

Transmitter Location  
Lat. 45° 12' 50" N  
Long. 73° 0' 20" W



Maintenant! — Now!  
10,000 watts le jour - Daytime  
5,000 watts le soir - Nighttime

Pour mieux vous servir! To Serve you better!

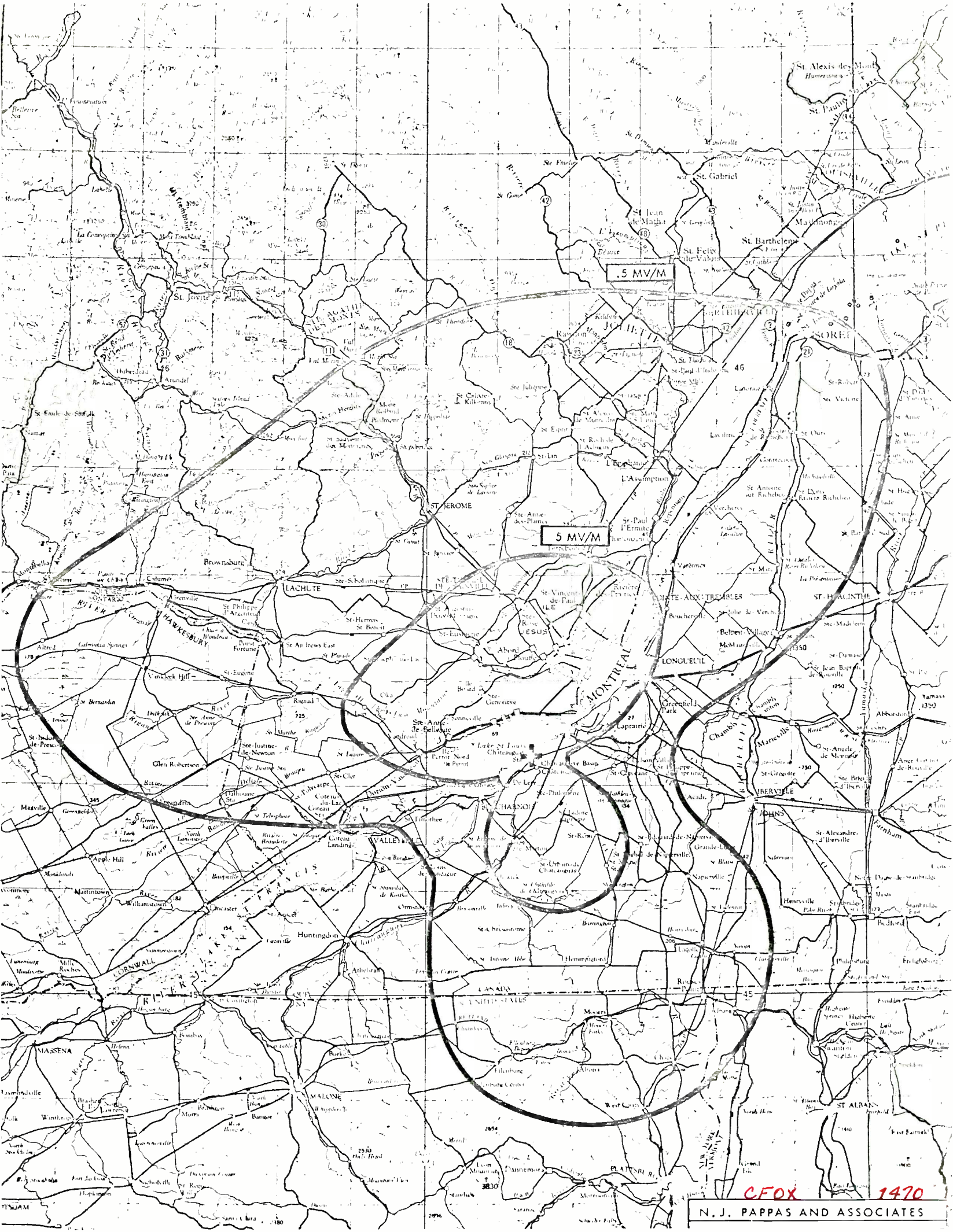


100 9 7

C.P.L. Vallesfield, Quebec  
 1370 E. St. 10 D/11, RW 11A-1  
 Day Office  
 Proposed D. S. MV/M, 10 37 MV/M  
 2000 000 000 000

Canada National Electric Co., Limited  
 Corporation, Plans and Design, 1000, Department  
 Toronto, Ontario

October 1977 C.P.L. 100 9 7

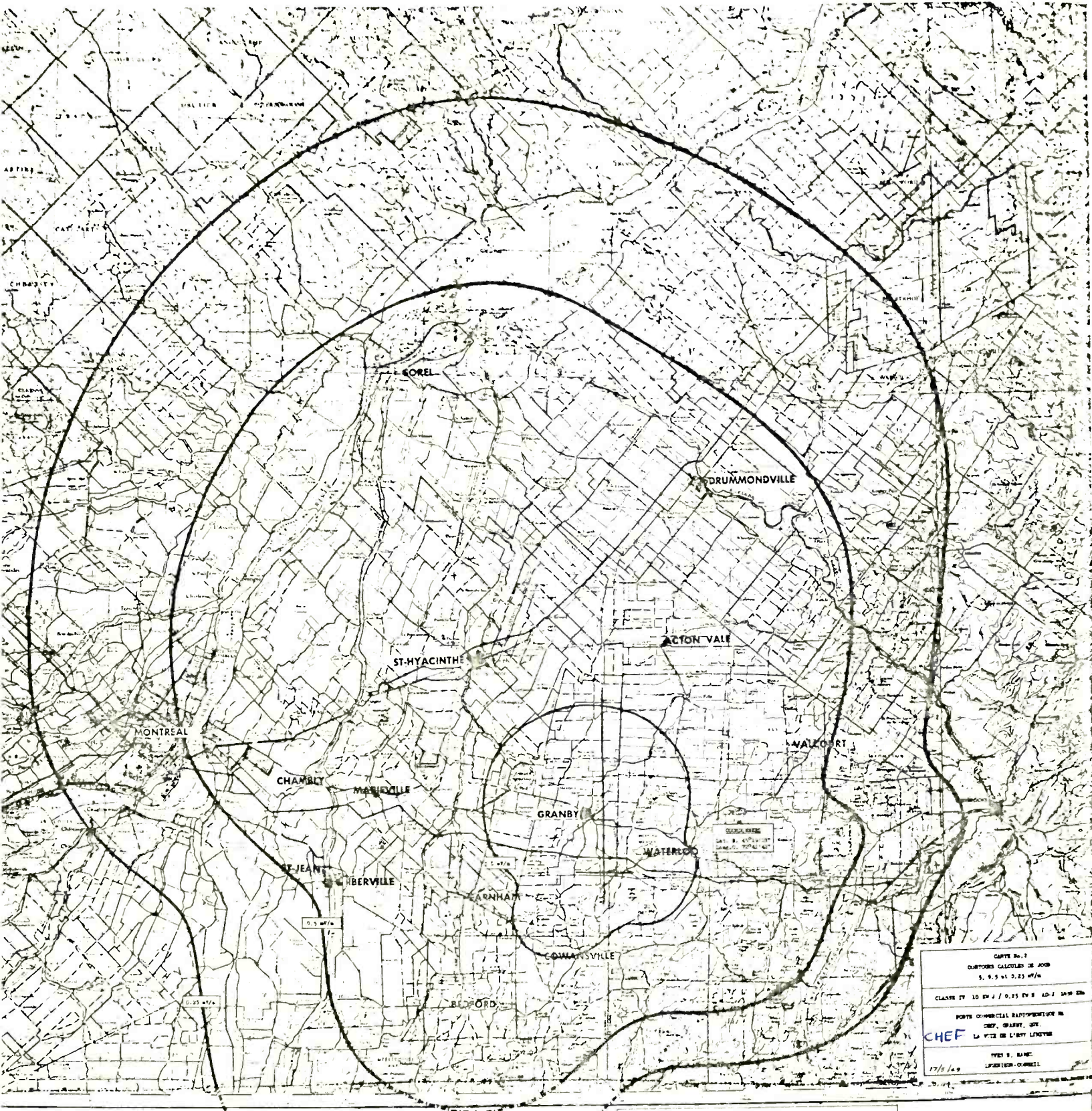


5 MV/M

5 MV/M

CFOX 1470

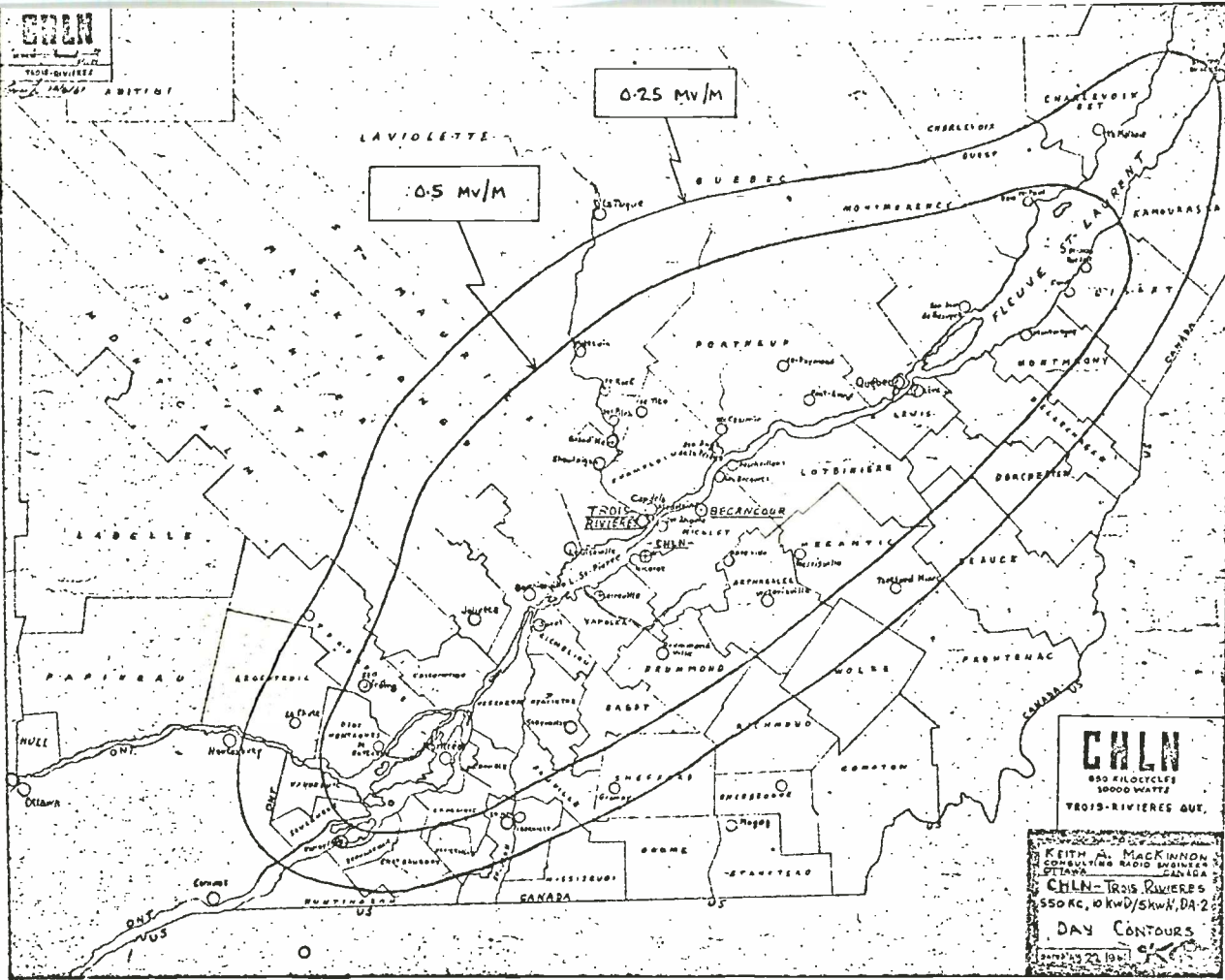
N. J. PAPPAS AND ASSOCIATES



CARTE No. 1  
 DONTORS CALCULÉS DE 2000  
 5, 6, 5 et 2,25 m/a  
 CLASSE ET 10 EN 1 / 0,25 EN 2 AD-2 SAV EN  
 PORTE COMMERCIAL RAPPORTÉMENT DE LA  
 CHEF, GRABET, 200  
 LA PICE DE L'ART LENOYER  
 17/6/69  
 FRENCH NAME:  
 L'ÉPÉE DE L'ART LENOYER

POPULATION DES GRANDS CENTRES :

0-2,500	29,000	FARMINHAM	4,900
2,500-5,000	3,400	MARIEVILLE	3,200
5,000-7,500	2,300	VALCOURT	7,900
7,500-10,000	9,800	WATERLOO	5,700
10,000-15,000	11,400	THÉRÈSEVILLE	6,800

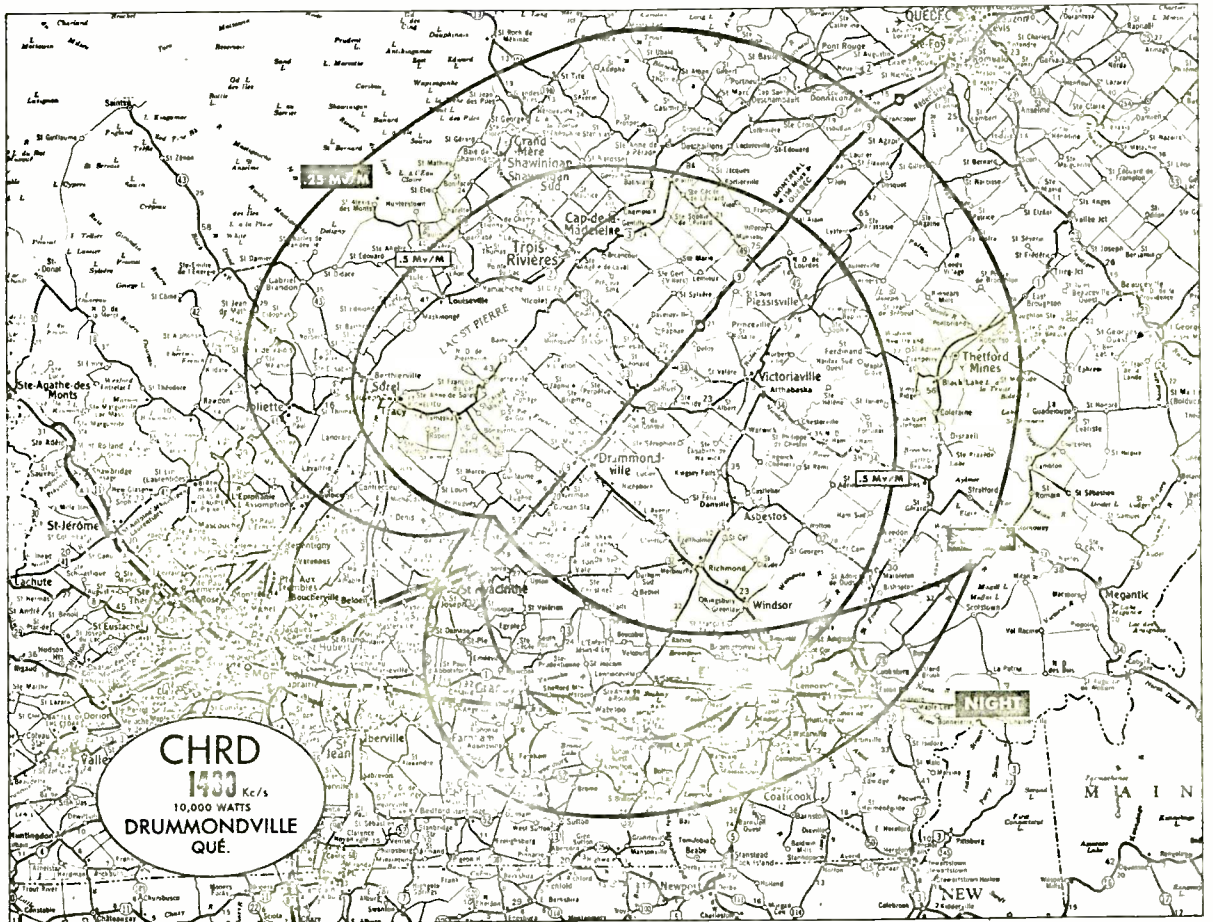




10,000 WATTS  
**CHR D**  
 DRUMMONDVILLE, QUE.

