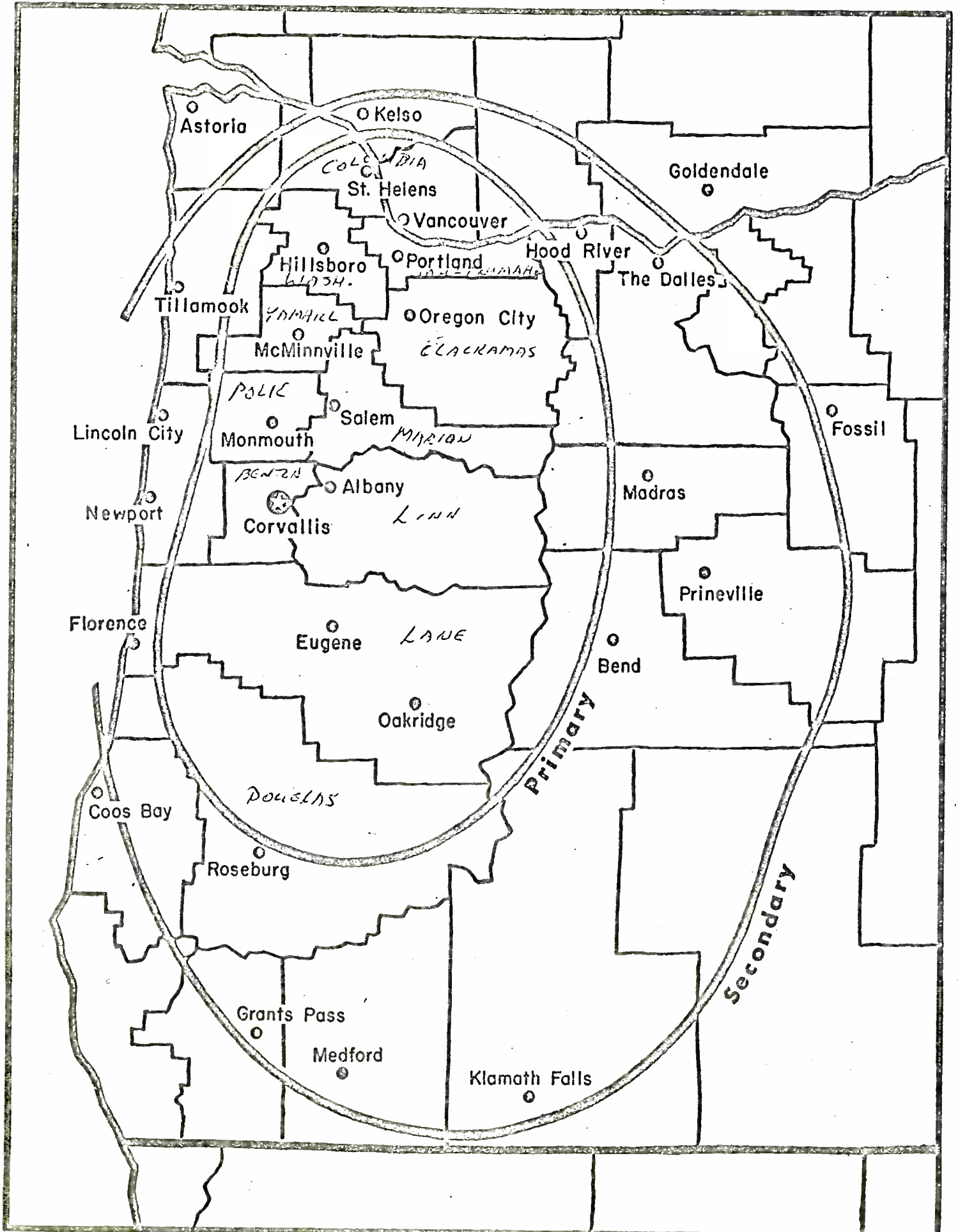


WITHIN PRIMARY COVERAGE AREA -- 1,479,400 PEOPLE

KOAC-AM

Corvallis, Oregon

550 kc



KOHI

ON THE COLUMBIA RIVER HIGHWAY . . .
HOME OF THE OREGON ROSE . . .

p. o. box 187 st. helens, oregon



- ☆ **PRIMARY COVERAGE POPULATION** in the **KOHI** area is 56,892 according to the 1950 census. It is anticipated that the 1960 census will show the population of this same area at over 70,000.
- ☆ **INDUSTRIAL DEVELOPMENT** in the **KOHI** area has been spearheaded by the coming of many of the industrial giants of the country. The Crown Zellerbach Corporation has a large paper and veneer plant, Kaiser Gypsum has its insulating board division in St. Helens, along with the huge Pope and Talbot Lumber Company and Brandenfels Enterprises, a cosmetics manufacturing firm.
- ☆ **AGRICULTURE** plays an important part, too, with the world famous Peterson and Dering Rose Farms an integral part of the economy of the **KOHI** area. Dairying, raising of beef cattle, sheep, strawberry growing, poultry, field crops and farm forest products complete the picture.

KOHI

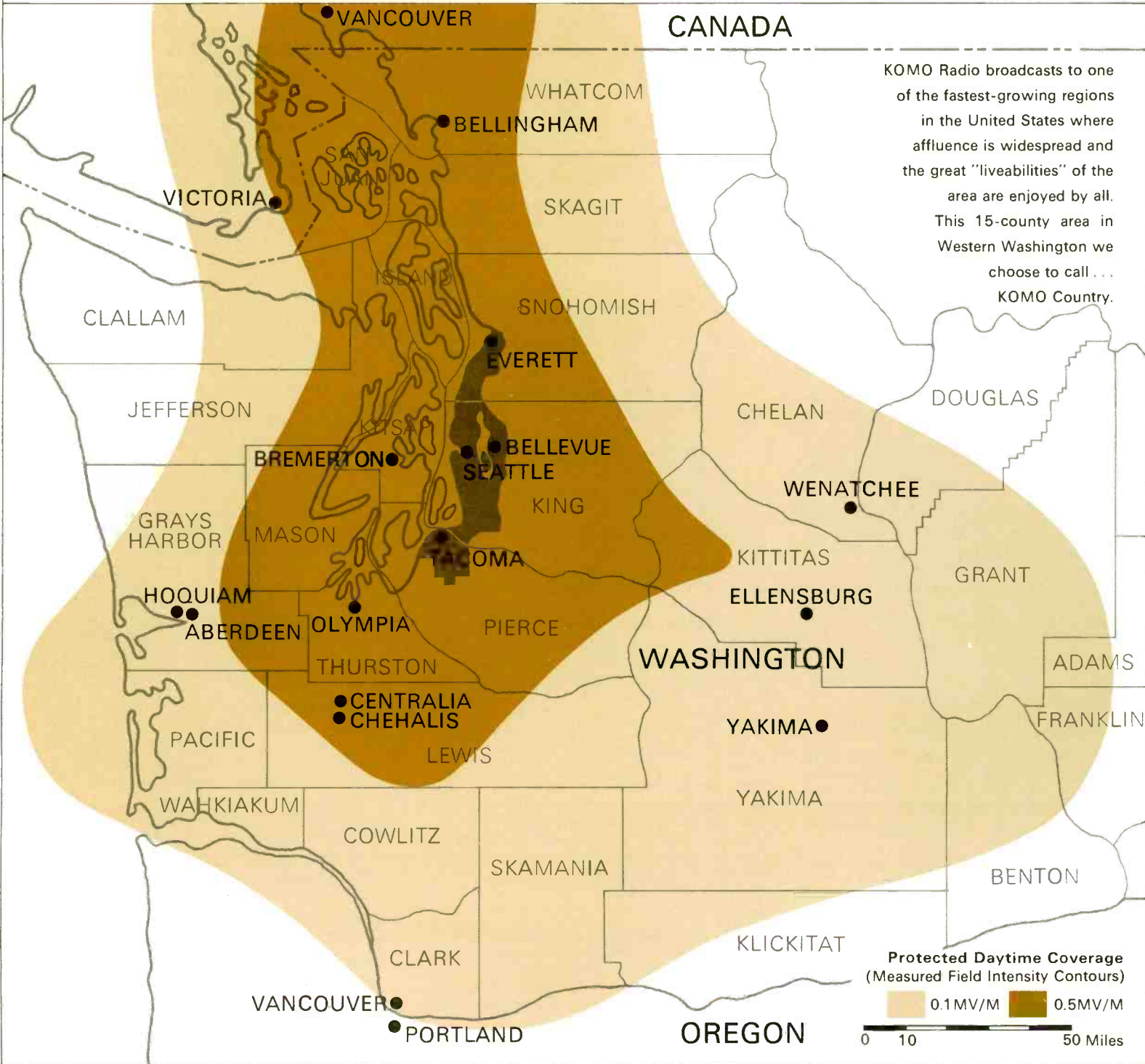
1000 WATTS
NON-DIRECTIONAL
PHONE 1600

NORTHWEST REPRESENTATIVE
MOORE & ASSOCIATES, Seattle, Portland

WEST COAST REPRESENTATIVE
JOHN E. PEARSON CO., San Francisco, Los Angeles

KOMO COUNTRY

KOMO Radio 1000 / 50,000 Watts / Seattle, Washington



The 15 Counties in KOMO Country

- | | |
|----------------------|--------------|
| King (Seattle) | Clallam |
| Pierce (Tacoma) | Jefferson |
| Snohomish (Everett) | Grays Harbor |
| Kitsap (Bremerton) | Island |
| Whatcom (Bellingham) | Mason |
| Thurston (Olympia) | Pacific |
| Skagit | Lewis |
| San Juan | |

Mileage and Driving Time from Seattle-Tacoma International Airport to:

Downtown Seattle	15 Miles	20 Minutes
Downtown Tacoma	20 Miles	25 Minutes
Downtown Olympia	48 Miles	50 Minutes
Downtown Everett	43 Miles	45 Minutes
Downtown Bellingham	102 Miles	2 Hours
Downtown Vancouver B.C.	158 Miles	2½ Hours
Downtown Portland, Ore.	158 Miles	2½ Hours
Downtown Spokane	287 Miles	5 Hours



Population Summary

	Population	% of State
KOMO Country (15 Counties)	2,094,300	66.9
Central Puget Sound—B.E.S.T. Market (Bremerton, Everett, Seattle, Tacoma)	1,700,800	54.4
Seattle-Tacoma-Everett Metro (Ranked #16 nationally)	1,607,200	51.4
Seattle Metro (King, Snohomish, Counties) (Ranked #22 nationally)	1,247,100	39.9
Tacoma Metro (Pierce County) (Ranked #84 nationally)	360,100	11.5
Seattle City	574,800	18.4
Washington State	3,127,600	—

The KOMO Sales Department, the Katz Agency (National Representatives) and William L. Simpson and Associates (Regional Representatives) have additional market information available in the "KOMO Country Market Facts" book which contains more detailed statistical information and demographic breakouts.

Economic Profile

Economic growth and stability combined with great qualities of life make KOMO Country the hub of the Pacific Northwest and one of the top advertising markets in the country.

King County alone accounts for 42% of Washington's personal income and one-third of the State's population and almost 40% of all retail sales. During 1966, Washington's rate of advance in personal income surpassed the national average by over 4% and exceeded comparable growth for every other state in the nation. In 1966, the per capita income per resident was \$3,133 and each KOMO Countryite has \$250 per year more to spend than a person elsewhere in the U.S.A. KOMO Country has more higher income families per capita than the nation and according to the U.S. Department of Commerce, KOMO Country's higher income families spend more on:

New Cars	Owned Homes
Food	Gasoline
Housewares	Recreation
Sporting Events	Most Appliances
Medical Care	Automotive Products

Wages and salaries generated from manufacturing employment provide the greatest single source of personal income. About 1 in 4 employees in the manufacturing industries work for Boeing, the giant aerospace corporation.

Three major manufacturing industries— aerospace, transportation equipment and lumber and wood products—provide the economic base of this region though there has been notable progress in industrial diversification in recent years making the economic future relatively less dependent on the above mentioned Big Three. Seattle is, in general, a white-collar city—the financial, educational, professional services, sales, distribution, advertising, and cultural center for a vast and growing territory.

KOMO Country is more than a high degree of affluence, however. Our active, mobile and alert people, deeply involved in their surroundings, are quick to expound on the great "liveabilities" of this region. And what are these "liveabilities?"

- A mild, pleasant climate with low humidity and clean air and water.
- Recreation unlimited from the depths of Puget Sound to the heights of Mt. Rainier.

- Cultural sophistication. KOMO Countryites enjoy the opera, repertory theatre, and the product of a large Northwest art colony.
- Shopping and dining sophistication! Some of the finest shops and restaurants on the West Coast.
- Home site diversity, with an abundance of view property and a pleasant living atmosphere.
- Natural setting—the most beautiful geographical area in the Country.

A high degree of affluence combined with the best "liveabilities" anywhere make KOMO Country not only a great place to be but a great market for the advertiser.

Programming Profile

"This is K-O-M-O, Seattle Radio 1000 . . . The Voice of KOMO Country" . . . booms the big, familiar voice of Jay Ward throughout the day. And to the many thousands of KOMO Countryites who have made KOMO Radio their news, information, and radio entertainment center, KOMO Radio is the "voice of KOMO Country."

What are the ingredients of KOMO's success? A strong, program-oriented station which blends familiar music, news, sports, air personalities, special features, and strong community involvement into a distinct and identifiable station sound.

News

Hourly news, both local and network, commentaries, weather, stock market reports and local features keep our listeners well-informed and up-to-date on freeway traffic, city and state government, education, religion and entertainment.

Music

Bright and rhythmic, in a variety of modern styles and tempos, the music of KOMO appeals to an adult, sophisticated audience who appreciates a familiar musical sound. The consistency of KOMO's music is carefully maintained by a music policy that selects standard popular numbers for their taste in arrangement and excellence of presentation —and the sound of KOMO's on-air personnel complement this policy of consistency.

Sports

KOMO is proud to carry the play-by-play of Seattle's first entry into major league sports—the Seattle SuperSonics of the NBA. KOMO programs Washington State University football and feature coverage of hydroplane racing, the Indy-500, ABC's weekend World of Sports, and three daily sports shows. Information for KOMO Country's thousands of skiers, boaters, fishermen, and golfers is aired daily.

Home and Education

Katherine Wise, only graduate home economist in Seattle Radio, discusses fashions, child care, home decoration, menus and family health. Her daily interviews with guest specialists and the Katherine Wise Telephone Recipe Service make her feature vignettes popular with both audience and advertisers. Marty Wilson, KOMO's Educational Director, is producer of "What's New in the Schoolhouse" featuring in-depth discussions and interviews on the subject of education plus daily vignettes featuring advice to parents.

Commercial Policy

KOMO's strict adherence to the NAB Code gives advertisers the kind of protection and assurance they desire. As an additional "plus," IBM equipment that prints the daily program schedule helps insure adequate product separation.

Public Service

Service to the community has been an important motivating force behind KOMO throughout its history. "It is a policy of KOMO to provide non-profit, charitable, civic, religious, governmental and agricultural organizations the same care and attention to their problems as is provided to commercial advertisers" is the basic position taken by KOMO. The KOMO Country series of spot announcements, drawing attention to the special quality of life in Western Washington, has received a special commendation from the Seattle Chamber of Commerce and is a good example of this policy.

Merchandising

Practical, workable merchandising using a variety of techniques developed by an experienced staff of merchandising experts reflects the KOMO philosophy of merchandising as a full-time activity.

Talk to us about merchandising for your client which could include any of the following services we regularly provide:

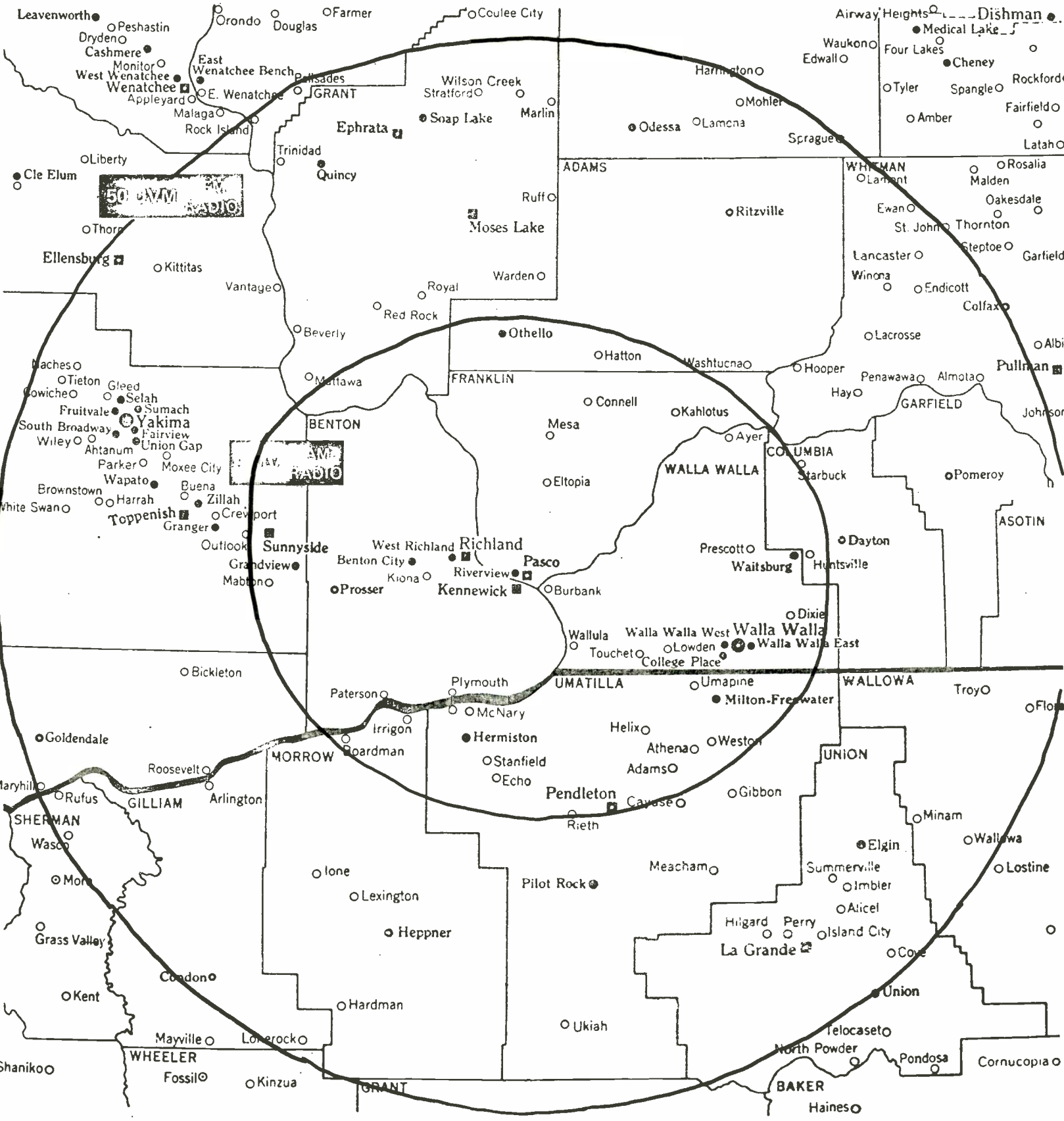
- Letters to trade
- Sales contests and meetings
- In-store shelf checks with retail manager
- Shelf talkers and banners
- Personal contact with grocery, product and merchandising executives
- Window display in lobby
- Katherine Wise Telephone Recipe Service

Ownership and Station Personnel

Owned and operated by Fisher's Blend Station, Inc., KOMO Radio is affiliated with KOMO-TV, ABC outlet for Seattle-Tacoma, and KATU-TV, Portland, Oregon. President & General Manager, W.W. Warren V-P & Station Manager, John Behnke Assistant Station Manager, Jay Ward General Sales Manager, Fred Kaufman Promotion Manager, Al Doyle Merchandising Manager, F.W. "Pop" Hagerty

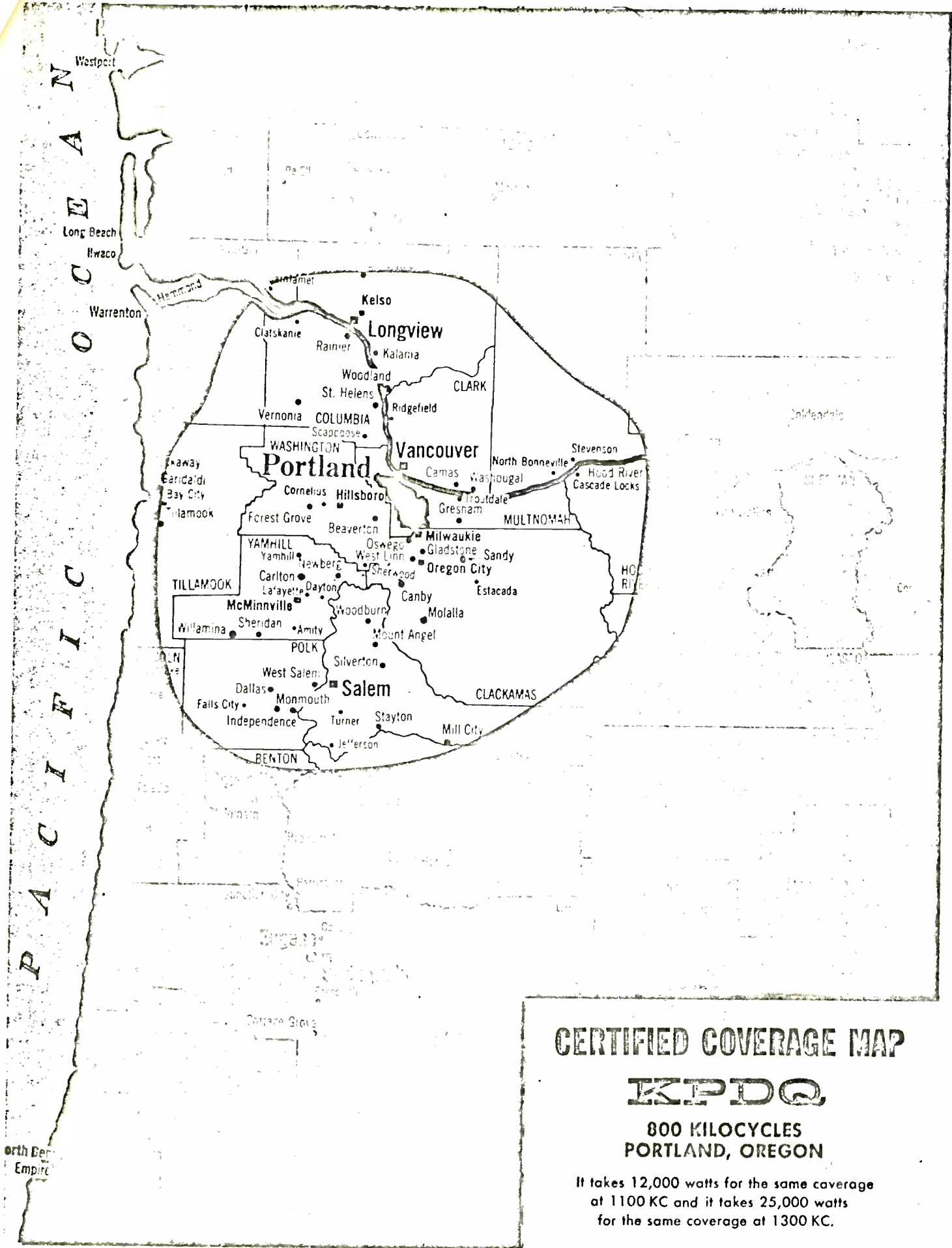
KORD COVERAGE

EVERY COMMERCIAL MESSAGE IS BROADCAST OVER THIS ENTIRE AREA



AM RADIO 1,000 watts – Non Directional
910 kc.

FM RADIO 100,000 watts ERP. FM stereo
24 hours.



CERTIFIED COVERAGE MAP

KPDQ

**800 KILOCYCLES
PORTLAND, OREGON**

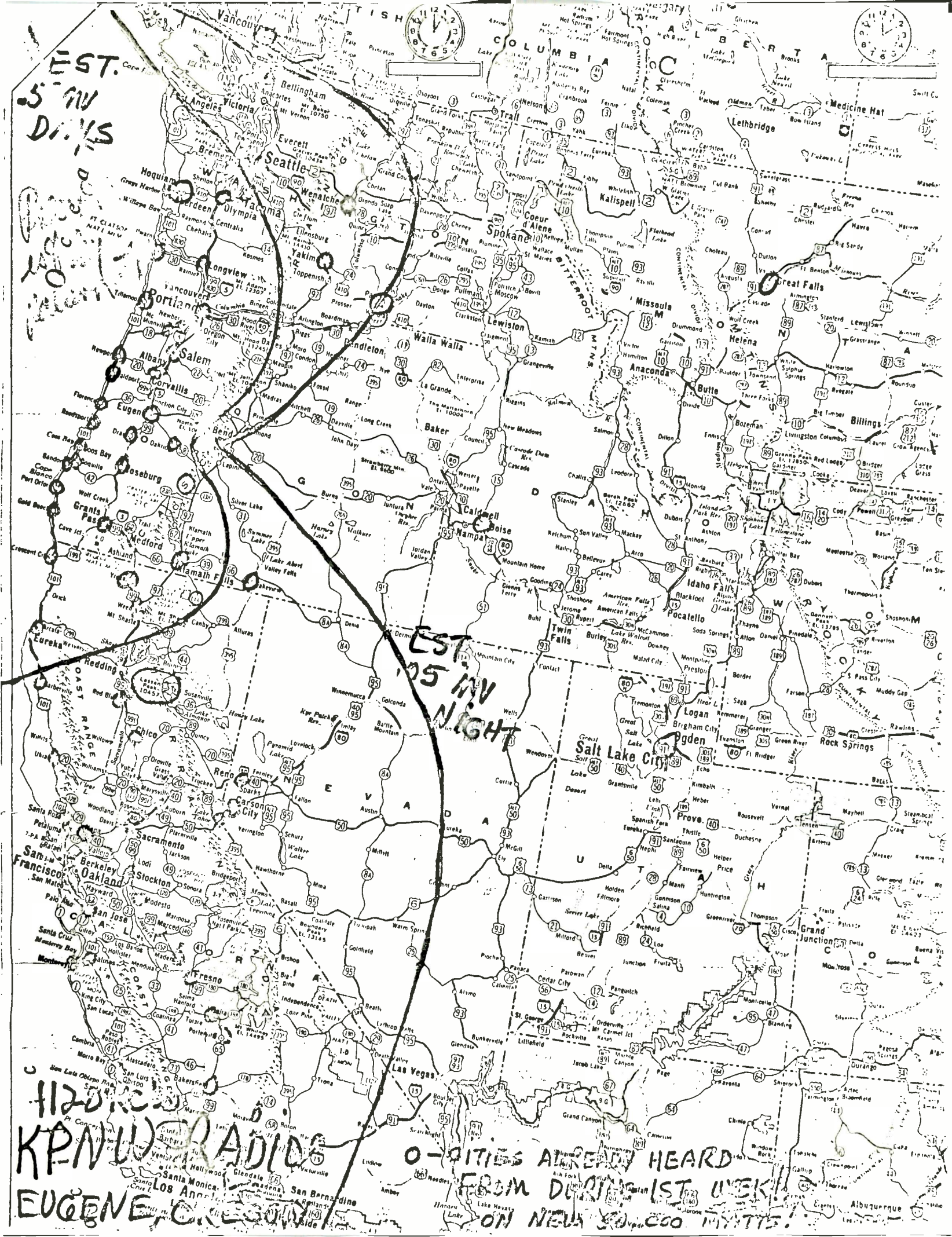
It takes 12,000 watts for the same coverage
at 1100 KC and it takes 25,000 watts
for the same coverage at 1300 KC.

