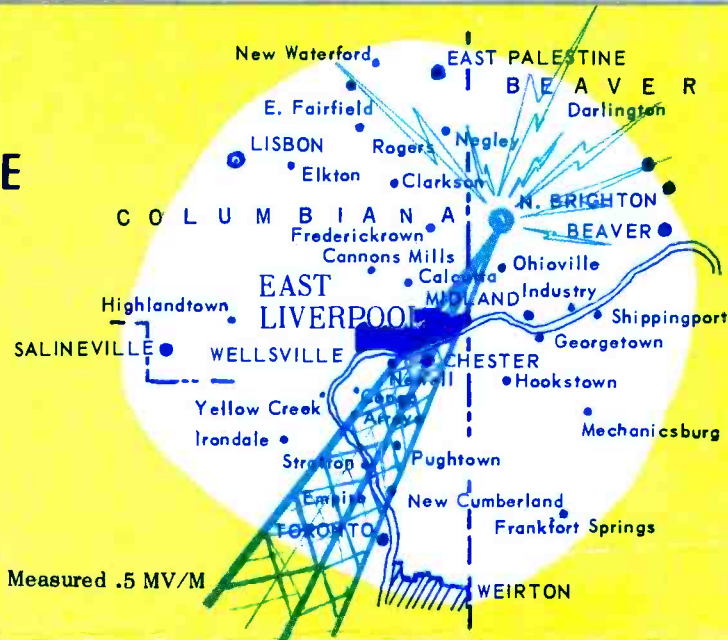
WOHI

1490
FULL TIME

POST OFFICE BOX 90, EAST LIVERPOOL, OHIO 43920
STUDIOS & OFFICES: 236 W. SIXTH STREET
Telephone: (216) 385-1490

*Owned and operated by The Constrander Corporation
Joseph D. Coons, President & General Manager
Edward P. Vallor, Vice-President & Station Manager
William W. Kozel Jr., Vice-President & Sales Manager*

"where advertisers meet ideas"



General Information

REPRESENTATIVES:

Ohio: Regional Reps, Inc.
Pittsburgh: Dome-Messervey Co.
Nat'l: Grant Webb & Co.

FACILITIES:

500 Watts Daytime
250 Watts Nighttime

HOURS:

6 A.M. to Midnight Daily

STANDARDS:

WOHI conforms to the NAB code.

COMMISSIONS & DISCOUNTS:

15% agency commission on time charges to recognized agencies.
2% cash discount for payment within ten days of E.O.M. billing
All statements net 30 days

AFFADAVITS:

On request only.

PROGRAM RATES:

WOHI carries extensive sports, news, and special events programs. Rates upon request for these offerings.

MEMBERSHIPS:

AP, OAB, Mutual Broadcasting System.

RATE CARD #13 - EFFECTIVE SEPTEMBER 1, 1969 - SINGLE RATE STATION

YEARLY CONTRACT ANNOUNCEMENTS

	60 secs	30 secs	20 secs
1 time	7.00	4.00	3.50
20 times	6.50	--	--
40 times	6.00	--	--
60 times	5.75	--	--
80 times	5.50	3.75	3.25
100 times	5.25	3.50	3.00
200 times	5.00	3.25	2.75
300 times	4.75	3.00	2.50
400 times	4.50	2.75	2.25
500 times	4.25	2.50	2.00
1000 times	4.00	2.35	1.75

-Contract advertisers may schedule announcements any way desired within year. All 60's are fixed-position; all other spots are run-of-schedule on days ordered.

-At conclusion of contract term, spots will be counted and rate adjustment will be made dependent upon number of times actually run. Rebates will be in form of credit against account.

-Contracts are computed within one year from first announcement. AAAA form accepted.

SATURATION WEEK PLANS

Per Week	60 secs	30 secs	20 secs
10 spots	50.00	32.50	27.50
20 spots	95.00	60.00	50.00
30 spots	135.00	82.50	67.50
40 spots	170.00	100.00	80.00
50 spots	200.00	117.50	87.50

--Saturation Week Plan spots must be used within seven days. All spots run-of-schedule and subject to availabilities. Spots can be counted toward contract obligations.

