

RADIO COVERAGE

Maps

Reproduced here are samples of various styles of our standard low-priced coverage maps.

500 copies, reproduced in black on white 20-lb. bond 8½ x 11 inch size, with panel of basic data for the coverage area, are priced at \$55., including copyright in your own name. Extra hundreds at \$2.50. If data panel is omitted, deduct \$15.00. For printing in any single color, add \$10.00.

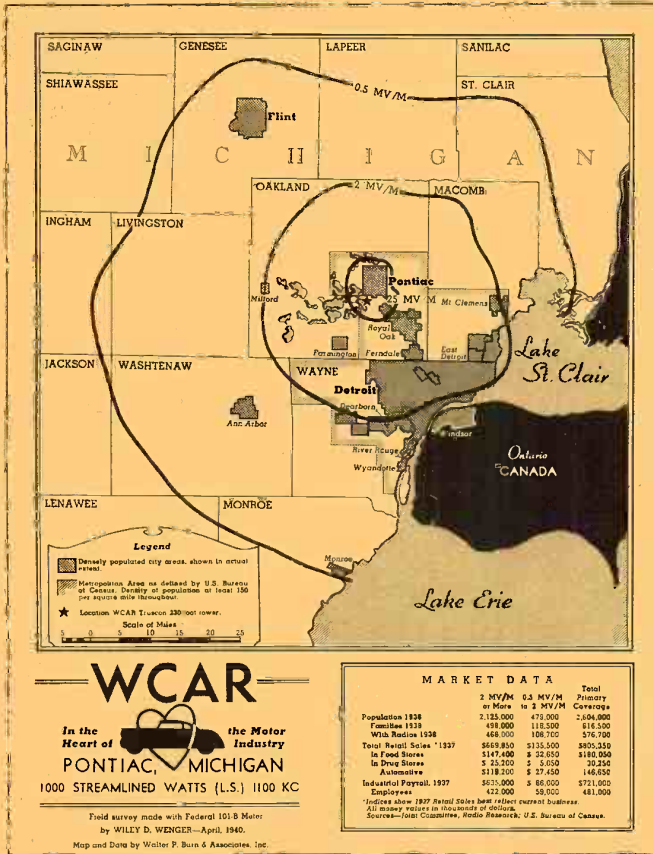
This includes every cost of preparation and production.

Send us your engineer's drawings or a tabulation of mail count by counties, we do the rest.

* * * *

Upper Left: A Metropolitan Area, or densely populated section, shown by toning.

Lower Left: Mail coverage of a wide area shown by toning.



