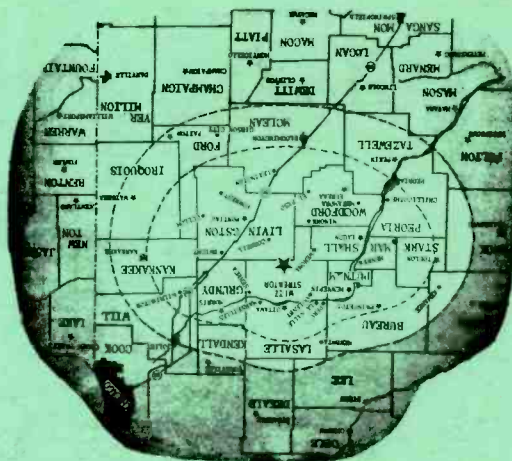


- NATIONAL ASS'N FM BROADCASTERS
- INTERNATIONAL IDEA BANK
- ILLINOIS NEWS BROADCASTERS ASS'N
- ILLINOIS BROADCASTING ASS'N
- RADIO ADVERTISING BUREAU
- NAB CODE

MEMBER  
OF



REPRESENTED NATIONALLY BY  
GRANT WEBB & CO.



1,000 WATTS FM 97.7 FM 500 WATTS AM  
FULL TIME RADIO 1250 AM ON YOUR DIAL



TELEPHONE (815) 672-2947

RT. 23 NORTH, STREATOR, ILLINOIS

# WIZZ RADIO AM & FM STREATOR, ILLINOIS

C. J. McDONALD, GENERAL MANAGER

(ALL ANNOUNCEMENTS ARE 60 SECONDS ON THE HOT LINE)

STANDARD RATE CARD NO. 8 • AM 1250						HOT LINE 9 AM TO 10 AM					
WEEKLY PACKAGE RATES						WEEKLY PACKAGE RATES					
Per Week	10	15	25	50	30 SEC.	Per Week	10	15	25	50	30 SEC.
1040 †	312 †	312 †	520 †	1040 †	1040 †	1040 †	312 †	312 †	520 †	1040 †	1040 †
60 SEC.	\$6.50	\$6.50	\$6.25	\$6.00	\$6.00	60 SEC.	\$5.50	\$5.00	\$4.50	\$4.00	\$3.50
30 SEC.	5.00	4.75	4.50	4.00	3.50	30 SEC.	4.00	3.50	3.00	2.75	2.50
10 SEC.	3.25	3.00	2.75	2.50	2.25	10 SEC.	2.50	2.25	2.00	1.75	1.50
5 MIN.	8.50	8.00	7.50	7.00	6.50	5 MIN.	7.00	6.50	6.25	6.00	-
Five or more	\$5.50 ea					Per Week	10	15	25	50	
Four or less	6.50 ea					60 SEC.	\$5.50	\$5.00	\$4.50	\$4.00	
						30 SEC.	4.25	3.75	3.25	3.00	

## STANDARD RATE CARD NO. 3 • FM 97.7 -

STANDARD RATE CARD NO. 3 • FM 97.7 -					
WEEKLY PACKAGE RATES					
Per Week	1 †	26 †	52 †	156 †	260 †
60 SEC.	\$3.25	\$3.00	\$2.75	\$2.50	\$2.25
30 SEC.	2.50	2.00	1.75	1.50	1.25
10 SEC.	1.75	1.50	1.25	1.00	-
5 MIN.	4.00	3.75	3.50	3.25	3.00

WIZZ Radio has a complete commercial production studio at disposal of Advertiser. Cartridge tapes (NAB Code).

1 Minute..... 160 Words  
 30 Sec..... 65 Words  
 10 Sec..... 25 Words

LENGTH OF COMMERCIAL COPY

WIZZ Radio reserves the right to reject any Advertising which in stations opinion is not in good taste nor conducive to high standards of broadcasting.

POLITICAL - Station will accept only announcements & speeches of one minute or less. Payment in advance of broadcasts.

## PROGRAM RATES ON REQUEST

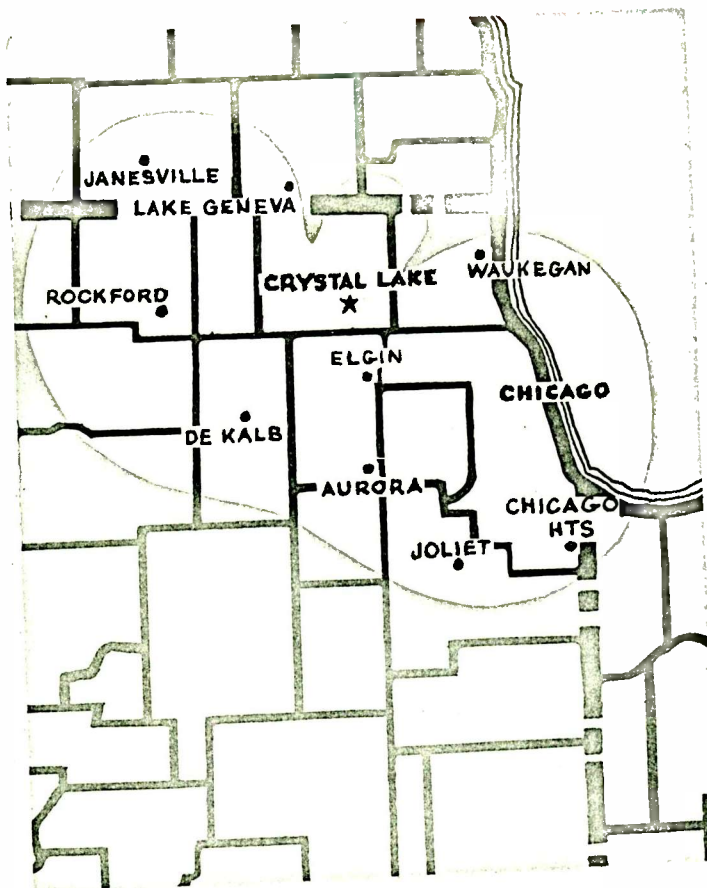
PROGRAM RATES ON REQUEST					
WEEKLY PACKAGE RATES					
Per Week	10	15	25	50	
60 SEC.	\$2.75	\$2.50	\$2.25	\$2.00	
30 SEC.	2.00	1.75	1.50	1.25	
10 SEC.	1.75	1.50	1.25	1.00	

