

**Jacksonville:**

**Florida's  
Northern Giant...  
One of America's  
great test  
markets.**

# Jacksonville: the mammoth market!

Jacksonville is *the* giant . . . the largest city in land area in the continental United States, the regional home of giants of finance, business and industry. The Southeastern home of Prudential. A manufacturing center for Anheuser Busch and Maxwell House. It's the home office of Gulf Life Insurance and the home of Winn-Dixie. It's the Florida and Georgia distribution center for Colonial Stores, A&P, Food Fair-Pantry Pride; the headquarters for Sav-a-Stop, the nation's largest rack jobber, for St. Regis Paper, Seaboard Coastline and Ryder Trucking; the nerve center for air, truck, shipping and rail traffic that covers not only the Southeast but much of the nation.

Not only commercial but also military activity is focused here. Jacksonville Naval Air Station, Mayport carrier base and other installations nearby employ over 34,000 people and generate a payroll of \$302,100,000.

Travelers flock to Jacksonville and its environs . . . to tour St. Augustine, to study at the University of Florida in Gainesville, and for the numerous business interests in the area.

With all this activity, Jacksonville is the perfect all-year-round test market. Our population, industry and employment patterns reflect the socio-economic characteristics of the nation. Jacksonville offers you 536,200 steady spenders (monthly sales tax collections vary less than 2% in all months except December) with a per capita income that ranks near the national average, and an effective buying income of over \$1,640,169,000. Because Jacksonville is 124 miles or more away from the nearest metropolitan areas — Savannah, Orlando and Tallahassee — far from their media influences, you have a captive audience. And in this delightful year-round climate you can reach your audience with readily available television, radio, newspaper, billboard and transit advertising.

Why not join companies like Alberto-Culver, Bristol-Myers, Coca-Cola, Colgate, General Foods, Shell Oil and Standard Brands and test your new products in Jacksonville?



MAXWELL  
HOUSE



PRUDENTIAL





# WJXT: Jacksonville's Giant!

WJXT is the dominant TV station in Jacksonville and all the rating

services substantiate it.

Audience estimates from the February/March 1972 ARB show that WJXT dominates the Metro, ADI and Total Survey Area all day, every day . . . in Prime Time, Early Fringe, Late Fringe and Daytime (sign-on to 4:30 p.m.). WJXT reaches 52,000 homes per quarter hour, more TV households than the other two stations combined, 9 a.m.-midnight, Sunday through Saturday.

WJXT delivers 55,000 adults or 52% of all adult viewers on an average quarter-hour, sign-on to sign-off. And WJXT delivers 52% of all women viewers on an average quarter-hour.

Jacksonville believes in WJXT. That's why we can deliver: **80% of the total news audience Monday-Friday 6-6:30 p.m.; 66% of the total late news audience Monday-Friday 11-11:30 p.m.**

WJXT delivers Jacksonville: WJXT reaches 140,346 more homes within the station's total coverage area than do both daily newspapers combined (an 82% advantage). 97% of all homes in the WJXT coverage area have television sets, whereas the Sunday paper has only 36% circulation, the morning paper 31%, and the evening paper 14% of these households. Total unduplicated circulation of the morning and evening papers reaches only 38% of these homes. **By buying WJXT in Jacksonville you receive this bonus of 140,346 households, an additional \$1,209,000,000 in effective buying income.**

Use WJXT to introduce your new product. You'll get results and instant product awareness.

And WJXT offers you these pluses for your testing efforts:

- consumer research programs
- advertising awareness studies
- economic and media research
- market research analysis

In addition, our creative staff is available to put together award-winning commercials for you should you need them, and we'll be happy to test trade and consumer reaction. That's part of the personal attention you receive.

WJXT welcomes you to Jacksonville. One of America's great test markets.

**WJXT**  
**TELEVISION**

Jacksonville, Florida

Represented nationally  
by TvAR

**WJXT**  
**TELEVISION**  
Jacksonville, Florida