EST. 5 MW DIALS

1120 KC
KPNW RADIO
EUGENE, OREGON

EST. 75 MW NIGHT

0-CITIES ALREADY HEARD FROM DURING 1ST WEEK!
ON NEWS 30 COO T.M.T.S.



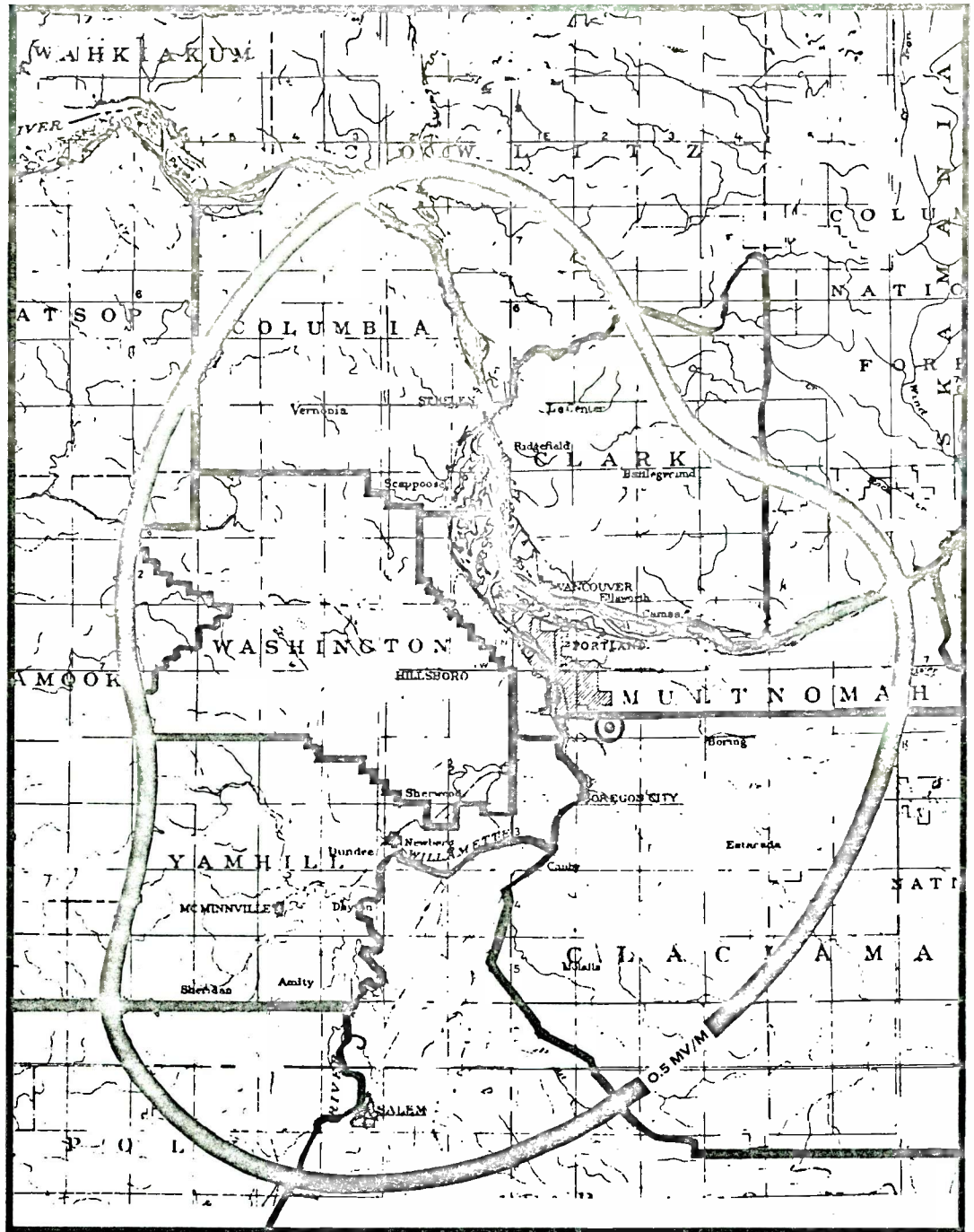
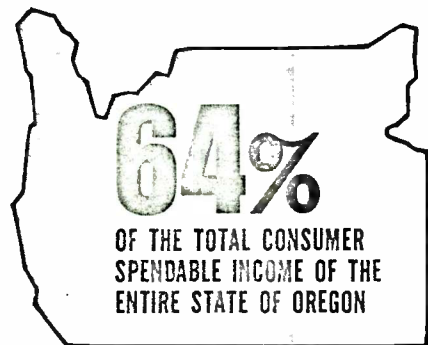
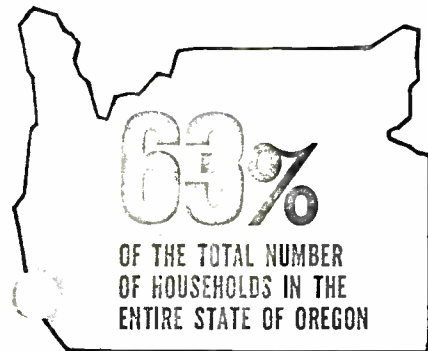
KPOJ

RADIO 1330

PORTLAND, OREGON

0.5 MV/M Coverage Contour

COVERAGE WHERE YOUR CUSTOMERS LIVE...



KPOJ COVERAGE—

26% more Households—23% more Spendable Income
26% more Retail Sales than the Portland Metro Market!

CHECK THIS BOX SCORE

	HOUSEHOLDS	C.S.I. (\$000)	RETAIL SALES (\$000)
KPOJ COVERAGE AREA	366,670	\$2,650,009	\$1,800,293
PORTLAND METRO MARKET (SMSA)	290,780	\$2,151,278	\$1,424,302
ENTIRE STATE OF OREGON	598,390	\$4,217,551	\$2,983,435

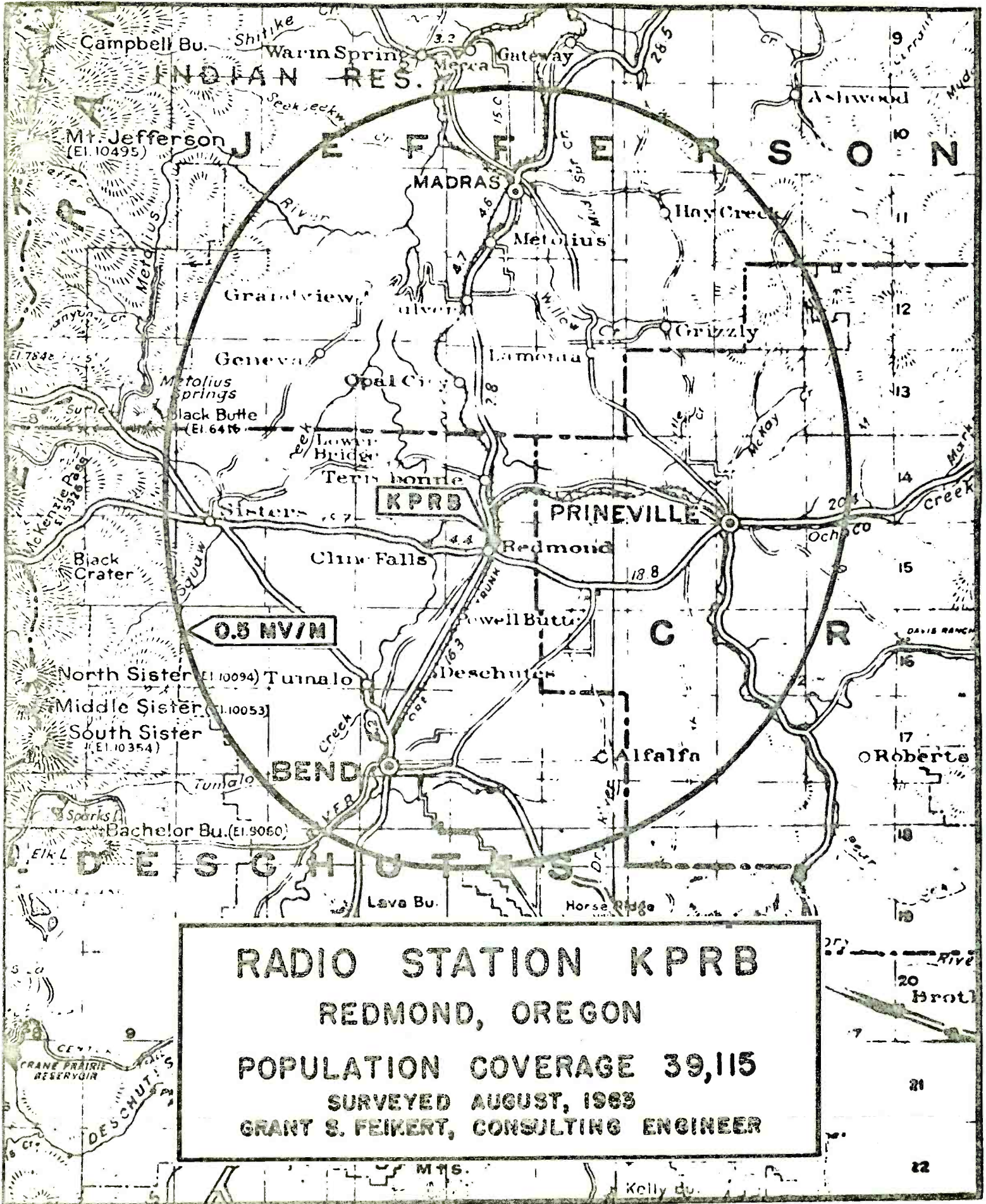
KPOJ, INC. / 1019 S. W. 10TH AVENUE

PORTLAND, OREGON 97205 / (503) 227-3484

REPRESENTED BY



THE ORIGINAL STATION REPRESENTATIVE



INDIAN RES. JEFFERSON

MADRAS

PRINEVILLE

KPRB

0.5 MV/M

BEND

ALFALFA

DESCHUTES

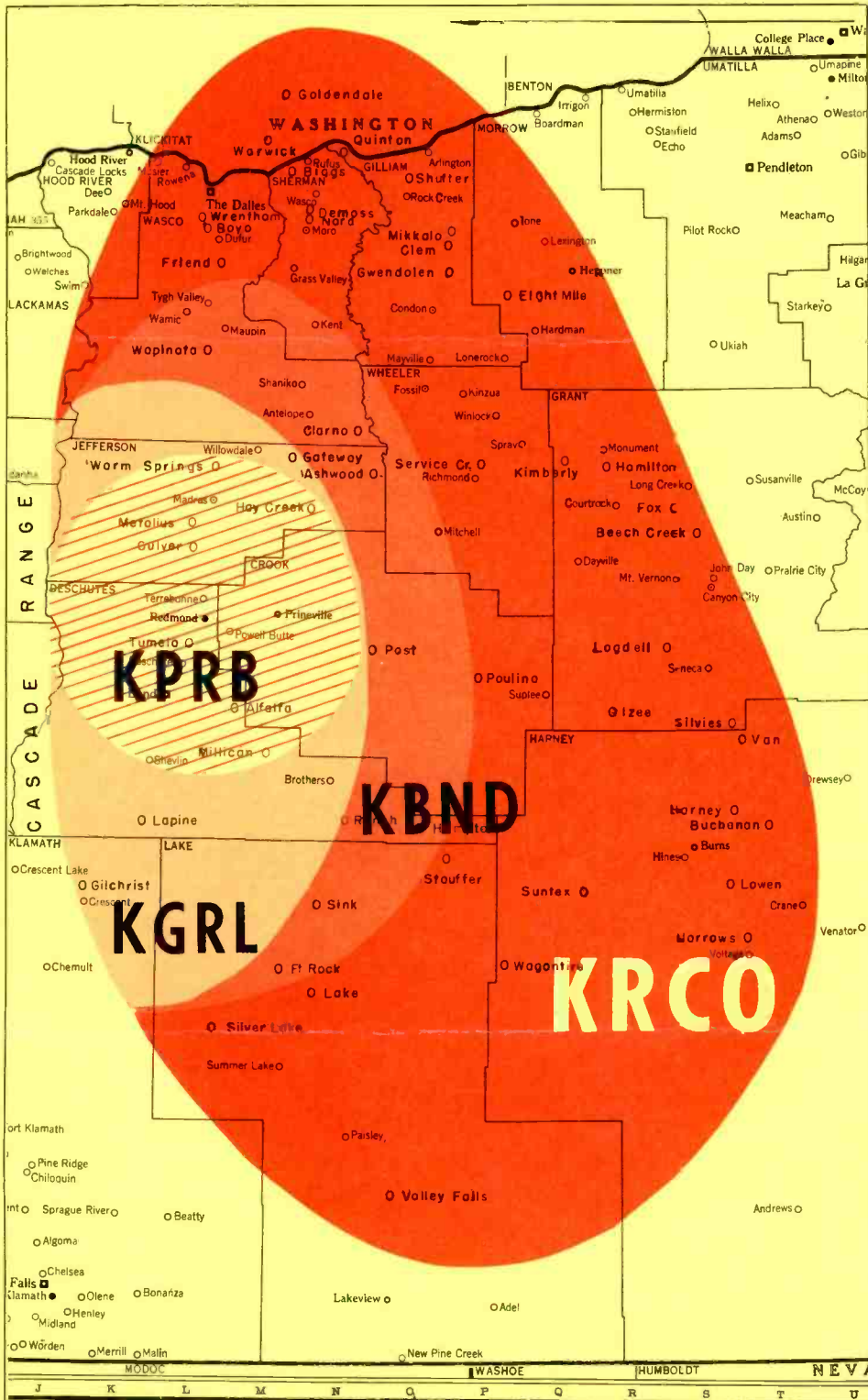
RADIO STATION KPRB
REDMOND, OREGON
POPULATION COVERAGE 39,115
SURVEYED AUGUST, 1963
GRANT S. FEIKERT, CONSULTING ENGINEER

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KRCCO

Established 1950

The Only Radio Station
Serving 14 Counties of the
INLAND OREGON EMPIRE



COUNTY	PRINCIPAL CITY	KRCCO COVERAGE POPULATION
CROOK	PRINEVILLE	9,110
DESCHUTES	BEND-REDMOND	19,850
JEFFERSON	MADRAS	7,790
WHEELER	FOSSIL	2,420
WASCO	THE DALLES	20,200
GRANT	JOHN DAY	8,560
KLAMATH	KLAMATH FALLS	8,678
LAKE	LAKEVIEW	4,648
HARNEY	BURNS	5,208
SHERMAN	WASCO	2,300
GILLIAM	CONDON	3,200
MORROW	HEPPNER	2,775
HOOD RIVER	HOOD RIVER	5,990
KLICKITAT (WASH.)	GOLDENDALE	7,501
		TOTAL *108,230

RADIO HOMES	31,956
FOOD SALES	47,387,000
DRUG SALES	4,917,000
DOLLAR VALUE, LIVESTOCK	60,795,000
DOLLAR VALUE, FARM CROPS	69,827,000
AUTO REGISTRATION	87,902

KRCCO 0.1 MV/M CONTOUR MEASURED BY GRANT S. FIEKERT, REG. ENGR.

OTHER STATIONS 0.1 MV/M CONTOURS EXTRAPOLATED FROM DATA ON FILE WITH THE FEDERAL COMMUNICATIONS COMMISSION, WASHINGTON, D.C.

TOTAL RETAIL SALES \$153,976,000†

* 1960 CENSUS OF POPULATION

† SRDS SALES MANAGEMENT 1960

1,000 WATTS 690 KC CLEAR CHANNEL

THE INLAND OREGON EMPIRE

KRCO serves all 14 counties of the INLAND OREGON EMPIRE from Prineville . . . the geographical center of Oregon. This Inland Empire lies on a broad high plateau, bounded on the West by the magnificent Cascade Range, on the East by the Blue Mountains, Ochoco Mountains and the Steens Mountains.

There are two cities of over 10,000 population in KRCO's big "690" signal-area, BUT over 85,000 MORE LISTENERS that live on farms, ranches and in towns and hamlets from 20 to 4,000 people. **ONLY** with KRCO's BIG "690" coverage can your message reach this vast rural audience.

PROGRAMMING

KRCO has followed an independent adult music programming policy since established in 1950, featuring the finest in popular album selections, interspersed with the "Old Evergreens" and non-frantic pops.

United Press International News is featured at "25" and "55" past every hour, plus three major 15 minute newscasts daily. Farm News in depth is an important factor to KRCO's big rural audience, and several County Agents, Livestock Commission houses, Farm group representatives appear regularly on KRCO's Farm Notebook. KRCO IS also the OFFICIAL U. S. WEATHER STATION for the area, and up to the minute weathercasts are an integral part of KRCO programming.

COMMUNITY SERVICE

KRCO becomes an automatic member of community activity for all the cities, towns, hamlets and organizations of the Inland Oregon Empire. With a friendly, personal approach KRCO is always THERE . . . WITH THE two way mobile radio unit, beeper phone or direct wire. The clients product message becomes a part of this over-all community participation.

Ask these Reps about the KRCO

MERCHANDISING AIDS

Nationally: **John E. Pearson Co., Inc.**

Seattle: **Feltis/Dove/Dever/Cannon, Inc.**

Portland: **H. S. Jacobson & Assoc.**

Offices and Studios
4 miles N.W. Prineville, Oregon
Phone Hillcrest 7-6239
P.O. Box 188

President and Gen. Mgr. **C. R. "Bob" Matheny**

Sales Manager **Dick Burger**

RATE CARD No. 5 EFFECTIVE APRIL 1, 1961

K R C O

GENERAL ADVERTISING RATES

	1 hr.	½ hr.	¼ hr.	5 min.
1 time	50.00	30.00	20.00	10.00
13 times	47.50	28.50	19.00	9.50
26 times	45.00	27.00	18.00	9.00
52 times	42.50	25.50	17.00	8.50
104 times	37.50	22.50	15.00	7.50
156 times	35.00	21.00	14.00	7.00
312 times	30.00	18.00	12.00	6.00

WEEKLY MINUTE PACKAGE RATES

	1-4 weeks	5-9 weeks	10-19 weeks	20-39 weeks	40-plus weeks
1 time	5.00	4.75	4.50	4.25	4.00
5 times	4.00	3.80	3.60	3.40	3.30
10 times	3.60	3.50	3.40	3.30	3.20
15 times	3.40	3.30	3.20	3.10	3.00
20 times	3.20	3.10	3.05	2.95	2.90
25 times	3.00	2.95	2.90	2.85	2.80
30 times	2.90	2.85	2.80	2.75	2.70
40 times	2.80	2.75	2.70	2.65	2.60
50 times	2.70	2.65	2.60	2.55	2.50

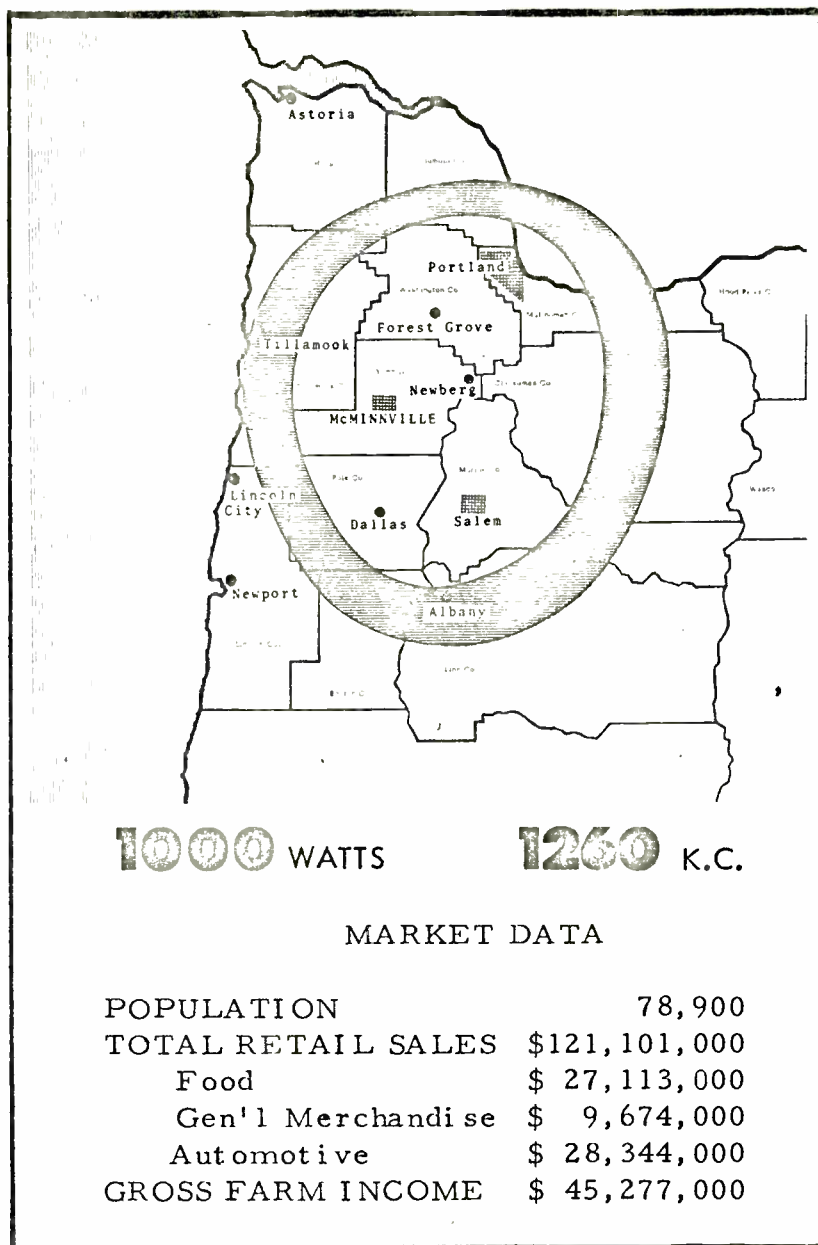
WEEKLY 30-SEC. PACKAGE RATES

	1-4 weeks	5-9 weeks	10-19 weeks	20-39 weeks	40-plus weeks
1 time	3.75	3.55	3.35	3.20	3.00
5 times	3.00	2.85	2.70	2.55	2.50
10 times	2.70	2.60	2.55	2.50	2.40
15 times	2.55	2.50	2.40	2.30	2.25
20 times	2.40	2.30	2.25	2.20	2.15
25 times	2.25	2.20	2.15	2.10	2.05
30 times	2.15	2.10	2.05	2.00	1.95
40 times	2.05	2.00	1.95	1.90	1.85
50 times	1.95	1.90	1.85	1.80	1.75

MINUTE AND 30-SEC. SPOTS ARE COMBINABLE, 10-SEC. RATES, 50% MINUTE RATES, NOT COMBINABLE.

KMCM

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KMCM
McMinnville, Oregon

GENERAL MANAGER
Norm Aldred

ADDRESS
P. O. Box 207
McMinnville, Oregon 97128

TELEPHONE
472-2151
Area Code 503

REPRESENTATIVE
NORTHWEST
Art Moore & Associates, Inc.

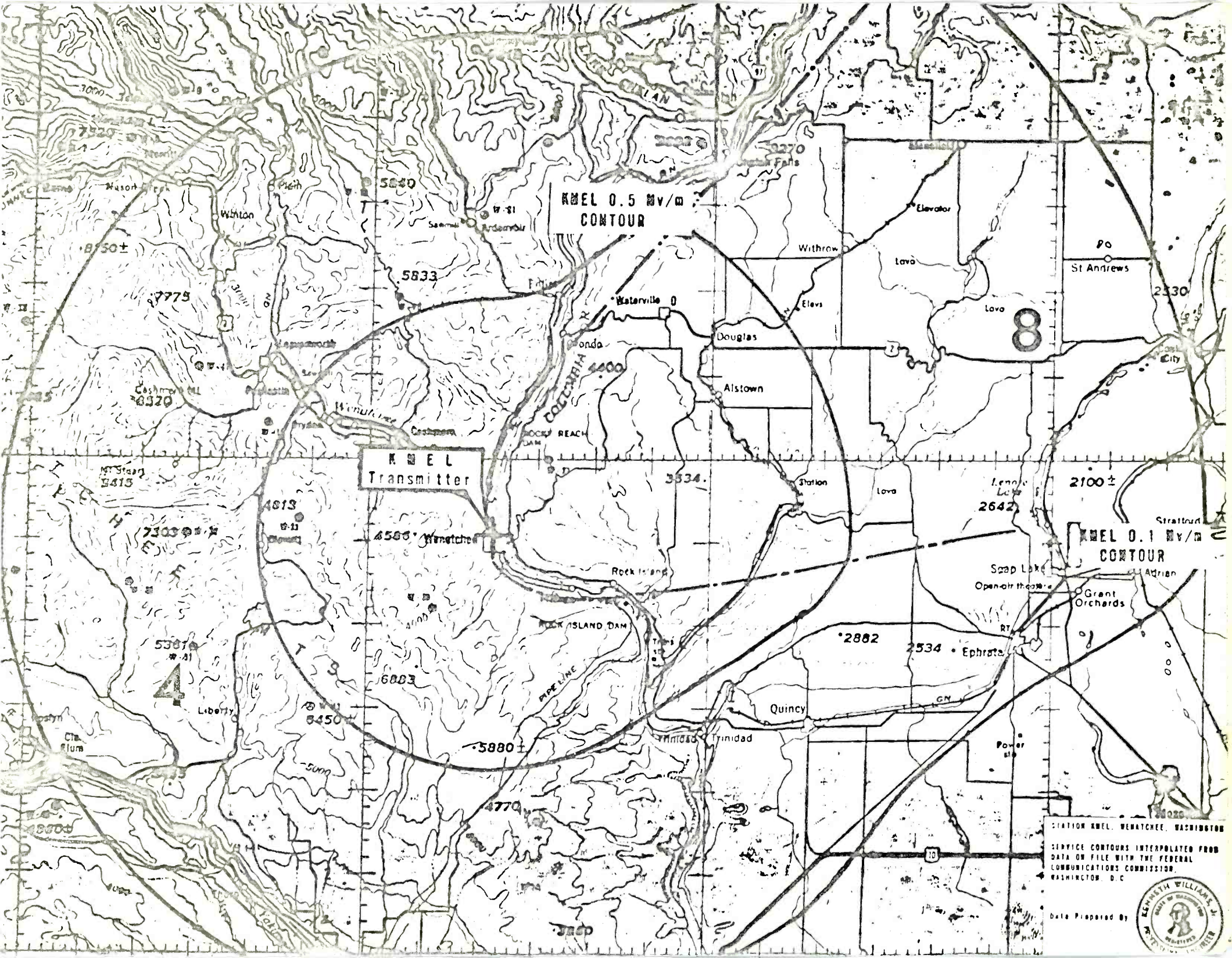
MARKET DATA

POPULATION	78,900
TOTAL RETAIL SALES	\$121,101,000
Food	\$ 27,113,000
Gen'l Merchandise	\$ 9,674,000
Automotive	\$ 28,344,000
GROSS FARM INCOME	\$ 45,277,000

K M C M D O M I N A N C E

of

A Great Single-Station Oregon Market



STATION KME L, WENATCHEE, WASHINGTON
 SERVICE CONTOURS INTERPOLATED FROM
 DATA ON FILE WITH THE FEDERAL
 COMMUNICATIONS COMMISSION,
 WASHINGTON, D. C.