XERO COPY

XERO COPY

XERO COPY

WVS  
850

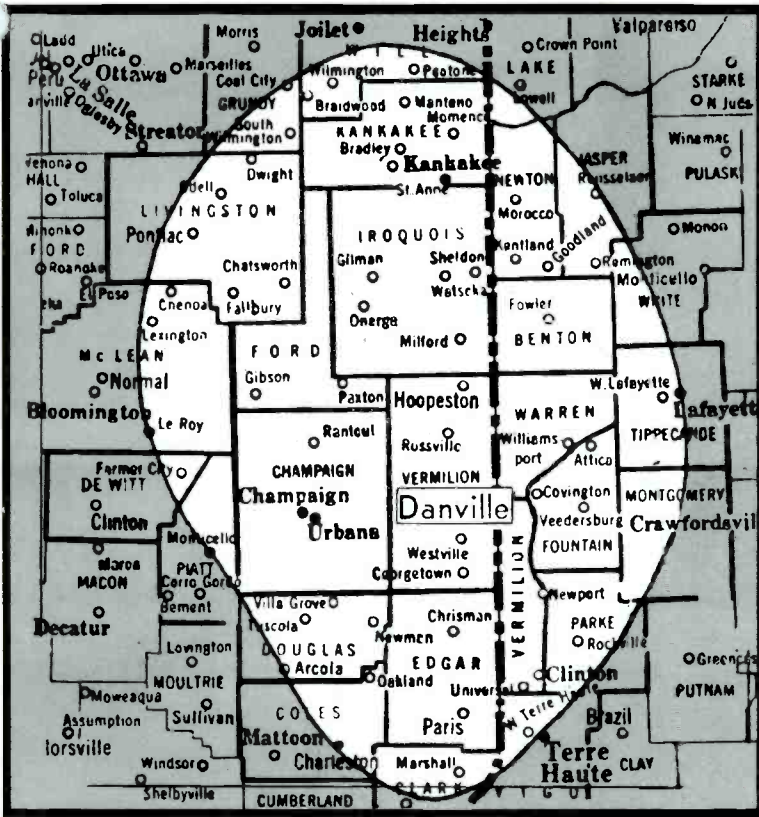


# WITY

**980 KC**  
**1000 WATTS**  
**FULL TIME**

## Number 1\*

**WITY**  
 DANVILLE, ILLINOIS



### MARKET DATA

#### VERMILION COUNTY

Total Population .....	102,300
Households .....	32,370
Danville Population .....	44,800
Danville Household Income .....	\$ 8,952
County Household Income .....	\$ 8,697
Danville Buying Income .....	\$133,383,000
County Buying Income .....	\$279,182,000

#### RETAIL SALES DANVILLE

General Merchandise .....	\$ 22,256,869
Food .....	\$ 21,802,332
Drinking and Eating .....	\$ 8,517,005
Apparel .....	\$ 5,387,908
Furniture and Household .....	\$ 4,276,729
Lumber and Bldg. Hdwr. ....	\$ 8,219,160
Automotive & Filling Station .....	\$ 20,466,682
Miscellaneous Retail .....	\$ 12,568,862
Miscellaneous .....	\$ 2,270,694
Manufacturing .....	\$ 8,046,785
Total Retail Sales .....	\$113,813,026

**MUSIC** — Modern, Up-Tempo, Middle-Of-The-Road Personality 6 A.M. - 6 P.M. Contemporary 6 P.M. - 1 A.M. Special Music Programmed Including Country & Western and Dinner Music.

**NEWS** — Full Dimensional — 33 National, 12 Local Newscasts Daily. Mutual Network, Associated Press, 2-Man Local News Team, 3-Mobile Units, Beeper Telephone. National Network Election Coverage. Complete Local Election Coverage Including Remote Teams at Both Party Headquarters and Vermilion County Court House. Daily Remote From "Board Room" Of Local Stock Brokerage Firm.

**SPORTS** — University Of Illinois, Danville and Schlarman High School Football and Basketball (Complete Schedules). County and Area Football and Basketball. Complete Tournament Coverage Including Thanksgiving, Christmas, County, District, Regional, Sectional, and Sweet Sixteen. 20 Indiana High School Games. 2-Local Sport Shows Daily. Coaches' Corner (Half Hour Discussion) with Area Coaches Weekly. 4 Mutual Network Sport Features Daily. Chicago White Sox Baseball. American Legion Baseball.

**FARM NEWS** — Mutual Network Farm News. Live Stock Reports, Daily Grain Futures. University Of Illinois Farm News and Views. Daily Farm News Coverage.

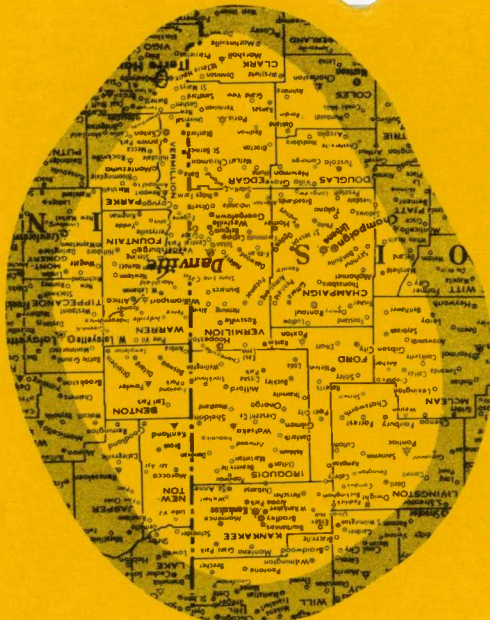
**SPECIAL PROGRAMMING** — Housewife Hall Of Fame (Open Line Discussion 10-11 A.M.) Regular Schedule Of Remote Broadcast Originating From Local & Area Businesses. "Here's Emmy" 11:05-11:15 A.M. "SWAP SHOP" 2-3 P.M. Monday thru Friday.