**MANAGEMENT**

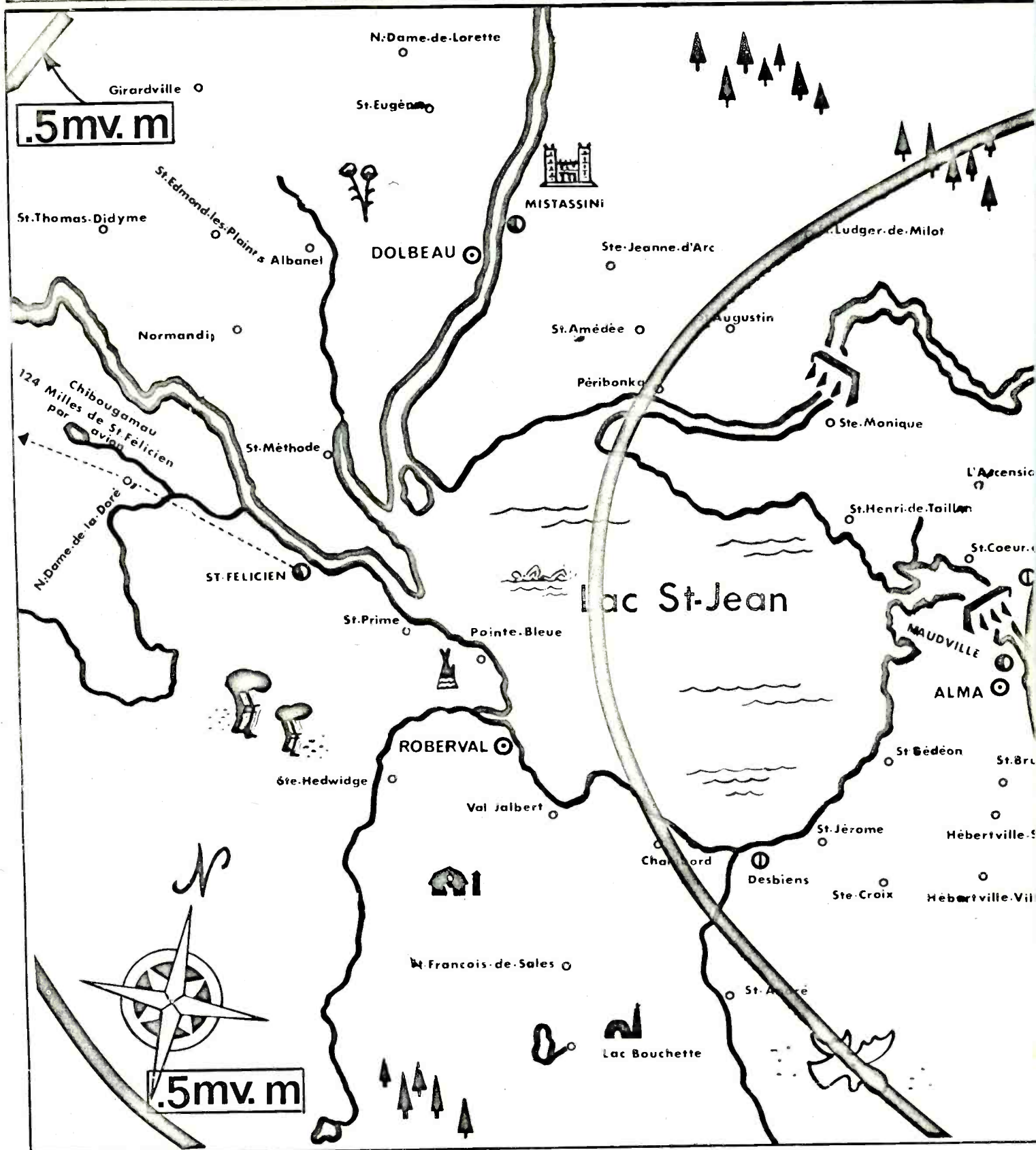
General Manager	J.A. Savoie
Programm Director	Jean Denis
Sales Manager	J.A. Savoie
Traffic Manager	H. Ledoux
Sports	A. Boulanger
News	A. Dionne





**FOR INFORMATION CALL**  
 CODE - 819  
**472-5458**  
 DRUMMONDVILLE, QUE.

**NATIONAL REPRESENTATIVE**  
**CANADA**  
**HARDY RADIO & TELEVISION LTD.**  
**U.S.A**  
**THE DEVNEY ORGANISATION**

# MARCHÉ SAGUENAY



 Rayonnement actuel de notre nouvel émetteur de 10,000 watts (jan. 1972)  
 Actual coverage with new 10,000 watts transmitter (Jan. 1972)

# AG ST-JEAN MARKET

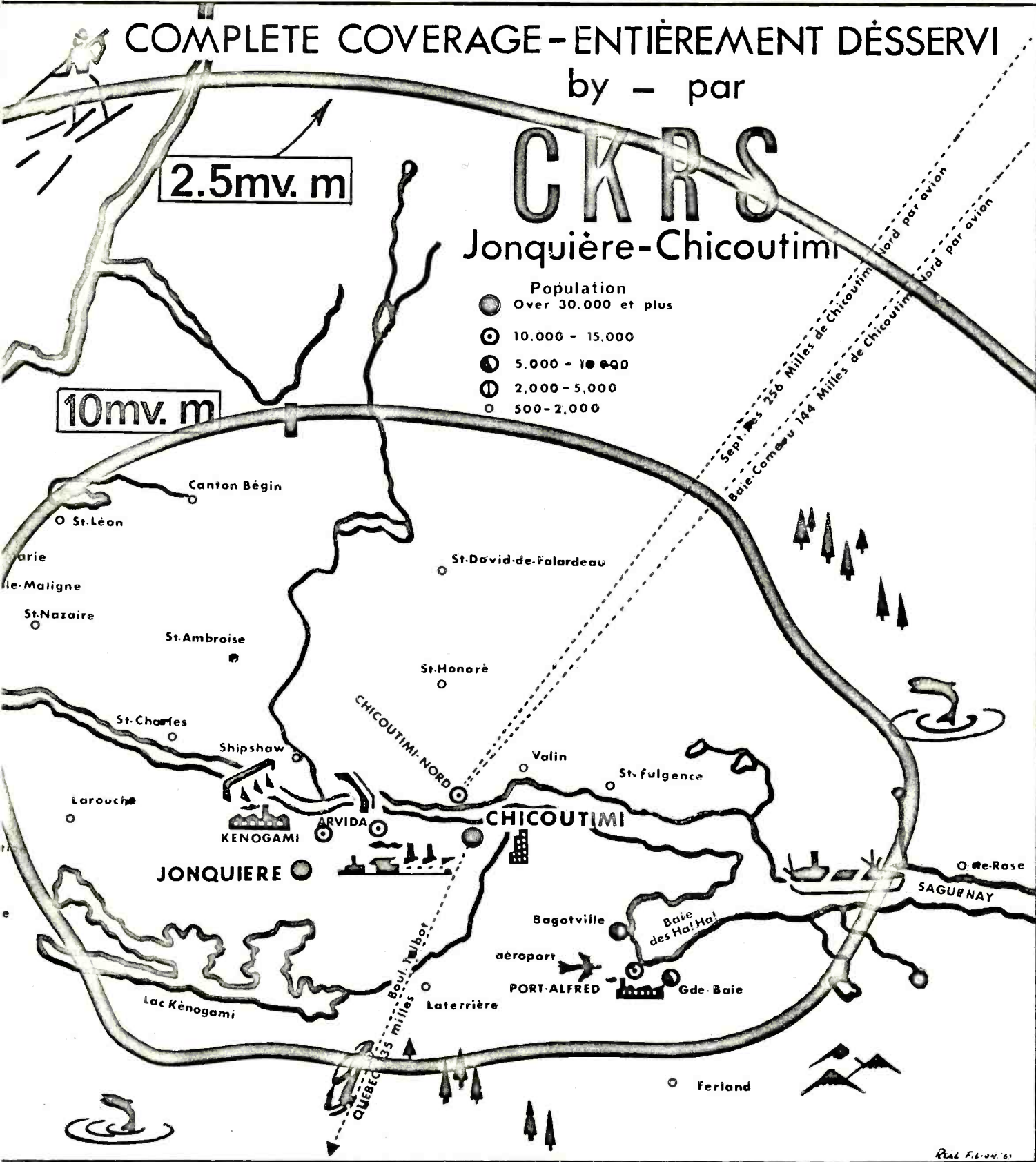
COMPLETE COVERAGE - ENTièrement DÉSSERVI

by - par

# CKRS

## Jonquière-Chicoutimi

- Population
- Over 30,000 et plus
  - ⊙ 10,000 - 15,000
  - ⊙ 5,000 - 10,000
  - ⊙ 2,000 - 5,000
  - 500 - 2,000



Rayonnement de notre ancien émetteur de 1,000 watts  
 Previous coverage with 1,000 watts transmitter

*Paul F. 1944/51*





# CJAD 800

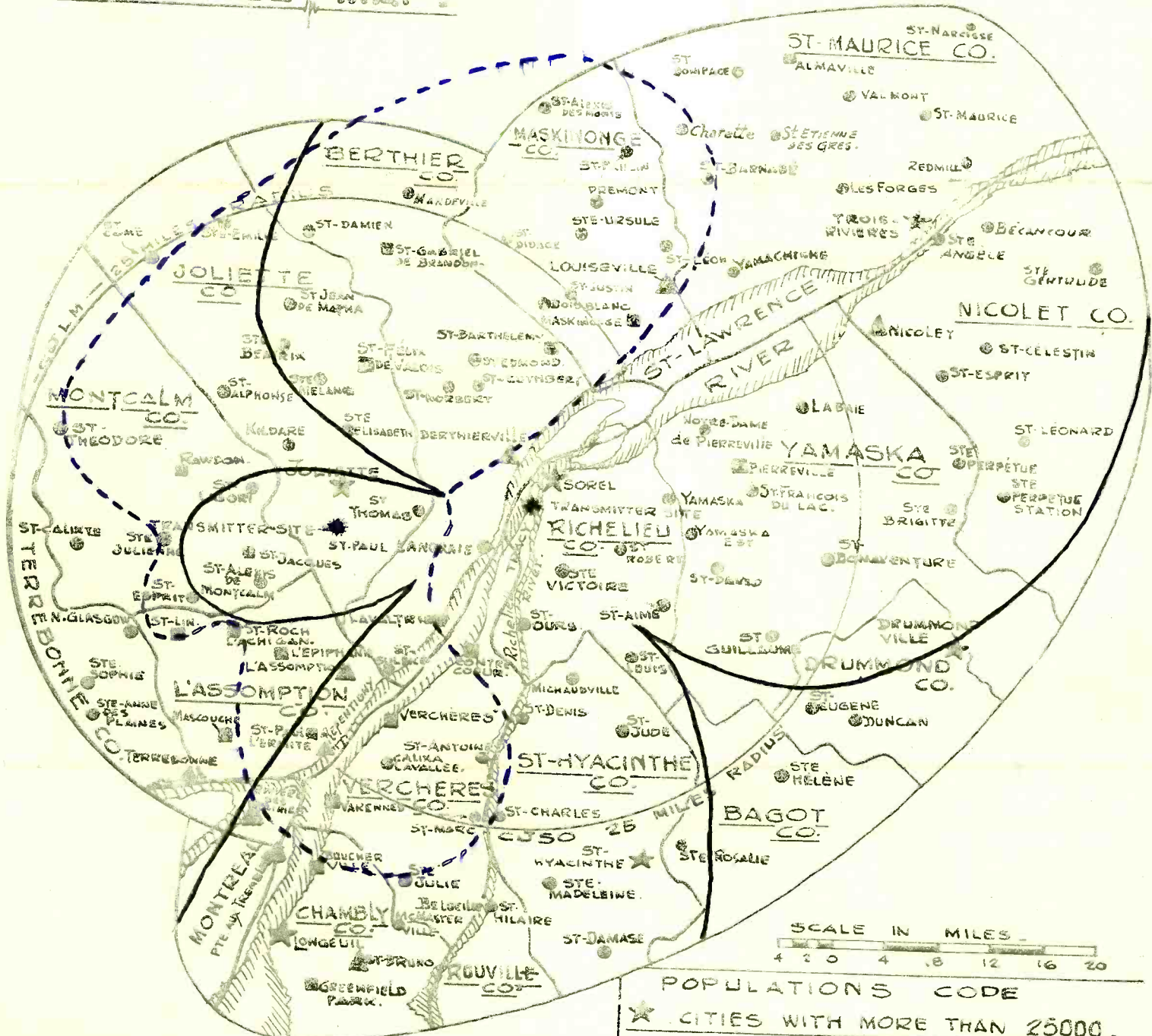
CJAD DOMINATES MONTREAL, CANADA'S SECOND LARGEST ENGLISH SPEAKING MARKET, WITH AN AUDIENCE LARGER THAN THE NEXT TWO ENGLISH STATIONS COMBINED.