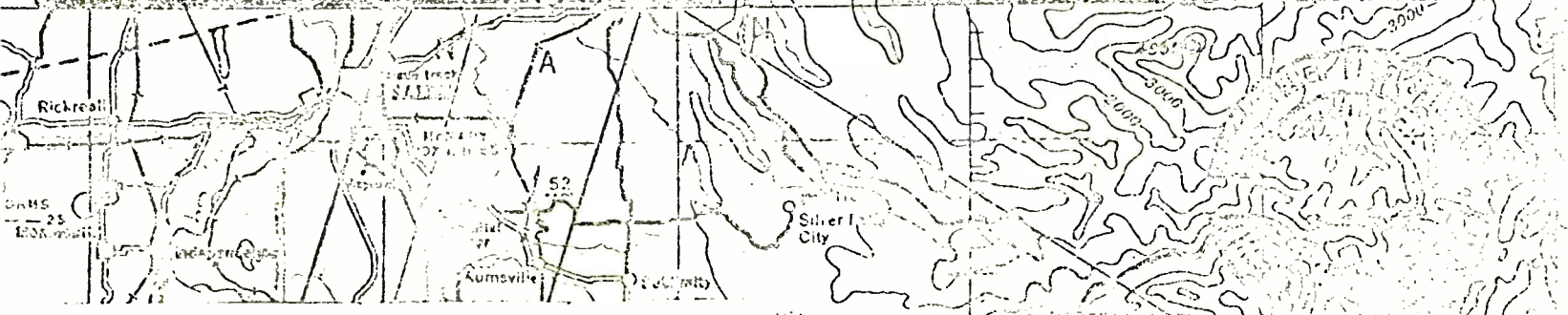
Date Prepared By





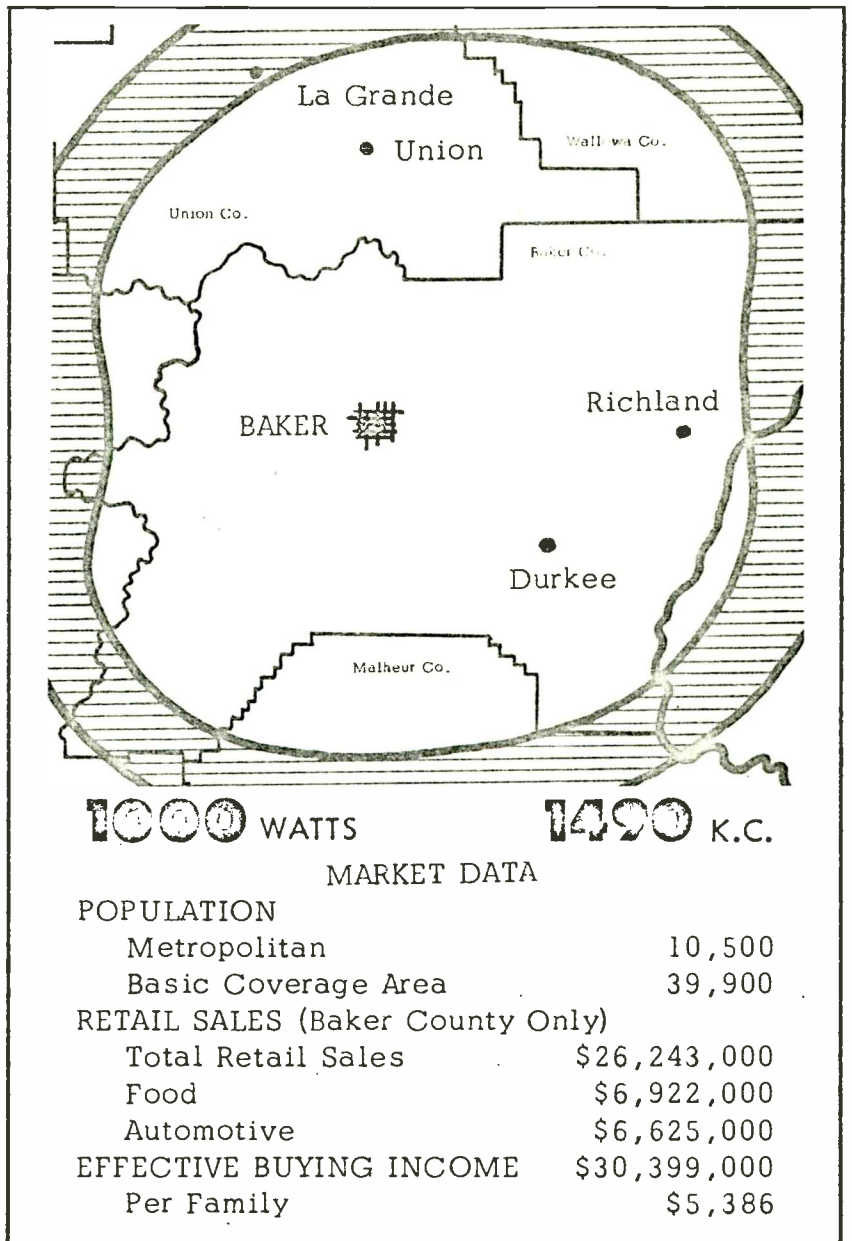
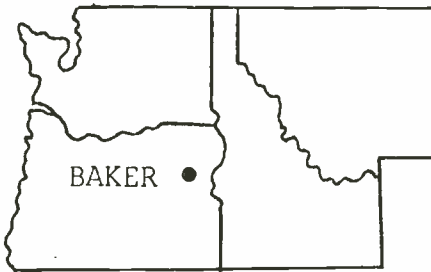
1. 25 mv/m contour, 0.25 kw N
2. 25 mv/m contour, 1 kw D
3. 5 mv/m contour, 0.25 kw N
4. 5 mv/m contour, 1 kw D
5. 2 mv/m contour, 0.25 kw N
6. 2 mv/m contour, 1 kw D
7. 0.5 mv/m contour, 0.25 kw N
8. 0.5 mv/m contour, 1 kw D

CALCULATED COVERAGE CONTOURS
 Appl. 1450 kc, 1 kw, D; 0,25 kw, U
 K B P S
 Benson Polytechnic School
 Portland, Oregon.
 Oct. 1969



KBKR

B
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KBKR
Baker, Oregon

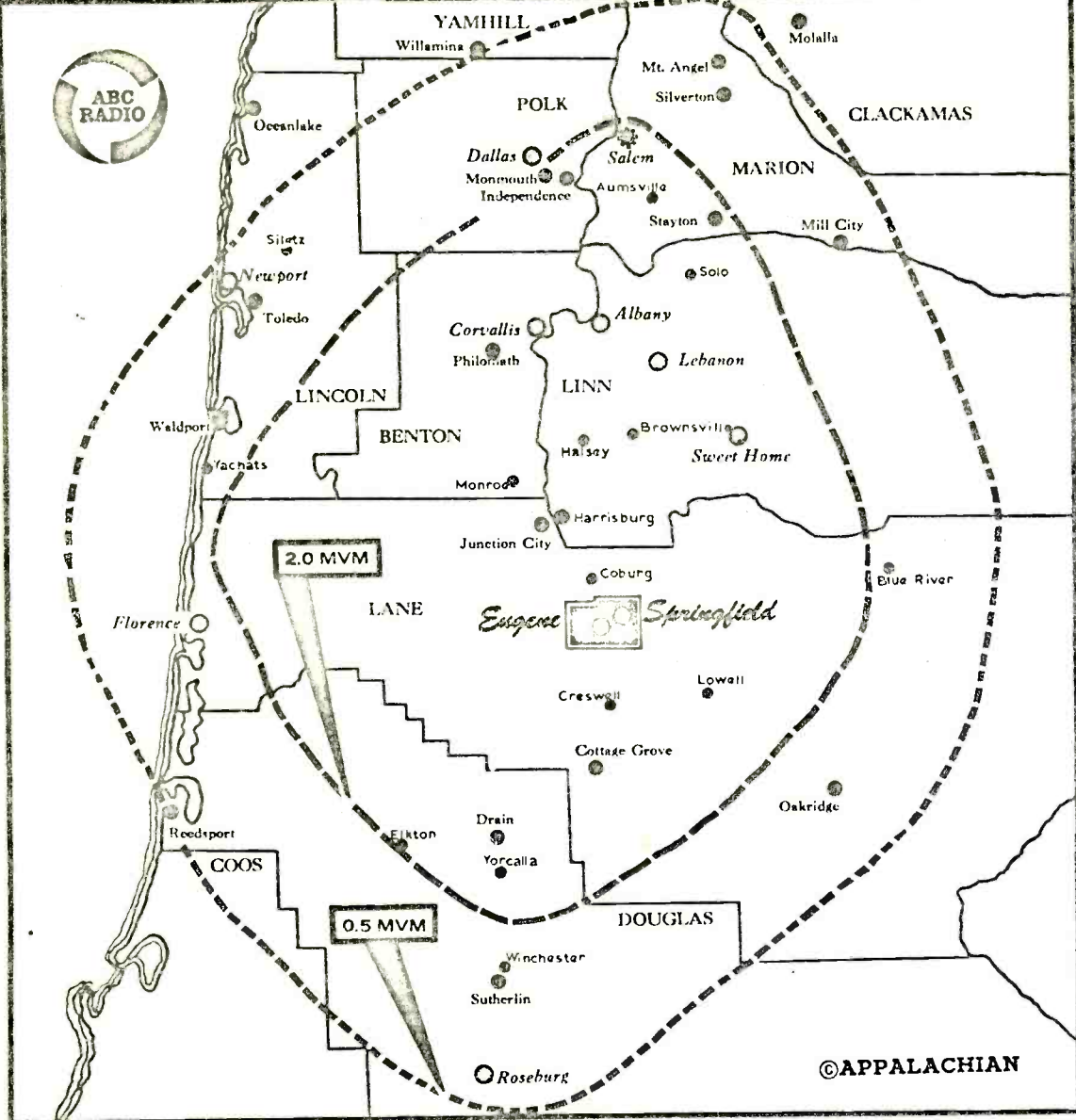
MANAGER
Kenneth B. Lockwood

ADDRESS
2030 Auburn Avenue,
Baker, Oregon. 97814

TELEPHONE
523-4431
Area Code 503

REPRESENTATIVES
NATIONAL
Sandeberg/Glenn Co.
NORTHWEST
Art Moore & Associates, Inc.

S I N G L E S T A T I O N D O M I N A N C E
o f E a s t e r n O r e g o n ' s
B A K E R C O U N T Y



©APPALACHIAN

From the Snow-Capped Cascades

..... to the Blue Pacific

Everybody Listens to

KASH

EUGENE, OREGON

Serving the Eugene-Springfield Metropolitan Area . . . PLUS the Emerald Empire — with a Population over 500,000!

5000 WATTS 1600KC

"EVERYBODY LIKES KASH"

Represented by **GILL-PERNA, INC.**



MARKET DATA:	0.5 MVM Coverage	0.2 MVM Coverage
Total Population	329,400	486,900
Households	99,020	146,740
Radio Homes	92,100	135,019
Automobiles	134,510	207,910
Spendable Income	\$507,905,000	779,684,000
RETAIL SALES:		
Food Stores	\$ 96,988,000	145,671,000
Drug Stores	\$ 16,254,000	25,082,000
Gen'l. Merchandise	\$ 50,139,000	64,316,000
Apparel Stores	\$ 13,803,000	23,934,000
Home Furnishings	\$ 19,102,000	26,512,000
Auto Sales	\$100,340,000	145,558,000
Service Stations	\$ 43,186,000	68,576,000
TOTAL RETAIL SALES	\$444,671,000	664,898,000
FARM DATA:		
Farm Population	68,200	99,700
Gross Farm Income	\$238,298,000	399,142,000

SOURCE: SRDS Consumer Market Data 1963.

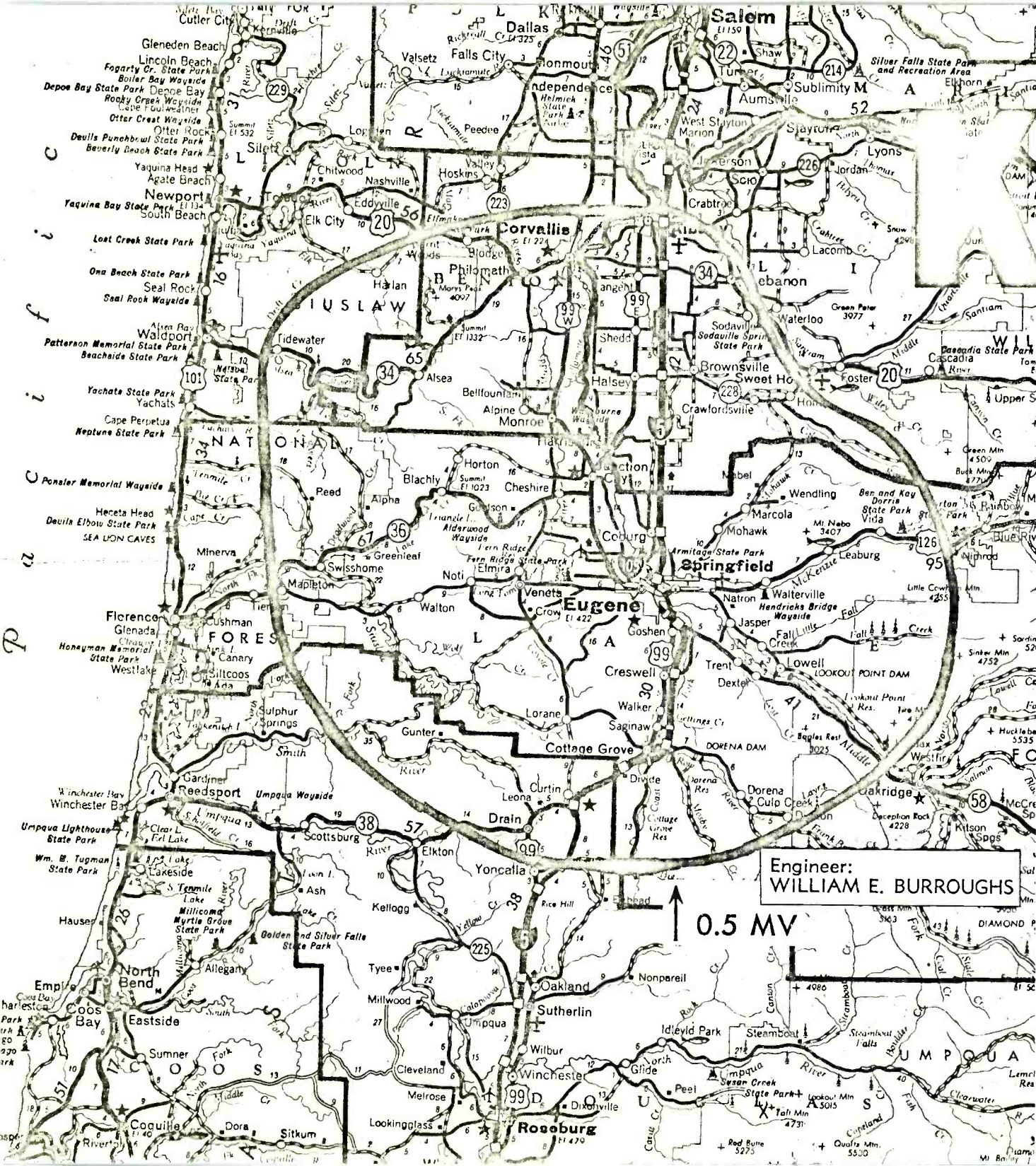


EUGENE, OREGON
PHONE 345-3357
P. O. BOX 1600

RADIO AIR WAYS, INC., -- "TOP O' THE DIAL" **1600**
AMERICAN BROADCASTING NETWORK

Dun & Bradstreet's 1960 Report ranks EUGENE 74th Among the Top 100 Industrial Markets of America.

Prepared by MARKET DATA ASSOCIATES



24 HOURS EACH DAY

KASH

5000 WATTS ABC 1600 KC

EUGENE, OREGON

Area Statistics:

- Over 301,000 people in KASH coverage area.
- Effective buying income per family in Eugene Metropolitan area \$ **8,200.00**
- Total Effective buying income **\$360,620,000.00**
- Retail Sales, Eugene **\$211,711,000.00**
- Retail Sales, Lane County **\$300,611,000.00**
- Eugene Metro Area ranks 74th among the top 100 industrial markets.
- Eugene retail sales up 74% in 5 years (1960-1965), Springfield up 57% in five years.

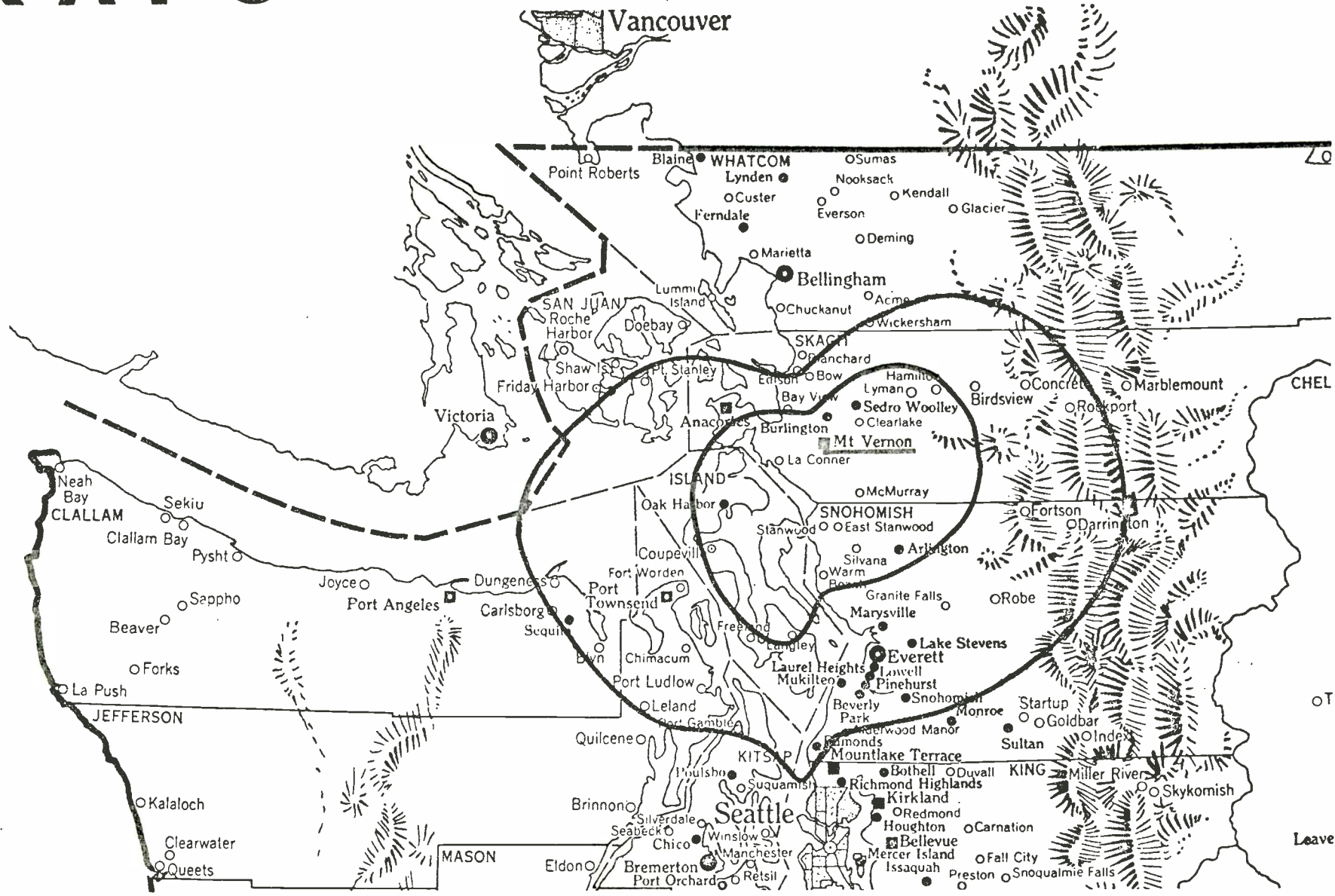
Engineer:
WILLIAM E. BURROUGHS

Basic Area Coverage includes:
Lane, Linn, Benton and Douglas Counties

KASH RADIO is owned and operated by
RADIO AIR WAYS, INC.

E. L. Kincaid, President Rodney V. Loudon, Manager
P.O. Box 1600, Eugene, Oregon
Telephone: Area Code 503 345-3357

K A P S



STATION KAPS, MOUNT VERNON, WASHINGTON
 SERVICE CONTOURS INTERPOLATED FROM
 MEASURED FIELD INTENSITY USED IN
 THE DIRECTIONAL ANTENNA PROOF
 OF PERFORMANCE.

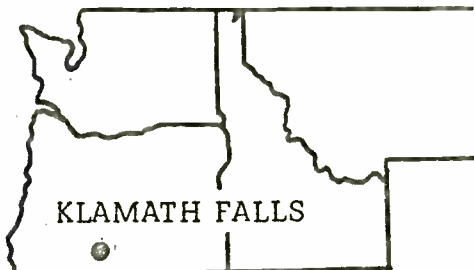
Date Prepared By:



INSIDE LINE 0.5 MV/M
 OUTSIDE LINE 0.1 MV/M

KLAGO

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KAGO

Klamath Falls, Oregon

MANAGER

John L. Ferm

ADDRESS

Box 1150
Klamath Falls, Oregon 97601

TELEPHONE

882-2551
Area Code 503

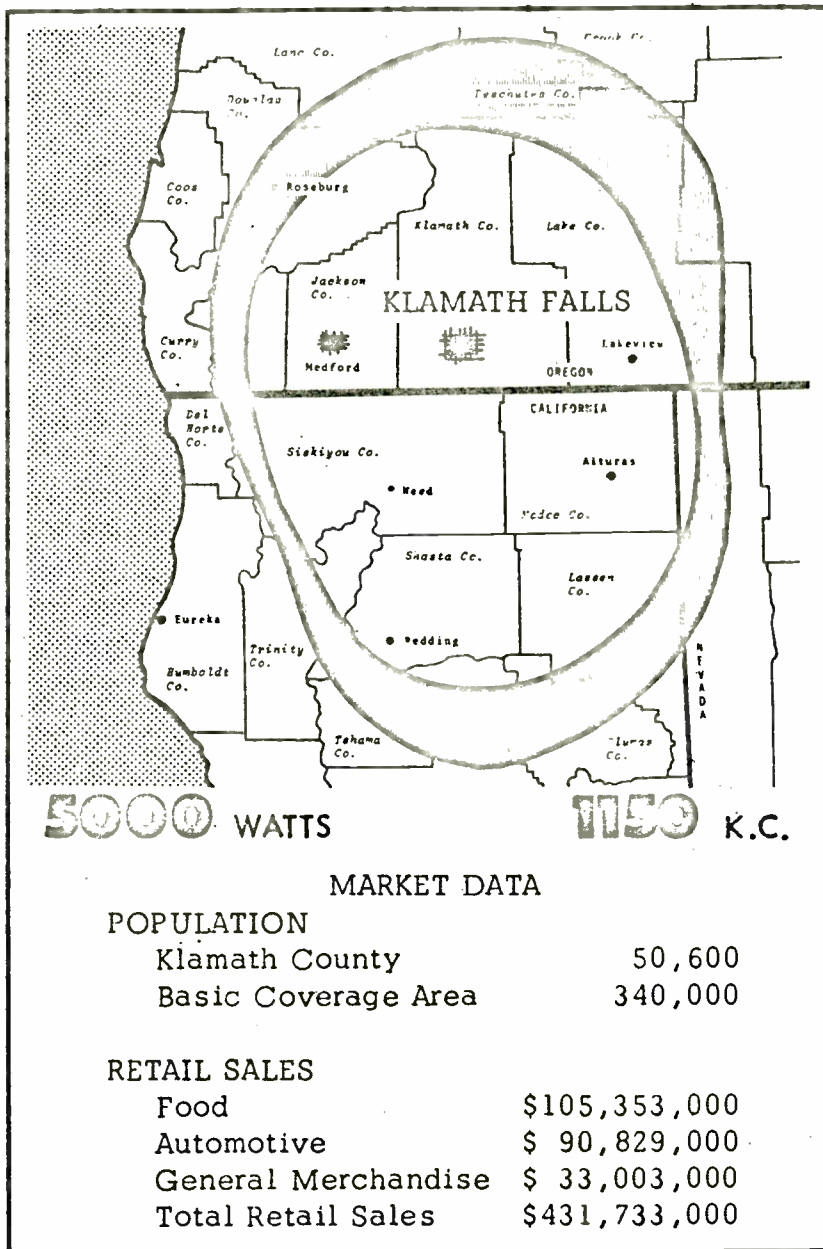
REPRESENTATIVES

NATIONAL

Alan Torbet & Associates

NORTHWEST

Art Moore & Associates, Inc.



KAGO

Decisive Leadership in Klamath Falls Since 1923!

CONTRACT REQUIREMENTS

Bills are payable on 15th day of month following broadcast.

Advertisers participating in multiple-sponsored programs are required to make individual contracts, subject to card rates and regulations.

All programs are subject to cancellation by the station for broadcast of significant events in the public interest. Time and facilities are sold for political broadcasting on the basis of conformity with the Federal Communications Act, and rules and regulations of Federal and State Governments at regular commercial rates.

AGENCY COMMISSION

15% to recognized agencies for net charges for station time. No cash discount.

GENERAL ADVERTISING

KGW is a subscriber to the NAB Radio Code and adheres to those standards and practices. All rates subject to change without notice. Advertisers using KGW as of the effective date of any future rate increase will be protected against said increase for 13 weeks from effective date, provided service is continuous. One year contracts will be accepted only for the purpose of earning frequency rebates. Alcoholic beverage advertising: Beer and Light Wine. KGW does not sell time for religious broadcasts or announcements.

COMMERCIAL POLICY

Maximum of 10 commercial minutes per hour plus news availabilities.