VERMILION BROADCASTING CORPORATION

## WITY

**HEGELER LANE**  
**P. O. Box 142** **A.C. 217**  
**DANVILLE, ILL. 61832** **446-1313**

\* Mediastat Jan.-Feb. '68 Vermilion Co. Day Share 31.6 Daily Day Cume 57,500



- \* Local News On The Hour
- \* National News On The Half Hour
- \* Four Mobile Units For "On The Scene" Reports
- \* Stock Exchange Report 12:15-12:30 & 5:05-5:15 P.M.
- \* Commentaries 8:05 A.M. & 3:15 P.M.
- \* Complete Local, County & University of Illinois Sports
- \* One Hour of Farm Programming Daily

**THE NEWS OF TODAY, TODAY!**

**WITY**  
**980 khz**  
**DANVILLE, ILLINOIS**

# WITY

DANVILLE, ILLINOIS

# WITY

P. O. Box 142  
DANVILLE, ILL. 61832

Office (217) 446-1313  
News (217) 446-1384

RATE CARD # 7

LOCAL NET

APRIL 1, 1970

## SPOT ANNOUNCEMENTS

... (CLASS - AA - 6:30 A.M. - 7:00 P.M., MON. THRU SAT.) ...

1X	25X	50X	100X	250X	300X	500X	700X	900X	1300X
1 MINUTE	\$5.25	\$5.00	\$4.75	\$4.50	\$4.25	\$4.00	\$3.75	\$3.50	\$3.25
1/2 MINUTE	3.25	3.00	2.85	2.70	2.55	2.40	2.25	2.15	2.05

... (CLASS - A - ALL OTHER TIMES) ...

1 MINUTE	\$4.50	\$4.25	\$4.00	\$3.75	\$3.50	\$3.25	\$3.00	\$2.75	\$2.75
1/2 MINUTE	2.75	2.65	2.55	2.45	2.35	2.25	2.15	2.05	1.95

ROS 15 SECOND SPOT PACKAGE: 30 OR MORE SPOTS IN FIVE DAYS \$1.50 EACH

## NEWSCAST CO-SPONSORSHIP

(INCLUDES 10" OPEN & CLOSE & 60" SPOT)

5/WEEK	6/WEEK	7/WEEK	10/WEEK
\$4.75 EACH	\$4.50 EACH	\$4.25 EACH	\$4.00 EACH

## PROGRAMS

1X	25X	50X	100X	250X	300X	365X
30 MINUTES	\$35.00	\$33.00	\$31.00	\$29.00	\$27.00	\$25.00
15 MINUTES	23.00	22.00	21.00	20.00	19.00	18.00
5 MINUTES	15.00	13.50	11.50	10.50	9.50	8.50