CJ50-SOREL  
10000 WATTS - 1320 KC

AND

CJLM-JOLIETTE  
1000 WATTS 1350 KC

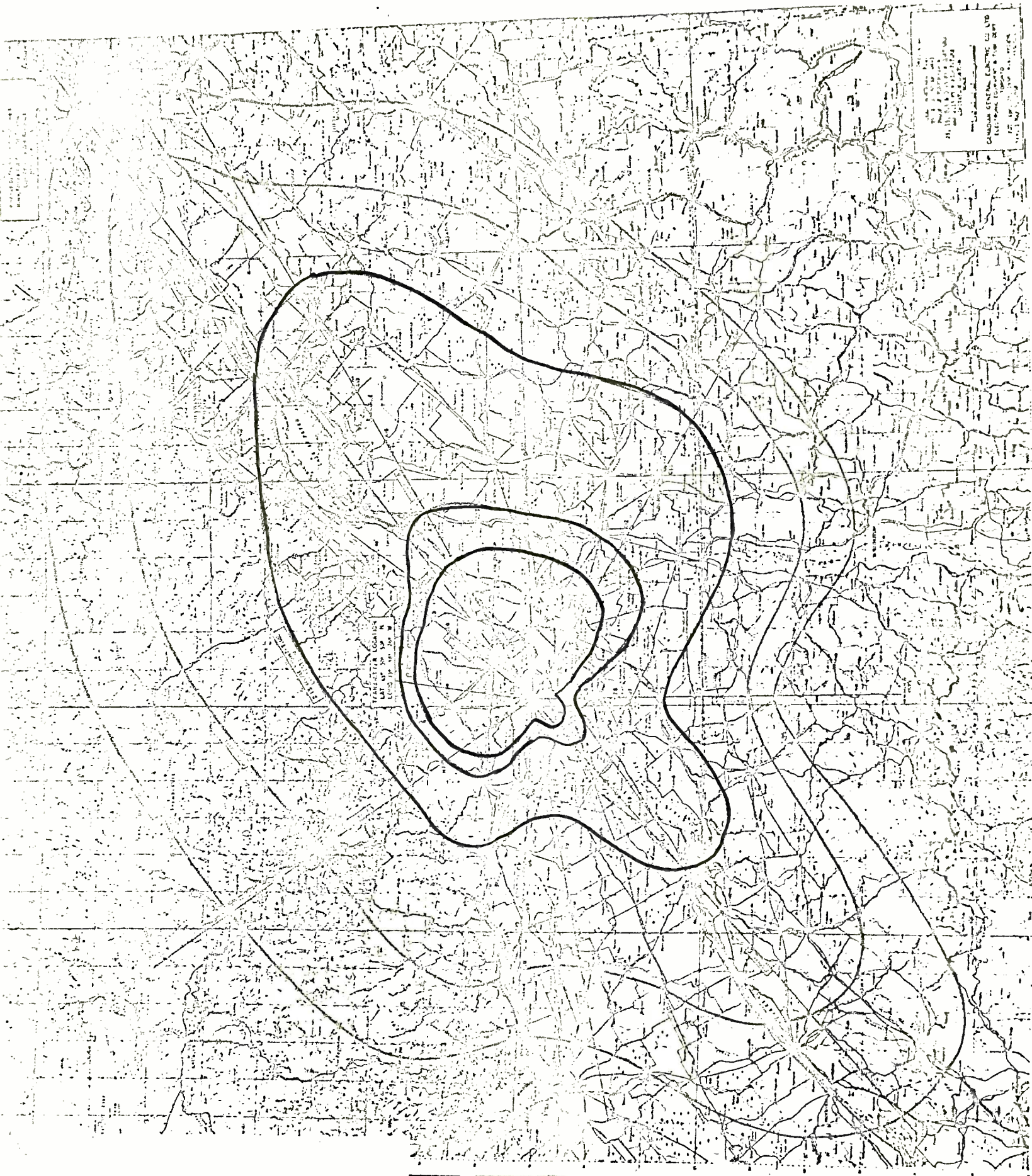
COVERAGE MAP.



"CODE FOR CIRCLES AND PATTERNS."

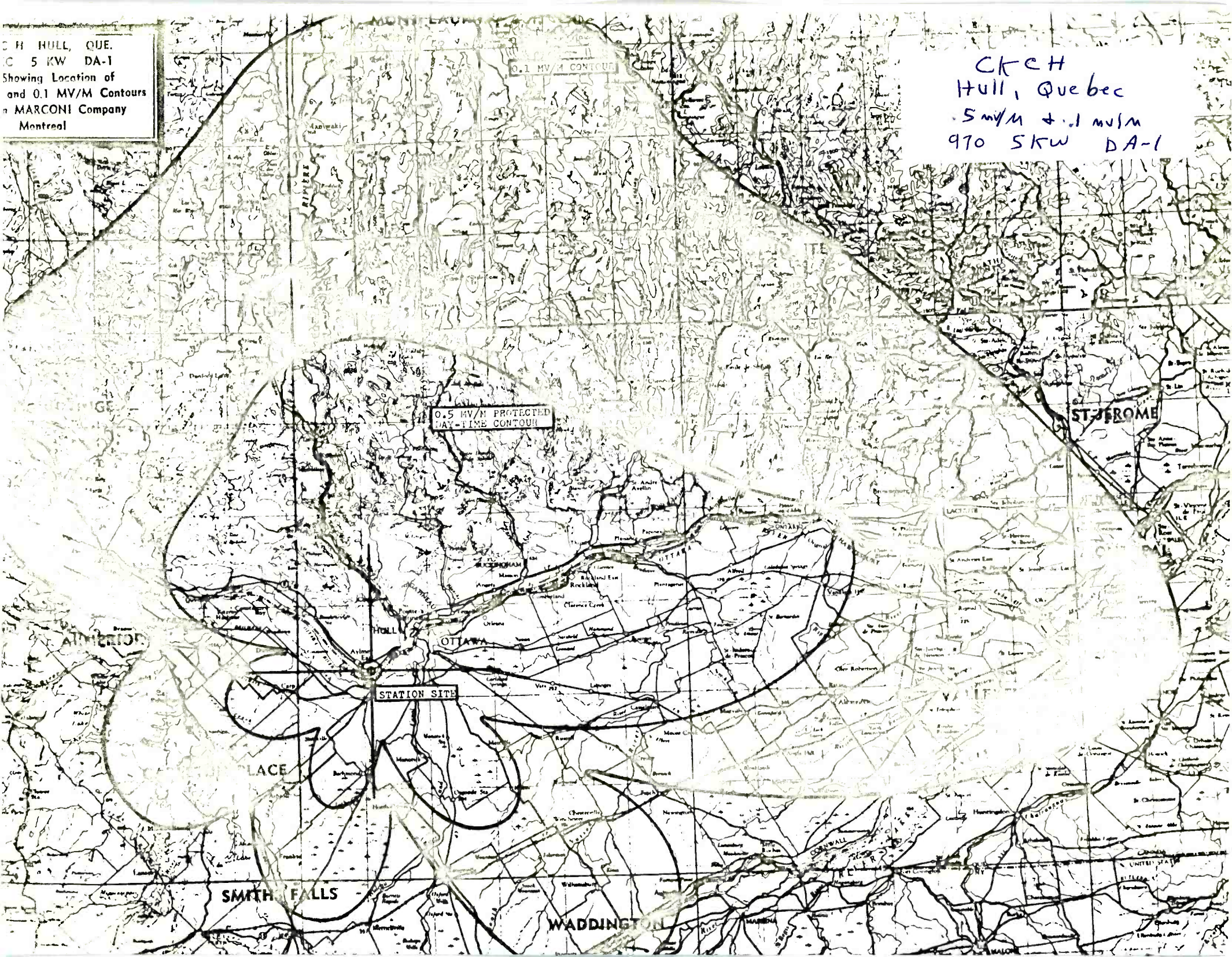
————— CJ50 0.5 M.V./M.  
 - - - - - CJLM 0.5 M.V./M.  
 THE HALF CIRCLES MEAN A RADIUS  
 OF 25 MILES FROM EACH TRANSMITTER  
 ON EACH SIDE OF ST-LAWRENCE RIVER.

- POPULATIONS CODE
- ★ CITIES WITH MORE THAN 25000.
  - ▲ TOWNS FROM 5000 TO 3000.
  - TOWNS FROM 2000 TO 5000.
  - VILLAGES WITH LESS THAN 2000.



C H HULL, QUE.  
C 5 KW DA-1  
Showing Location of  
and 0.1 MV/M Contours  
of MARCONI Company  
MONTREAL

CKCH  
Hull, Quebec  
5 MW/M + 0.1 MV/M  
970 SKW DA-1





COVERAGE CONTOURS



(RCA Proof of Performance)

0.5 MV/M & 0.1 MV/M CONTOURS

**CKJL**

**RADIO LAURENTIDES INC.**

900 KC — 1000 WATTS

*Serving the World Famous Laurentians*

STUDIOS

HOTEL LAPOINTE • ST. JEROME, QUE.

Labelle  
La Conception Mt-Tremblant

St-Jovite

St-Faustin

Ste-Lucie

Ste-Agathe-des-Monts

St-Théodore

Prefontaine

Ste-Marguerite (Lac Masson)

Rawdon

Val David

Val Morin Sta.

Val Morin

Ste-Marguerite

Arundel

Ste-Adèle

St-Calixte

Ste-Julienne

St-Jacques

Morin Heights

Mt-Rolland

Piedmont

St-Alexis de Montcalm

St-Marie Salomé

St-Sauveur-des-Monts

NEW GLASGOW

St-Esprit

St-Roch de l'achigan

**CKJL**

STE-SOPHIE DE LA CORNE

L'ASSOMPTION

0.1 MV/M

0.5 MV/M

ST-JEROME

STE-ANNE DES PLAINES

ST-PAUL L'ERMITE

ST-JANVIER

MASCOUCHE

CHARLEMAGNE

LACHUTE

Ste-Scholastique

STE-THERESE DE BLAINVILLE

St-Vincent de Paul

RIVIERE DES PRAIRIES

ST-HERMAS

St-Augustin Deux-Montagnes

STE-ROSE ILE JESUS

POINTE AUX TREMBLES

ST-BENOIT

ST-EUSTACHE

CHOMEDEY

St-André East

St-Placid

St-Joseph du Lac

ILE BIZARD

MONTREAL

Rigaud

Hudson

Ste-Geneviève

Grenfield Park

VAUDREUIL DE BELLEVUE

POINTE CLAIRE

LA PRAIRIE

CHAMBLY

Ste-Justine de Newton

CHATEAUGUAY

DE LEVY

Dalhousie

Coteau du Lac

Beauharnois

St-Philomène

L'Acadie

St-Télesphore

St-Timothé

St-Isidore

IBERVILLE

Rivière Beaudette

Coteau Landing

STE-ETIENNE DE BEAUHARNOIS

St-Rémi

St-Edouard de Napierville

ST-JEAN

Barnsville

VALLEYFIELD

St-Martine

St-Michel de Napierville

NAPIERVILLE

LANCASTER

ST-LOUIS DE GONZAGUE

St-Urbain de Chateauguay

St-Anicet

Huntingdon

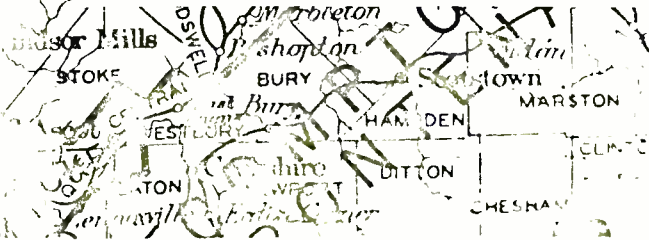
ST-STANISLAS DE KOSTKA

CANADA  
ETATS-UNIS  
Rutland



**CKTR 10 000 watts**

**TROIS-RIVIERES**



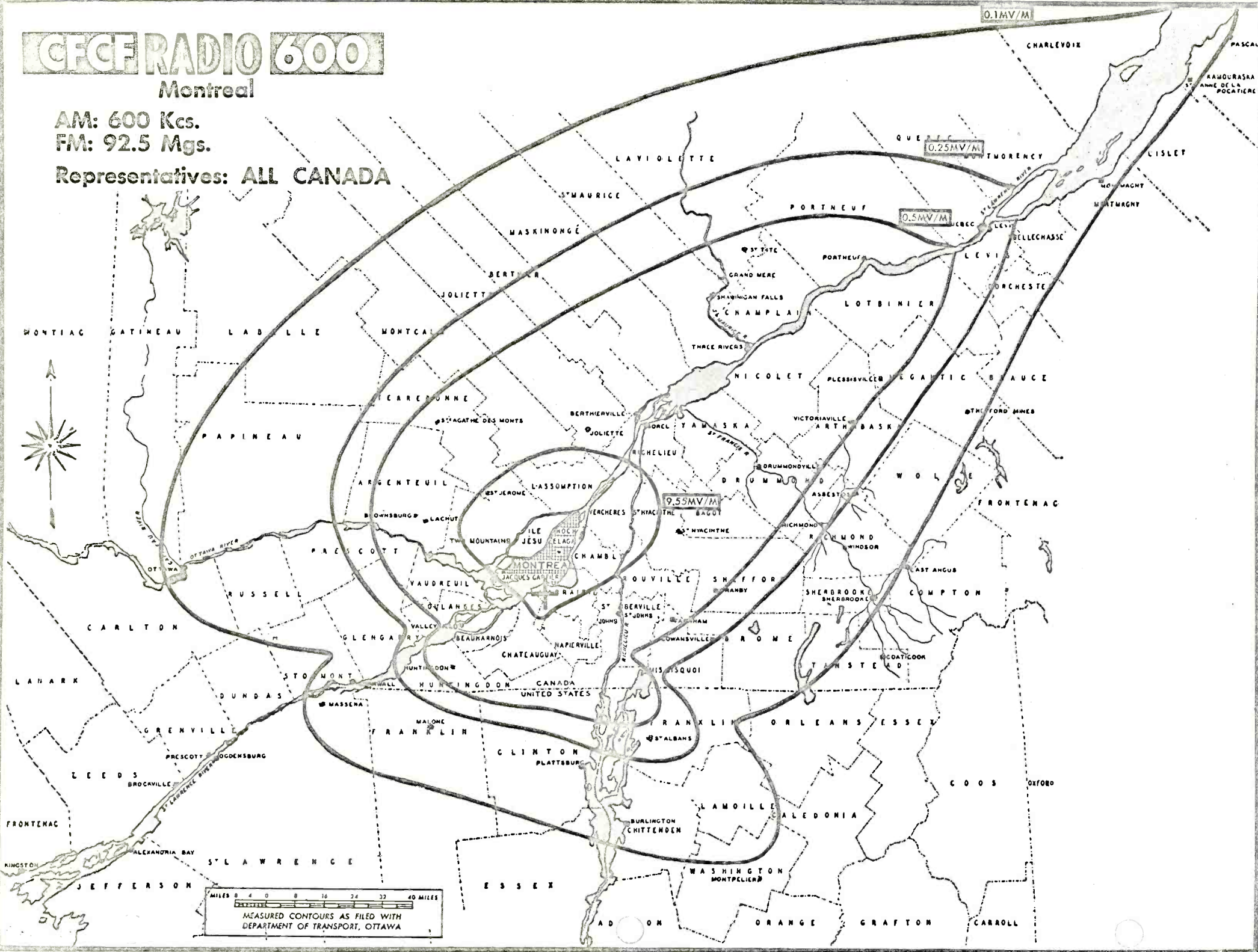
# CFCF RADIO 600

Montreal

AM: 600 Kcs.

FM: 92.5 Mgs.