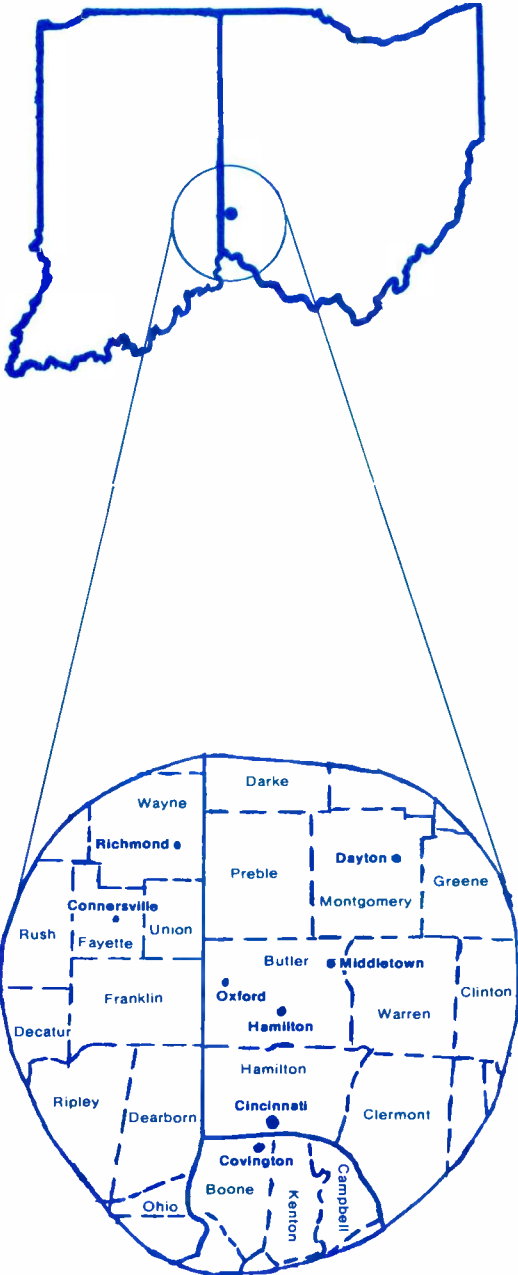
--the Saturation Week Plans are a value for short-term, heavy schedule advertisers.

BUDGET PLAN

Seven run of schedule announcements per week on a one-year, non-cancellable contract. Station-supplied copy limited to average of one change per month. Twenty-second spots only.

\$1.20 per spot.

COVERAGE MAP



W O X R

W O X R 97.7 FM
ROCK
Radio

Rock Music
for
Tri - State Area

14 N. College
Oxford, Ohio 45056
TELEPHONE: AREA (513) 523-8411
892-3295

RETAIL RATE CARD

Retail Rates

STATION INFORMATION

WOXR operates on a frequency of 97.7 megacycles, with an operating power of 3,000 watts.

CONTRACT CONDITIONS

The rates on this card are guaranteed for the life of the contract up to 52 weeks.

Commercial copy is subject to the approval of the station management.

A contract may be terminated by a 14 day advance notice in writing. If the advertiser terminates the contract it will pay the station according to the rate on this card for the lower number of announcements.

POLITICAL BROADCASTS

Political announcements will be sold at the regular rates and payment must accompany the order.

COMMISSIONS AND CASH DISCOUNTS

Retail Rates Are Net and Non-Commissionable.

Effective January 1, 1971

Times	60 sec.	30 sec.	10 sec.
1	4.75	3.80	2.85
26	4.35	3.50	2.60
52	4.05	3.25	2.40
104	3.75	3.00	2.25
260	3.45	2.75	2.05
500	3.15	2.55	1.90
1000 & up	2.75	2.20	1.70

Guaranteed Times, 50¢ per spot additional

5 MIN.....

Times		Times	
1	8.00	260	5.50
26	7.25	312	5.10
52	6.65	500	4.60
104	6.00	1000	3.85

15 MIN.....

Times		Times	
1	15.00	312	9.50
26	13.50		
52	12.50		
104	11.50		
260	10.50		

WOXR BLOCK BUSTER PACKAGES, TO BE USED IN 30 DAYS.....

Times	60 sec.	30 sec.	10 sec.
25	100.00	80.00	60.00
50	190.00	150.00	110.00
75	255.00	205.00	150.00
100	310.00	250.00	175.00
200	500.00	400.00	300.00

WOXR TRAFFIC BUILDING REMOTES.....

Hrs.	Per Hr.	Hrs.	Per Hr.
1	60	25-49	25
2-5	42.50	50-99	22.50
6-12	35	100 & up	20
13-24	28.50		

NEW WIZE
Springfield's FIRST Radio Station

NEW
WIZE



1529 MIRACLE MILE

Box 1104

Springfield, Ohio

Phone (513) 399-4955

GREAT TRAILS STATIONS

WING Dayton, Ohio	WIZE Springfield, Ohio	WCOL Columbus, Ohio
WKLO Louisville, Ky.	W-RIT Milwaukee, Wis.	

WIZE 1000 WATTS (Day) 250 (Night) Dial 1340 FULLTIME

LOCAL RATE CARD

No. 19

Effective July 1, 1970

RUN OF SCHEDULE IN TIME PERIODS LISTED

FREQUENCY	AA 6 A.M.-10 A.M. 3 P.M.-8 P.M.			A 10 A.M.-3 P.M. 8 P.M.-10 P.M.		
	MIN.	30	20	MIN.	30	20
1000 Yearly 40 Weekly	8.50	6.80	5.95	7.00	5.60	4.90
500 Yearly 30 Weekly	8.75	7.00	6.13	7.25	5.80	5.08
300 Yearly 20 Weekly	9.00	7.20	6.30	7.50	6.00	5.25
200 Yearly 10 Weekly	9.25	7.40	6.48	7.75	6.20	5.43
100 Yearly 5 Weekly	9.50	7.60	6.65	8.00	6.40	5.60
Night Time: 10 P.M.-12:30 A.M. — 60% of Class A						

FIXED NEWS POSITION

REGULAR SPOT RATE

PLUS \$2.00

PROGRAM RATES

ON REQUEST

**RATE PROTECTION FOR THREE
MONTHS OR DURATION OF
CONTRACT, WHICHEVER IS LONGER**

**GUARANTEED POSITION RATE \$1.00
MORE THAN APPLICABLE MINUTE RATE**

WPAY MUSIPLEX BACKGROUND
MUSIC SERVICE

Continuous 24 hour Background Music 7 days a week. Carefully selected music by the world's top orchestras for your place of business.