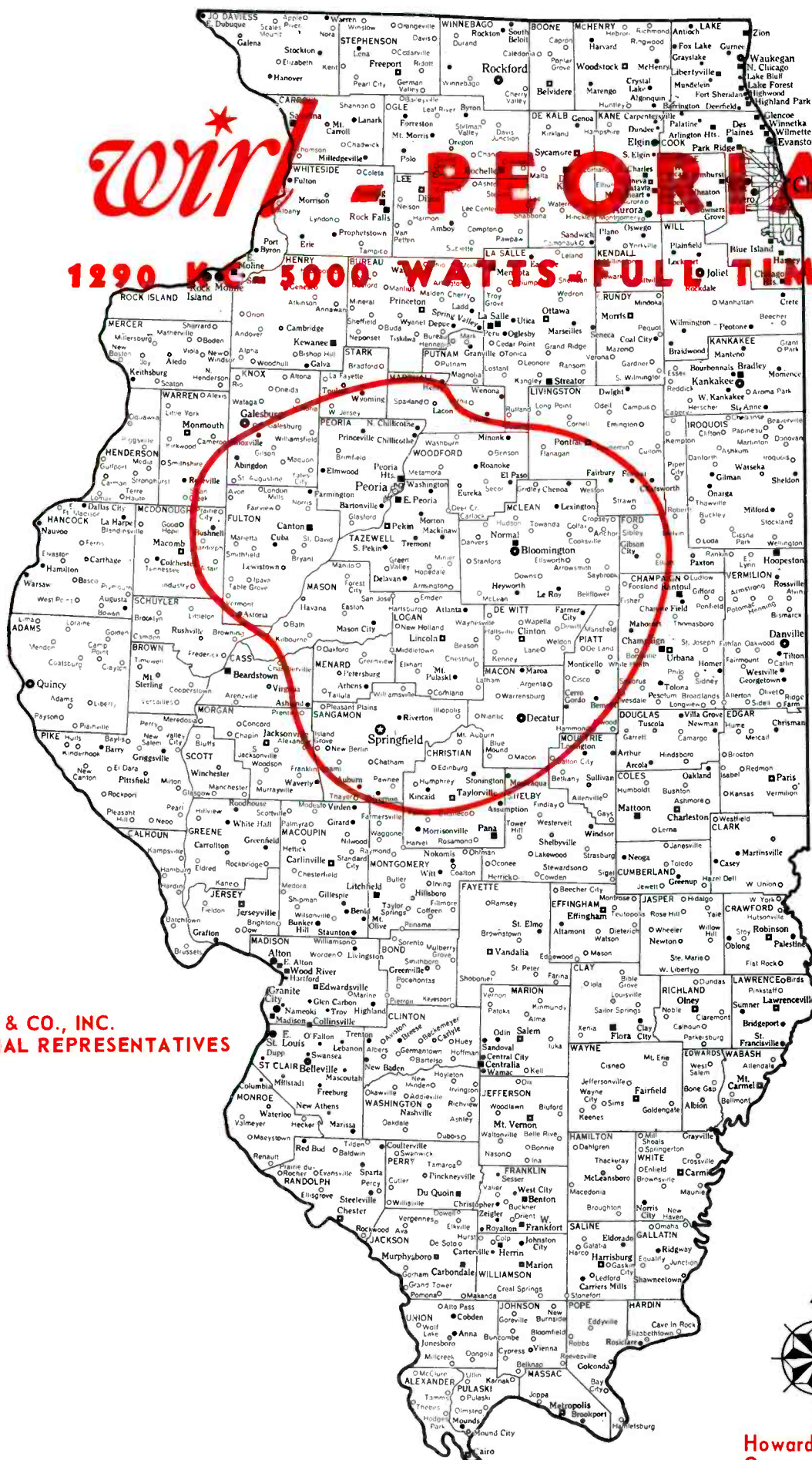
## REMOTE BROADCAST

1 HOUR	2 HOURS	3 HOURS	4 HOURS	5 HOURS
\$60.00	\$100.00	\$135.00	\$160.00	\$175.00

1000 WATTS FULL TIME 980 khz

# WIRL - PEORIA

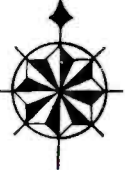
1290 K-C - 5000 WATS - FULL TIME



0.5 MV/M

ASK

ROBERT E. EASTMAN & CO., INC.  
NATIONAL REPRESENTATIVES



Howard H. Frederick  
General Manager

Phone 694-6262

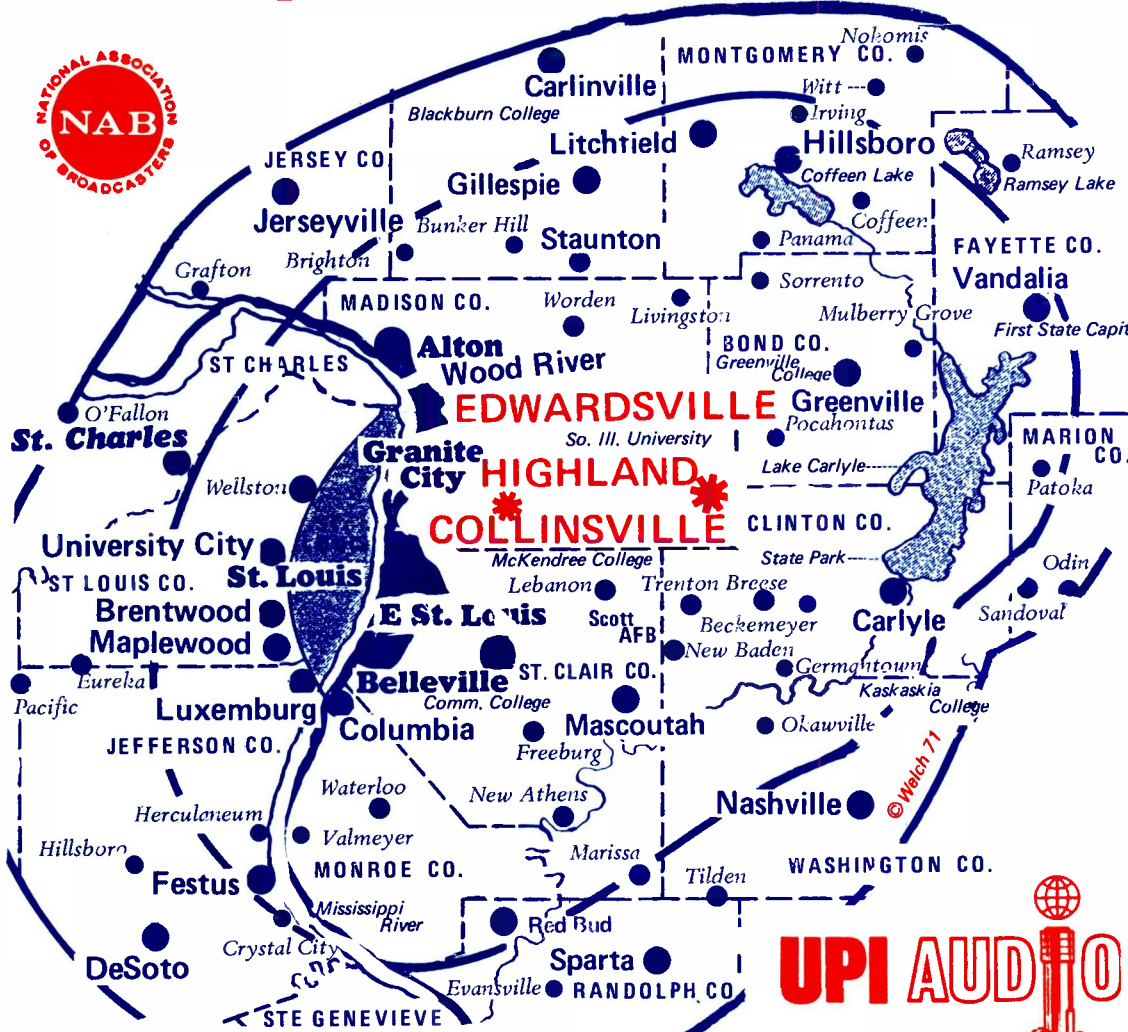
Morton E. Cantor  
Station Manager

MID AMERICA MEDIA, INC.

Area Code 309

Jules Cohen & Associates Consulting Electronics Engineers

# Serving the Metro-East Best!



## the market....

Over 600,000 persons reside in the Metro-East area and are employed either in St. Louis or in one of the local industries... Dow-Jones Publishing Co., Basler Electric, Alton Box, Binkley Steel, Wicks Pipe Organ, Highland Machine, Jakel Manufacturing, Ra-Don, Highland Mfg. Co., JetLite, Marine Garment, Pet Milk, Shell Oil, Standard Oil and Sinclair Oil refineries, Olin-Matheson, Nevenger Mfg. Co., A.O. Smith Corporation, Libby-Owens and others in the Metro St. Louis Area.

Scott Air Force Base brings thousands of men and women in to our midst.

Adjacent rural areas rank high in farm production... including soybeans, hogs, cattle and dairy products.

Education... within the WINU Primary coverage are three four-year colleges and universities... Southern Illinois University at Edwardsville, Greenville College, and McKendree College at Lebanon, with a total enrollment exceeding 15,000.

## the station....

WINU RADIO plays carefully selected M-O-R music with emphasis on easy listening, old standards, plus modern good music.

WINU RADIO provides the area's most complete news coverage on-the-hour. National, regional and local... full sports news... the farm livestock and grain markets and area business news with live local sports. WINU RADIO specializes in Metro-East News. WINU RADIO maintains two remote studios for more complete regional coverage.

WINU RADIO is the best hi-fi sound on the Midwest AM Band! Only one tube in the transmission circuit! All other circuitry is solid-state!