Representatives: ALL CANADA



MILES 0 4 8 16 24 32 40  
MEASURED CONTOURS AS FILED WITH  
DEPARTMENT OF TRANSPORT, OTTAWA



# Radio Mégantic Ltée

**CKLD**  
 THETFORD MINES  
 1230 kHz

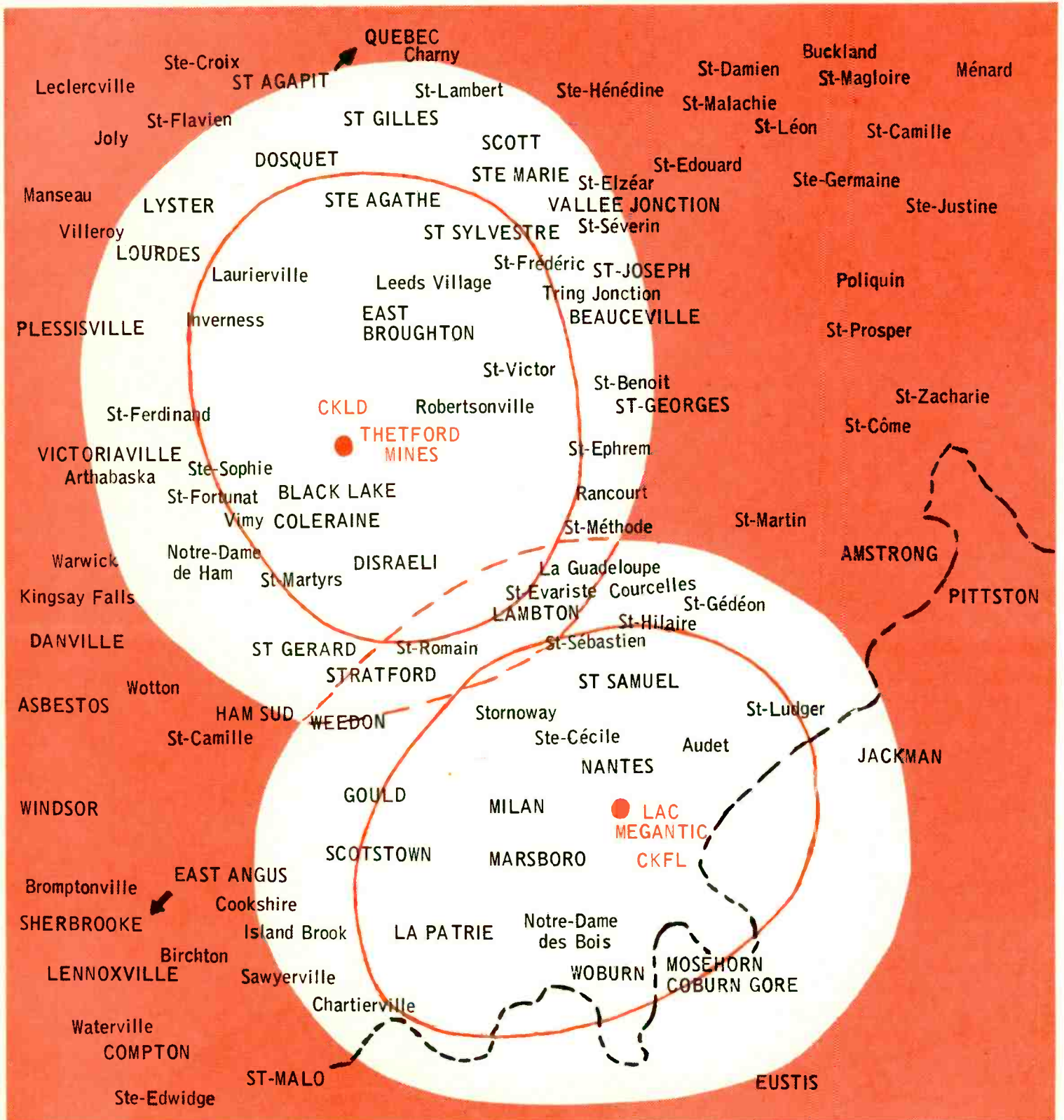
1000 WATTS le jour/day time

RAYONNEMENT  
 .5 MV/M

**CKFL**  
 LAC MEGANTIC  
 1340 kHz

250 WATTS la nuit/night time

COVERAGE  
 .25 MV/M



Représentants - Representatives

GROUP ONE RADIO LIMITED  
 Montréal & Toronto

CANADIAN STANDARD BROADCAST SALES INC.  
 U.S.A. - Etats-Unis

# CJFP

RIVIERE-DU-LOUP, QUEBEC

10,000 W 1,400 Kcs.

# CJAF

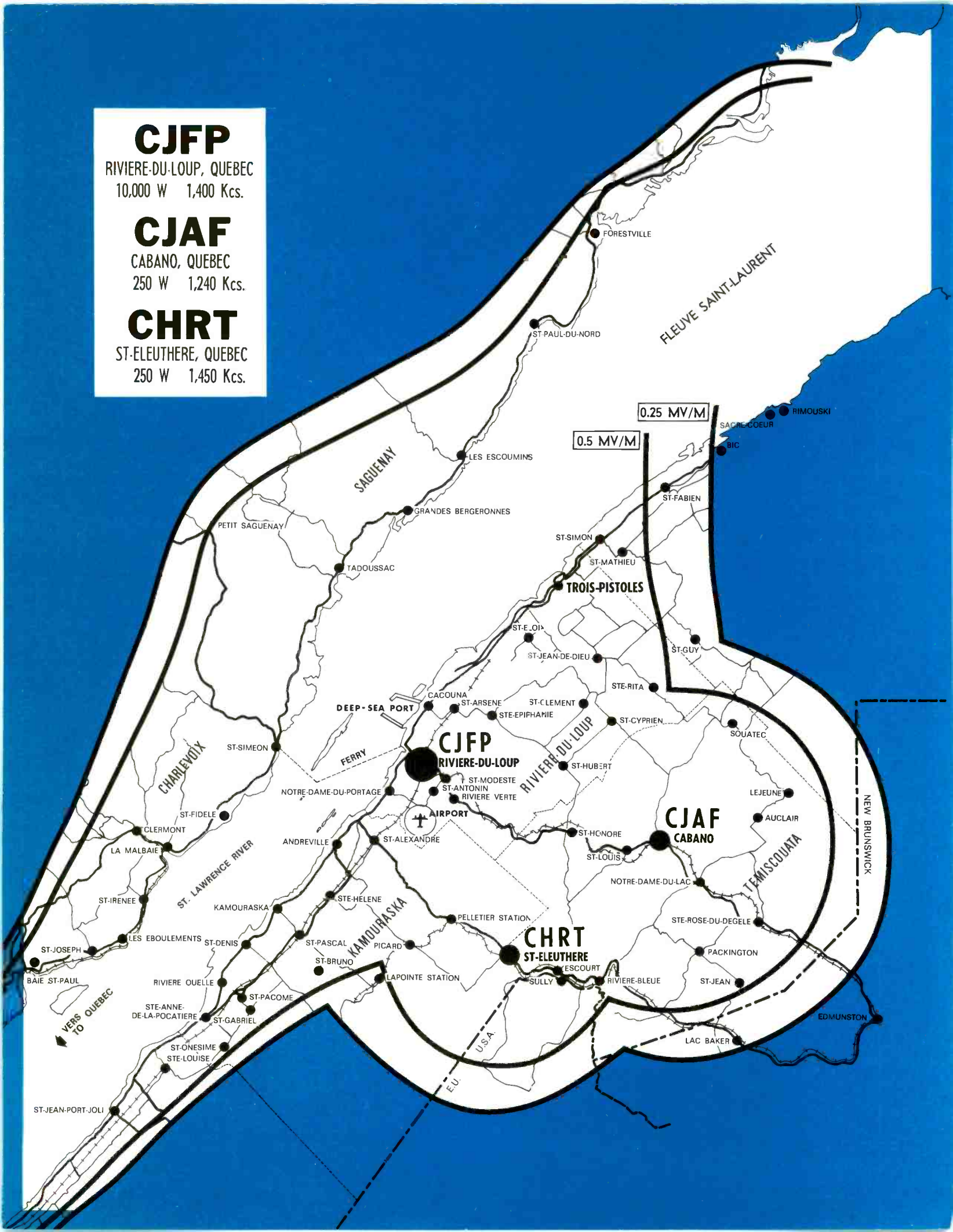
CABANO, QUEBEC

250 W 1,240 Kcs.

# CHRT

ST-ELEUTHERE, QUEBEC

250 W 1,450 Kcs.



**C H R S**

**RADIO**

**RIVE-SUD**

**MONTREAL**

**SOUTH SHORE**

**DIAL**

**1090**

**AU CADRAN**

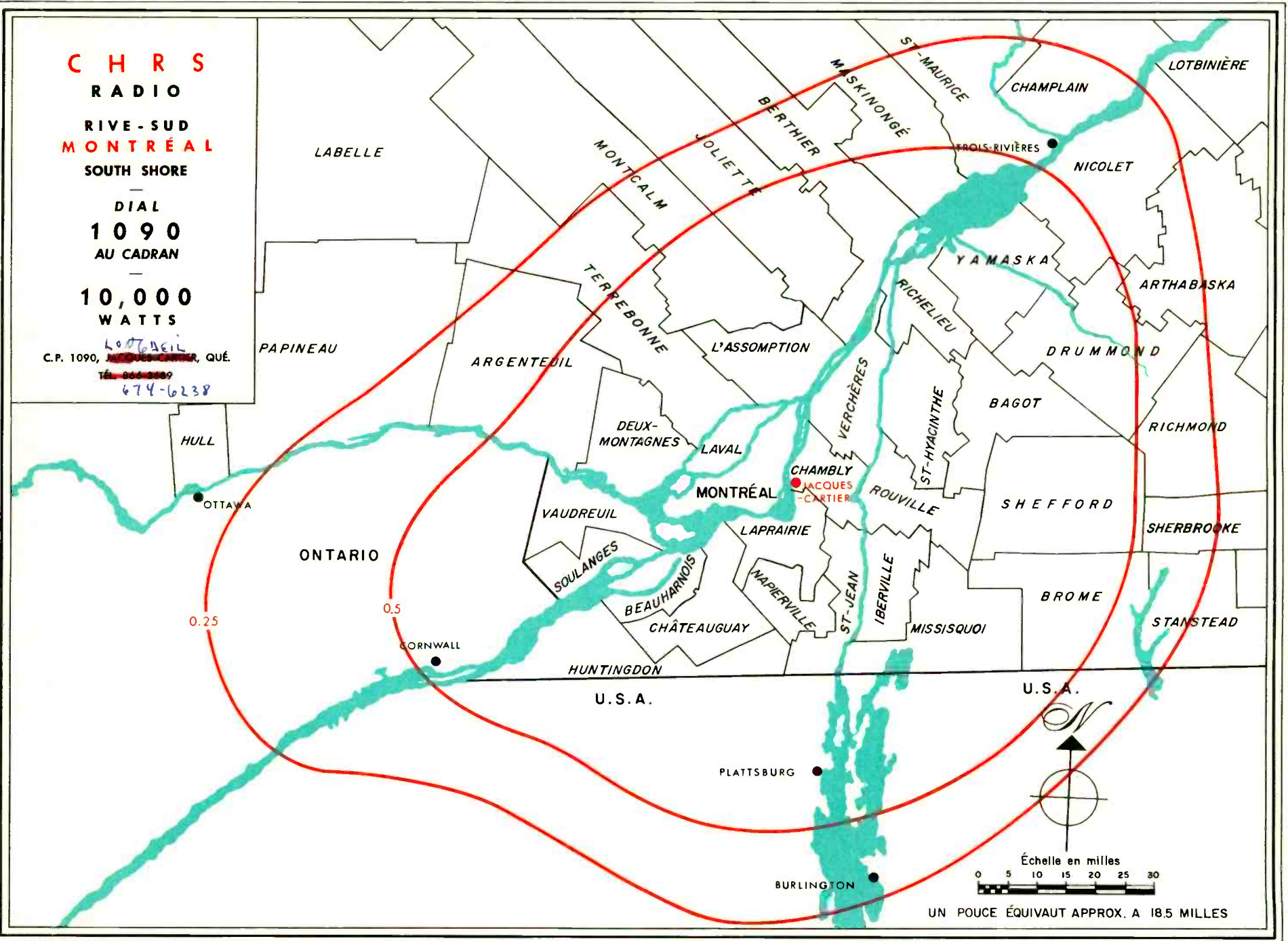
**10,000**

**WATTS**

C.P. 1090, ~~JACQUES-CARTIER~~ QUÉ.

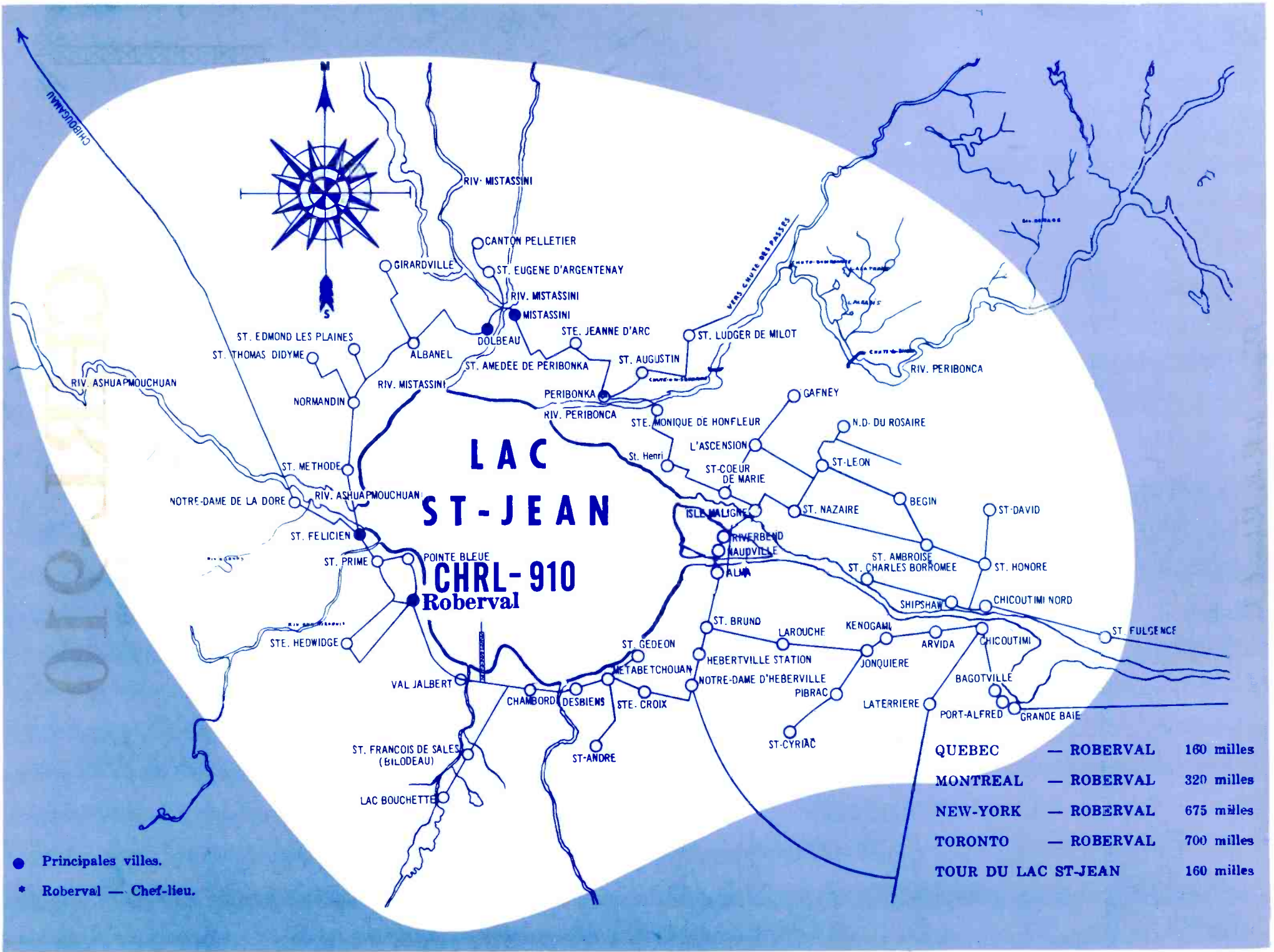
TÉL. ~~856-8889~~

674-6238



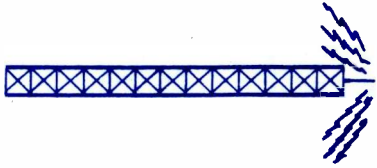
UN POUCE ÉQUIVAUT APPROX. A 18.5 MILLES

# CHRL-910 LA VOIX DU LAC ST-JEAN



● Principales villes.  
 \* Roberval — Chef-lieu.