Musiplex Background Music Prices

Music Service Charge:

- \$28.00 per month up to 20 speakers
- 35.00 per month 20 to 50 speakers
- 45.00 per month over 50 speakers

Two or more locations

(20 speakers or less, each)

\$26.50 per month, per location

Installation Charge:

- \$25.00 each for Standard Installations
- 35.00 each for Complex Installations

Special rates for Shopping Centers furnished by your salesman.

Accessory Prices:

- Wall mounted speakers\$22.80 each
- Ceiling mounted speakers 26.50 each
- Outside speakers, prices start at..... 50.00 each

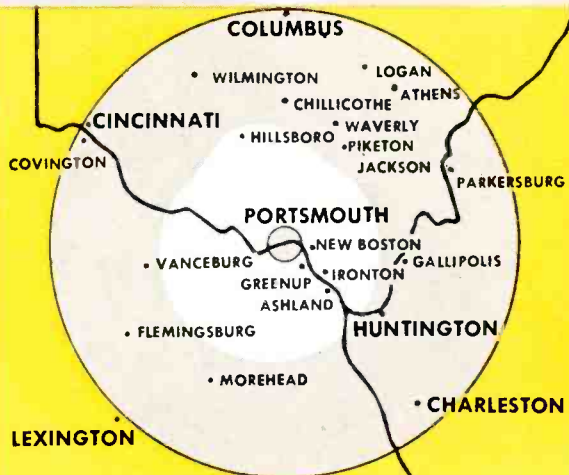
See your salesman for additional prices.

Accessories may also be rented at nominal monthly rates.

Radio Station

WPAY

Portsmouth, Ohio



1400 kHz ON YOUR DIAL

104.1 AT THE TOP OF FM DIAL

AM OR FM SPOT ANNOUNCEMENTS

	THURS. AND FRI.	SAT. THRU WED.
60 Seconds	\$7.00	\$6.00
30 Seconds	5.25	4.50
10 Seconds	3.50	3.00

PARTICIPATION IN SPECIAL SHOWS

Spot announcements in the women's program, country and western program, news and/or special sports features.

60 SEC. —	\$8.00
30 SEC. —	6.00
10 SEC. —	4.00

WEEKLY SATURATION PACKAGES

	60 SEC.	30 SEC.	10 SEC.
5X	\$6.00	\$4.50	\$3.00
10X	5.00	4.00	2.50
15X	4.50	3.50	2.25
20X	4.00	3.00	2.00
25X	3.75	2.90	1.90

WEEKLY PROGRAM RATES

	6X	5X	3X	2X	1X
5 min.	8.50	9.50	10.75	11.75	12.75
10 min.	11.50	13.50	14.50	15.50	16.50
15 min.	18.00	18.75	21.50	22.50	23.50
30 min.	28.80	30.00	34.60	36.20	38.80

WPAY-FM

Operates the same hours as WPAY-AM with some separate programming.

SERVICE FACILITIES

Production department and recorded library, continuity department, program ideas and music rights are provided without additional cost to the advertiser.

NEWS SERVICE

Associated Press Wire Service, CBS Radio Network, Local News Department and area reporters in Portsmouth, New Boston, Sciotoville, Waverly, West Portsmouth and South Shore, Kentucky.

RATES EFFECTIVE MAY 1, 1971

ESTABLISHED IN 1935

Owned and Operated by WPAY, Inc.

Affiliated with Radio Station WFPB, Middletown, Ohio, and Radio Station WSMJ, Greenfield, Indiana. Combination rates available upon request.

BUSINESS OFFICES AND STUDIOS

1009 Gallia Street, Portsmouth, Ohio 45662
Telephone: (614) 353-5176

TRANSMITTERS

AM — 1009 Gallia Street, Portsmouth, Ohio
FM — South Portsmouth, Kentucky

WPAY FACILITIES

1,000 Watts days, 250 Watts nights; 1400 kHz. Non-directional.
Operating schedule: 24 hours daily, EST.

WPAY-FM

ERP 93,000 w. horizontal — 17,500 w. vertical; 104.1 mHz.
Operating schedule: 24 hours daily, EST.
Antenna height — 610 ft. above average terrain.

AGENCY COMMISSION — Rates are "NET."

PERSONNEL

Paul F. Braden President
Joseph H. LeMoynes V.P. - Sales Manager
Earl W. Francis V.P. - General Manager