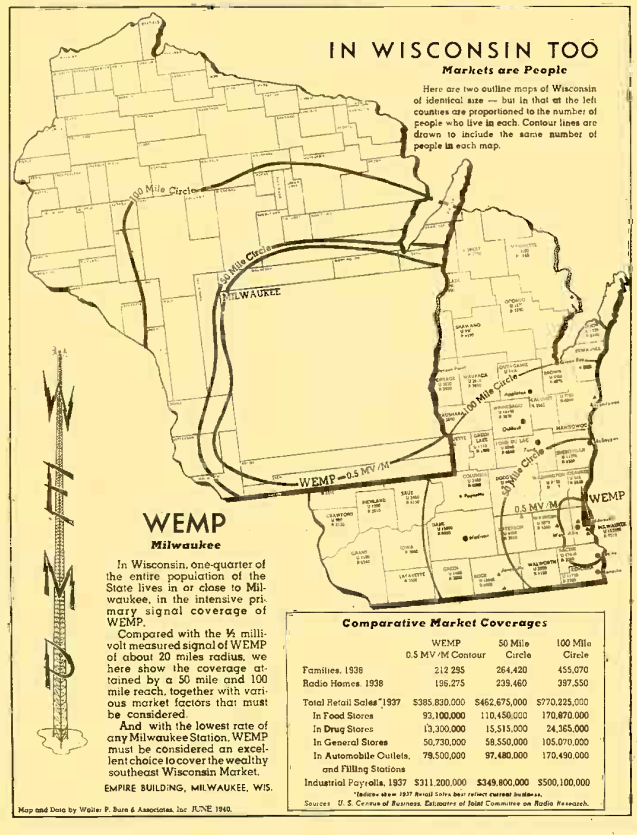
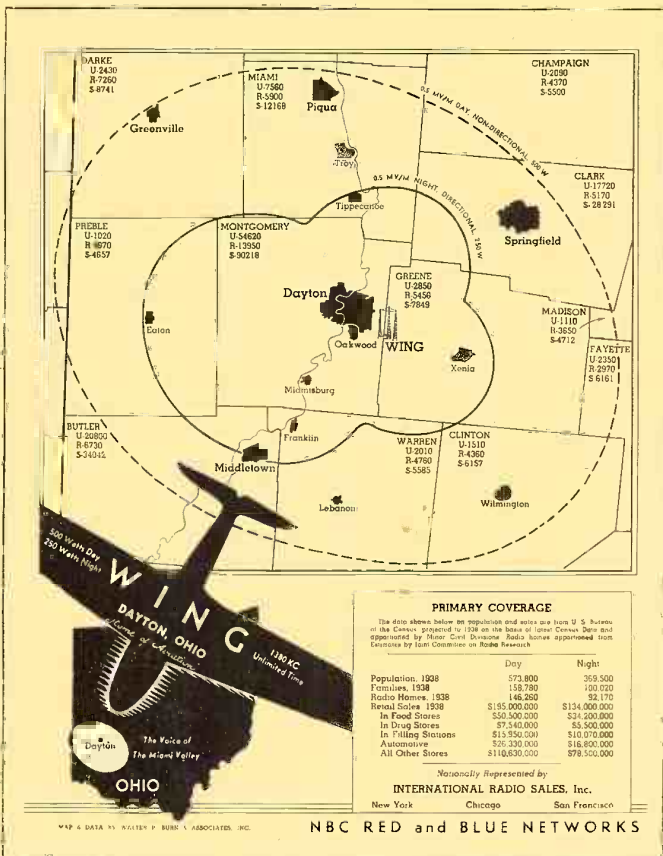
Radio Coverage MAPS

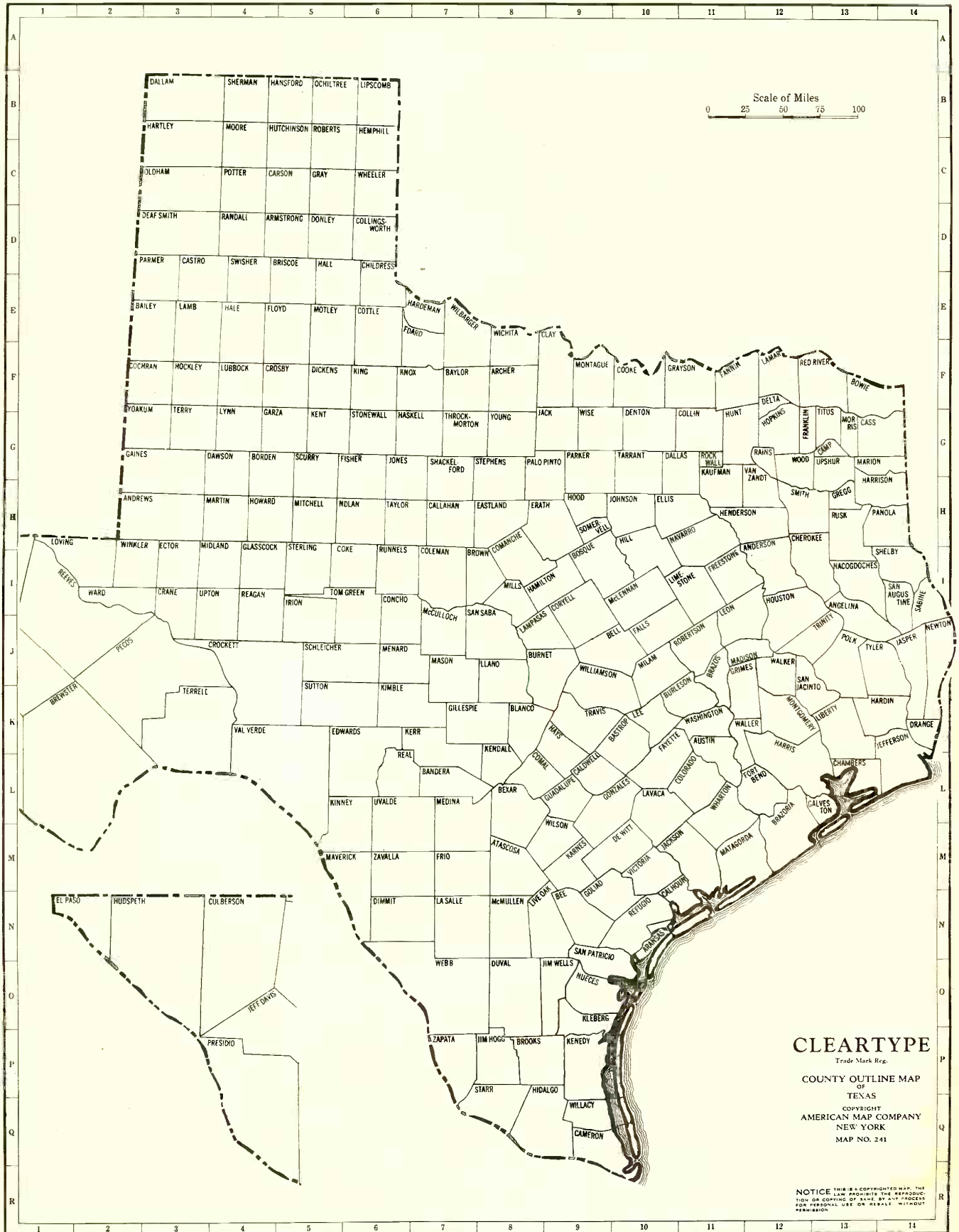
Upper Left: Engineering coverage, with essential data clearly portrayed, actual sizes of cities shown.