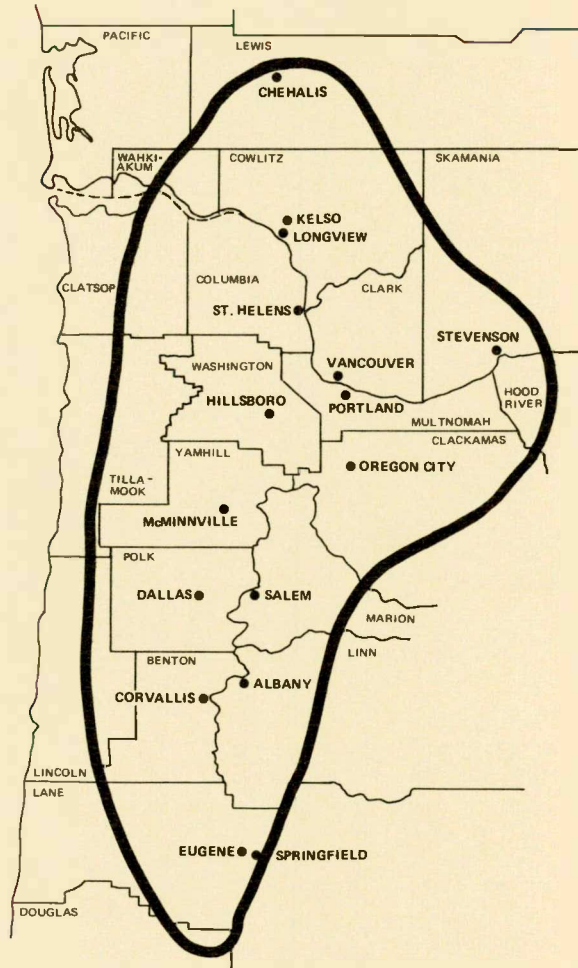
News Service: UPI, AP plus NBC Radio Network for national and international coverage; regional coverage from affiliates - KING, Seattle and KREM, Spokane.

CLOSING TIME

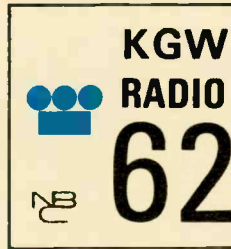
Advertising copy must be received 48 hours in advance of broadcast.

BASIC RATES

National and local rates are the same. Basic rate includes use of ASCAP, BMI and SESAC music. All other music and copyright material must be cleared and paid at source. All programs and announcements subject to acceptance of management. No periods sold in bulk for resale.



 **KGW RADIO 62**



RATE CARD 34

EFFECTIVE JULY 19, 1970

A Division of
KING BROADCASTING COMPANY

1501 S.W. Jefferson
Portland, Oregon 97201
224-8620 Area Code 503

KGW AM/TV Portland
KINK FM Portland
KING AM/FM/TV Seattle
KREM AM/FM/TV Spokane



JIM KIME
Station Manager
National Sales Manager

JIM PEARSON
Local Sales Manager

National Representative
BLAIR RADIO



Seattle, Wash. Representative
KING RADIO

SECTION I (Non-Pre-Emptible)

CLASS AA: 6 - 10 AM and 3 - 7 PM
Monday through Friday

	<u>MINUTES</u>	<u>30 SECONDS</u>
1 - 5 weekly	\$41.00	\$33.00
6x weekly	33.00 = 198.00	26.00 = 156.00
12x weekly	32.00 = 384.00	25.00 = 300.00
18x weekly	29.00 = 522.00	23.00 = 414.00
24x weekly	28.00 = 672.00	22.00 = 528.00
36x weekly	25.00 = 900.00	20.00 = 720.00

CLASS A: 10 AM - 3 PM & 7 PM - Midnight
Monday through Friday
6 AM - Midnight
Saturday and Sunday

	<u>MINUTES</u>	<u>30 SECONDS</u>
1 - 5 weekly	\$33.00	\$26.00
6x weekly	29.00 = 174.00	23.00 = 138.00
12x weekly	27.00 = 324.00	22.00 = 264.00
18x weekly	25.00 = 450.00	20.00 = 360.00
24x weekly	23.00 = 552.00	18.00 = 432.00
36x weekly	20.00 = 720.00	16.00 = 576.00

NEWS

5 MINUTES

CLASS AA: 5 weekly and under \$45.00
6 weekly and over 41.00

CLASS A: 5 weekly and under \$36.00
6 weekly and over 28.00

Section I announcements & newscasts subject to 8% rebate upon completion of 52 consecutive weeks of broadcasting. The 8% rebate applies to net figures after agency commission.

SECTION II (Subject to pre-emption)

CLASS AA: 6 - 10 AM and 3 - 7 PM
Monday through Friday

	<u>MINUTES</u>	<u>30 SECONDS</u>
1 - 5 weekly	\$29.00	\$23.00
6x weekly	25.00 = 150.00	20.00 = 120.00
12x weekly	21.00 = 252.00	17.00 = 204.00
18x weekly	20.00 = 360.00	16.00 = 288.00
24x weekly	19.00 = 456.00	15.00 = 360.00
36x weekly	15.00 = 540.00	12.00 = 432.00

CLASS A: 10 AM - 3 PM & 7 PM - Midnight
Monday through Friday
6 AM - Midnight
Saturday and Sunday

	<u>MINUTES</u>	<u>30 SECONDS</u>
1 - 5 weekly	\$23.00	\$18.00
6x weekly	21.00 = 126.00	17.00 = 102.00
12x weekly	19.00 = 228.00	15.00 = 180.00
18x weekly	17.00 = 306.00	14.00 = 252.00
24x weekly	16.00 = 384.00	13.00 = 312.00
36x weekly	13.00 = 468.00	10.00 = 360.00

NEWS

5-MINUTE

CLASS AA: 5 weekly and under \$31.00
6 weekly and over 28.00

CLASS A: 5 weekly and under \$28.00
6 weekly and over 25.00

ID's: 60% of Minute Rates

Section I and II announcements may be combined for maximum frequency discounts.

ANNUAL ANNOUNCEMENT PLAN SECTION II (Subject to Pre-emption)

CLASS AA: 6 - 10 AM and 3 - 7 PM
Monday through Friday

	<u>MINUTES</u>	<u>30 SECONDS</u>
312 x	\$23.00	\$18.00
520 x	21.00	17.00
780 x	20.00	16.00
1040 x	19.00	15.00

CLASS A: 10 AM - 3 PM & 7 PM - Midnight
Monday through Friday
6 AM - Midnight - Saturday and Sunday

	<u>MINUTES</u>	<u>30 SECONDS</u>
312 x	\$20.00	\$16.00
520 x	19.00	15.00
780 x	17.00	14.00
1040 x	16.00	13.00

Short rates apply for accounts not reaching contracted frequency.

WILSON TALK SHOW

(Three Monday mornings per month)

Midnight - 5:30 AM

\$20.00 per hour 4-60 second avails per hour

ALL NIGHT SHOW

Tuesday through Sunday

Midnight - 5:30 AM

5 - 60 second avails per hour

\$1000 per month

\$50 per night

\$10 per hour

\$2 per avail

All night spots are not combinable for frequency discount.

FARM SHOW

Monday through Friday

5:30 - 6 AM

Flat rate \$15.00 minutes

12.00 30-seconds

WORLD SERIES AVAILS

\$45.00 minutes

36.00 30-seconds

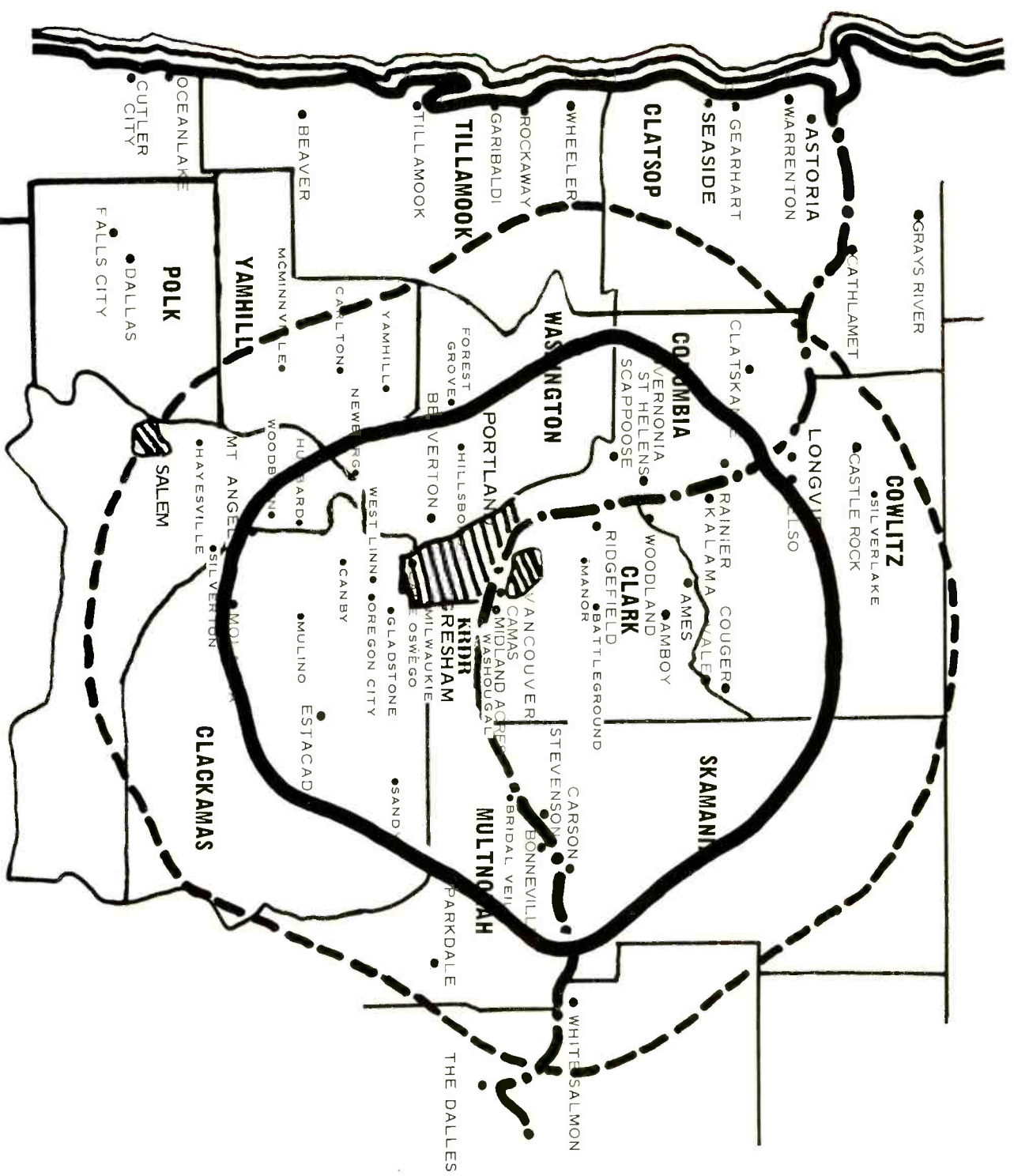
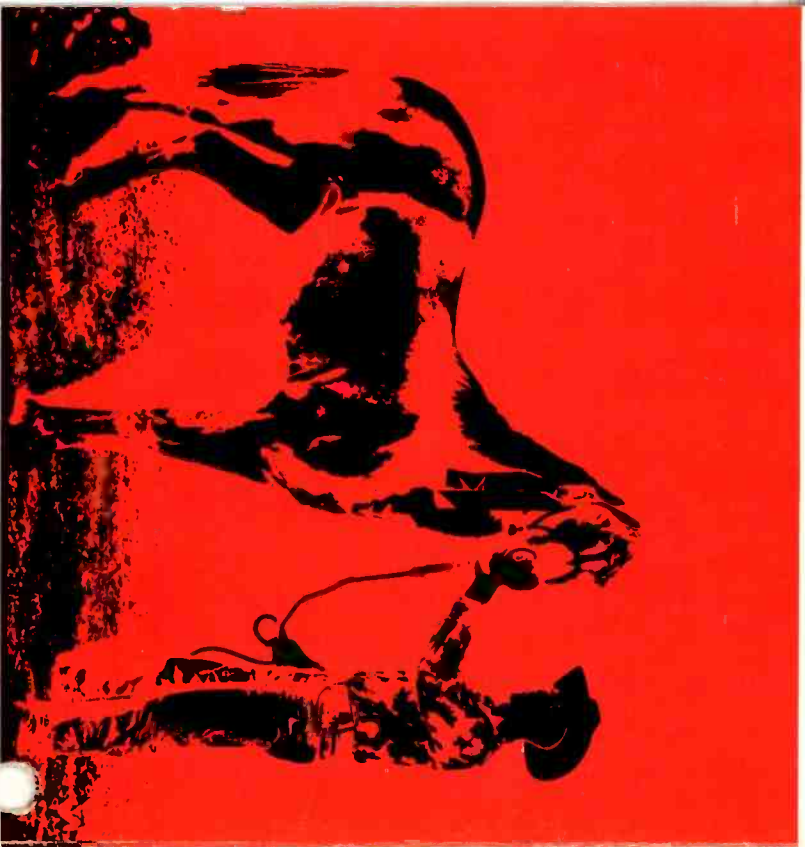


KRDR

1300

COUNTRY WESTERN

First with the Big Country Sound over the Portland Metropolitan Area. KRDR has more of what Country Listeners Want / More of What Sells Your Product / and More local Advertisers Than Any Other Station in the Area. Why? RESULTS!



COVERAGE / Portland / Gresham

KRDR 1230

primary — secondary - - - -
 Population . . . 1,200,000 / Homes . . . 381,700
 Total Retail Sales . . . \$1,500,000,000

ACTION Broadcasting Co.

1230 Melody Lane, Gresham, Oregon

PORTLAND / GRESHAM

Phone: Area Code (503) 665-4143

metro area population

Population . . . over 870,000
 Homes . . . 290,700 / Total Retail Sales . . . over \$2,000,000,000

RADIO
1230
KRDR

YOUR COMMENTS
KRDR

KEX

The West's Most Powerful Independent

50,000 WATTS FULL-TIME

... reaching 87% of all the homes
in Oregon

... plus more than 100,000 homes
in the state of Washington

KEX 1190

A Golden West
Broadcasters Station

Represented by
Major Market Radio

2130 S. W. 5th Avenue
Portland, Oregon 97201
503-222-1881

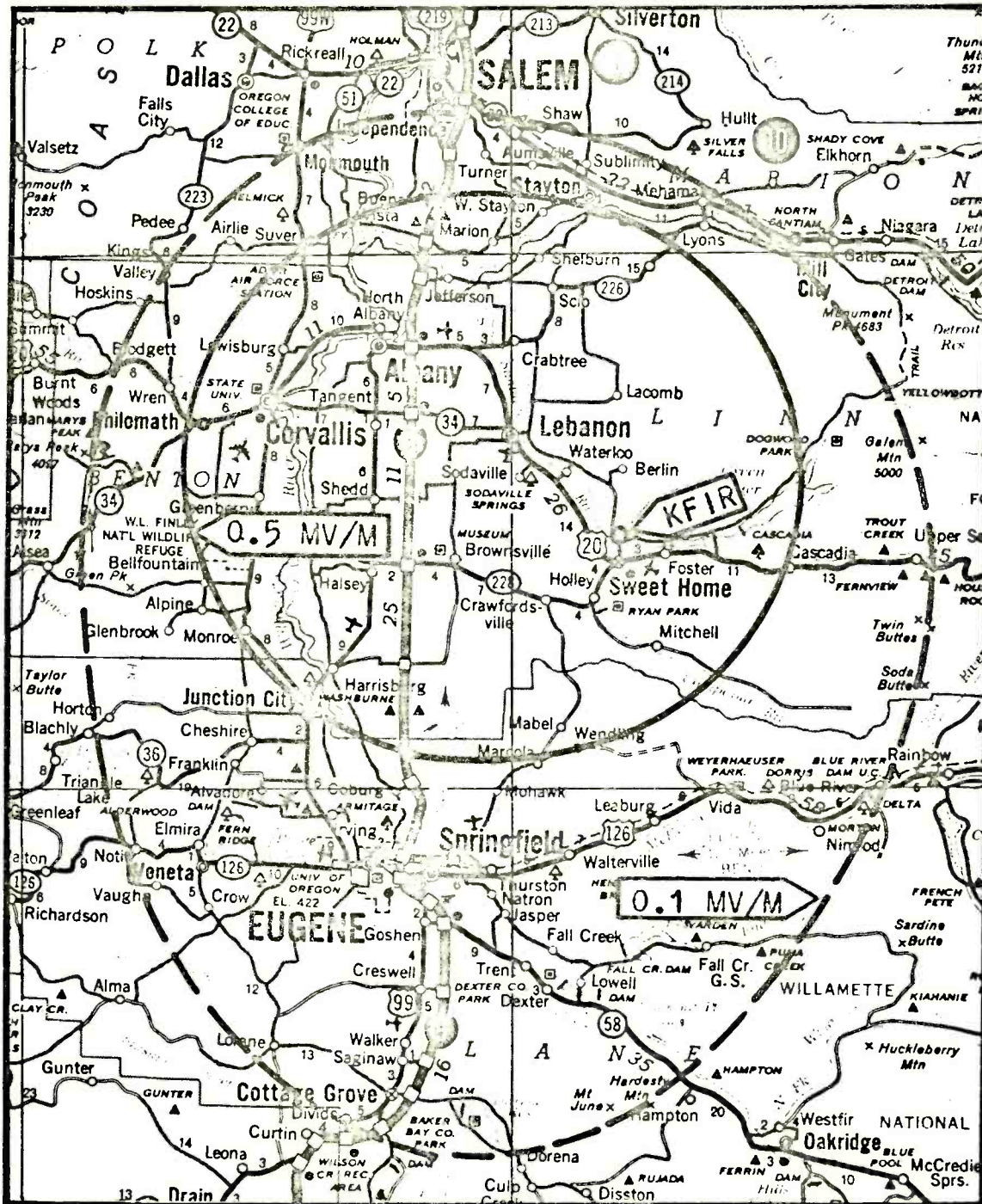
Other GWB stations:
KMPC, Los Angeles
KTLA-TV, Los Angeles
KSFO, San Francisco
KVI, Seattle-Tacoma



serves: 197,000 OREGON RESIDENTS

Primary Coverage

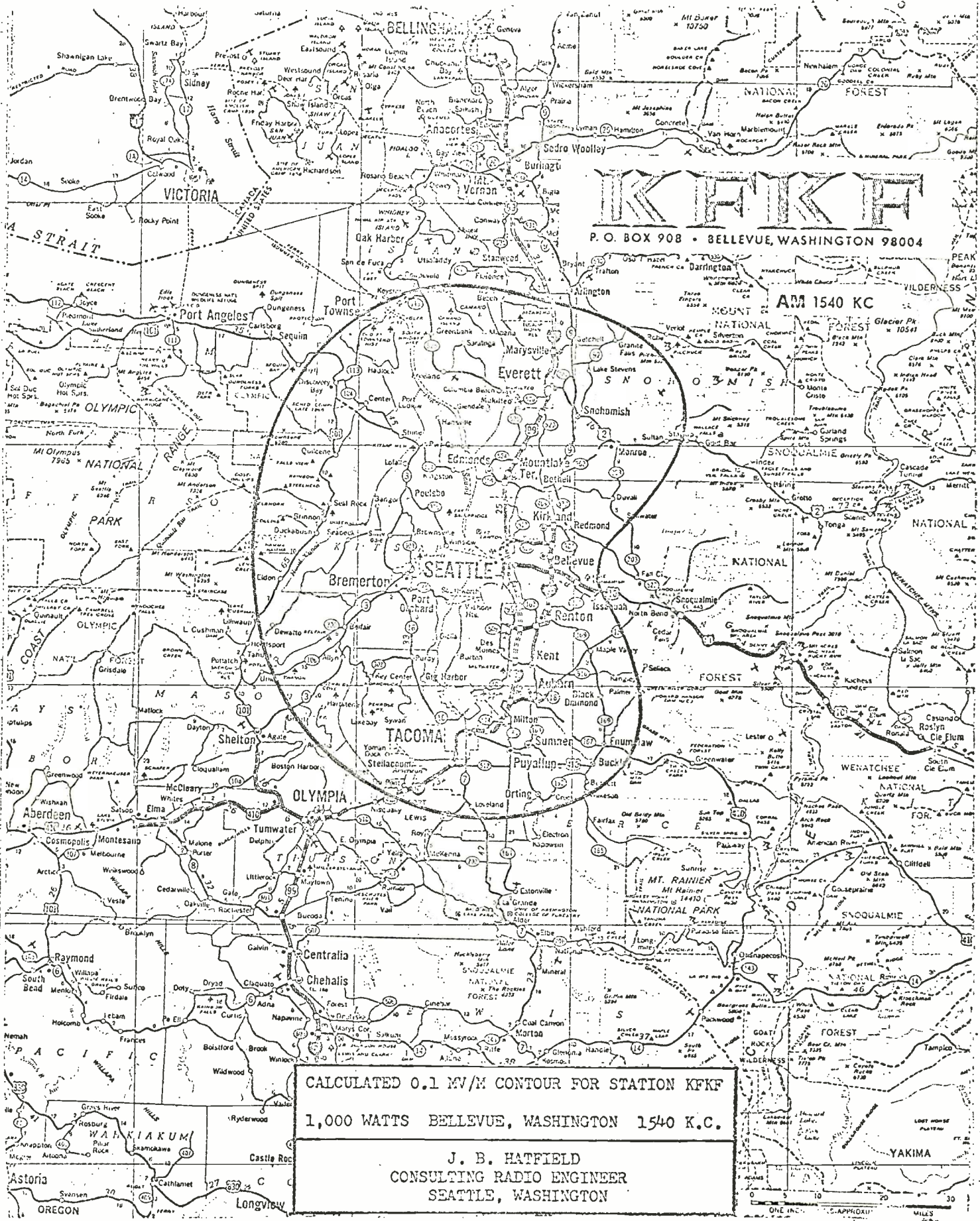
- Albany
- Sweet Home
- Corvallis
- Harrisburg
- Lebanon
- Brownsville
- Philomath
- Junction City



Kfir Broadcast Coverage

Primary Service..... 102,800
Secondary Service..... 197,165

Compiled by:
GRANT S. FEIKERT
CONSULTING RADIO ENGINEER



KFKE

P. O. BOX 908 • BELLEVUE, WASHINGTON 98004

AM 1540 KC

CALCULATED 0.1 MW/M CONTOUR FOR STATION KFKE
 1,000 WATTS BELLEVUE, WASHINGTON 1540 K.C.

J. B. HATFIELD
 CONSULTING RADIO ENGINEER
 SEATTLE, WASHINGTON

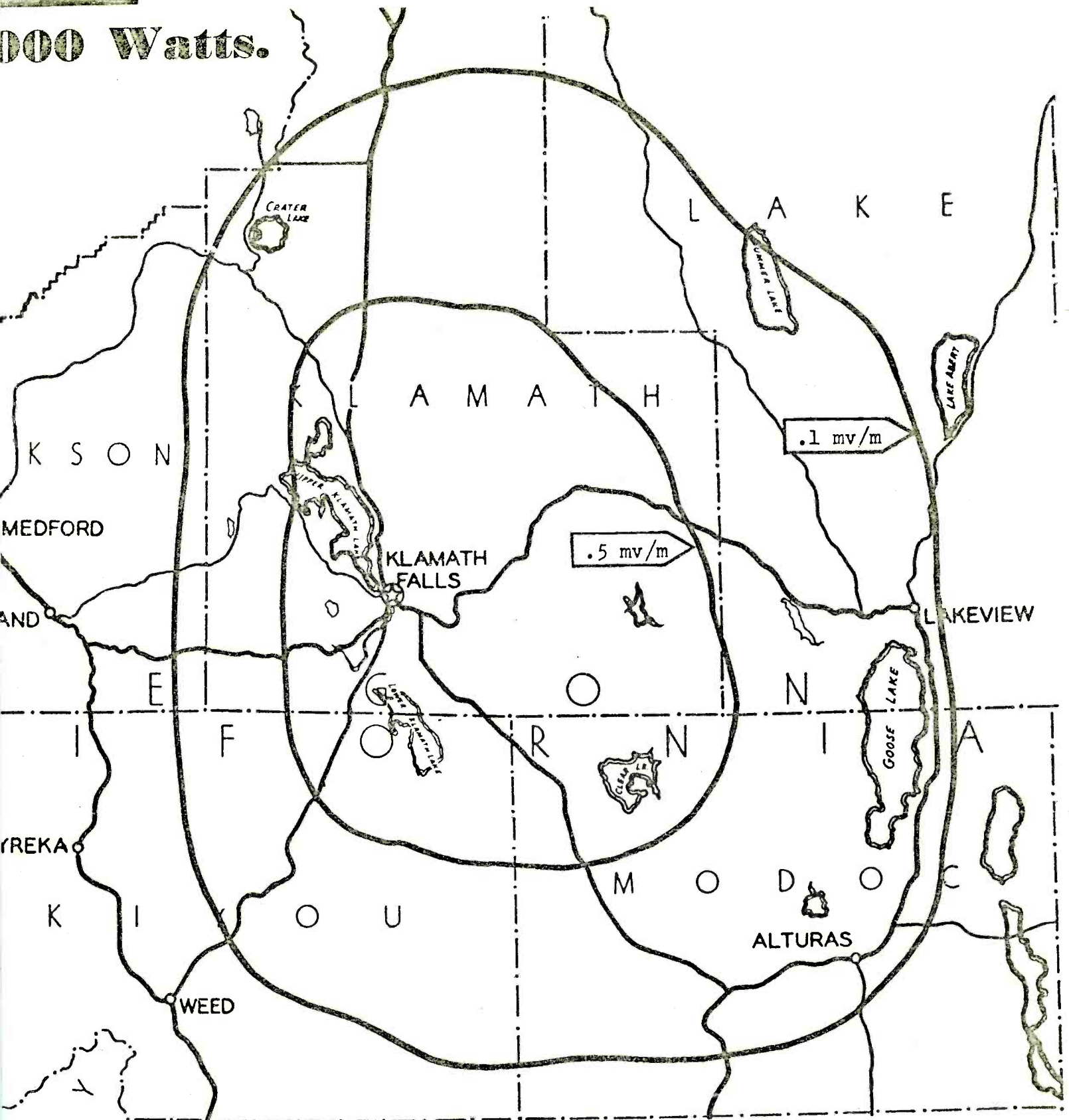
ONE INCH APPROXIMATELY EQUALS 20 MILES

KFLW Coverage Map

Klamath Falls, Ore.