QUEBEC	— ROBERVAL	160 milles
MONTREAL	— ROBERVAL	320 milles
NEW-YORK	— ROBERVAL	675 milles
TORONTO	— ROBERVAL	700 milles
TOUR DU LAC ST-JEAN		160 milles



# CHRL-910

La voix du Lac St-Jean

763 Boul. St-Joseph

ROBERVAL, E. Q.

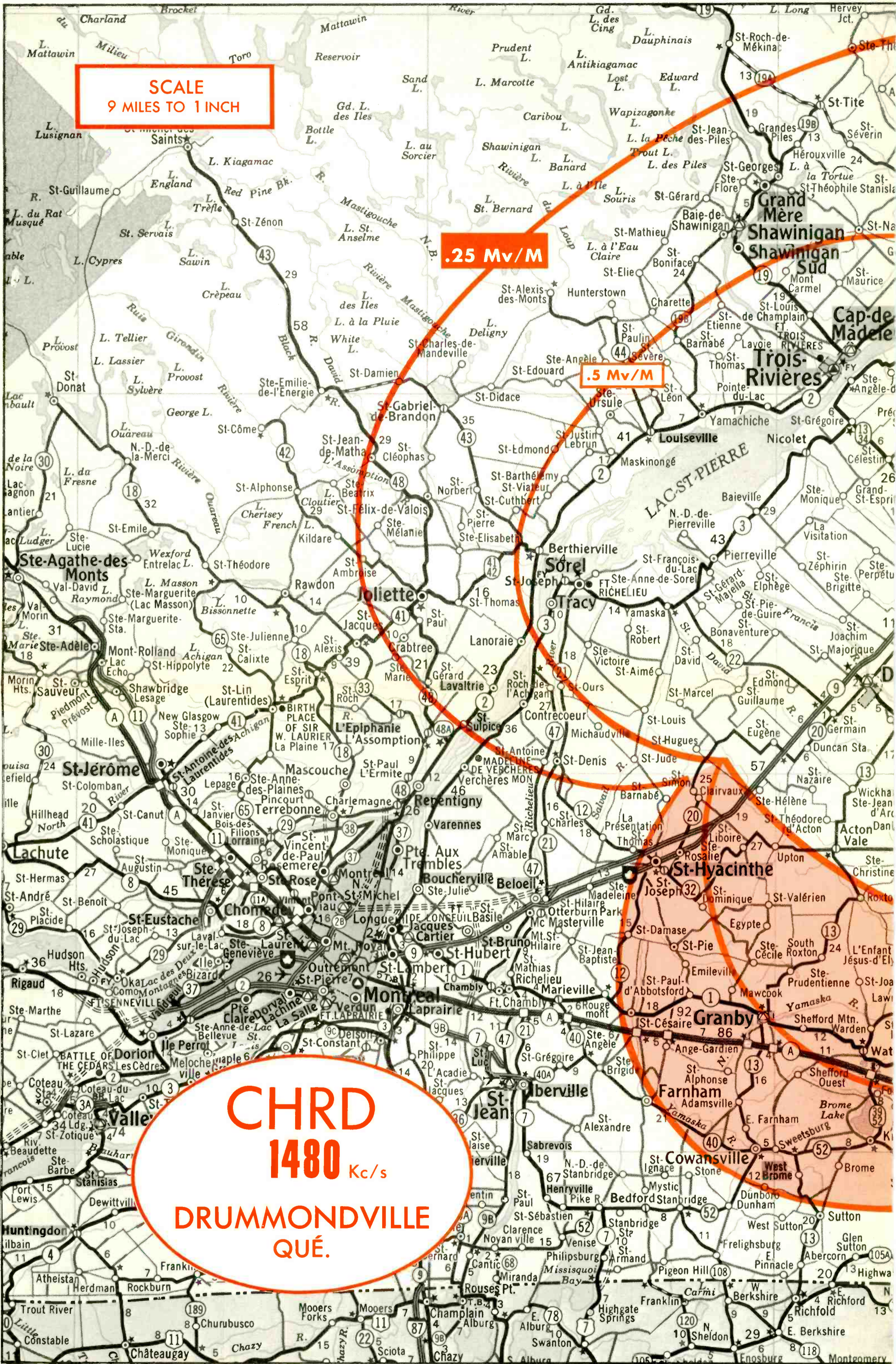
*Propriété de Radio Roberval Inc.*

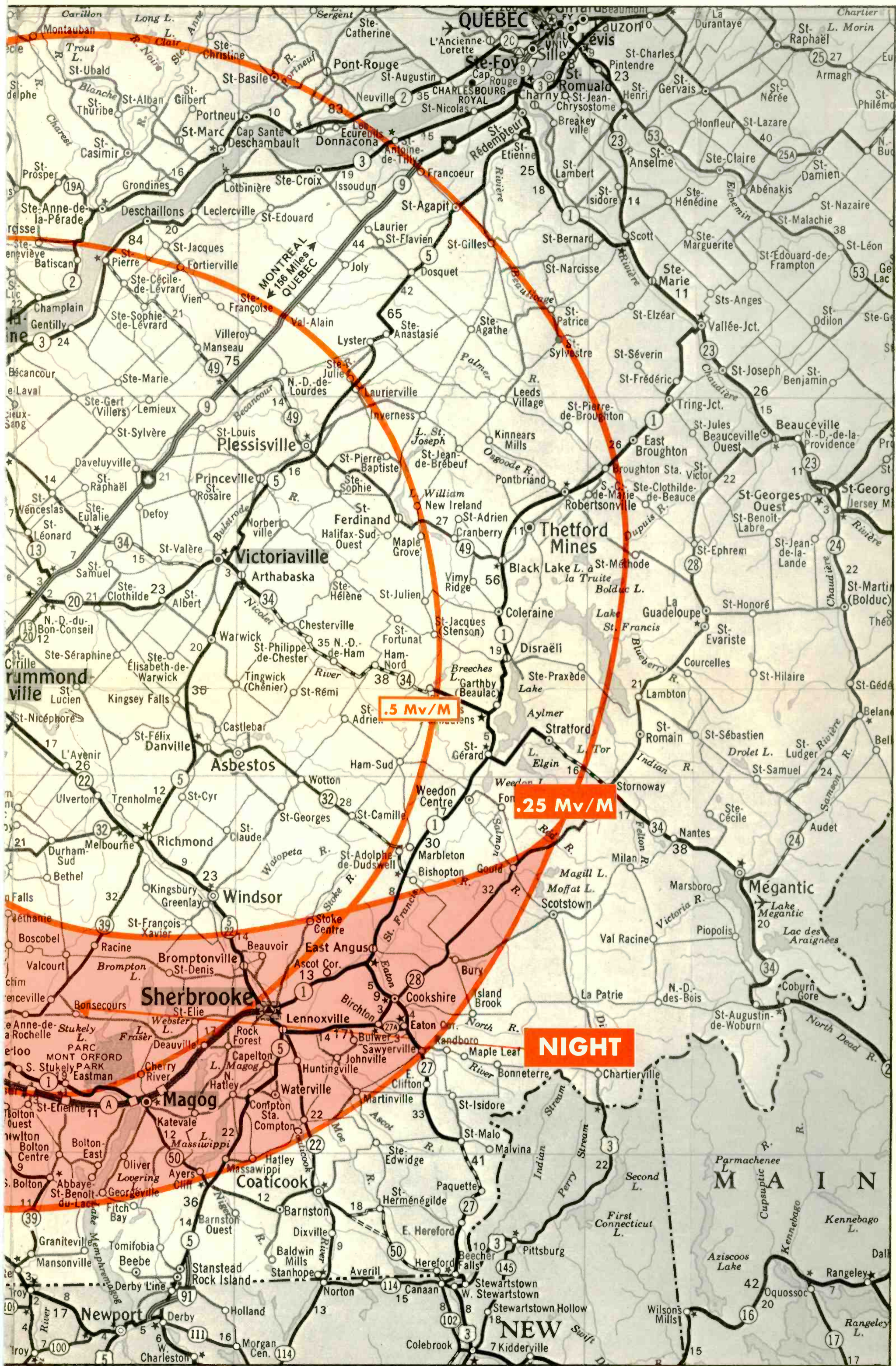
SCALE  
9 MILES TO 1 INCH

.25 Mv/M

.5 Mv/M

CHRD  
1480 Kc/s  
DRUMMONDVILLE  
QUÉ.







**RADIO COTE-NORD INC.**

5000 WATTS - 580 KCS

1147 BOUL. BLANCHE - HAUTERIVE, QUE. - TEL. 589-3771

## LISTE DES TAUX DE DIFFUSION

(1er DECEMBRE 1972)

### Classe A : 7 hrs à 21 hrs

DUREE	1 FOIS	256 FOIS	625 FOIS
30 secondes	\$ 6.00	\$ 5.50	\$ 5.00
60 secondes	\$ 7.00	\$ 6.50	\$ 6.00
5 minutes	\$15.00	\$11.00	\$ 9.00
10 minutes	\$25.00	\$17.00	\$11.00
15 minutes	\$30.00	\$22.00	\$17.00
30 minutes	\$50.00	\$45.00	\$33.00
60 minutes	\$80.00	\$70.00	\$65.00

### Classe B : 21 hrs à 7hrs

Prix sujets à être discutés avec nos représentants commerciaux.

#### Petites annonces

non-commerciales

\$2.00

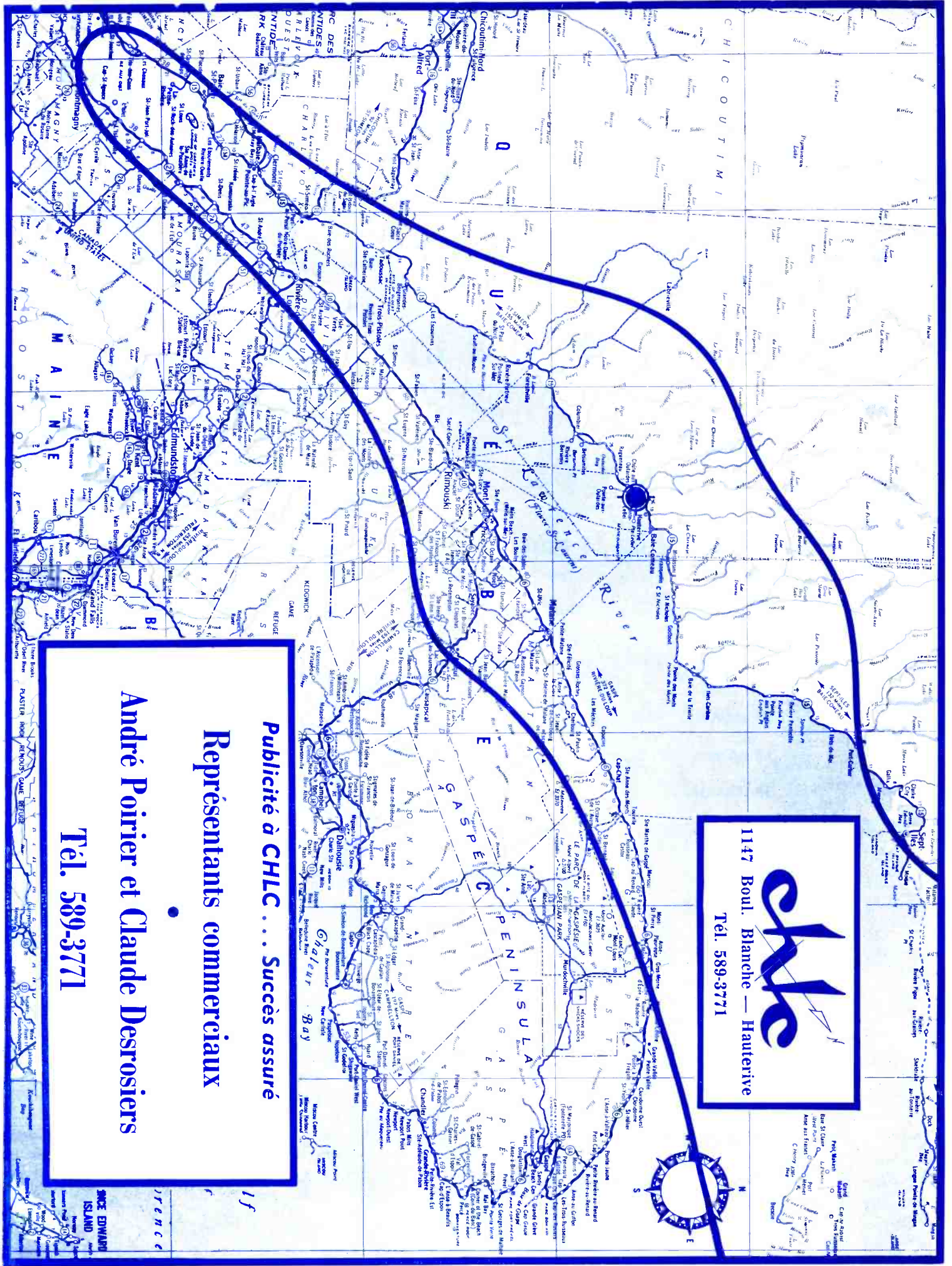
#### Avis de décès

\$2.00

### PRODUCTION

1 voix \$6.00 — 2 voix \$8.00





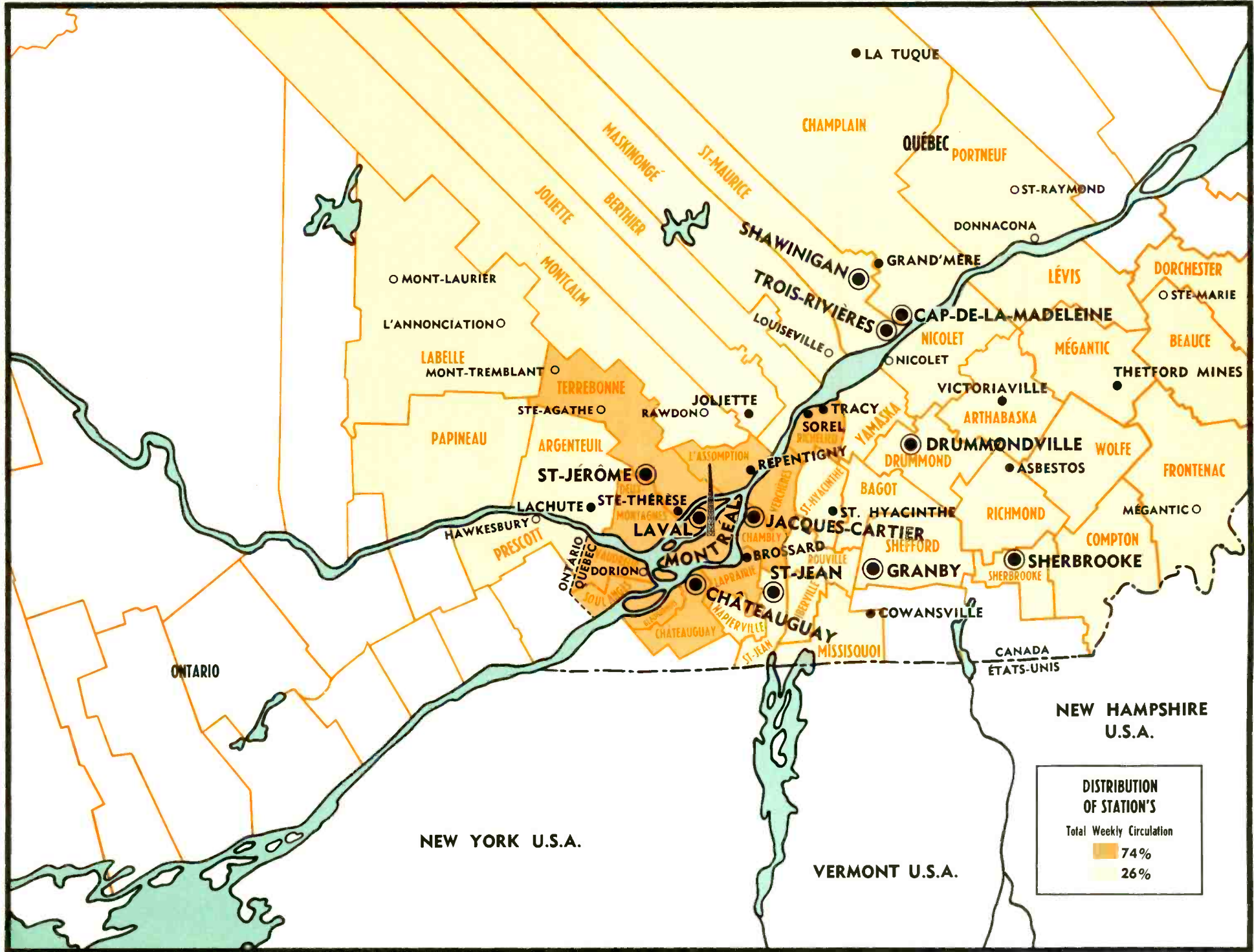
1147 Boul. Blanche — Haute-riev  
**chlc**  
Tél. 589-3771