Lower Left: Mail apportionment to primary and secondary areas by tone, essential topography indicated.

Below: Special drawing of counties in proportion to population to show importance of close-in coverage. County distort of state if not available, \$50.00 extra.

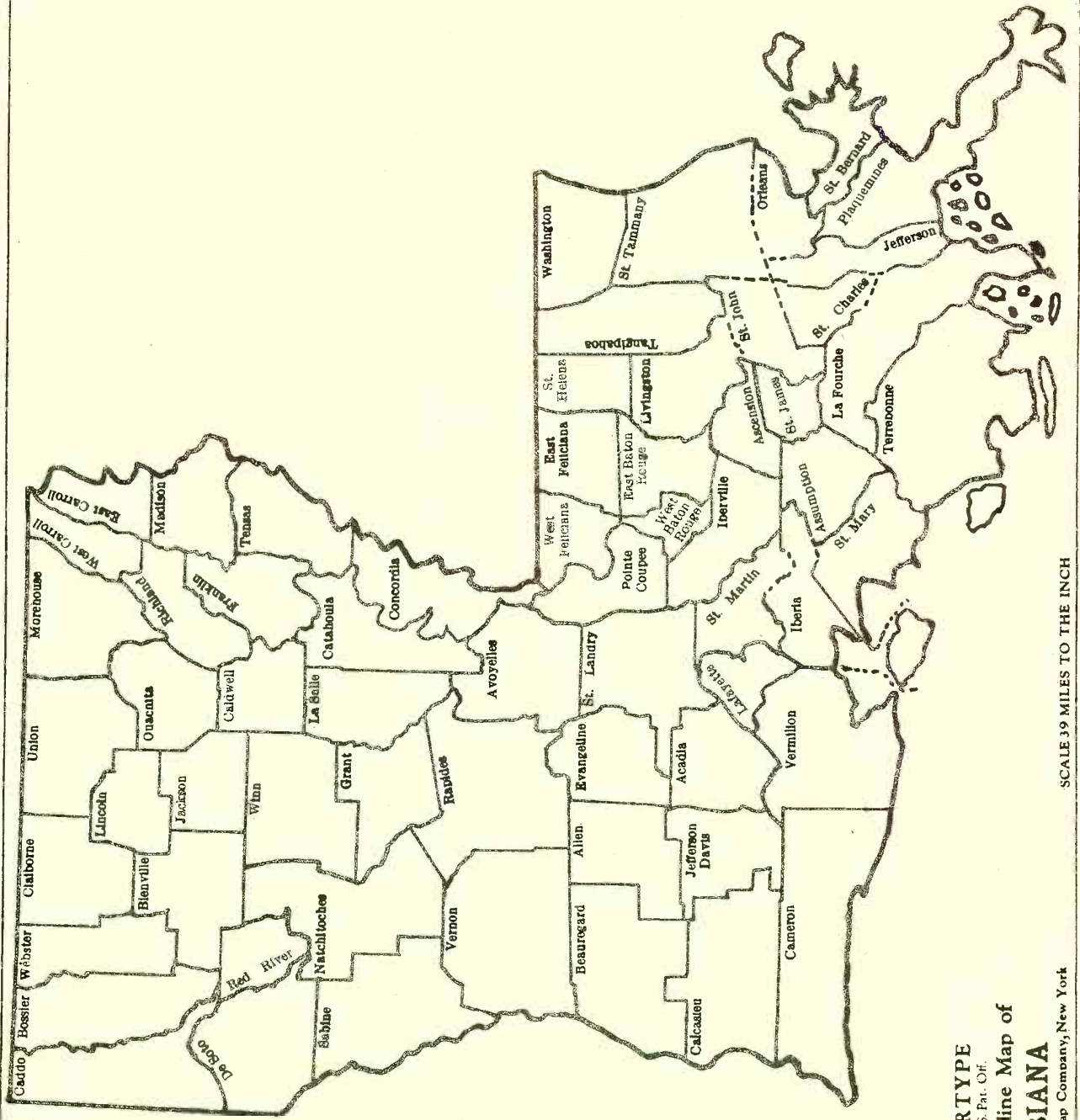