Nationally Represented by:

**walton**

Chicago = 312-236-8887  
New York 212-972-0982

# WIN-U RADIO

"The Bright Sound  
of METRO-EAST"

# 1510

1000 Watts

Clear Channel

Owned and Operated by:  
Progressive Broadcasting Corp.  
Glenn F. Bircher,  
President and General Manager  
P. O. Box 303  
Phone (618) 654-4161

Highland, Illinois 62249

# UPI AUDIO

the sound of news  
... everywhere



0.25 MVM

Member  
Illinois Radio Network

Market Data:	0.5 MVM COVERAGE	0.25 MVM COVERAGE
Population .....	1,743,300	1,915,200
Households .....	532,280	612,090
Radio Homes .....	530,990	609,870
Private Autos .....	975,040	1,188,920
Farm Population .....	39,230	65,890
Spendable Income ...	\$5,586,791,000	6,144,863,000
Total Retail Sales ...	\$2,984,966,000	4,128,555,000
Food Stores .....	\$ 617,294,000	688,219,000
Drug Stores .....	\$ 105,355,000	124,553,000
Department Stores ...	\$ 553,874,000	602,782,000
Apparel Shops .....	\$ 118,730,000	133,280,000
Homefurnishings ...	\$ 131,893,000	147,338,000
Auto Dealers .....	\$ 588,937,000	627,071,000
Service Stations .....	\$ 253,769,000	292,918,000
Gross Farm Income ..	\$ 193,595,000	353,929,000

SOURCE: SRDS Consumer Market Data 1971.  
(Although the City of Saint Louis is well within the 0.5 MVM contour of WINU Radio, its data has not been included in the above report.)

Prepared by:

**RADIO** Unimiled  
Pueblo, Colorado





# illinois radio network

one contract . . . one billing . . . one check

## WINU HIGHLAND, ILLINOIS

### FACILITIES

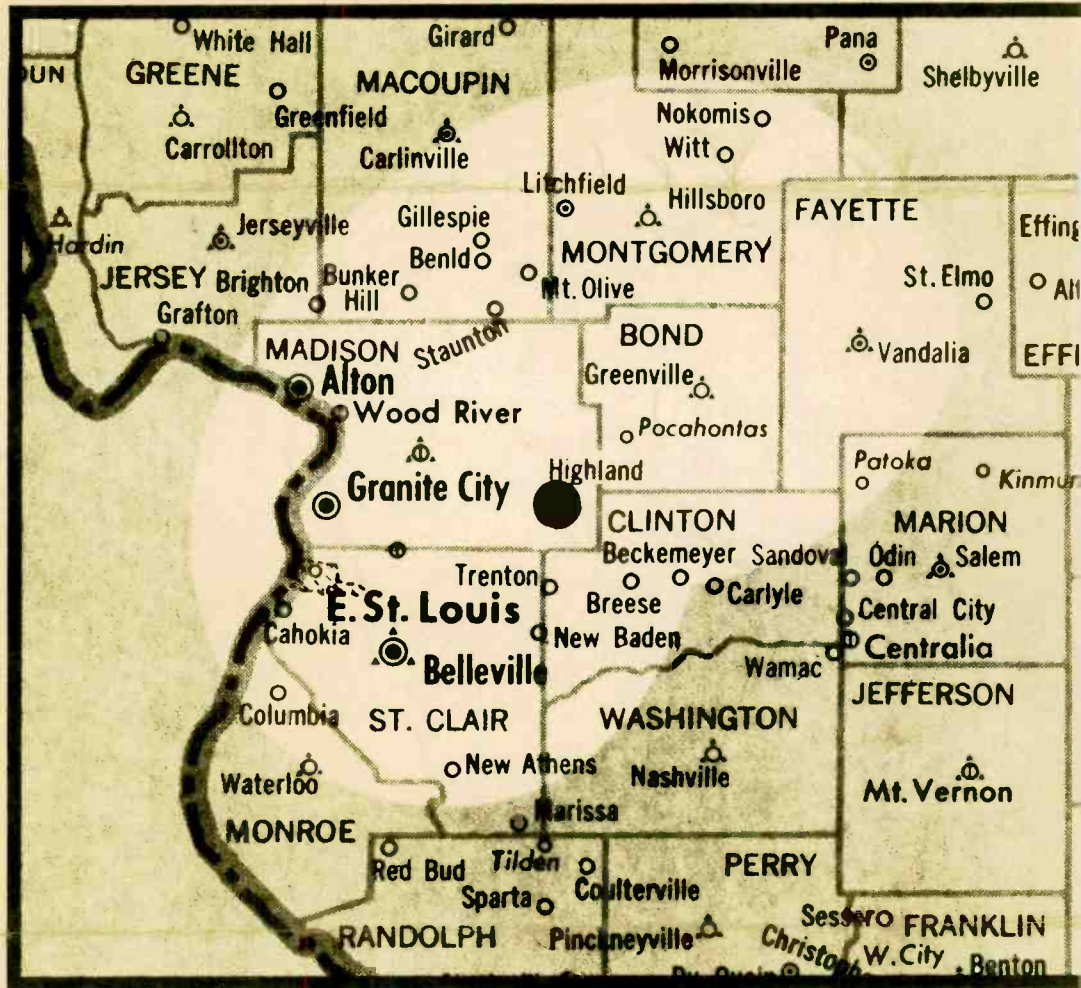
1510 KC  
250 W

"SERVING THE 2ND LARGEST  
FARM POPULATION  
CENTER IN ILLINOIS"

### WALTON

BROADCASTING SALES CORPORATION

20 N. WACKER DRIVE • CHICAGO 60606 • 312-236-8887  
347 MADISON AVENUE • NEW YORK 10017 • 212-686-8970



### GENERAL PROGRAMMING

Farm news and markets, 10 minutes local and national news on the hour with mobile news cruiser, heavy emphasis on community involvement, middle-of-the-road music and ethnic music, request programs and sports play-by-play in season.