1450 Kc

1000 Watts.

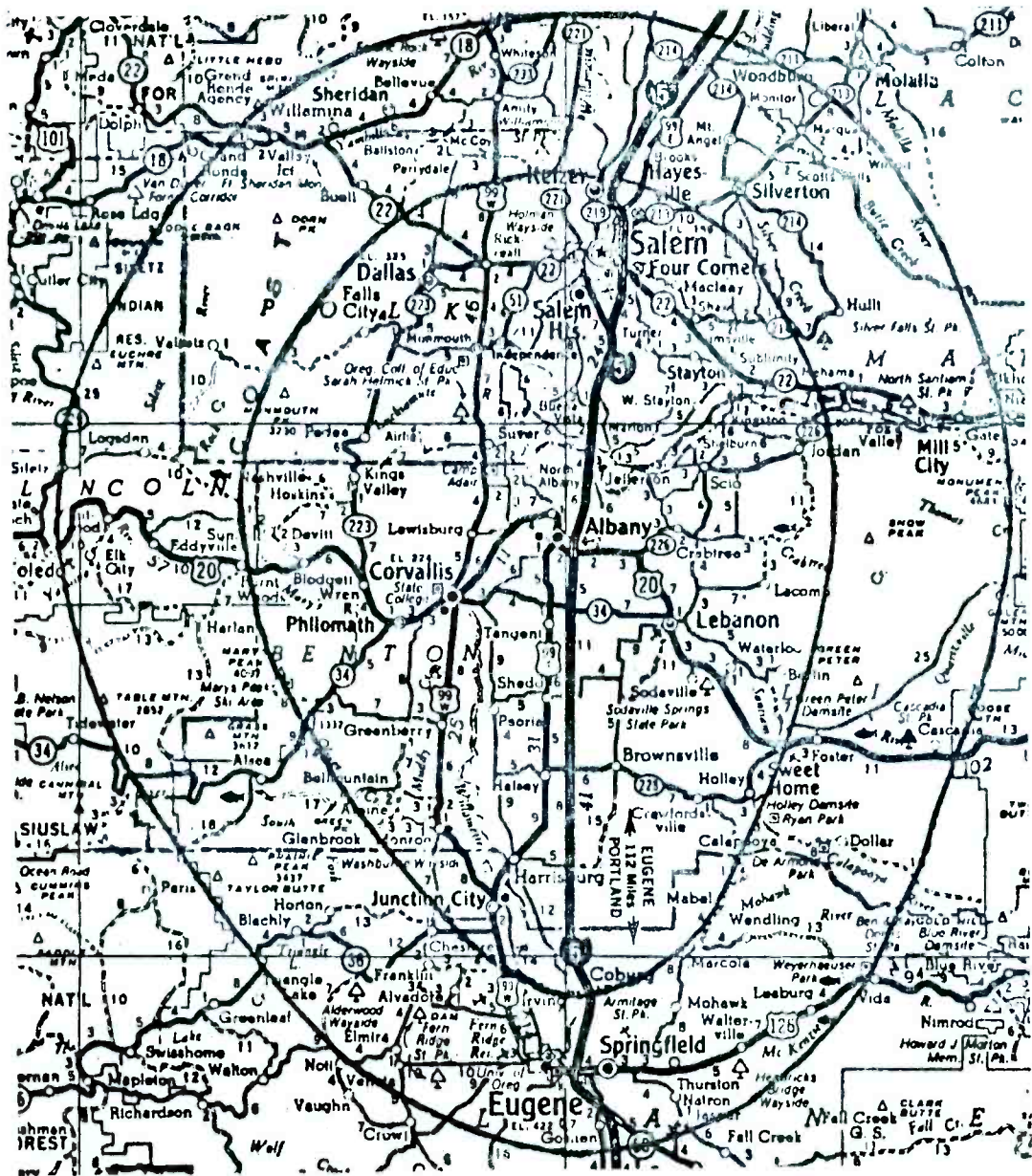


Reliable Reception Throughout Ore-
gon's Fourth Market



UNIQUE Coverage Map

KFLY CORVALLIS, OREGON

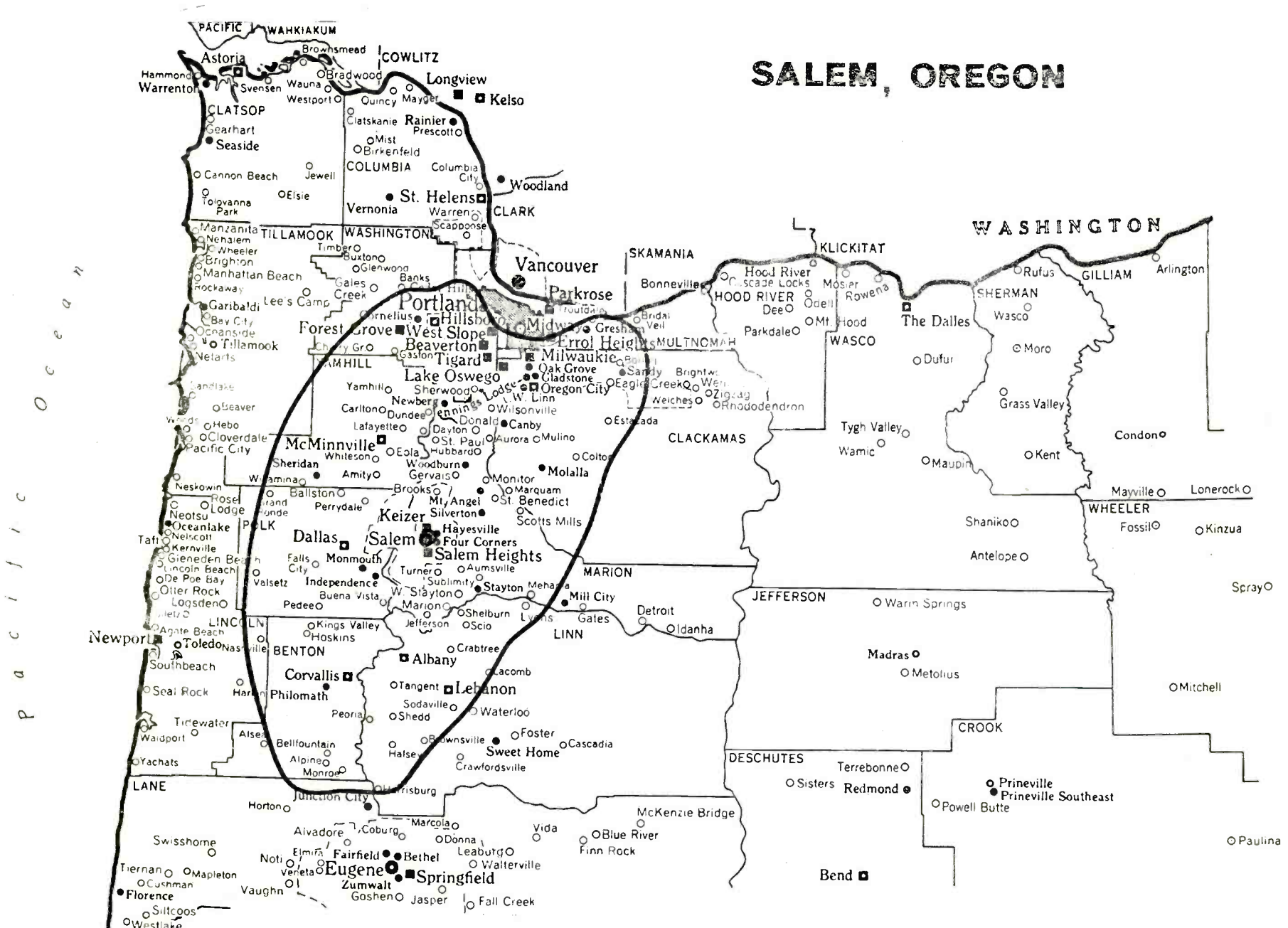


KFLY 1240 KC.
1,000 Watts

K G A Y

Produced by FELTIS DOVE CROGHAN
Seattle, Washington July 1965

SALEM, OREGON



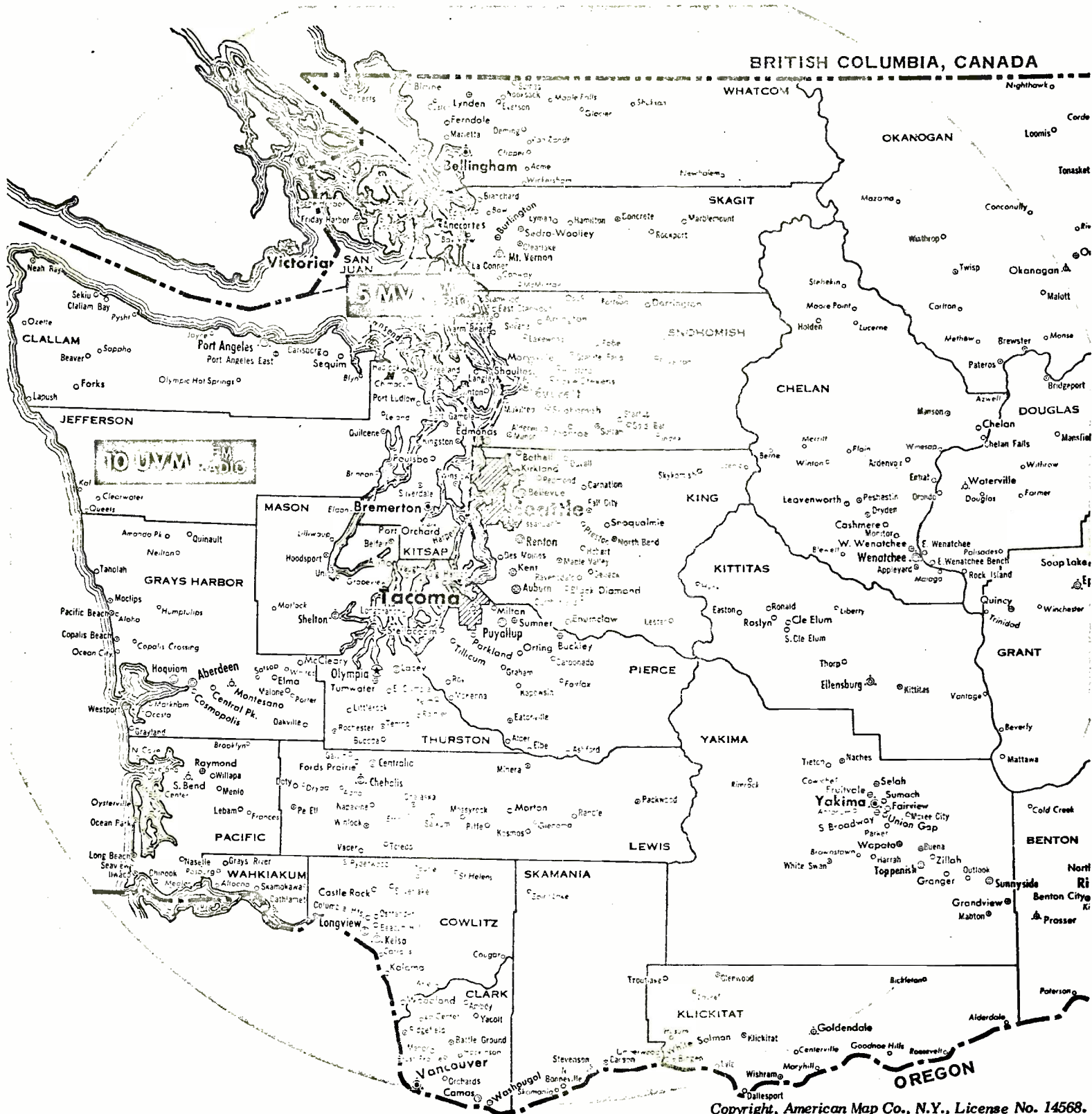
WAVE - POWER - TIME
5000 WATTS
FREQUENCY: 1430 KC NON DIRECTIONAL
OPERATES 6:00 AM - LOCAL SUNSET PST

MEASURED SERVICE CONTOURS JULY, 1963
BY CALVERT C. APPLIGATE, CONSULTING
ENGINEER

PRIMARY COVERAGE 0.5 MV/W



EVERY COMMERCIAL MESSAGE IS BROADCAST OVER THIS ENTIRE AREA



Copyright, American Map Co., N.Y., License No. 14568.

AM RADIO

1,000 watts. Same pattern day and night. 910 kc.

FM RADIO

79,000 horizontal and 6,700 vertical ERP. FM stereo 24 hours. FM transmitter on Cougar Mountain, 1,100 feet above average terrain.

SEATTLE-EVERETT SMSA - Accounts for 79% of radio homes in King, Snohomish and Pierce (Tacoma) counties.

Coverage maps on file with F.C.C.

Sold nationally by H-R Representatives, Inc.

KYET

TREASURE VALLEY RADIO



KYET

WEST PARK PLAZA
Ontario, Oregon
Payette, Idaho

MANAGER

Mr Richard Swan

COMM. MANAGER

Mrs. R. Swan

ADDRESS

P.O. Box 157
Ontario, Oregon
P.O. Box 57
Payette, Idaho

TELEPHONE

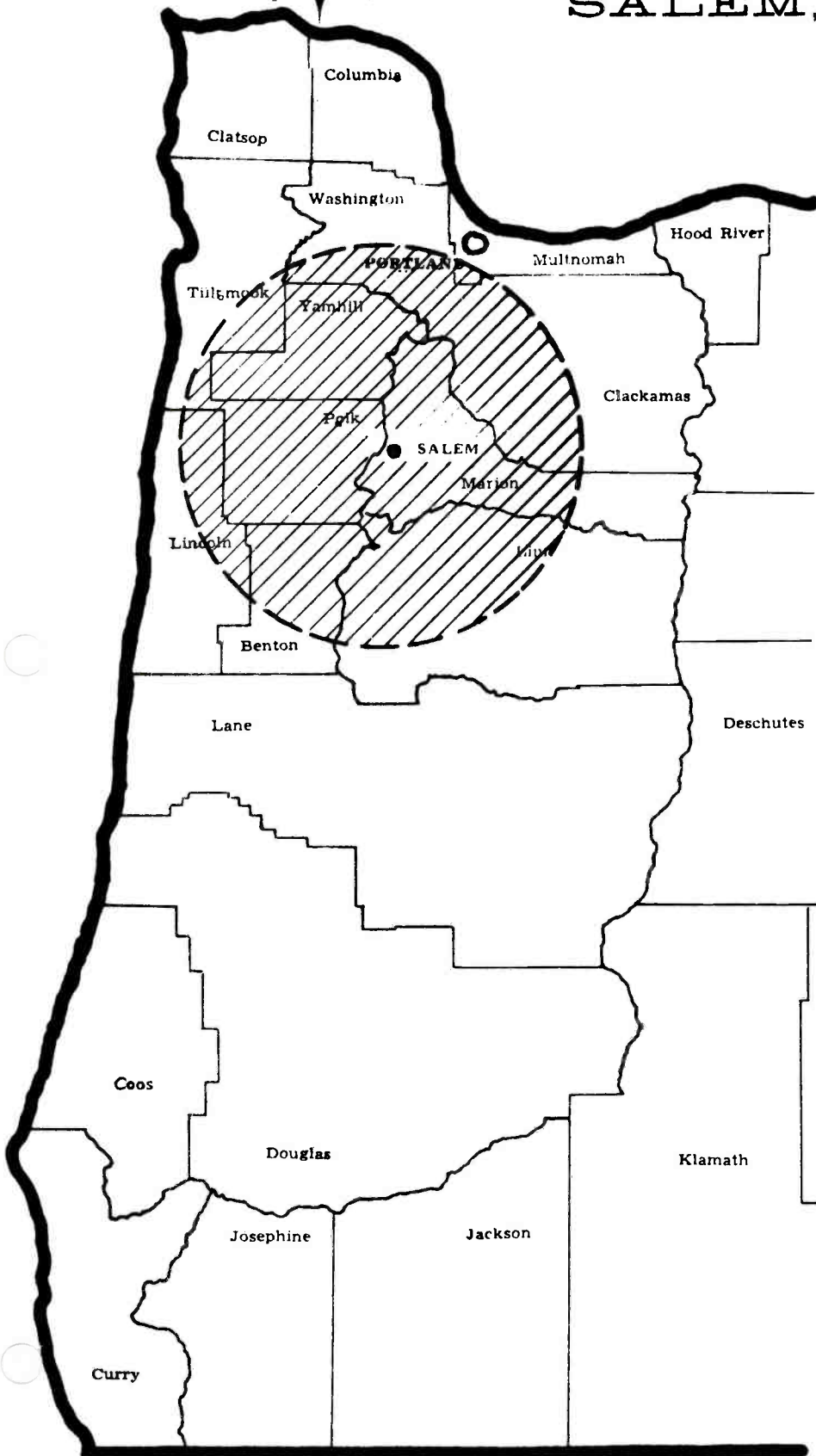
889-3158
Area Code 503

KYET

1450 KC.



SALEM, OREGON



Population

Marion	137,700
Polk	29,600
Yamhill	32,400
Benton (70%)	27,800
Linn (50%)	29,600
Clackamas (40%)	45,000
Total Population	302,100

Market Data

Food Stores	\$ 90,999,000
Eating, Drinking	20,467,000
Gen. Merchandise	51,309,000
Apparel	10,761,000
Home Furnishings	14,901,000
Automotive Group	75,376,000
Filling Stations	29,033,000
Bldg. Mat. & Hardware	31,090,000
Drugs	12,024,000
Total	\$335,960,000

Data figures for above counties only. Figures do not contain data for counties which receive KBZY outside of primary listening area.

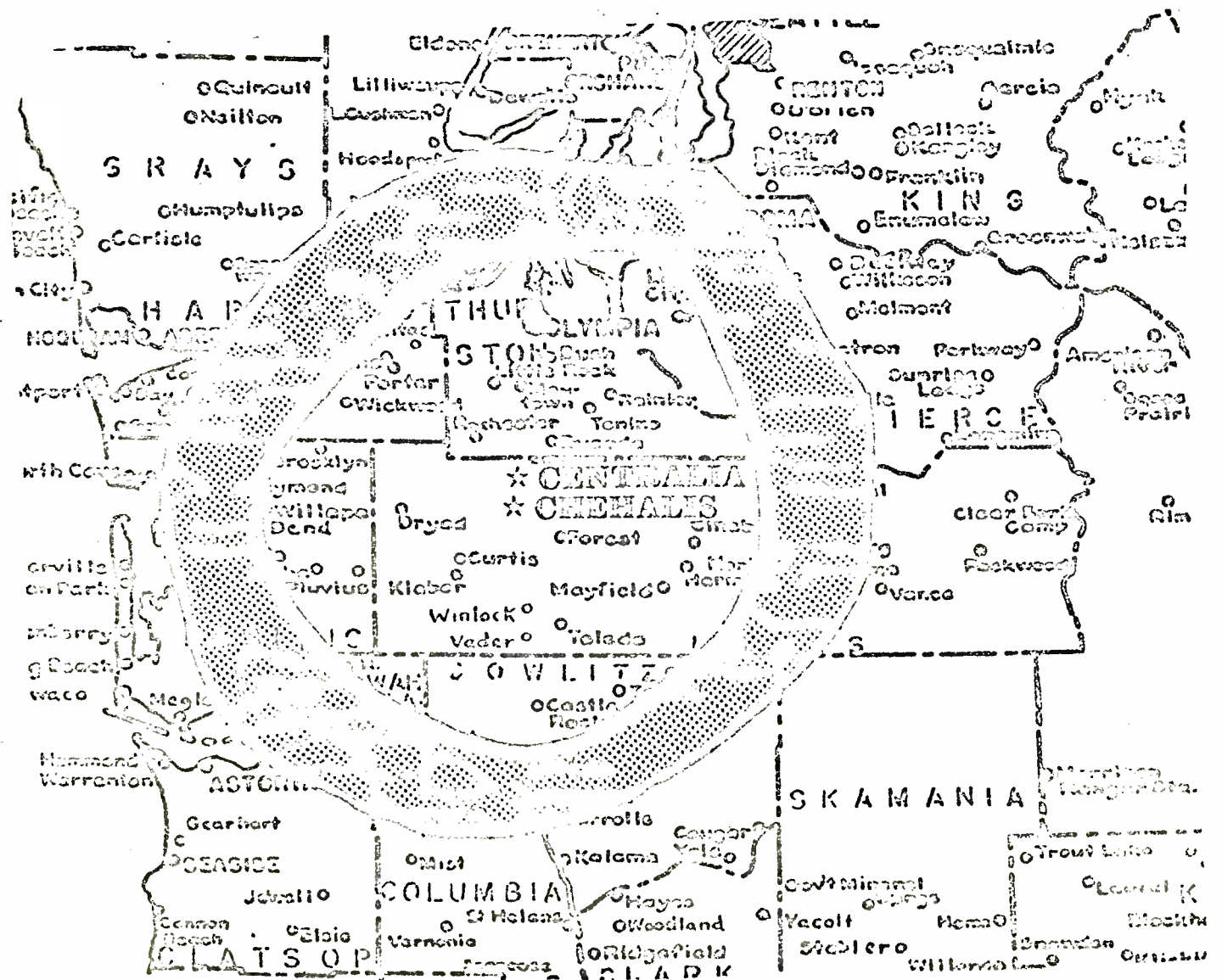
369 High Street N.E. Salem, Oregon
 Phone 364-6748
 Area Code 503

MANAGER: GENE HARRISON

REPRESENTATIVES:
 National: George P. Hollingbery
 Regional: Art Moore & Assoc.

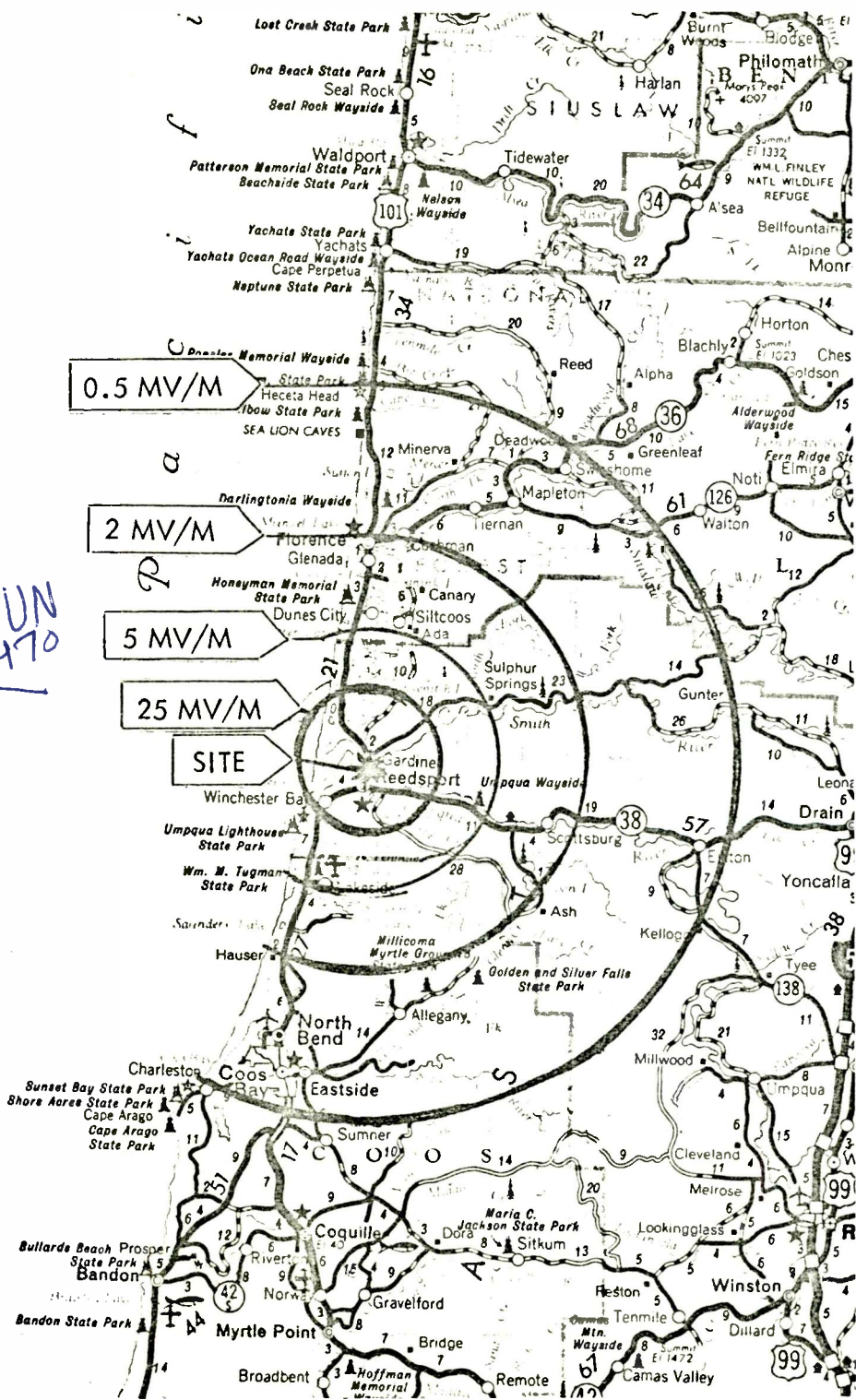
UNIQUE Coverage Map

KELA CENTRALIA-CHEHALIS, WASH.