At Right: Actual size of maps. Two-station coverage of area based on combined station mail.





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 MAP NO. 241

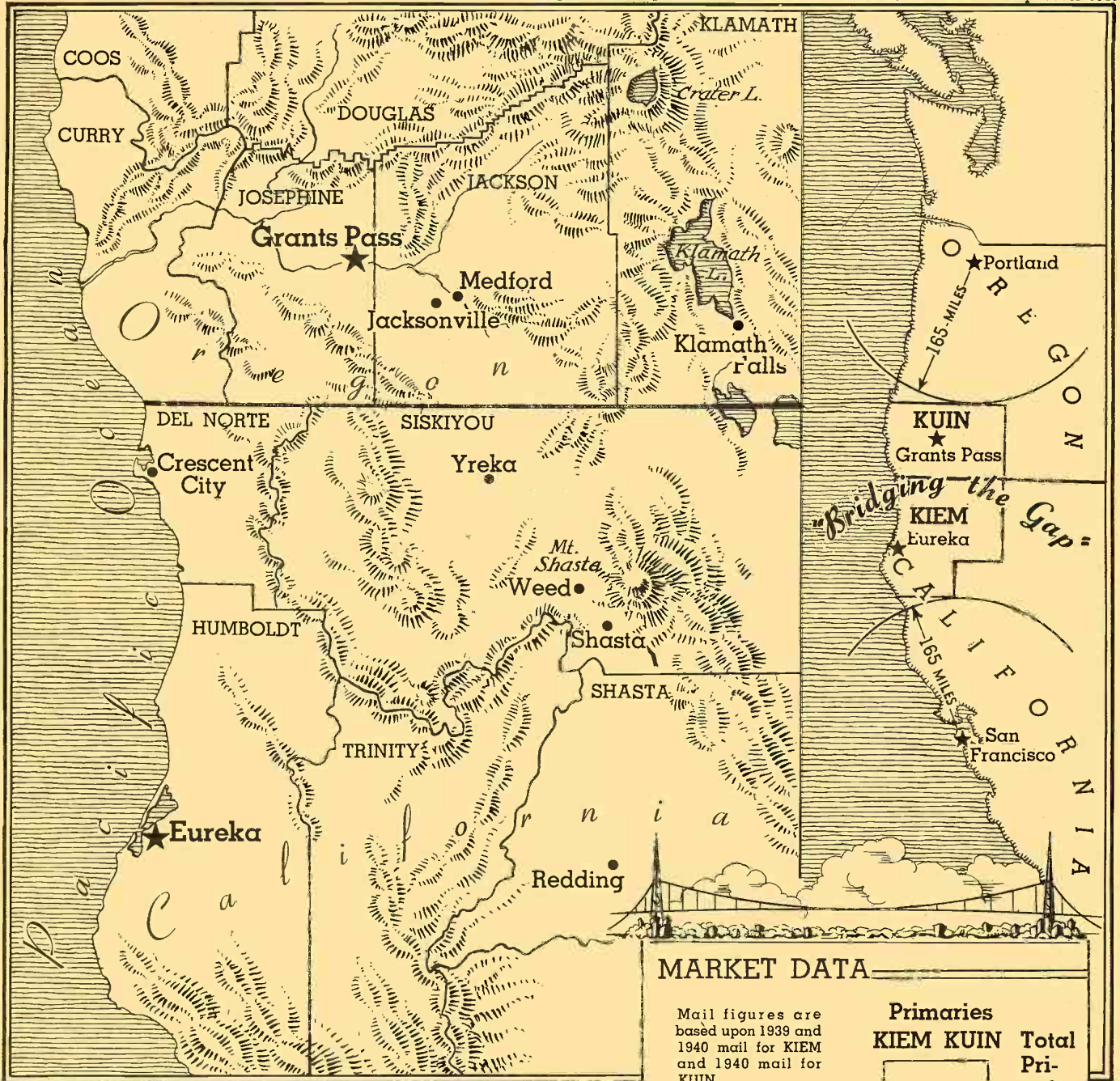
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SCALE 39 MILES TO THE INCH