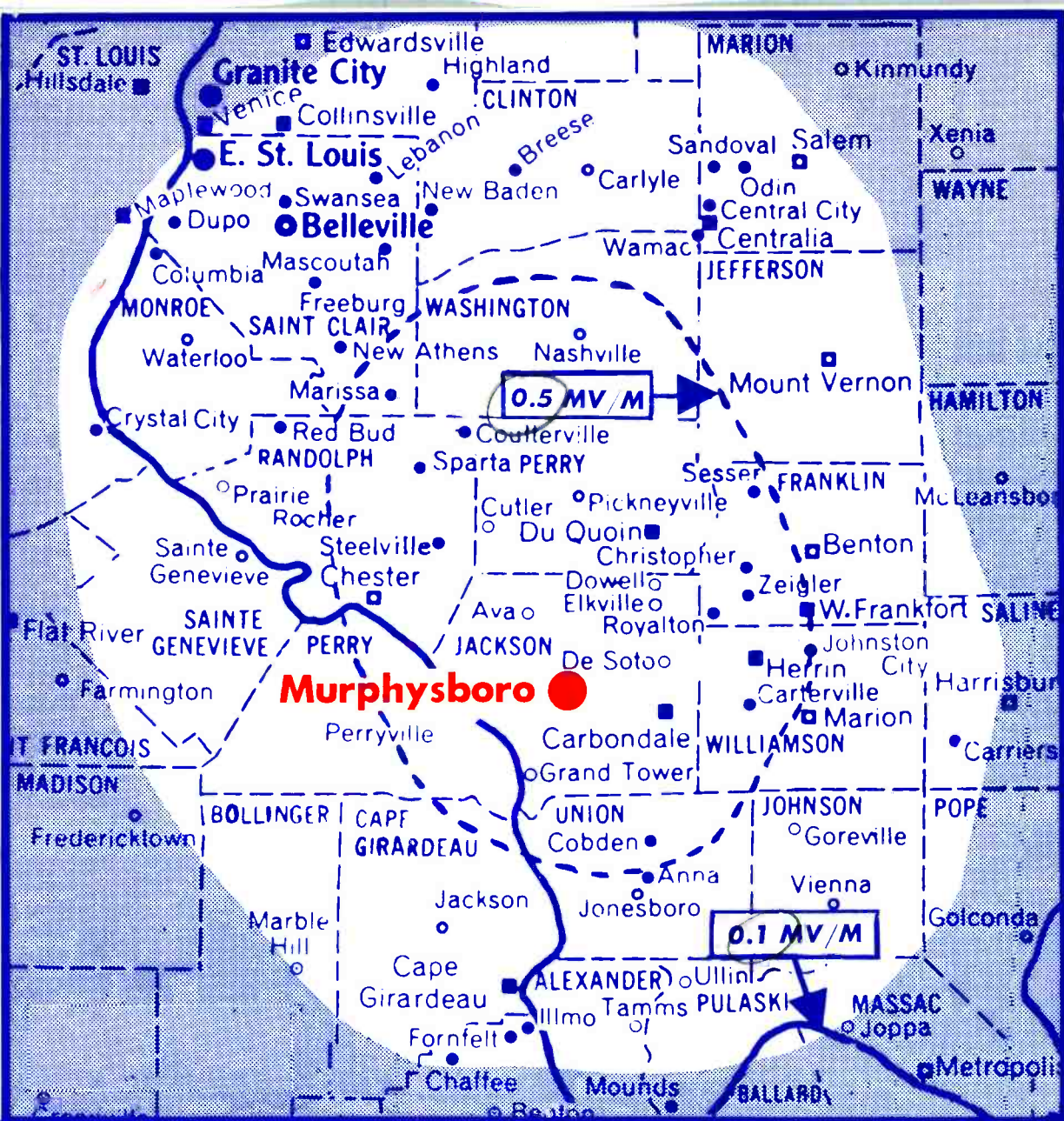
### MARKET DATA

Farm households	16,884
Gross farm income	\$237,199,000
Total population	3,036,860
(includes St. Louis, Mo.)	

# W I N I

500 WATTS  
at  
1420 KC.

Serving  
Southern Illinois



### MARKET DATA:

	Within 0.5 MV Coverage	Within 0.1 MV/M Coverage
Total Population.....	217,500	327,200
Total Households.....	66,180	101,400
Total Radio Homes.....	63,533	97,344
Total Passenger Cars.....	65,518	100,386
Spendable Income.....	\$306,917,000	432,456,000

### RETAIL DATA:

Food Sales.....	\$ 50,350,000	70,421,000
Drug Sales.....	\$ 5,455,000	7,725,000
Eat-Drink Places.....	\$ 14,765,000	20,325,000
Genl. Merchandise Sales.....	\$ 16,778,000	23,097,000
Apparel Sales.....	\$ 10,752,000	13,251,000
Home Furnishings Sales.....	\$ 15,029,000	19,145,000
Automotive Sales.....	\$ 46,263,000	64,780,000
Filling Station Sales.....	\$ 19,926,000	28,438,000
Building Materials.....	\$ 23,268,000	35,548,000
<b>TOTAL RETAIL SALES.....</b>	<b>\$209,209,000</b>	<b>295,930,000</b>
<b>TOTAL WHOLESALE SALES.....</b>	<b>\$121,341,000</b>	<b>*170,639,000</b>
<b>TOTAL SERVICE RECEIPTS.....</b>	<b>\$ 41,842,000</b>	<b>59,186,000</b>

### FARM DATA:

Total Farm Population.....	45,400	68,200
Farm Households.....	11,350	17,050
Farm AM Radio Homes.....	11,133	16,709
Farm Passenger Cars.....	10,215	15,345
Total Farm Income.....	\$ 52,019,000	\$ 80,261,000

Rates  
\$2.00 min.

# W I N I

## MURPHYSBORO, ILL.

- The Station with MORE OF EVERYTHING — MORE of the Best Music; MORE Complete News Coverage.

# W I N I

Jackson County's Quality Station

SOURCE: SRDS Consumer Data; Sales Management Survey of Buying Power; U.S. Department of Commerce; RETMA.