**Publicité à CHLC . . . Succès assuré**  
**Représentants commerciaux**  
**André Poirier et Claude Desrosiers**  
Tél. 589-3771

ISLAND

**BBCF**

**MONTREAL QUE**



NEW HAMPSHIRE U.S.A.

NEW YORK U.S.A.

VERMONT U.S.A.

**DISTRIBUTION OF STATION'S**  
Total Weekly Circulation

- 74%
- 26%

# RADIO STATION MARKET DATA

No. 1 August 1, 1969

**C B F**  
FRENCH  
STATION  
**MONTREAL**

**QUEBEC**  
**690**  
KILOCYCLES  
50,000 WATTS  
(Clear Channel)

**OWNED AND OPERATED BY CANADIAN BROADCASTING CORPORATION**

## SALES REPRESENTATIVES

**CBC National Selective Radio Sales**  
P.O. Box 6000, Montreal, Que. Call: 868-3211  
From Toronto call: Zenith 6-3500 (Toll free)  
From New York call: Enterprise 6350 (Toll free)

## LOCAL SALES OFFICE

IBM Building, 5 Place Ville-Marie, Montreal, Que.

## STUDIOS

Radio Canada Building, Montreal 25, Que.

## POPULATION AND HOUSEHOLDS

(January 1, 1969)

	Total	Bilingual and French
Population	4,269,000	3,594,000
Households	1,116,000	940,000
Radio Households - Number	1,084,000	913,000
Percent	97%	

## INCOME AND RETAIL SALES

(Year ending December 31, 1968)

Net Effective Buying Income	\$8,750,800,000
% of Quebec	76%
Per Household	\$7,841
Total Retail Sales	\$4,844,300,000
% of Quebec	75%
Per Household	\$4,341

## STORE GROUP SALES

Food	\$1,330,400,000
General Merchandise	485,000,000
Apparel	413,900,000
Furniture and Household Appliance	241,200,000
Automotive	908,900,000
Gas Station	324,100,000
Lumber and Building Hardware	208,300,000
Drug	134,800,000

Market includes all countries in which the station has weekly circulation according to Nielsen's NCS '68 Survey — see map.  
Projections by CBC Statistics Department are based on DBS source material (including 1966 Census) for population and households data, and Sales Management Survey of Buying Power (including November 1968 report) for income and retail sales data.

# DONNÉES SUR LE MARCHÉ - STATION DE RADIO

N° 1 1<sup>er</sup> août 1969

# CBV QUÉBEC

QUÉBEC

980

KILOCYCLES  
5,000 WATTS

PROPRIÉTAIRE EXPLOITANT LA SOCIÉTÉ RADIO-CANADA

## REPRÉSENTANT

Vente nationale sélectionnée (radio) de Radio-Canada

Case postale 6000, Montréal (Qué.) Tél. : 868-3211

Appels de Toronto : Zenith 6-3500 (sans frais)

Appels de New-York : Entreprise 6350 (sans frais)

## BUREAU LOCAL DES VENTES

Case postale 400, Haute Ville, Québec (Qué.) Tél. : 656-9440

## STUDIOS

2505, boulevard Laurier, Sainte-Foy (Qué.)

## POPULATION ET MÉNAGES

(le 1<sup>er</sup> janvier 1969)

	Total	Français et bilingues
Population	704,000	693,000
Ménages	161,000	159,000
Ménages-radio - Nombre	157,000	155,000
Pourcentage	98%	

## REVENU ET VENTES AU DÉTAIL

(année terminée le 31 décembre 1968)

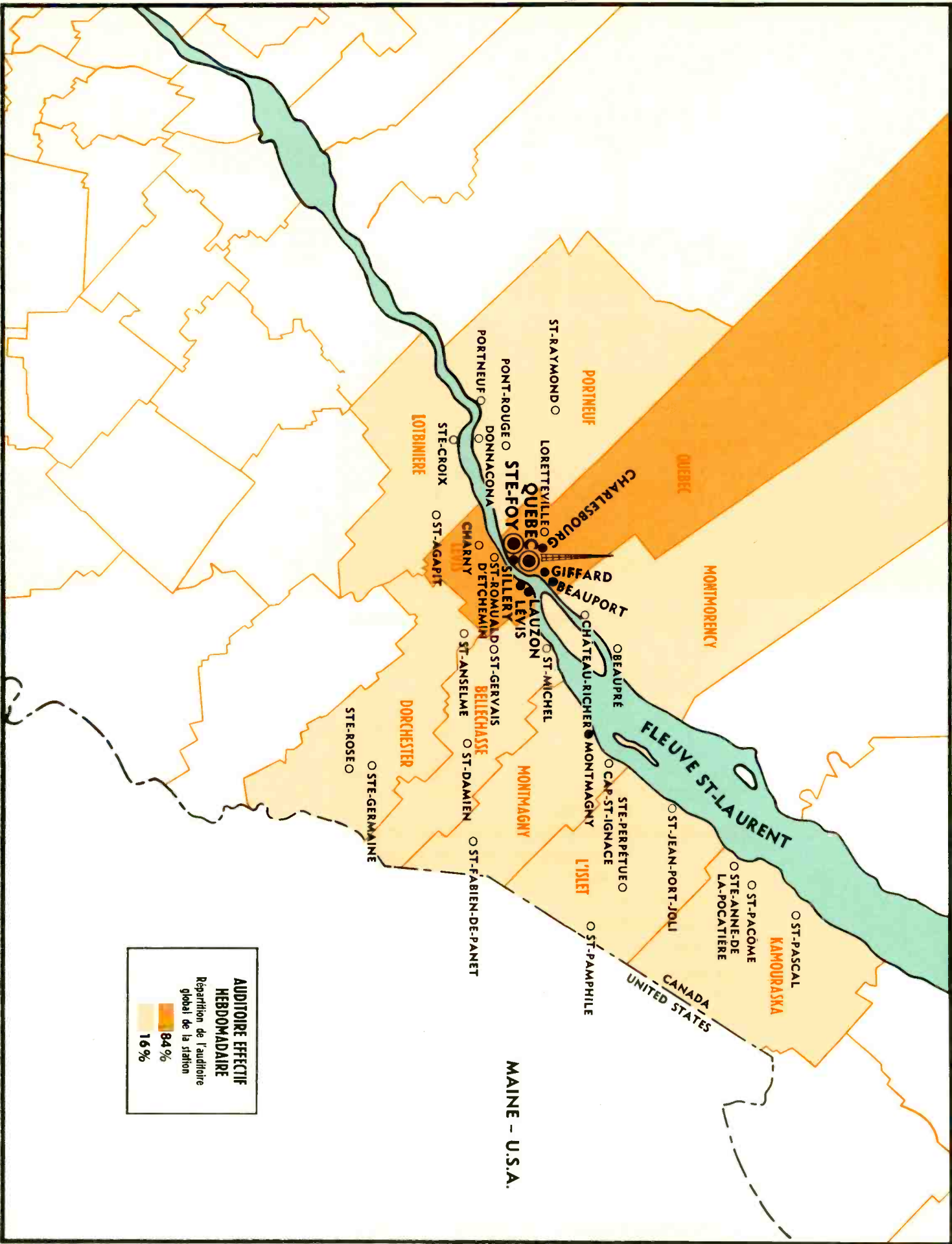
Pouvoir d'achat effectif net	\$1,176,800,000
% du marché québécois	10%
Par ménage	\$7,309
Total des ventes au détail	\$715,600,000
% du marché québécois	11%
Par ménage	\$4,445

## VENTES PAR CATÉGORIES DE MARCHANDISES

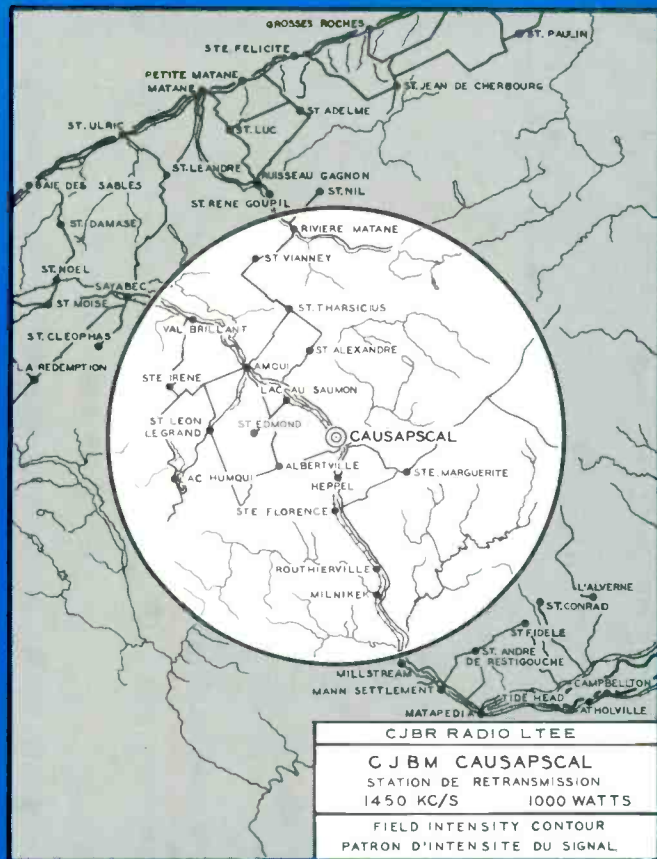
Aliments	\$185,300,000
Marchandises en général	91,200,000
Vêtements	60,500,000
Meubles et appareils ménagers	35,400,000
Automobiles et accessoires	134,000,000
Postes d'essence	57,800,000
Bois d'œuvre et quincaillerie du bâtiment	30,500,000
Produits pharmaceutiques	17,200,000

Le marché embrasse tous les comtés où la station a un auditoire effectif hebdomadaire d'après le sondage Nielsen NCS '68 (voir la carte).

Les extrapolations du Service de la statistique de Radio-Canada sont fondées sur des données tirées des publications du Bureau fédéral de la statistique (y compris le recensement de 1966) concernant la population et les ménages, ainsi que sur le « Sales Management Survey of Buying Power » (y compris le rapport de novembre 1968) concernant le revenu et les ventes au détail.

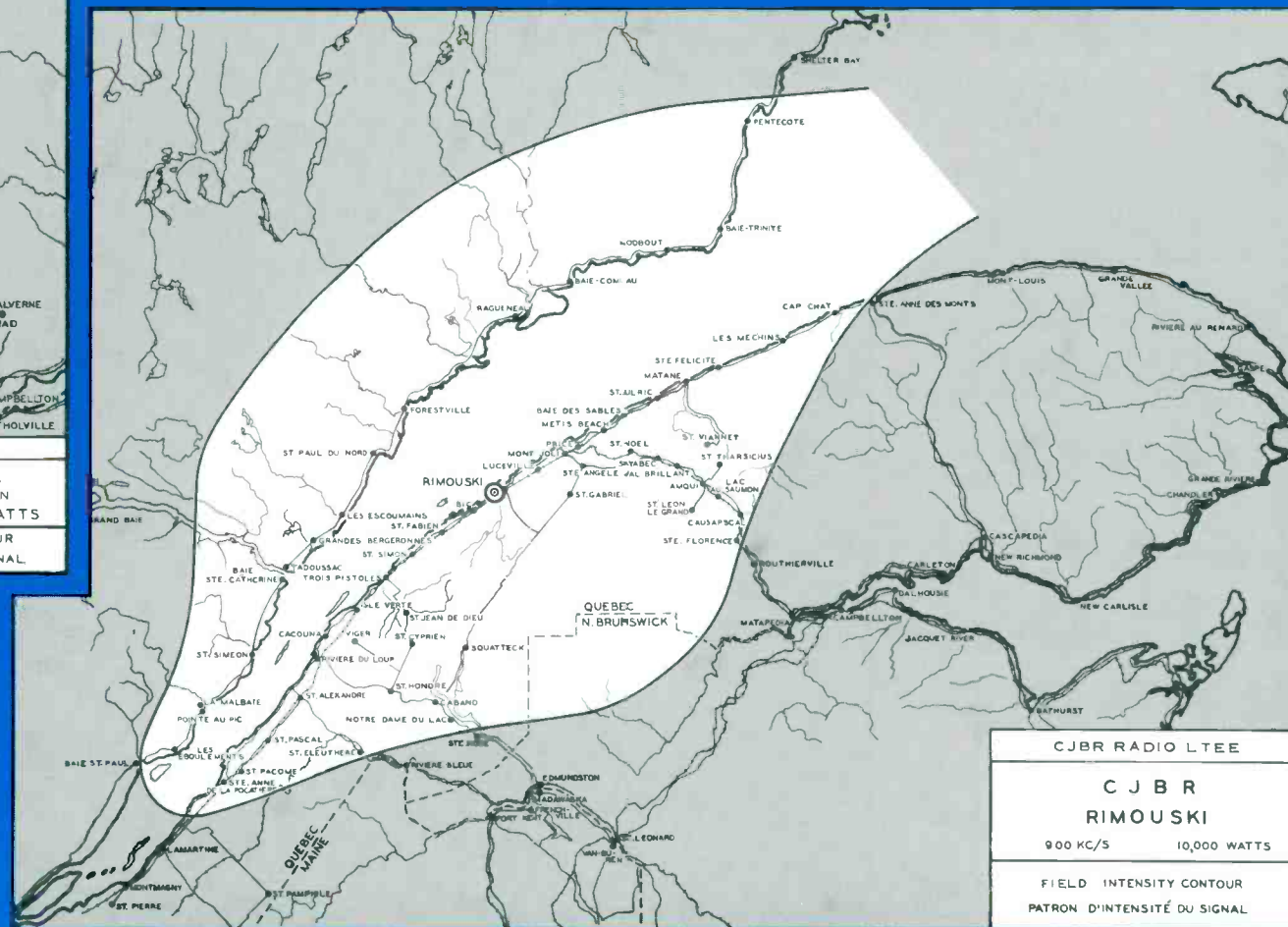


**LE SEUL POSTE QUI DESSERT EFFICACEMENT LE BAS ST-LAURENT  
YOUR GUARANTEE OF COVERAGE IN THE LOWER ST. LAWRENCE MARKET**



CJBM, CAUSAPSCAL EST UNE STATION DE RETRANSMISSION DE CJBR, RIMOUSKI

CJBM, CAUSAPSCAL IS A REBROADCASTING STATION OF CJBR, RIMOUSKI





# CJBR 90.0 AM

CJBR RADIO Liée

273 OUEST, RUE SAINT-JEAN-BAPTISTE, RIMOUSKI, QUEBEC  
TEL : 723-2217

## Tarif "LOCAL" Rate

1er janvier 1972  
January 1st, 1972



Membre

### ACRNF

Association Canadienne de la  
Radio et de la Télévision de  
langue française.