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County Outline Map of
LOUISIANA
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PRIMARY COVERAGE

KEM KUIN

Mutual-Don Lee
 1000 W. Day, 500 W. Night
EUREKA, CAL. 250 Watts Full Time
GRANTS PASS OR.

"Bridging the Gap"

REDWOOD BROADCASTING COMPANY, INC.

Represented by John Blair & Co.

MARKET DATA

Mail figures are based upon 1939 and 1940 mail for KIEM and 1940 mail for KUIN

| | Primaries | | Total |
|--|-----------|------|--------|
| | KIEM | KUIN | Pri- |
| | | | maries |

| | | | |
|------------------------|--------|--------|---------|
| Population 1940* | 58,783 | 62,413 | 121,086 |
| Families 1938 | 17,080 | 17,770 | 34,850 |
| Radio Homes 1938 | 16,380 | 17,390 | 33,770 |
| Retail Sales 1937** | 23,060 | 23,000 | 46,060 |
| Food Store Sales | 5,498 | 5,276 | 10,774 |
| Drug Store Sales | 790 | 716 | 15,071 |
| Automotive Store Sales | 7,596 | 7,475 | 1,506 |
| Other Store Sales | 9,176 | 9,533 | 18,709 |

* 1940 Preliminary Census Release.
 ** Current indices show 1937 sales best reflect current business.
 Families and Radio Homes based on Estimate of Joint Committee on Radio Research.
 Primary Areas of KIEM and KUIN, developed by the Columbia Broadcasting System Method. Mail returns from all included counties are 25% or more of the home counties (Humboldt, Cal.—Josephine, Ore.) totals.

1939

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We have now received and transferred to cards, preliminary Census figures for all counties and cities of more than 10,000 population. These figures will be changed in the aggregate less than 1/10 of 1% by the final tabulation of the Bureau of the Census.

The latest available reports on income tax returns, housing, wholesale and retail trends, price indices, living costs, budget expenditures, etc., are maintained in our reference library together with files of the latest published U. S. Government maps.

We produce maps, brochures, copy service and sales presentations for broadcasting stations and have earned a national reputation for originality and accuracy with agencies and advertisers through our economic studies and features.

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