PREPARED BY WILMARKAY RESEARCH COMPANY

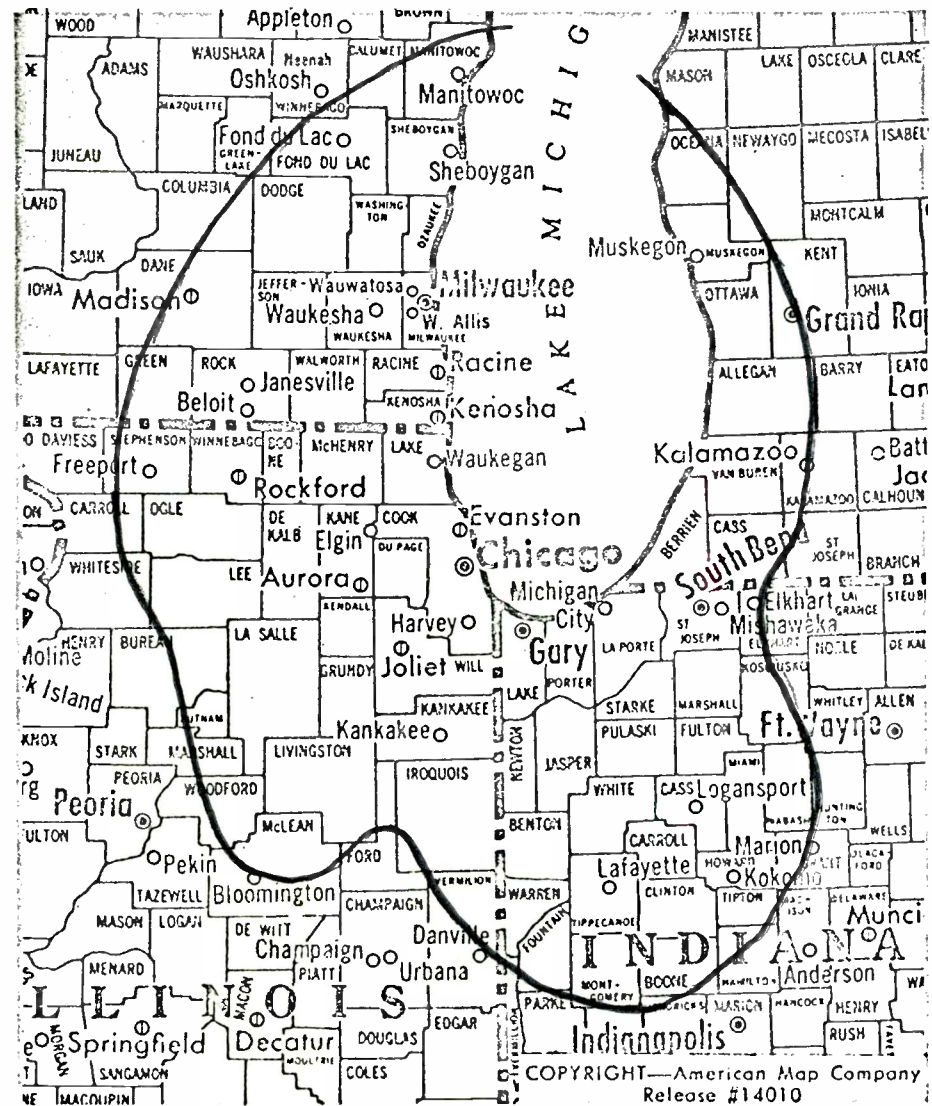
fact sheet



# WIND RADIO 560



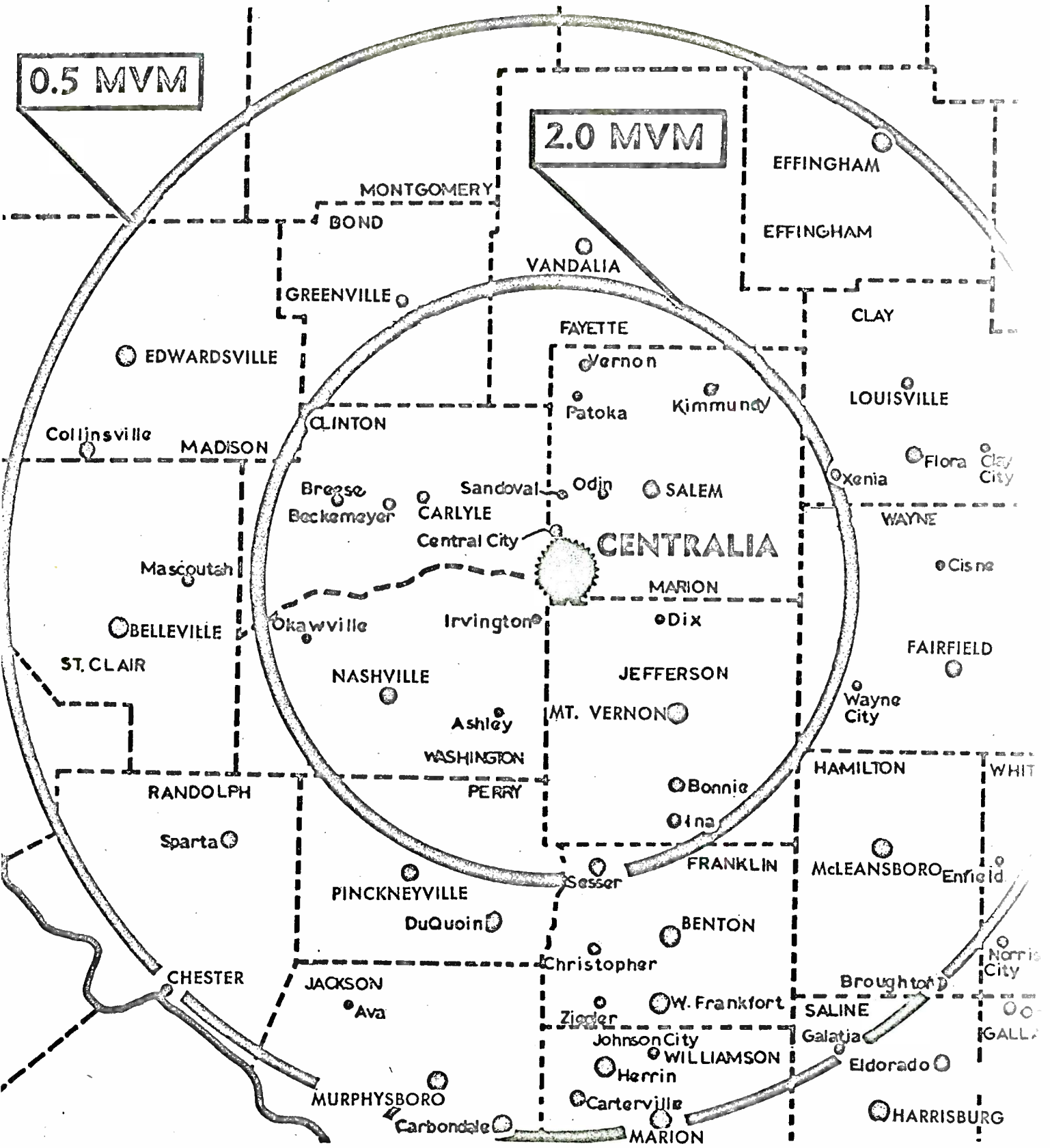
## WIND .5M/VM COVERAGE AREA



XMITR IN GARY, IND. ANTENNA TYPE 11W

0.5 MVM

2.0 MVM



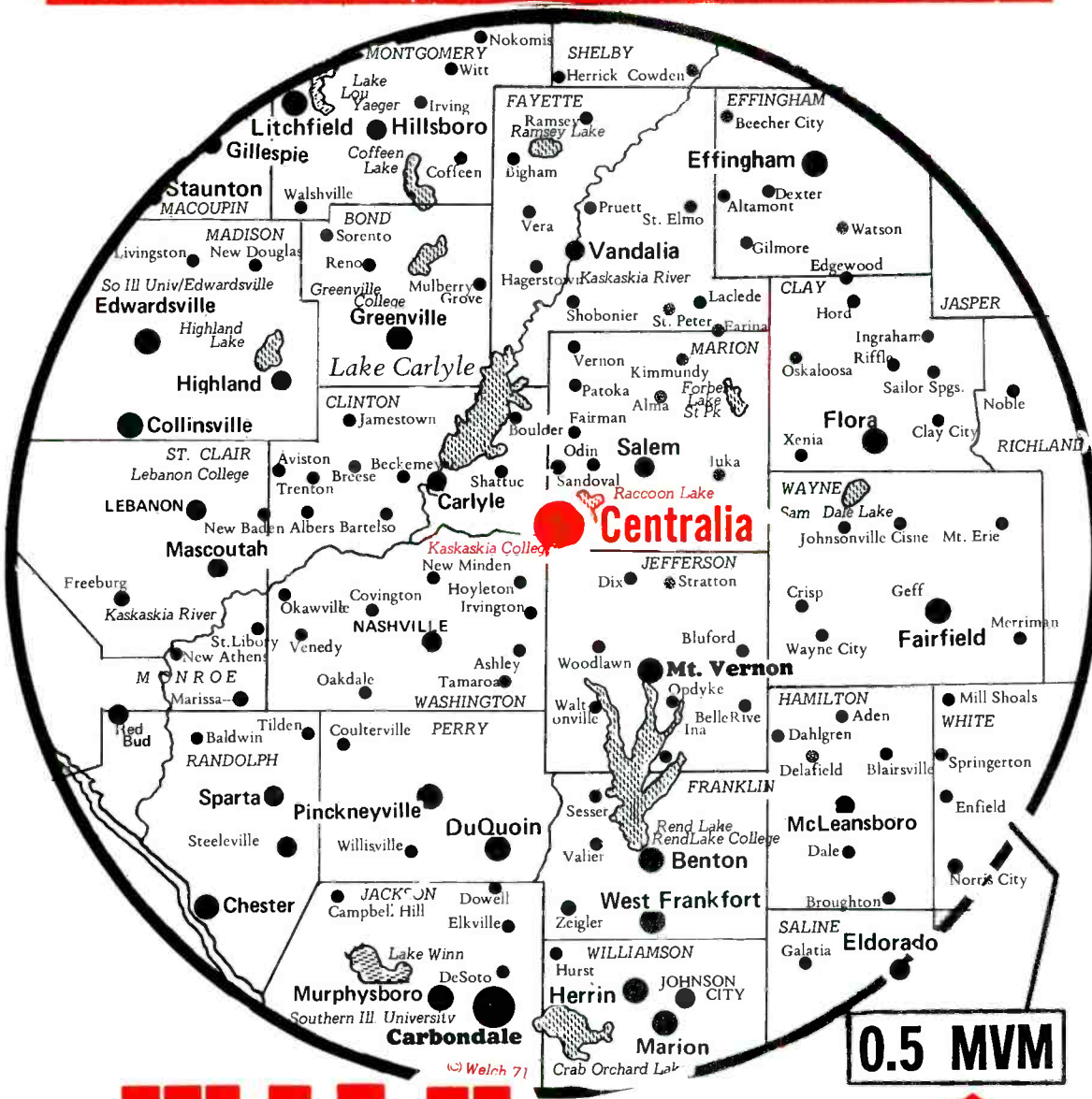
# WILY

"ENJOY THE LIFE OF WILY" 1210 AM — 95.3 FM

PRAIRIELAND BROADCASTERS INC.

326 EAST BROADWAY, CENTRALIA, ILLINOIS 62801, — 618-532-1885

# Serving the Heart-of-the-Nation



**CENTRALIA, ILLINOIS** is in the center of everything... the new center of population of the USA is a few miles west. The city and its suburbs has a population exceeding 21,000. It is served by US Routes 51, 50, Interstate 57, State Highway 161. Interstate Route 64 is under construction. Modern commercial airport facilities with feeder airline service. Railroads serving Centralia include Illinois Central, CB&O, Missouri Pacific, B&O, L&N and the Southern Railroad.

For its entire history, **Centralia** has been a manufacturing city, with the Illinois Central car shops located here since 1853, still the area's largest single employer.

Today, **Centralia** numbers, in addition to the Illinois Central shops with 475 employes, the Siegler Corporation, Hollywood Candy Co., Valley Steel Products, Bergan-Built, Littelfuse, Inc., Kas Potato