KELA 1470 KC.
5,000 Watts

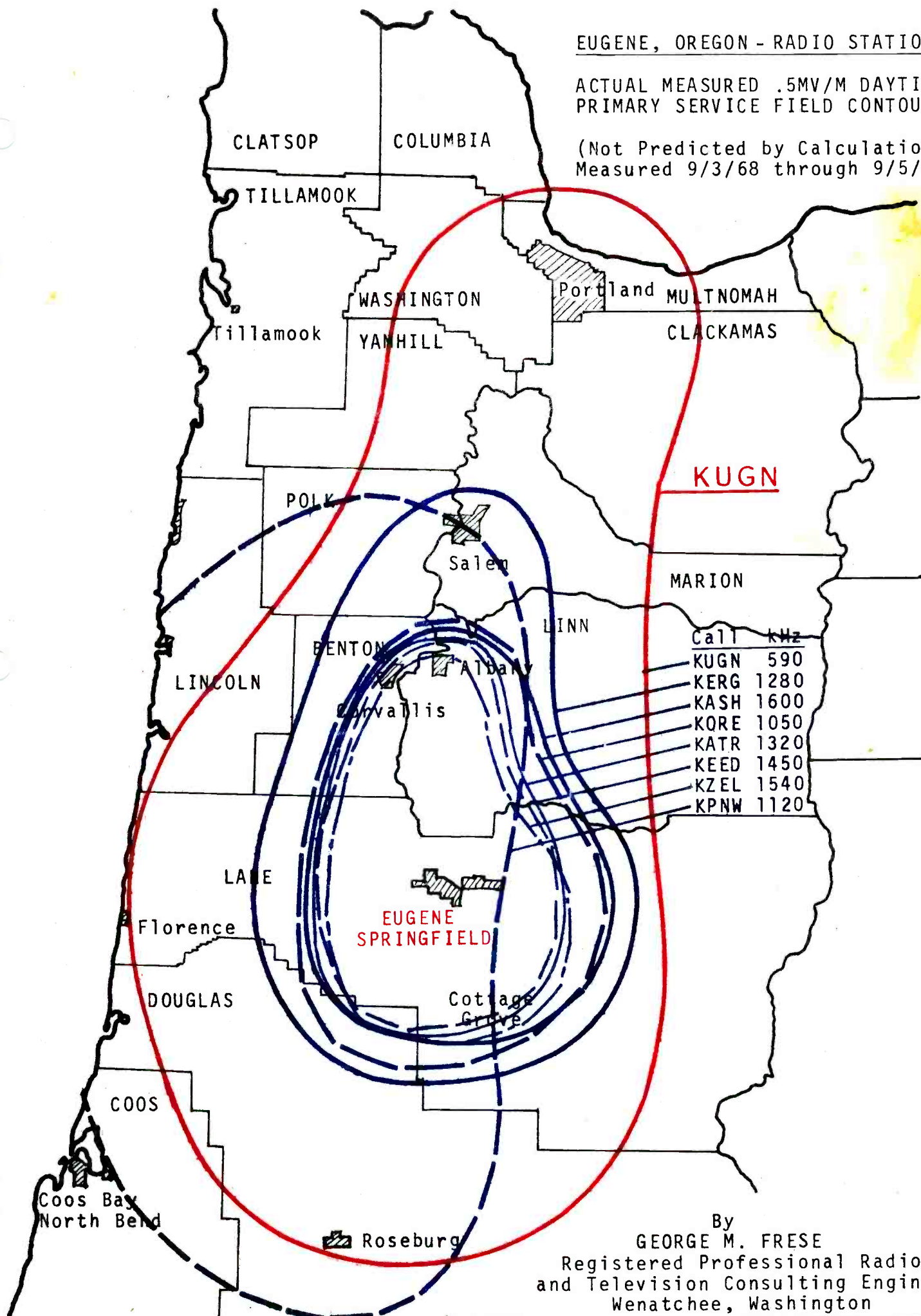
FD UN
1470



EUGENE, OREGON - RADIO STATIONS

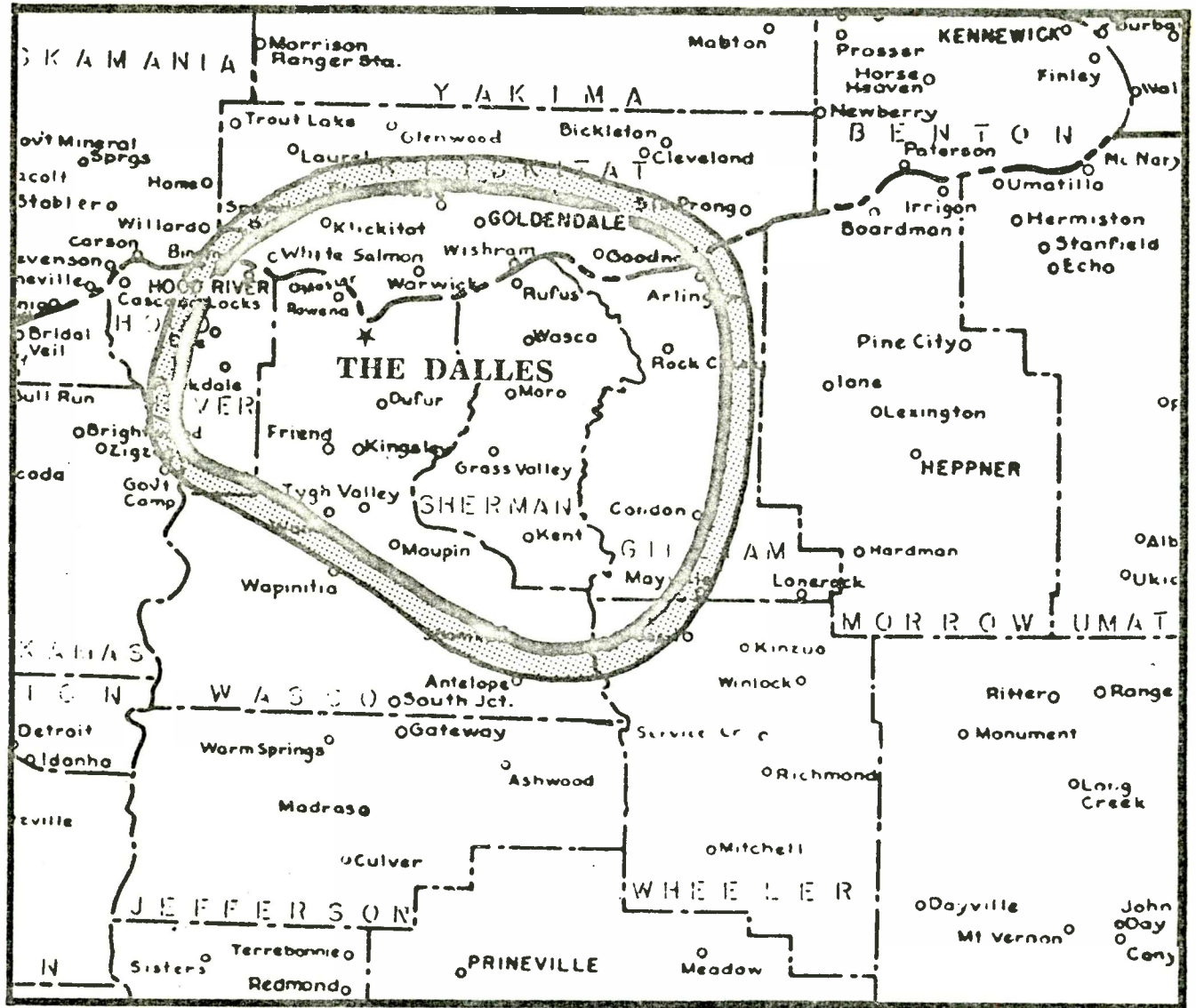
ACTUAL MEASURED .5MV/M DAYTIME
PRIMARY SERVICE FIELD CONTOURS

(Not Predicted by Calculation)
Measured 9/3/68 through 9/5/68



By
GEORGE M. FRESE
Registered Professional Radio
and Television Consulting Engineer
Wenatchee, Washington

RADIO KACI



KACI 1300 KC.
1,000 WATTS

THE COVERAGE



J. B. HATFIELD
CONSULTING RADIO ENGINEER
808 30TH AVENUE
SEATTLE, WASHINGTON 98122

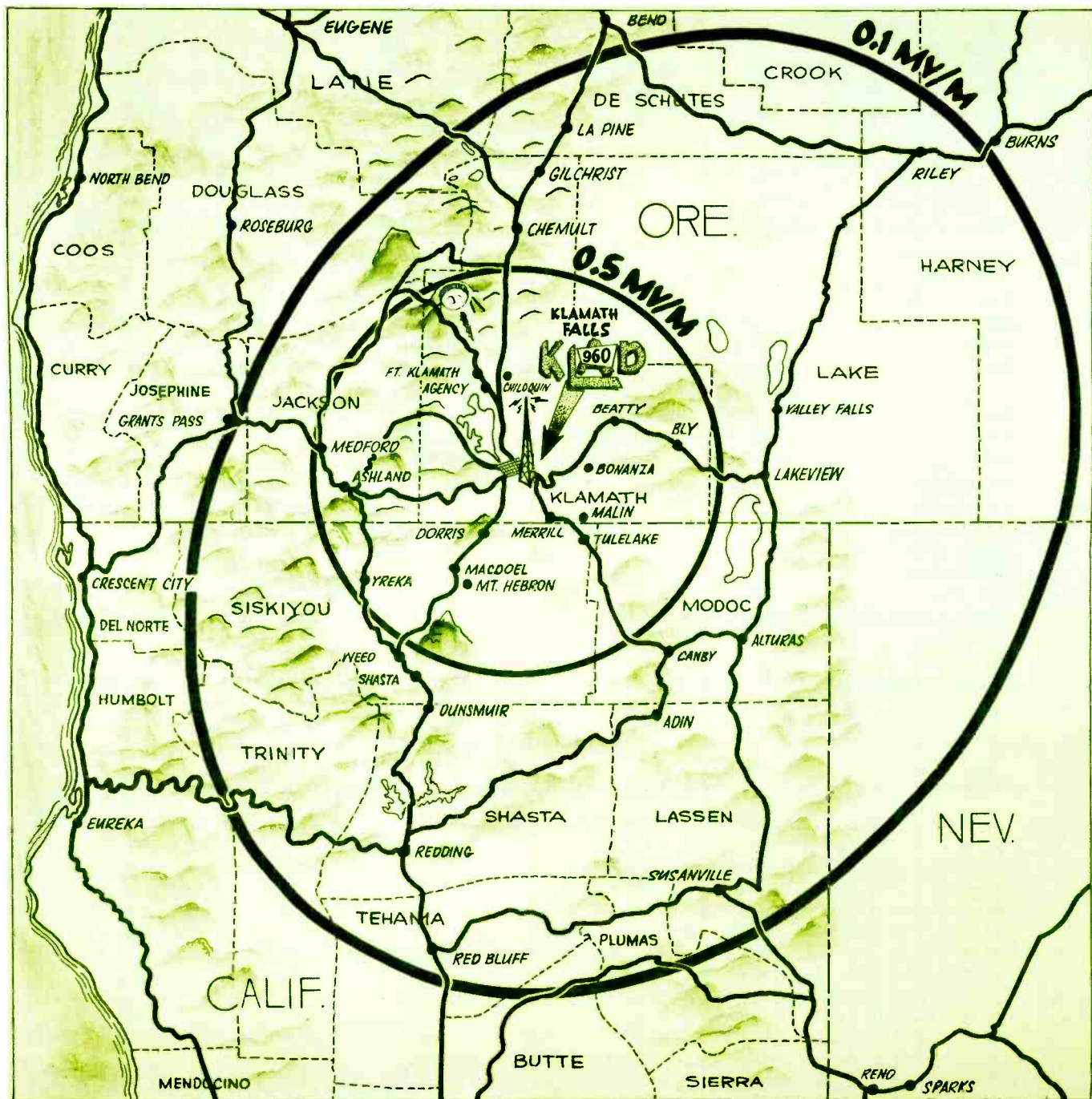
0.5 MV/M COVERAGE CONTOUR FOR STATION KKEY
ON 1150 K.C. WITH 5.0 K.W. IN PORTLAND
BASED ON MEASUREMENTS AND CALCULATIONS



FROM MT. SHASTA TO CRATER LAKE IT'S THE



COUNTRY GIANT



MARKET DATA Source: Sales Management 1968

	KLAMATH COUNTY		0.5 MV/M CONTOUR	0.1 MV/M CONTOUR
POPULATION	49,000		117,900	299,300
HOUSEHOLDS	15,600		38,050	96,400
EFFECTIVE BUYING INCOME PER HOUSEHOLD	7,946		7,961	8,131
EFFECTIVE BUYING INCOME (\$000)	123,957		297,883	778,570
RETAIL SALES (\$000)	93,176		219,126	539,287
FOOD STORE (\$000)	20,407		49,328	129,696
DRUGS (\$000)	3,459		7,539	19,605
GENERAL MERCH. (\$000)	10,207		29,469	69,304
FURN. & APPL. (\$000)	2,942		7,847	21,293
AUTOMOTIVE (\$000)	19,069		43,525	105,586
			(½ Jackson, ½ Modoc, ½ Siskiyou & Klamath Counties)	(Jackson, Siskiyou, Modoc, Lake, Lassen, Shasta, Trinity & Klamath Counties)
			1968	1967
TOTAL GROSS FARM INCOME			\$53,658,227	\$49,674,230
From Livestock			\$19,113,160	
From Crops			34,545,067	
FARM CROPS				
Hay			7,984,000	7,346,000
Alfalfa	52,000 a	234,000 T	6,318,000	
Other	44,000 a	80,500 T	1,666,000	
	96,000 a	314,500 T		
Grain			7,812,942	9,007,580
Barley	72,000 a	2,160,000 cwt	4,852,500	
Other	46,400 a.	1,189,000 cwt.	2,960,442	
Seed Crops			315,000	300,000
Field Crops			18,313,125	12,286,800
Potatoes	25,500 a	7,395,000 cwt. @ \$2.20	16,269,000	
Onions, garlic horseradish & misc. crops	3,365 a.		2,044,125	120,000
GROSS FARM INCOME FROM CROPS			\$34,545,067	\$29,060,380
LIVESTOCK				
GROSS FARM INCOME FROM LIVESTOCK			\$19,113,160	\$20,613,850

K L A D COUNTRY PROGRAM SCHEDULE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00 AM	National, Regional, Local, Farm & Timber News					
6 - 9 AM	Cy Smith Show					Modern
7:00 AM	National, Regional, Local, NFO News					Concert
8:00 AM	National Regional, Local News					
9 - 11:30	Coffee Hour (Talk Show)					Hall
11:30 - 12:00	You Name It (Buy, sell, swap)					
12 - 1:00	National, Regional, Local, Womens, Farm, Timber & Special News					All
1:00 - 5:00	Pete Henry Show					Day
5:00 - 5:10	Evening News Wrapup					
5:10-To Sign Off	Milt Lindley Show					Sunday

HEADLINES ON THE HOUR

1290

KLIQ

1290 COVERAGE AREA—5000 WATTS

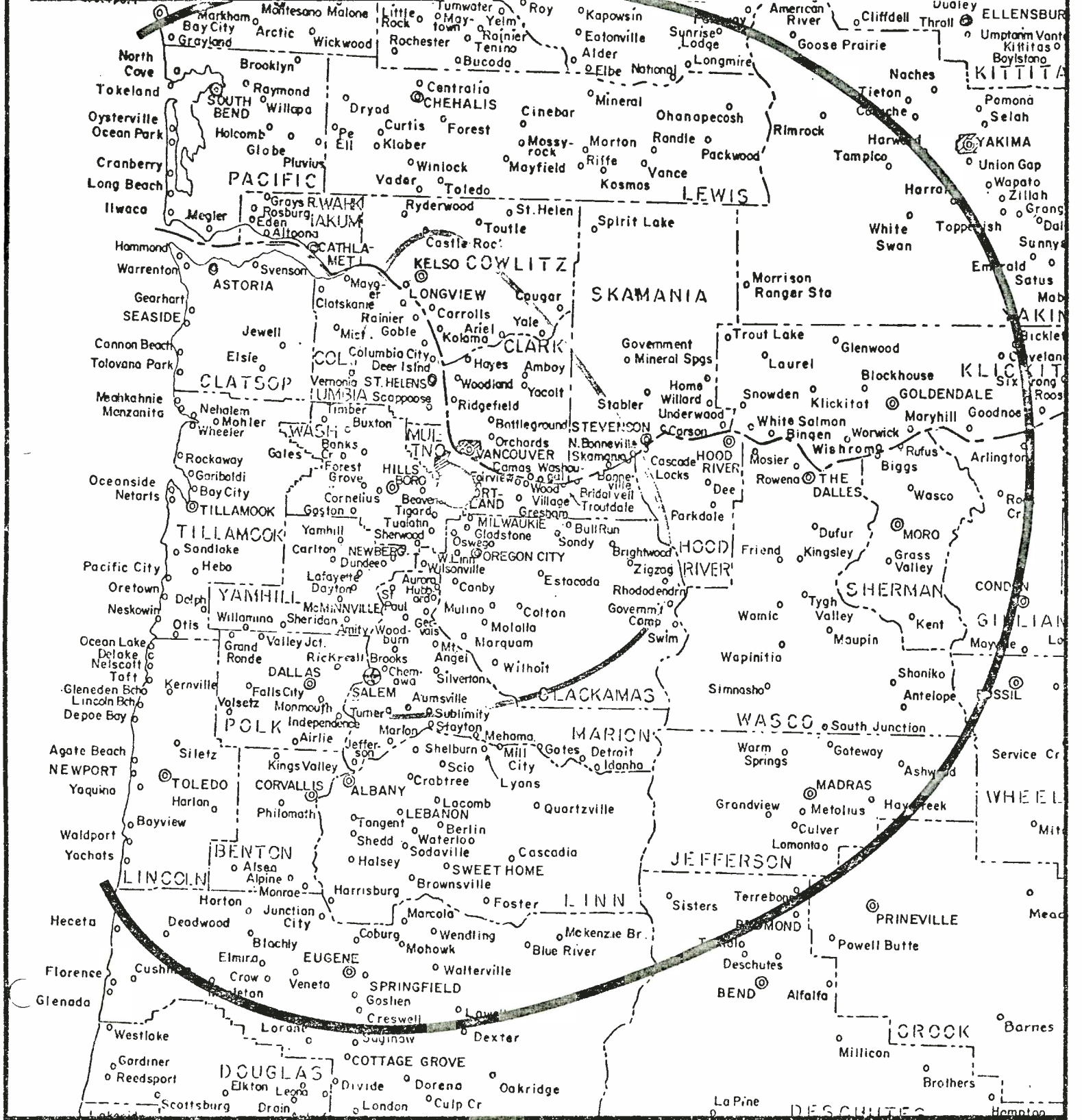
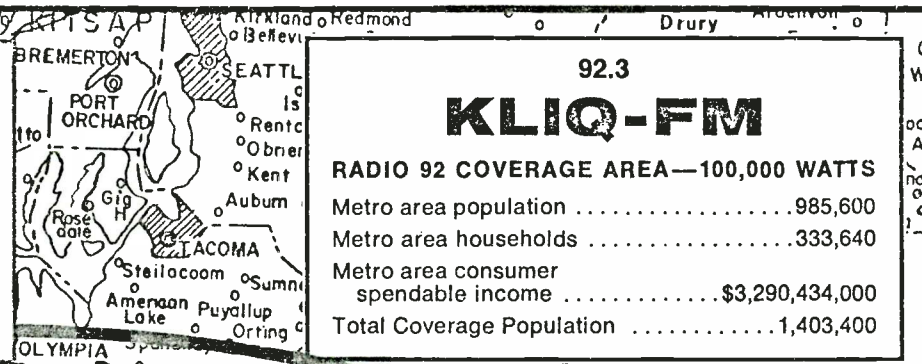
Metro area population 985,600
 Metro area households 333,640
 Metro area consumer spendable income \$3,290,430,000
 Coverage area population 1,192,300

92.3

KLIQ-FM

RADIO 92 COVERAGE AREA—100,000 WATTS

Metro area population 985,600
 Metro area households 333,640
 Metro area consumer spendable income \$3,290,430,000
 Total Coverage Population 1,403,400



1490 kc

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KLOG

Effective January 1, 1969

REMOVES EVERYTHING

CONTESTS*****KLOG "All Stars" raise money for Community's March of Dimes*****

KLOG "Fossil Fair" attended by thousands*****REMOVES take KLOG Everywhere**

*****KLOG Merchandising produces additional sales and rewards*****

MONTHLY

NUMBER TIMES	1	10	20	30	40	50	75	100	150	200
Sixtys	4.00	3.50	3.00	2.50	2.30	2.20	2.00	1.95	1.85	1.75
Thirtys	3.50	2.85	2.50	2.20	1.95	1.85	1.70	1.60	1.50	1.40



YEARLY

NUMBER TIMES	100	200	300	400	500	1000
Sixtys	2.60	2.30	2.15	2.00	1.85	1.75
Thirtys	1.95	1.85	1.75	1.65	1.55	1.45



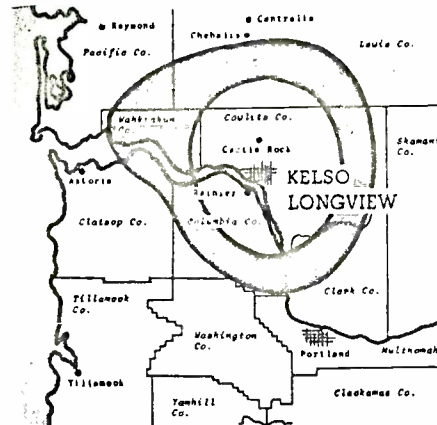
Radio Advertising Bureau, Inc.

PROGRAMS	1	26	52	78
5 Min.	4.50	4.00	3.30	3.00
15 Min.	10.00	8.60	7.35	7.00

Remote Broadcast
Newsletter
Weather Phone and
Special Programs
(Rates on Request)

MASON FORD

NUMBER ONE BY SURVEY AND RESULTS



THREE ON



KNND COTTAGE GROVE OREGON	KRKT ALBANY OREGON	KLOG KELSO LONGVIEW WASHINGTON
--	---------------------------------	---

STATE/COUNTY REPORT - 1968

COUNTY	STATION	WEEKLY CIRCULATION					TOTAL
		HOMES REACHED (00)	MEN (00)	WOMEN (00)	FLECS (00)	(00)	
COWLITZ HOMES 19,100	K	69	36	52	60	23	160
	K	59	31	34	45	19	98
	K	17	9	13	15		28
	K	49	26	52	34	8	94
	K	35	18	9	23	27	84
	KLOG	101	53	60	87	61	258
K	56	29	30	41	12	96	
TOTAL		170	89	146	169	65	430

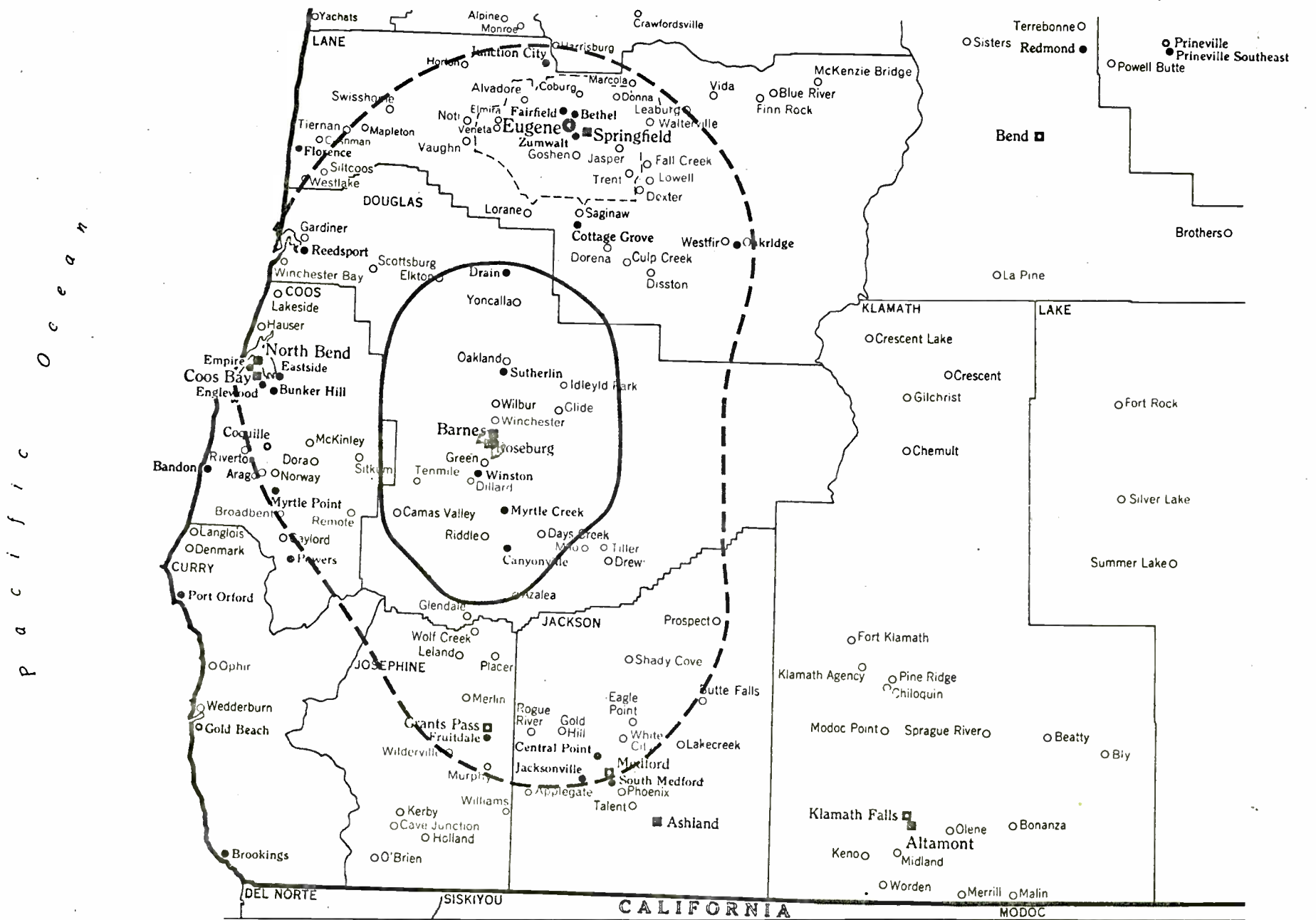
THE PULSE, INC.