<u>AAA - 6.00 h à 9.00 h</u>		<u>PLAN I</u>	
	<u>1</u>	<u>104</u>	<u>260</u>
5 min.	18.00	16.20	15.30
60 sec.	12.00	10.80	10.00
30 sec.	10.00	9.00	8.25
			<u>520</u>
			13.80
			9.00
			7.50
<u>AA - 9.00 h à 13.00 h</u> <u>16.00 h à 18.00 h</u>			
	<u>1</u>	<u>104</u>	<u>260</u>
5 min.	16.20	15.30	13.80
60 sec.	10.80	10.00	9.00
30 sec.	9.00	8.25	7.50
			<u>520</u>
			12.40
			8.25
			6.75
<u>A - 13.00 h à 16.00 h</u> <u>18.00 h à 24.00 h</u>			
	<u>1</u>	<u>104</u>	<u>260</u>
5 min.	15.30	13.80	12.40
60 sec.	10.00	9.00	8.25
30 sec.	8.25	7.50	6.75
			<u>520</u>
			11.15
			7.50
			6.00
		<u>PLAN II</u>	
		<u>Lundi au vendredi -</u> <u>60% AA - 40% A</u>	
		<u>10</u>	<u>20</u>
5 min.	10.80	10.00	9.00
60 sec.	9.00	8.25	7.50
30 sec.	7.50	7.00	6.50
			<u>40+</u>
			9.00
			7.50
			6.50

### TARIFS DE SATURATION: Vendredi 16.00 h au dimanche 24.00 h

Minimum de 20 annonces 30 sec. \$ 5.00  
Minimum de 20 annonces 60 sec. \$ 6.50

Emission extérieures - Remote Broadcasts

60 sec.: 13.00

**PLUS: Talent & Production-Lignes de radiodiffusion/Broadcast Lines-Unité "Mobile" Unit.**

La catégorie saturation ne peut pas être combinée pour profiter d'escomptes de fréquence additionnels.

Different plans cannot be combined to earn additional frequency discount.

Aucun escompte comptant alloué: Relevé bi-mensuel.

No cash discount-Statement rendered twice monthly.

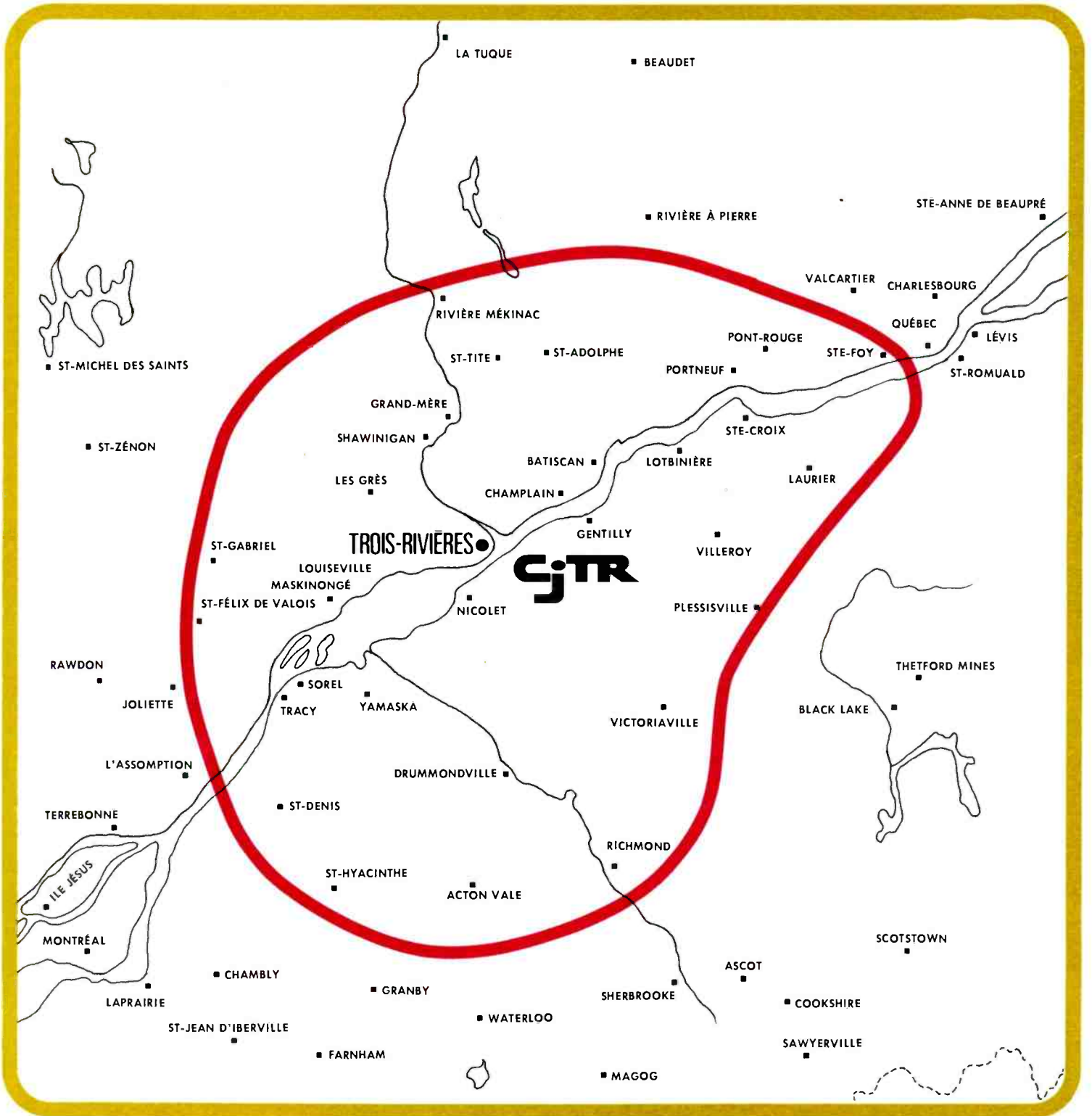
Adventant annulation, le tarif sera révisé selon l'échelle de la catégorie appropriée.

Short term rate applicable on all plans, in the event of cancellation.

Talent, production, lignes de radio-diffusion en surplus. Mise en marché disponible sur demande.

Talent, production, broadcast lines are extra. Merchandising available on request.

# 10,000 WATTS





# MARCHÉ SAGUENAY - LAC ST-JEAN MARKET

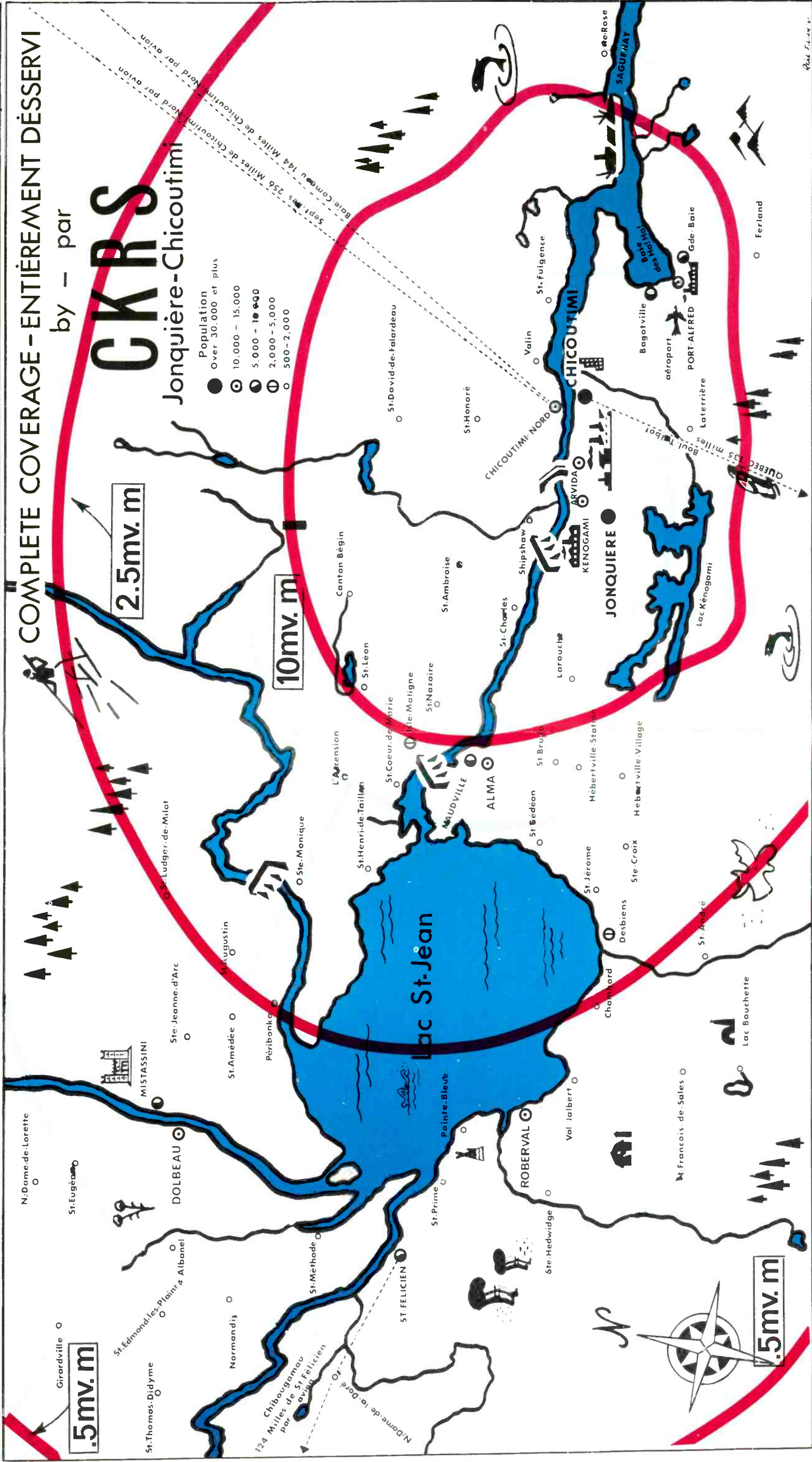
COMPLETE COVERAGE - ENTIÈREMENT DÉSSERVI

by - par

## CKRS

Jonquière-Chicoutimi

- Population
- Over 30,000 et plus
  - ⊙ 10,000 - 15,000
  - 5,000 - 10,000
  - ⊖ 2,000 - 5,000
  - 500 - 2,000



Rayonnement actuel de notre nouvel émetteur de 10,000 watts (Jan. 1972)

Actual coverage with new 10,000 watts transmitter (Jan. 1972)

Rayonnement de notre ancien émetteur de 1,000 watts

Previous coverage with 1,000 watts transmitter

# CKRN-TV

Covering

Counties of:

**ABITIBI Quebec**  
**TEMISCAMINGUE, Quebec**  
**ROUYN-NORANDA, Quebec**  
**TEMISKAMING, Ontario**  
**COCHRANE, Ontario**

**ROUYN-NORANDA**

Val d'Or	Abitibi
La Sarre	Temisca-
Amos	mingue
<b>Urban Total</b>	<b>Area Total</b>
53,600 (60,100) *	174,800
12,500	35,300
4.3	4.8

**INCOME**

Personal Disposable Income	millions	\$ 95.7
Per Capita	\$	\$ 307.2
Personal Income	\$	\$1,750.
Rating (Canada)		73
Personal Income		80
Rating (Quebec)		80
Per Household		\$9,800.
Household Income		107
Rating (Canada)		95
Household Income		110
Rating (Quebec)		97

**MARKET**

Retail Sales	millions	\$ 178.7
Per Capita	\$	\$1,850.
Personal Market		145
Rating (Canada)		80
Personal Market		90
Rating (Quebec)		\$7,960.
Per Household		64
Household Market		101
Rating (Canada)		170
Household Market		105
Rating (Quebec)		

**SOURCE: "SURVEY OF MARKETS '70":**

**THE FINANCIAL POST**

Since publication of these figures, urban population has increased to 60,100 as a result of the amalgamation of VAL D'OR with the communities of BOURLAMAQUE and VILLE LE MOYNE

**ABITIBI-TEMISCAMINGUE ECONOMIC AREA:**

	<b>AREA TOTAL</b>	<b>% CANADA</b>	<b>% QUEBEC</b>
POPULATION	174,800	0.81	2.91
Households	35,300	0.63	2.40
PERSONAL Disposable Income	\$307.2	0.61	2.33
1969			
RETAIL TRADES	millions		
Total Sales	\$178.7	0.66	2.62
Grocery & Combination Stores	\$ 49.4	0.81	2.75
Clothing Stores	\$ 11.1	0.91	3.02
Hardware Stores	\$ 3.1	0.73	2.24
Furniture Stores	\$ 9.4	1.04	3.31
Drug Stores	\$ 3.6	0.46	1.74
Motor Vehicles	\$ 26.8	0.62	2.75

**NOTE:**

Comparisons may be odious but they are sometimes interesting. Here is how ABITIBI-TEMISCAMINGUE compares with some other Quebec.