K Y E S

ROSEBURG, OREGON

Produced by FELTIS DOVE CROGHAN

Seattle, Washington January, 1966

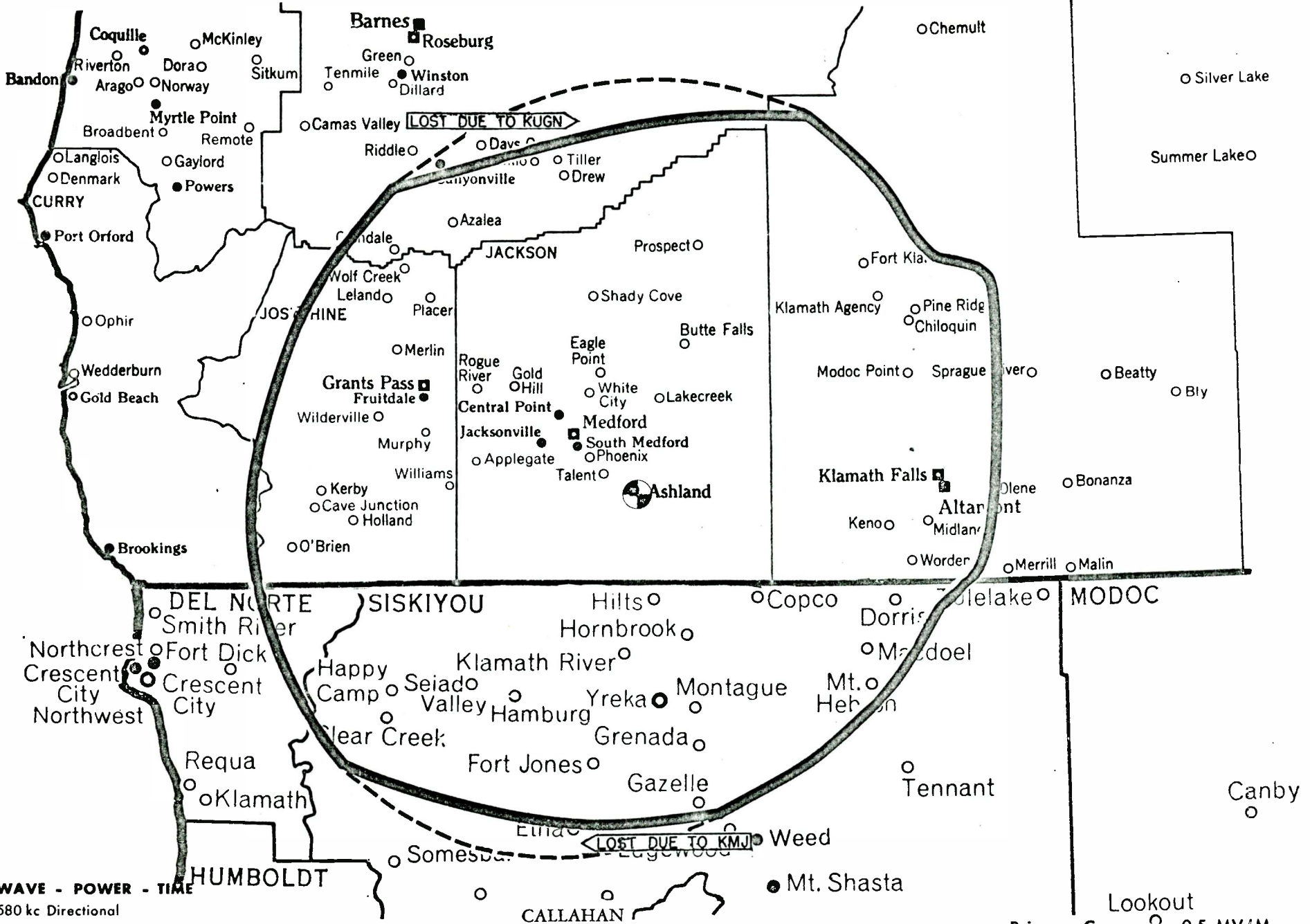


WAVE - POWER - TIME
 950 kc Non Directional
 1000 watts
 Operates Sunrise to local sunset

Measured 0.5 mv/m service contour
 by Grant S. Feikert Consulting Radio
 Engineer Corvallis, Oregon
 Calculated 0.1 mv/m service contour
 by Leroy Hiatt Radio Engineer
 Roseburg, Oregon

— Primary Coverage 0.5 MV/M
 - - - Secondary Coverage 0.25 MV/M

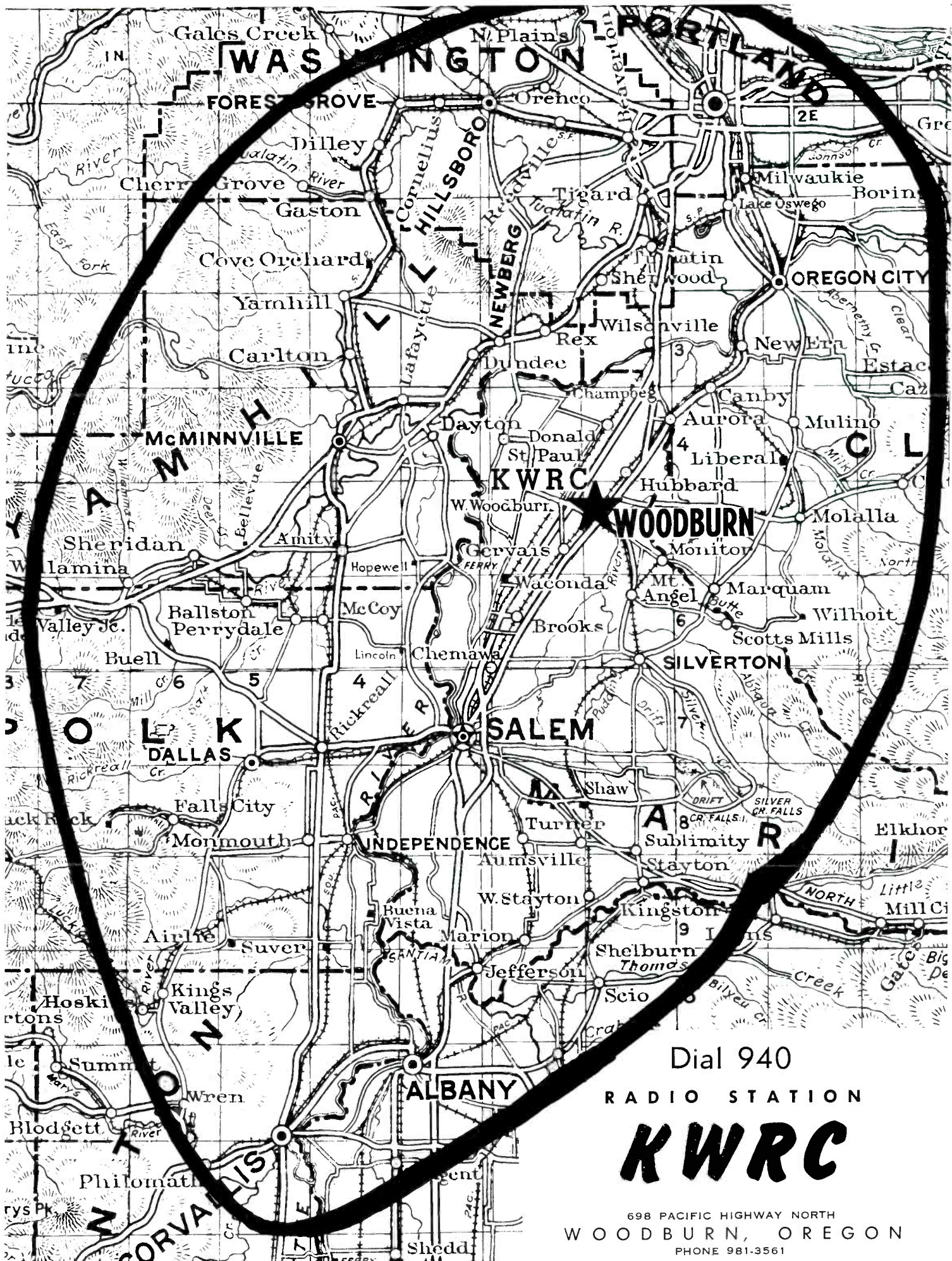
KWIN ASHLAND, OREGON



WAVE - POWER - TIME
580 kc Directional
1000 watts
Operates 5:00 am to 12:00 midnight Mon.- Sat.
6:00 am to 12:00 midnight Sunday PST.

**HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
SAN FRANCISCO**

Lookout
Primary Coverage 0.5 MV/M



Dial 940

RADIO STATION

KWRC

698 PACIFIC HIGHWAY NORTH
WOODBURN, OREGON
PHONE 981-3561

KVAS

ASTORIA, OREGON

KVAS RADIO serves the Lower Columbia area, a complete "dead spot" for daytime outside radio reception . . . and, for most nighttime reception. With very thin "fringe" coverage from outside TV, the Lower Columbia Area, with its thriving economy . . . and with Astoria as its trading center — is served and sold by **KVAS RADIO**.

From a fur trading post established by the far-reaching empire of **John Jacob Astor**, modern-day Astoria and Clatsop County are nationally-known for most of their industries . . . commercial fishing, seafood packing and canning, lumbering, plywood, dairy products, mink farms and its grass seed shipped to all states in the USA. Astoria is also a shipping port on the Columbia River, 14 miles from its entry into the Pacific Ocean. Fifteen (15) steamship lines serve Astoria.

Astoria and the Fort Stevens area is the focal point of tourists and nearby beaches attract thousands annually . . . **25,000 summer vacationers daily!**

KVAS RADIO serves this area with a strong signal at 1230 . . . with the finest music, news and sports programming.

KVAS

Lower Columbia Broadcasting Co.
Radio Central
Phone (503) 325-6221
ASTORIA, OREGON 97103

KVAS RADIO REPRESENTATIVES:

Chicago-New York Area:
VIC PIANO ASSOCIATES
California:
TRACY MOORE & ASSOCIATES
Northwest:
WILLIAM L. SIMPSON ASSOCIATES



Prepared by
RADIO Unlimited

1000 Watts Day
250 Watts Night
1230 AM RADIO

EXTRA **25,000**
Daily added audience of summer vacationers and fishermen join the regular **KVAS RADIO** listeners for the finest programming available . . . music, sports and full news coverage!

KVAS RADIO

SPOT RATES:
One Minute or Less, Per Week Each

1 spot	\$5.00
3 spots	\$4.75
5 spots	\$4.50
10 spots	\$4.25
20 spots	\$3.75
30 spots	\$3.50

Agencies: 15%

Market Data: 0.5 MVM Coverage

Population	52,800
Households	17,370
Radio Homes	17,040
Automobiles	19,760
Spendable Income	\$128,695,000

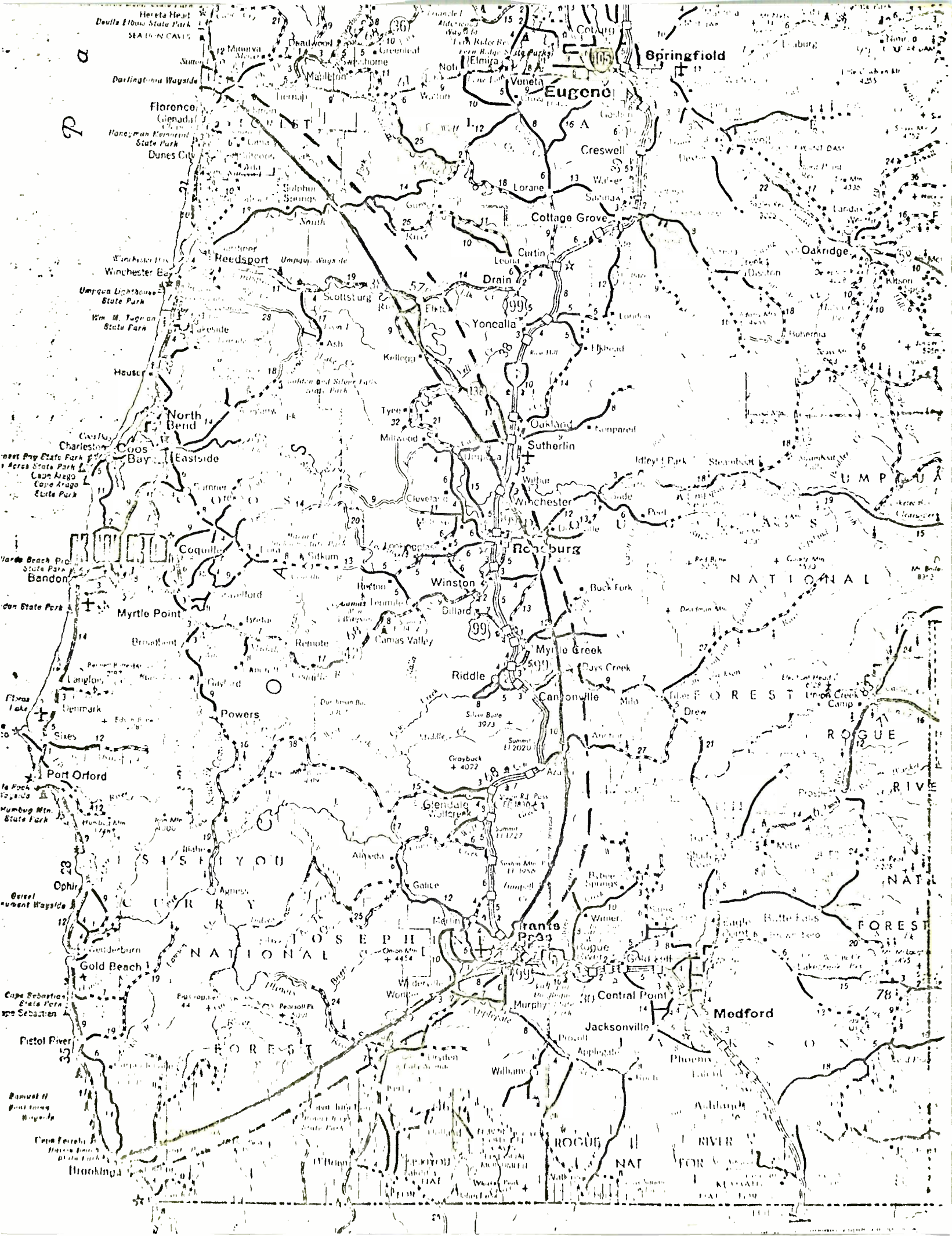
RETAIL SALES:

Food Stores	\$ 20,838,000
Drug Stores	\$ 2,453,000
General Merchandise	\$ 8,933,000
Apparel Stores	\$ 3,811,000
Home Furnishings	\$ 1,685,000
Auto Sales	\$ 18,017,000
Service Stations	\$ 6,909,000
Total Retail Sales	\$ 84,539,000

FARM DATA:

Farm Population	3,680
1965 Gross Income	\$ 8,835,000

SOURCE: SRDS Consumer Data 1966.



Hereta Head
Douglas Elbow State Park
SEA-TO-N-CANALS

Springfield

Eugene

Floronco

Glenadal

Hansman Memorial
State Park
Dunes City

Creswell

Cottage Grove

Reedsport

Drain

Yoncalla

Oakridge

Winchester Bay

Umqua Lighthouse
State Park

Wm. M. Upton
State Park

North Bend

Coos Bay

Eastside

Northburg

Coquille

Myrtle Point

Winston

Riddle

NATIONAL

Port Orford

Langdon

Denmark

Sixes

Ophir

Gold Beach

Pistol River

Cape Sebastian
State Park

Brookings

Glenadal

Alameda

Gahle

Marion

Worland

Worland

Worland

Worland

Worland

Worland

Worland

Worland

Worland

Worland

Worland

Worland

Worland

Worland

Grants

Central Point

Jacksonville

Phonix

Phonix

Phonix

Phonix

Phonix

Phonix

Phonix

Phonix

Phonix

Phonix

FOREST

ROGUE

RIVER

NAT

FOREST

FOREST

FOREST

FOREST

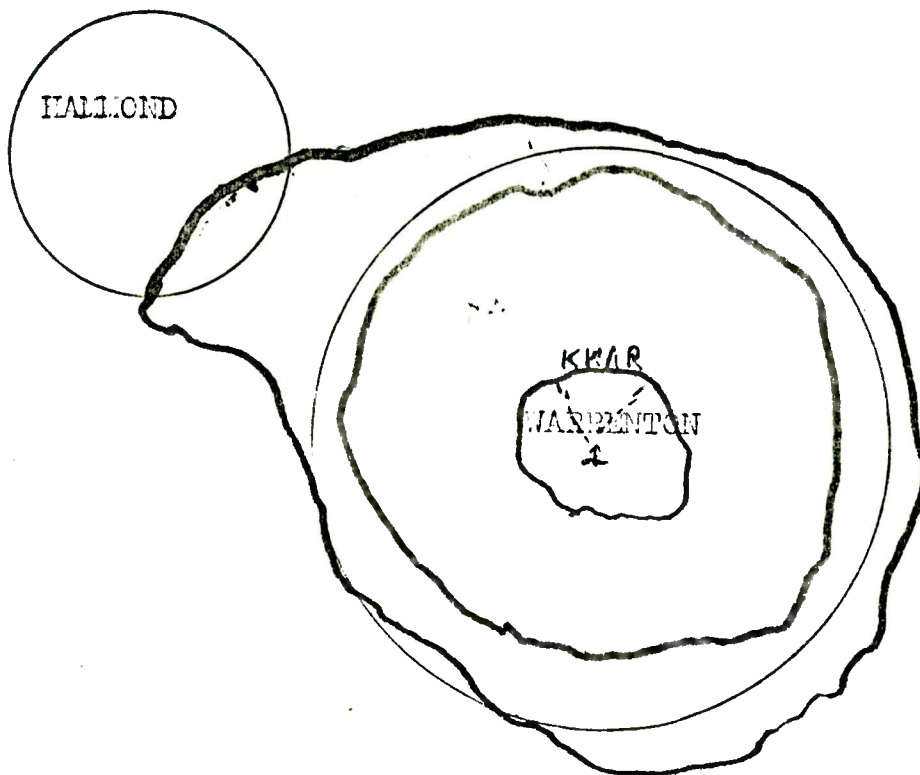
FOREST

FOREST

FOREST

FOREST

ASTORIA



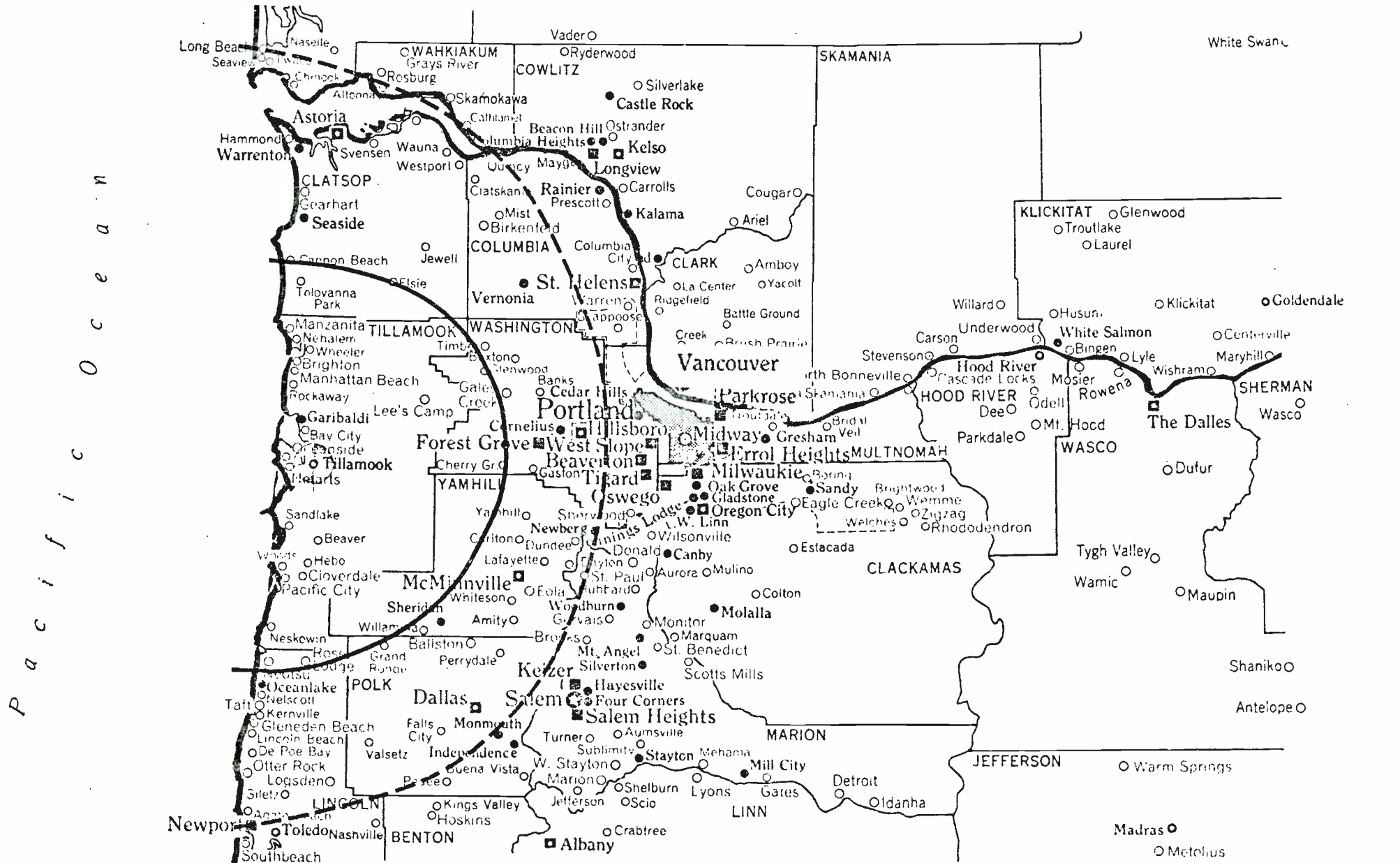
EA

Possible Listeners (A) 500 -
(B) 1900 -
(C) 2200 -

KWAR WARRINGTON, OREGON

Signal- Main Area (A) - 20 MV -
Other (B) - .1MV -
C - .1HV -

KTIL TILLAMOOK, OREGON



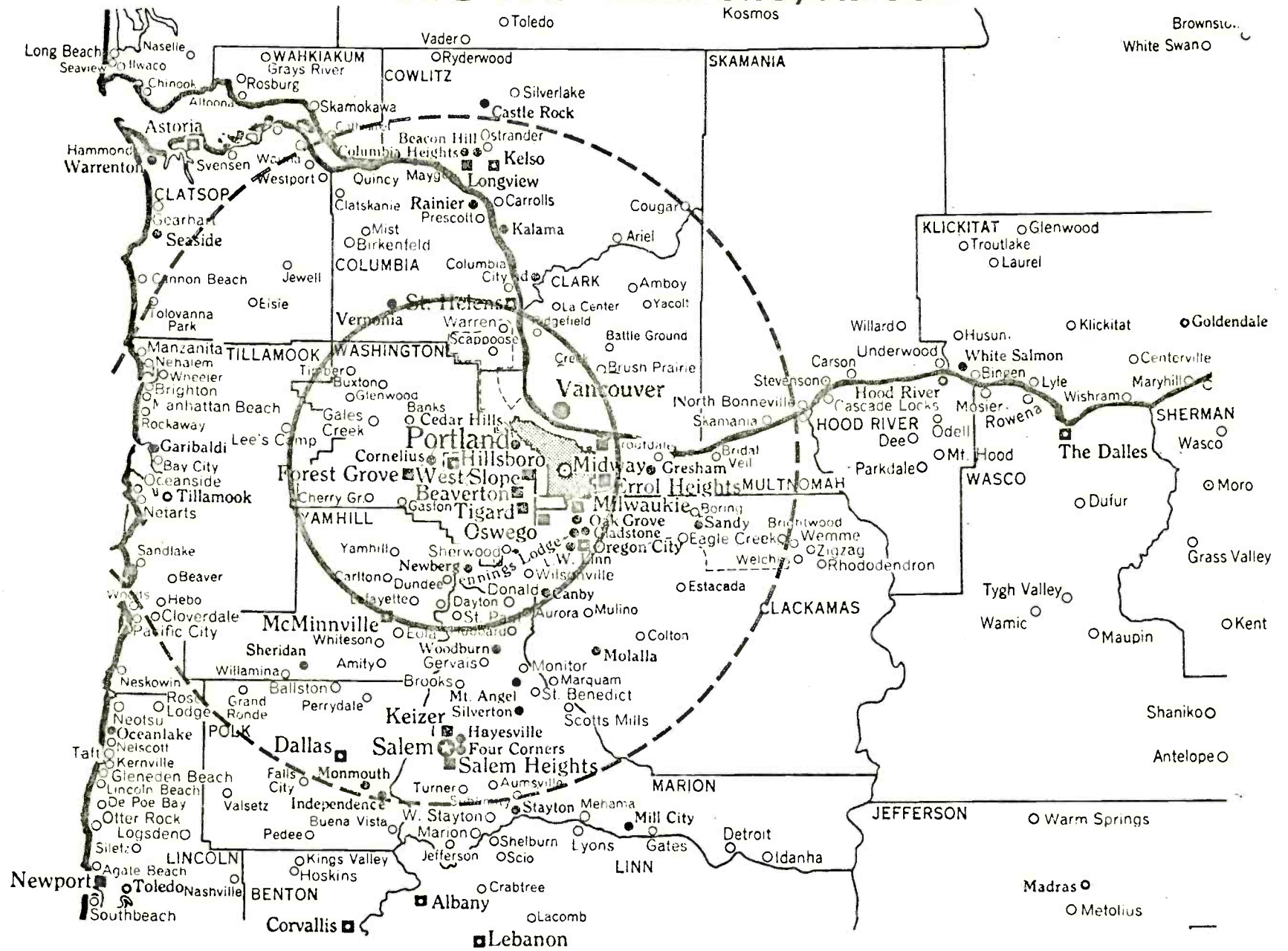
WAVE - POWER - TIME
 1590 kc directional nights only
 5000 watts days, 1000 watts nights
 Operates: 6:00 am - midnight

Grant Feikert, Consulting Engineer
 Corvallis, Oregon

— Primary Coverage 0.5 MV/M
 - - - Secondary Coverage 0.1 MV/M

KUIK HILLSBORO, OREGON

PACIFIC OCEAN



WAVE - POWER - TIME
 1360kc Non Directional
 1000 watts days
 Operates: 6:00 am - local sunset PST

J. B. HATFIELD
 CONSULTING RADIO ENGINEER
 SEATTLE, WASHINGTON

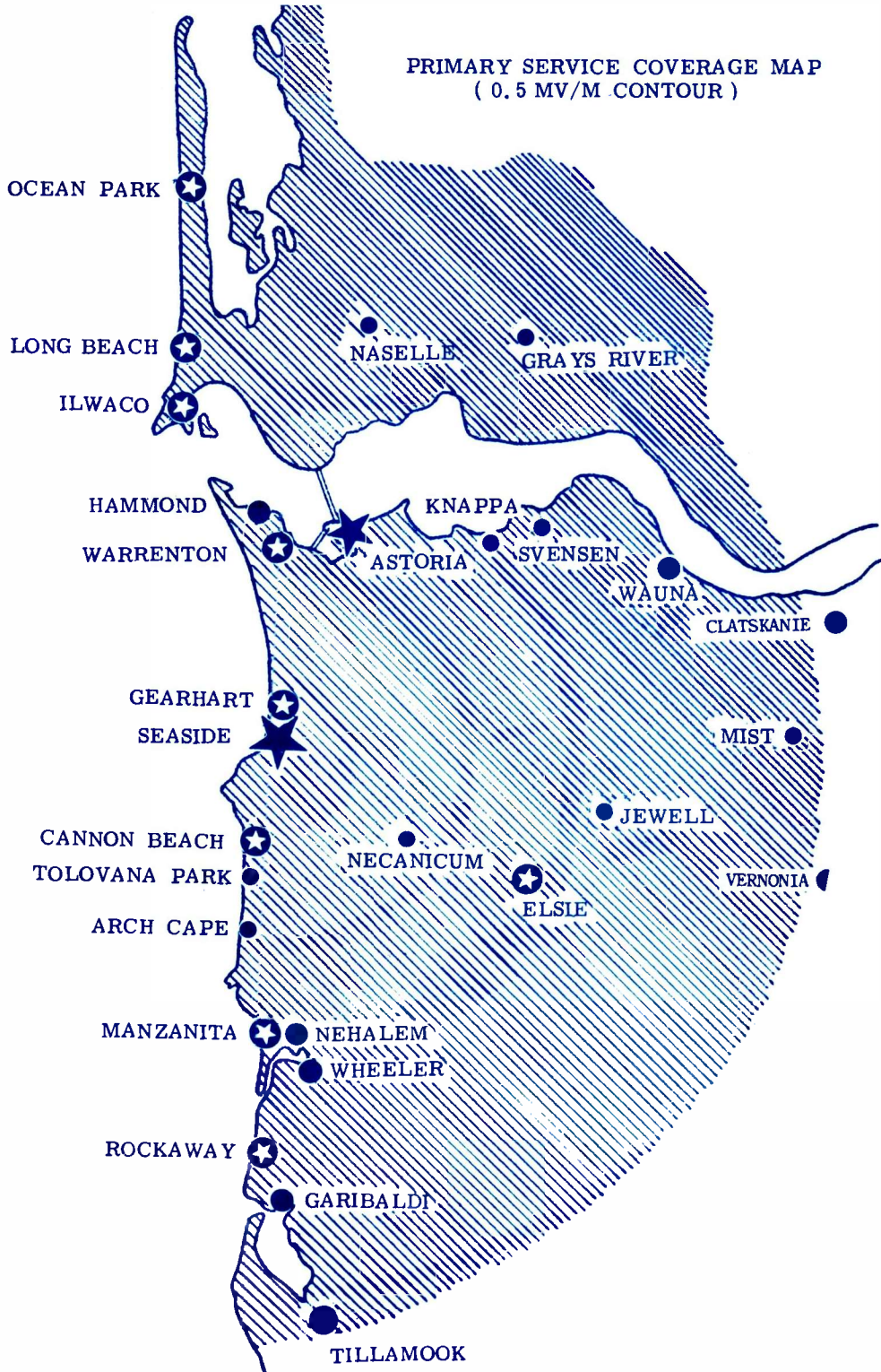
— Primary Coverage 0.5 MV/M
 - - - Secondary Coverage 0.1 MV/M

KSWB RADIO 93

P. O. Box 24, Seaside, Oregon 97138

Area 503 738-5555

PRIMARY SERVICE COVERAGE MAP
(0.5 MV/M CONTOUR)

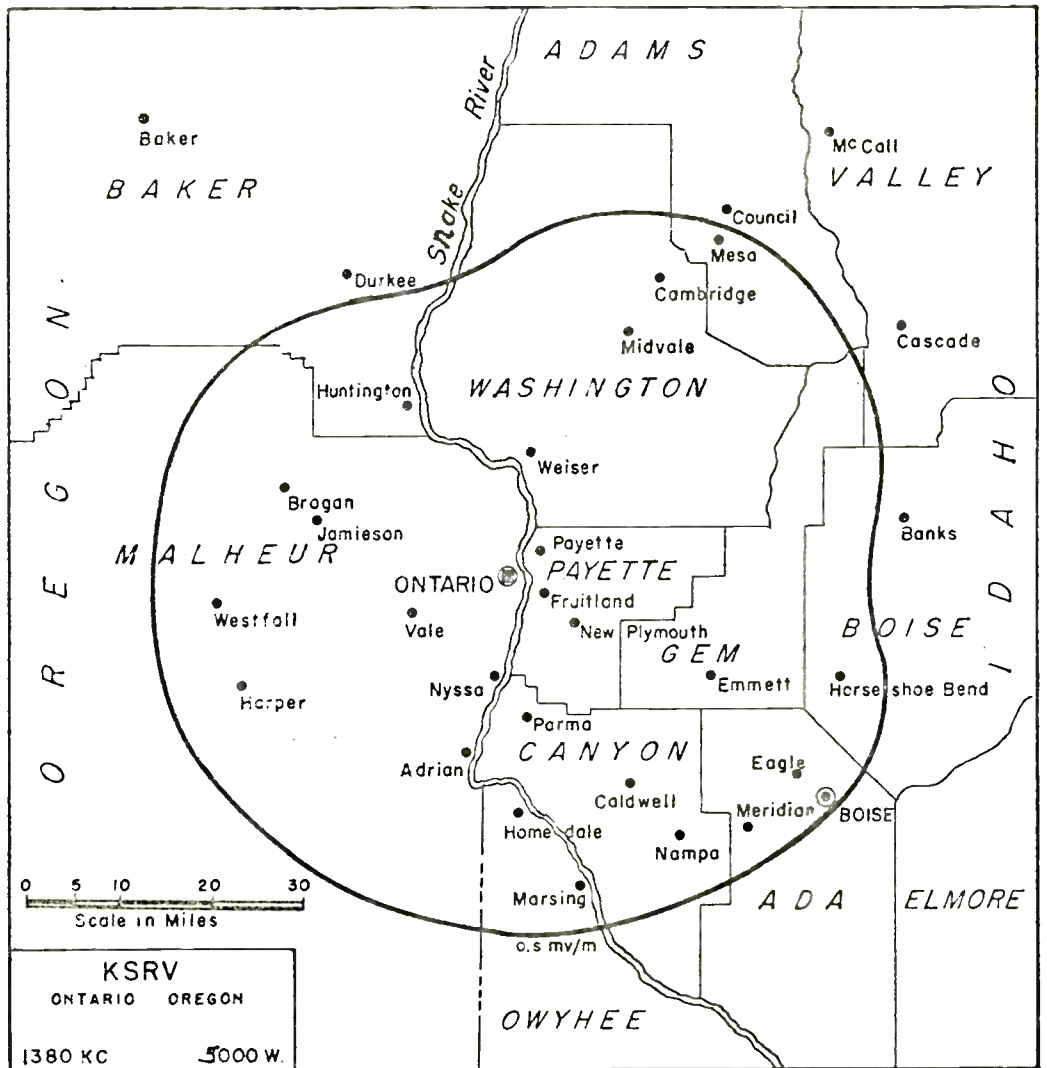


KSRV

ONTARIO, OREGON

5000 Watts

1380 KC



KSRV
Ontario, Oregon

MANAGER
J. Robert Humphreys

COMM. MANAGER
R. Roy Probasco

ADDRESS
P. O. Box 129
Ontario, Oregon 97914

TELEPHONE
503-889-8651

REPRESENTATIVES
NATIONAL
Sandeberg-Glenn

NORTHWEST
Art Moore & Assoc.

MARKET DATA

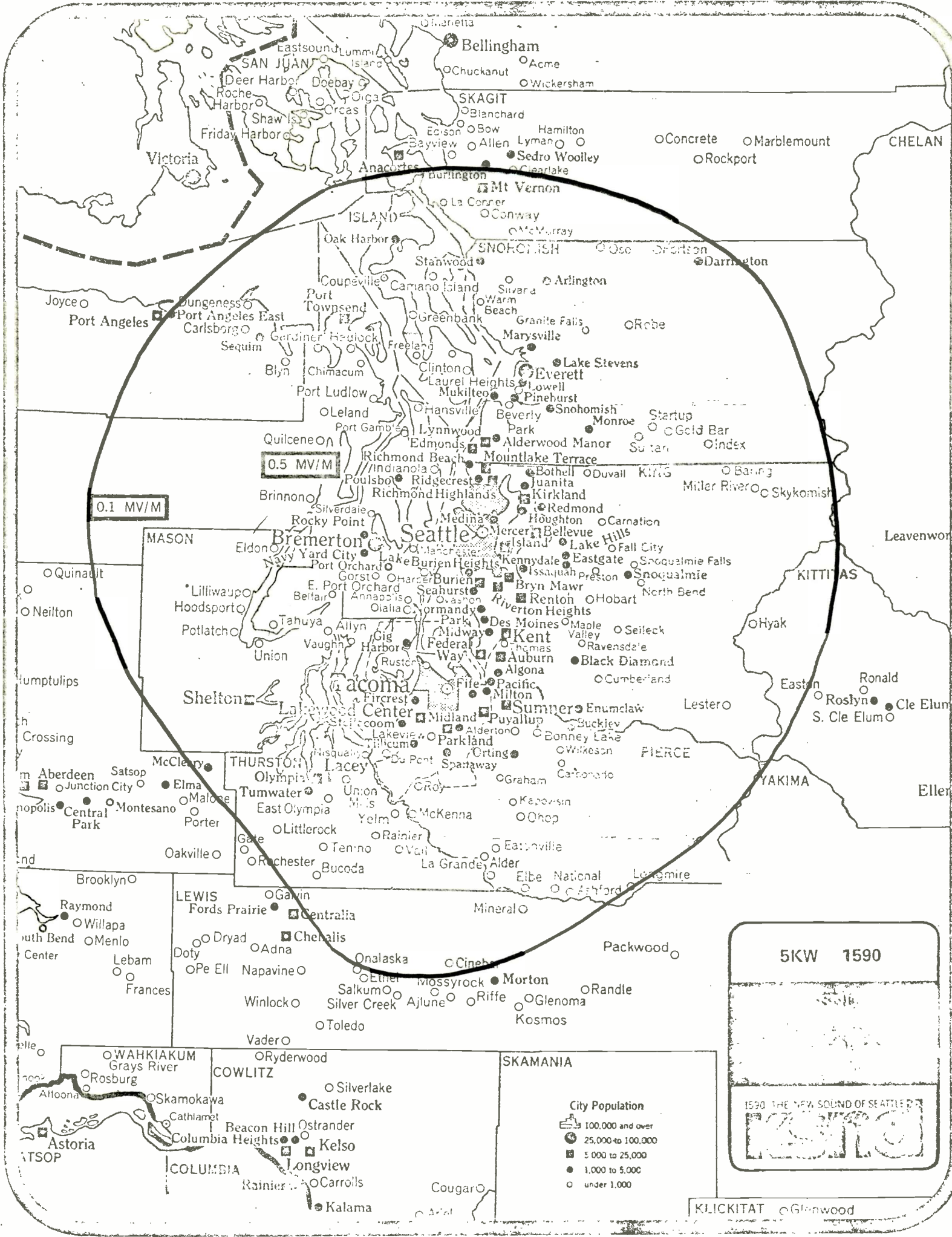
ON

KSRV COUNTRY

POPULATION—
Basic Coverage Area _____ 166,200
GROSS FARM INCOME _____ \$162,541,000

RETAIL SALES _____	\$270,367,000
Food _____	\$ 62,721,000
Drugs _____	\$ 15,188,000
General Merchandise _____	\$ 32,669,000
Apparel _____	\$ 7,754,000
Appliance & Home Furnishings _____	\$ 14,044,000
Automotive _____	\$ 55,766,000
Filling Station _____	\$ 21,706,000

6am to 12 mid



0.5 MV/M
0.1 MV/M

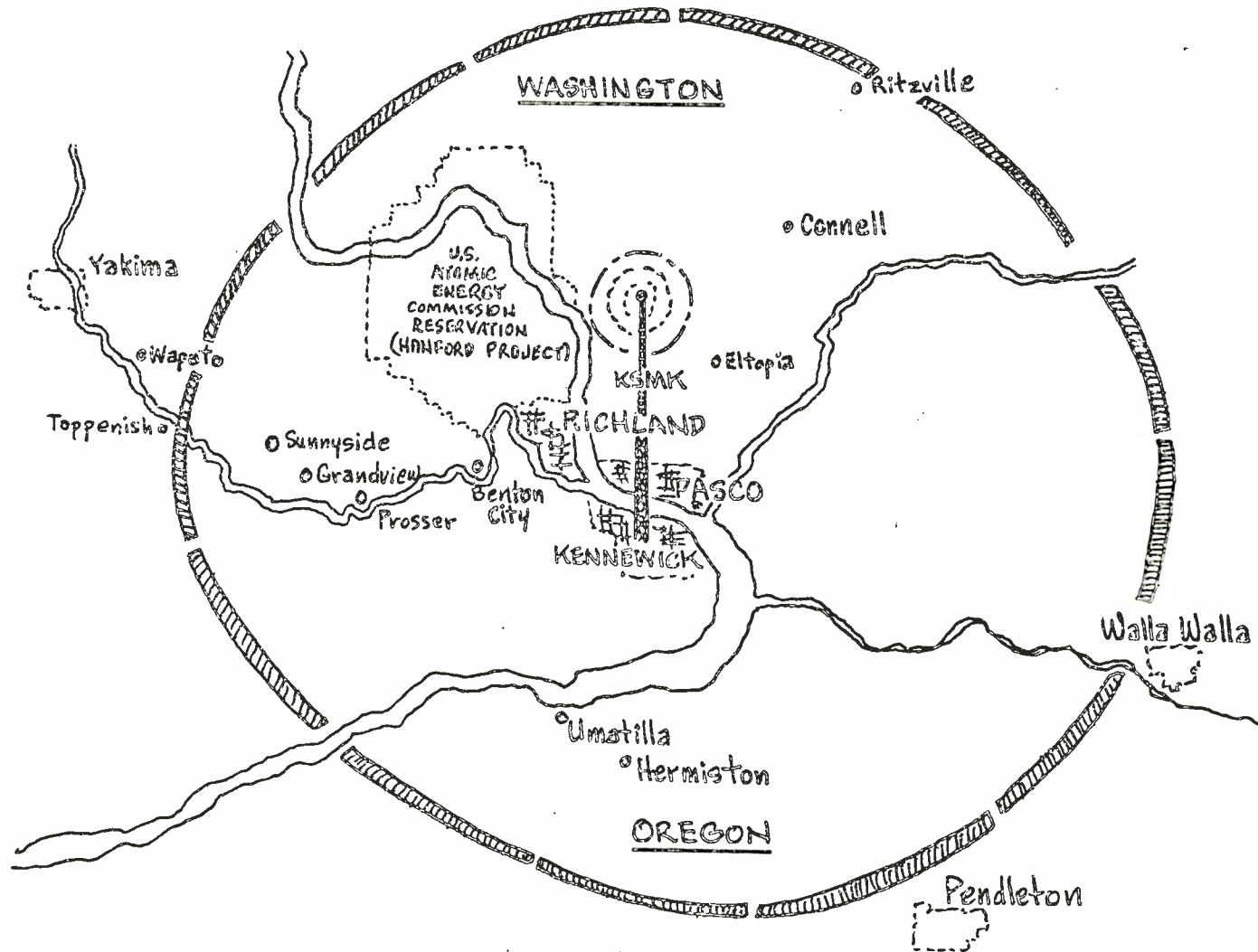
5KW 1590

1990 THE NEW SOUND OF SEATTLE

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

KLICKITAT ○Glenwood

KSMK APPROXIMATE AREA COVERAGE

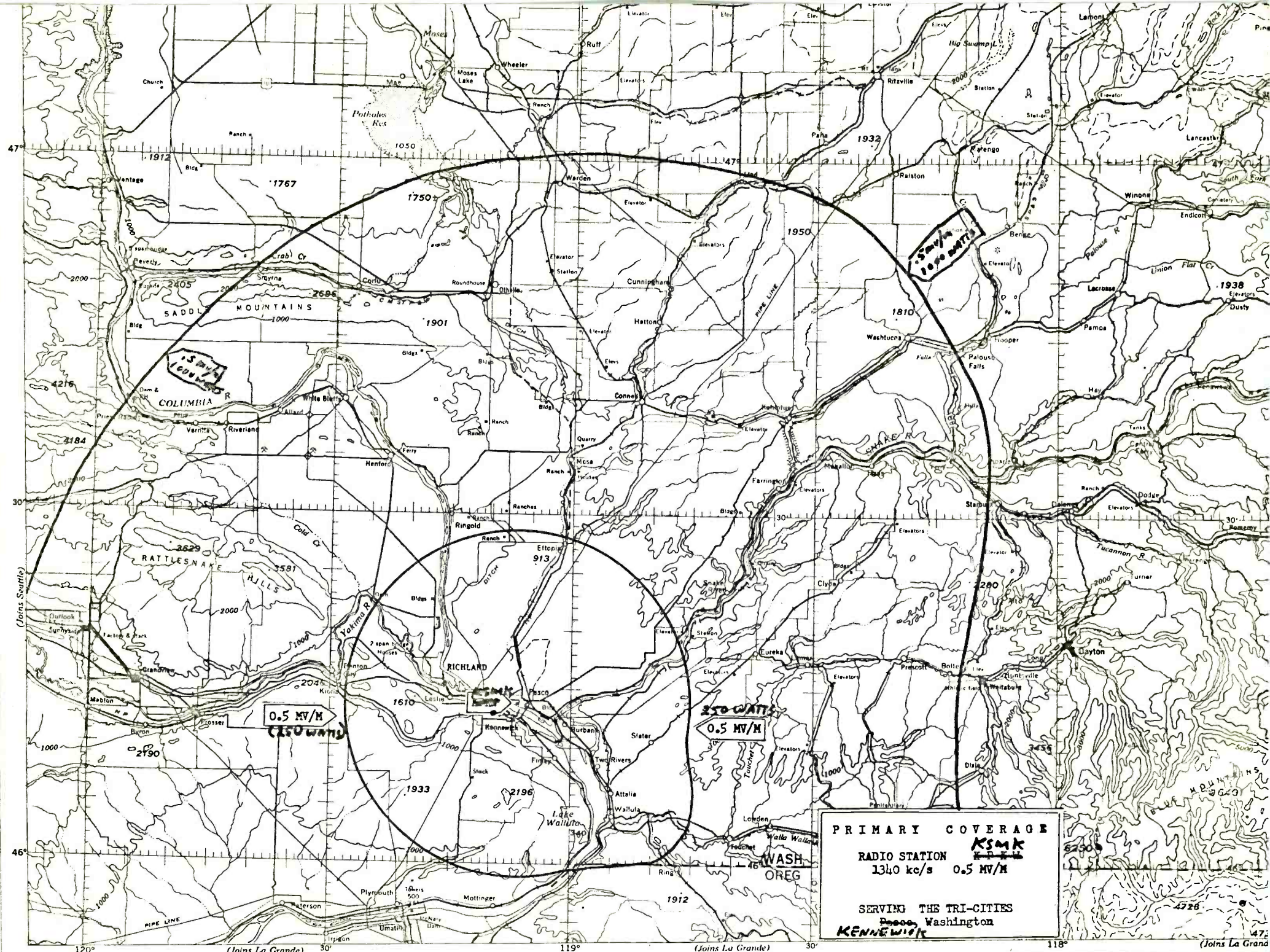


UNIQUE Coverage Map

KSLM SALEM, OREGON

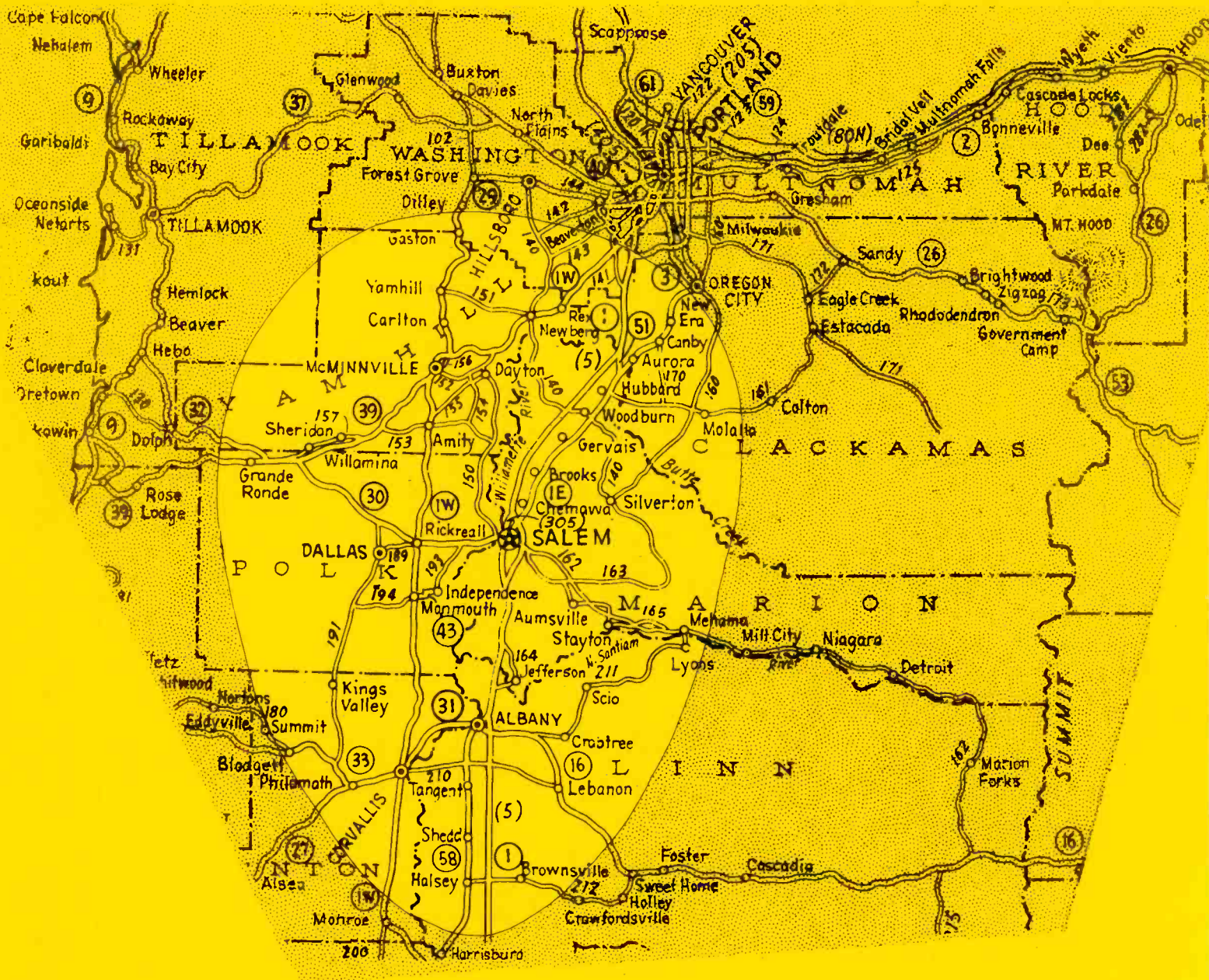


KSLM 1390 KC.
5,000 Watts



PRIMARY COVERAGE
 RADIO STATION **KSMK**
 1340 kc/s 0.5 MV/M
 SERVING THE TRI-CITIES
 Pasco, Washington
KENNEWICK





0.5 Mv/M
 Coverage
 Contour
 by
 Grant S. Feikert,
 Consultant Engineer



SOLID GOLD RADIO - 1460

"5000 Watts Serving the Willamette Valley"

P. O. BOX 396 - DALLAS, OREGON 97338

Located on Dallas-Salem Highway

Dallas: 623-2342

Salem: 362-2400

K R N S

RADIO

BURNS, OREGON

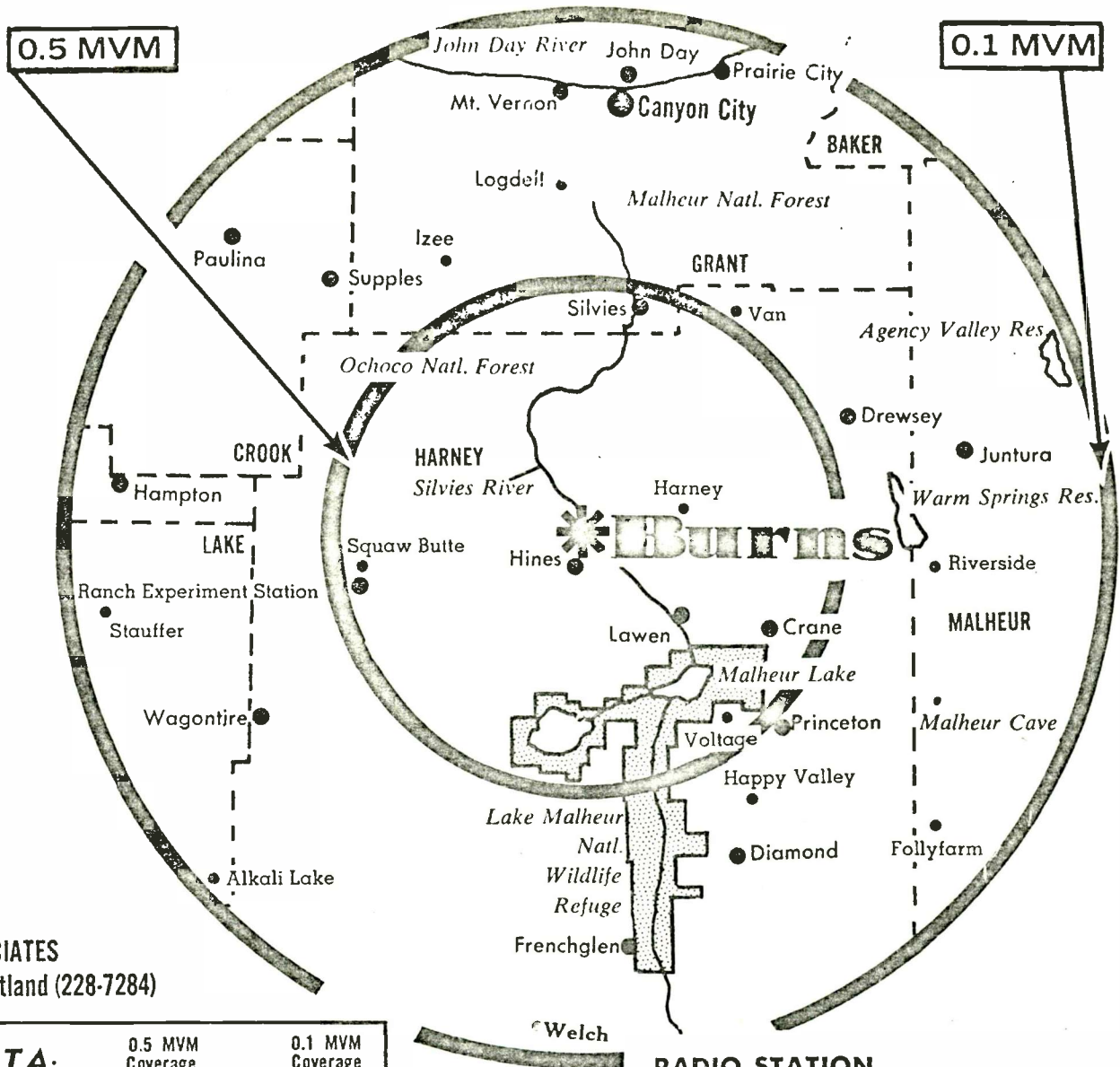
1000 Watts
at 1230 KC



Representative:

ART MOORE & ASSOCIATES

Seattle (682-3377) Portland (228-7284)



RADIO STATION

KRNS

BURNS, Oregon

KRNS features AP Wire plus Local News every hour... Farm and Market Reports... Weather Reports six times daily... full Sports News.

Portable Remote Studios available.

KRNS provides full merchandising aids for its local and national advertisers.

Harney County is the location of the Malheur National Wildlife Refuge and Ochocho National Forest. Burns is known for its tourist facilities... intersection of U. S. Highways 20, 395 and Oregon Highway 78.

Owned and Operated by
James Ward and Howard McDonald
P. O. Box 271 • (503) 573-6300
BURNS, OREGON 97720

MARKET DATA:	0.5 MVM Coverage	0.1 MVM Coverage
Population	6,900	14,300
Households	2,100	4,410
Radio Homes	1,970	4,120
Automobiles	2,860	5,230
Spendable Income	\$ 13,211,000	29,576,000
RETAIL SALES:		
Food Stores	\$ 2,490,000	4,946,000
Drug Stores	\$ 339,000	645,000
General Merchandise	\$ 799,000	1,290,000
Apparel Stores	\$ 191,000	627,000
Home Furnishings	\$ 174,000	526,000
Auto Dealers	\$ 3,789,000	6,944,000
Service Stations	\$ 1,119,000	2,274,000
Total Retail Sales.....	\$ 11,787,000	21,801,000
FARM DATA:		
Farm Population	1,100	2,300
Farm Households	275	575
Gross Farm Income.....	\$ 7,810,000	13,580,000

SOURCE: SRDS Consumer Data exclusively.

Prepared by RADIO Unlimited