**POPULATION RETAIL SALES**

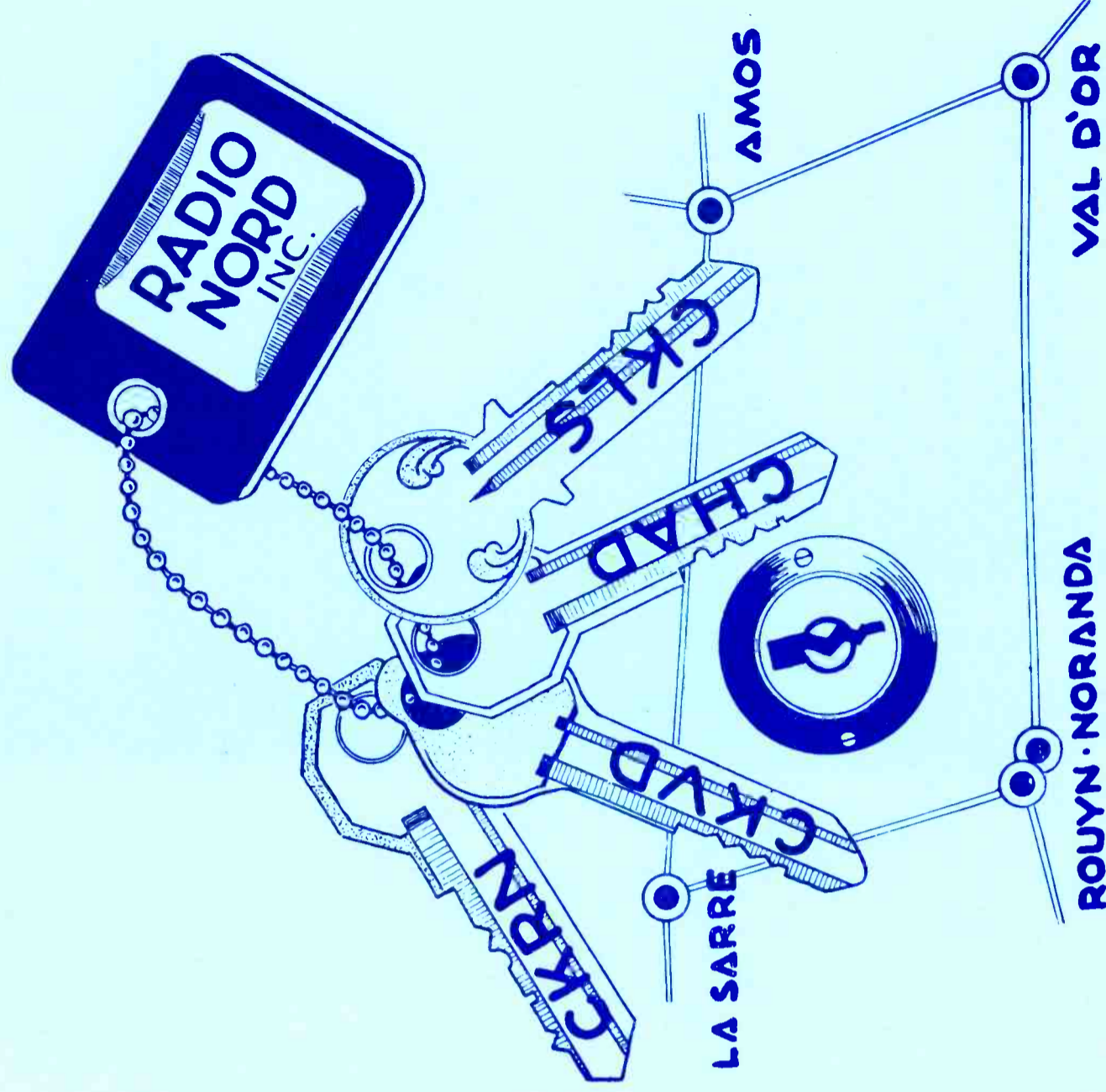
Abitibi-	
Temiscamingue	\$178.7 millions
Chicoutimi County	150.3 millions
Hull County	99.6 millions
Sherbrooke County	127.0 millions

**CKRN-TV** IS THE **ONLY FRENCH** STATION COVERING **Northwestern Quebec and Northeastern Ontario**



CKRN-TV

*Radio Nord Inc.*



1400

**CKRN**  
ROUYN  
1,000 watts

900

**CKVD**  
VAL D'OR  
10,000 watts

1240

**CKLS**  
LA SARRÉ  
1,000 watts

1340

**CHAD**  
AMOS  
1,000 watts



RADIO NORD INC.

# RADIO NORD INC.

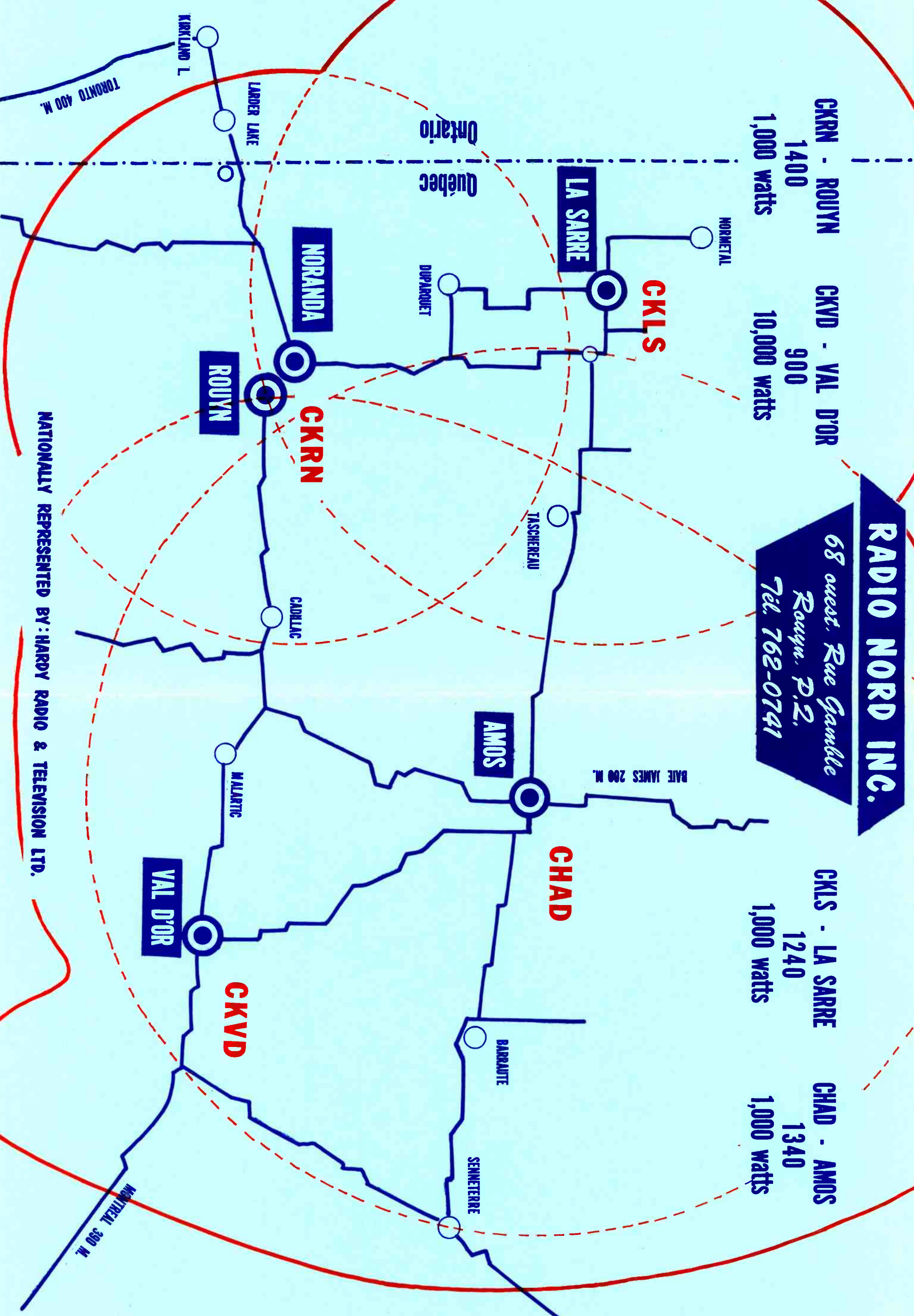
68 avest. Rue Gamble  
Rouyn, P.Q.  
Tel. 762-0741

**CKRN - ROUYN**  
1400  
1,000 watts

**CKVD - VAL D'OR**  
900  
10,000 watts

**CKIS - LA SARRE**  
1240  
1,000 watts

**CHAD - AMOS**  
1340  
1,000 watts



NATIONALLY REPRESENTED BY: HARDY RADIO & TELEVISION LTD.

# RADIO NORD



# CHLT 63AM 103FM

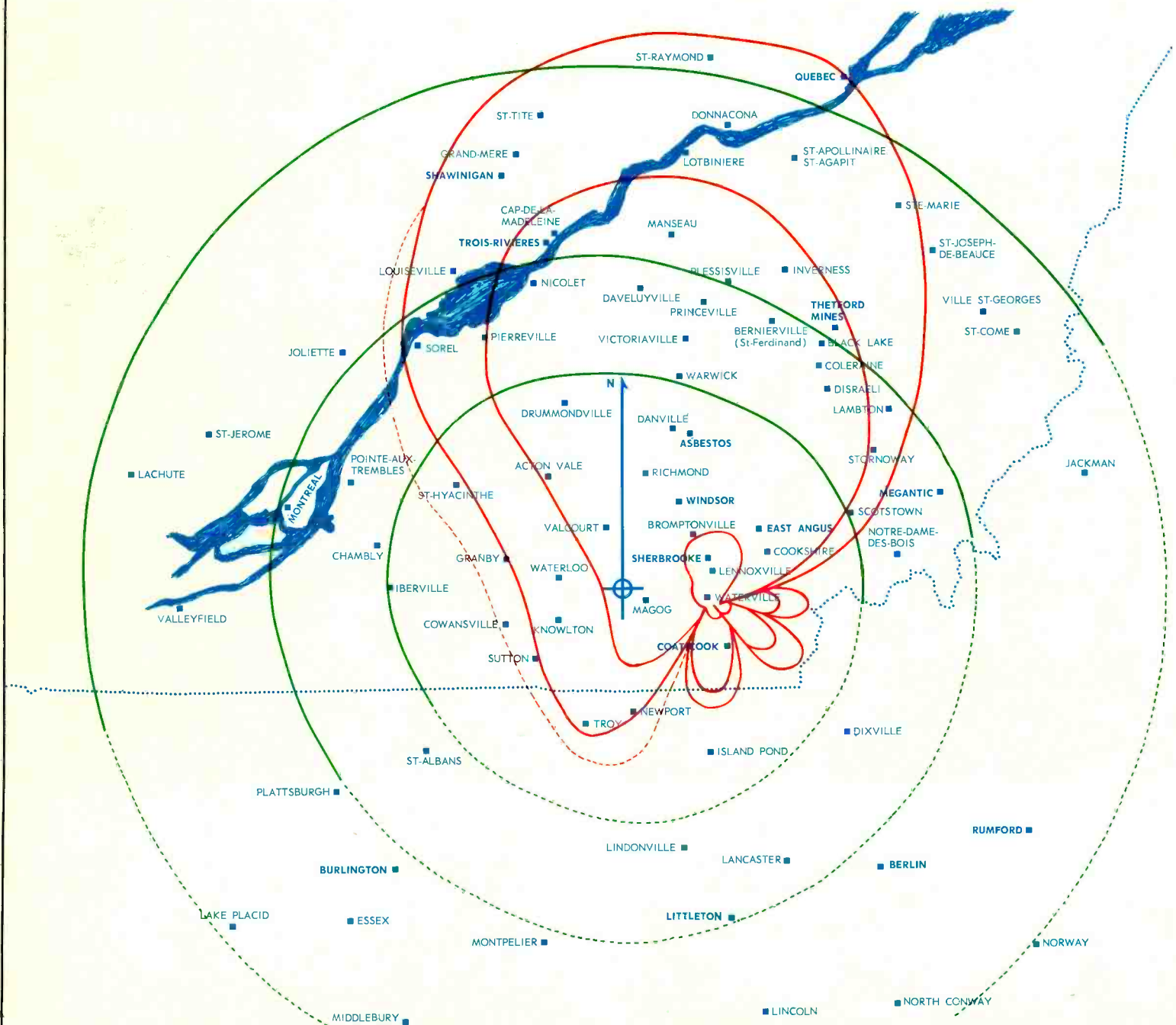
CHLT RADIO SHERBROOKE LTÉE 3330 OUEST, RUE KING, SHERBROOKE

(819) 569-9331

861-4689

CHLT-AM – 10,000 WATTS ■

CHLT-FM – 62,000 WATTS ■





**CHLT** 63AM  
103FM

CHLT RADIO SHERBROOKE LTÉE 3330 OUEST, RUE KING, SHERBROOKE

(819) 569-9331

861-4689

## Tarif "LOCAL" Rate

1er janvier 1973  
January 1st, 1973

No. 20



Membre



Association Canadienne de la  
Radio et de la Télévision de  
langue française.



EN ONDES DEPUIS 1937

CHLT FM 102.7 mgc.

LUNDI au DIMANCHE rotation 7:00 h. à 24:00 h.

60 secondes seulement

ROTATION — 7 jours

7:00 h. à 24:00 h.

<u>1</u>	<u>104</u>	<u>260</u>	<u>365</u>	<u>520</u>
9.00	8.35	7.65	7.00	6.30

<u>10</u>	<u>20</u>	<u>30+</u>
8.00	7.00	6.00

### AAAA - Rotation - Lundi au samedi

6:00 h à 10:00 h

	<u>1</u>	<u>104</u>	<u>312</u>	<u>520</u>
5 min.	23.00	21.30	19.55	17.85
60 sec.	17.00	15.75	14.45	13.20
30 sec.	13.00	12.05	11.05	10.10

### AAA - Rotation - Lundi au samedi

10:00 h à 13:00 h et 16:00 h à 19:00 h

	<u>1</u>	<u>104</u>	<u>312</u>	<u>520</u>
5 min.	21.00	19.45	17.85	16.30
60 sec.	14.50	13.45	12.35	11.25
30 sec.	11.00	10.20	9.35	8.55

### AA-Rotation - Lun. au sam. dimanche toute la journée

13:00 h à 16:00 h

	<u>1</u>	<u>104</u>	<u>312</u>	<u>520</u>
5 min.	19.00	17.60	16.15	14.75
60 sec.	13.00	12.05	11.05	10.10
30 sec.	9.00	8.35	7.65	7.00

### A - Rotation - Lundi au samedi 19:00 h à 24:00 h

50% du TARIF AAAA

TARIF de NUIT sur DEMANDE

### PLAN 1

Rotation - 7 jours

20% AAAA - 40% AAA - 30% AA - 10% A

	<u>20</u>	<u>30</u>	<u>50+</u>
60 sec.	12.00	11.00	10.00
30 sec.	9.25	8.50	7.75

### PLAN 2

Rotation - 7 jours

50% AAA - 40% AA - 10% A

	<u>20</u>	<u>30</u>	<u>50+</u>
60 sec.	11.50	10.50	9.50
30 sec.	8.75	8.00	7.25

Emissions extérieures - Remote Broadcasts — 60 sec.: 15.00

PLUS: Talent & Production - Lignes de radiodiffusion/Broadcast Lines - Unité "Mobile" Unit.

La catégorie saturation ne peut pas être combinée pour profiter d'escomptes additionnels de fréquence.

Different plans cannot be combined to earn additional frequency discounts.

Aucun escompte comptant alloué - Relevé bi-mensuel.

No cash discount - Statement rendered twice monthly.

Advenant annulation, le tarif sera révisé selon l'échelle de la catégorie appropriée.

Short term rate applicable on all plans, in the event of cancellation.

Talent, production, lignes de radio-diffusion en surplus. Mise en marché disponible sur demande.

Talent, production, broadcast lines are extra. Merchandising available on request.

50,000 WATTS

**CBM . MONTREAL . DIAL 940**

ENGLISH

STATION COVERAGE		
Population	Households	Radio Homes
4,796,000	1,091,000	1,058,000
Source: CBC Audience Research Jan. 1/61		

**CBC RADIO SALES**