Chips, Centralia Apparel, Inc., Mitchell-Bentley Corp., Centralia Container Co., Klein Armature Works, Wheaton Plastics, Molded Fiberglass Body Co., Ray Packing Co., Centralia Engineering and Machine Co., Packlift Mfg. Co., Centralia Baking Co., Hindman Mfg. North American Rockwell Co. and Swan Showers Inc. Industrial employment exceeds 3,890.

**Kaskaskia College**, a two-year institution, is located on a 195-acre tract adjoining Centralia. Enrollment is increasing, now more than 1800.

**Lake Carlyle**, Illinois' largest man-made lake, is just 12 miles northwest. During the past year, more than 3,500,000 vacationists and fishermen checked into Lake Carlyle State Park and the prediction is the mark of four million is to be reached this year.

**WILY RADIO** serves the south Central Illinois area comprising 12 basic counties... with UPI State newswire, American Information Network world news coverage... ESSA direct weather wire, special daily reports on Lake Carlyle fishing and boating news. Farm news early morning and noontime. Music format: MOR, Up-Tempo.

# WILY

**Information Radio**

**AM 1210 Khz**  
**1000 WATTS**  
**FM Bonus**

Owned and Operated by:  
**PRAIRIELAND BROADCASTERS INC.**  
Sam Hassan, General Manager  
326 East Broadway  
Phone (618) 532-1885  
**Centralia, Illinois**  
62801



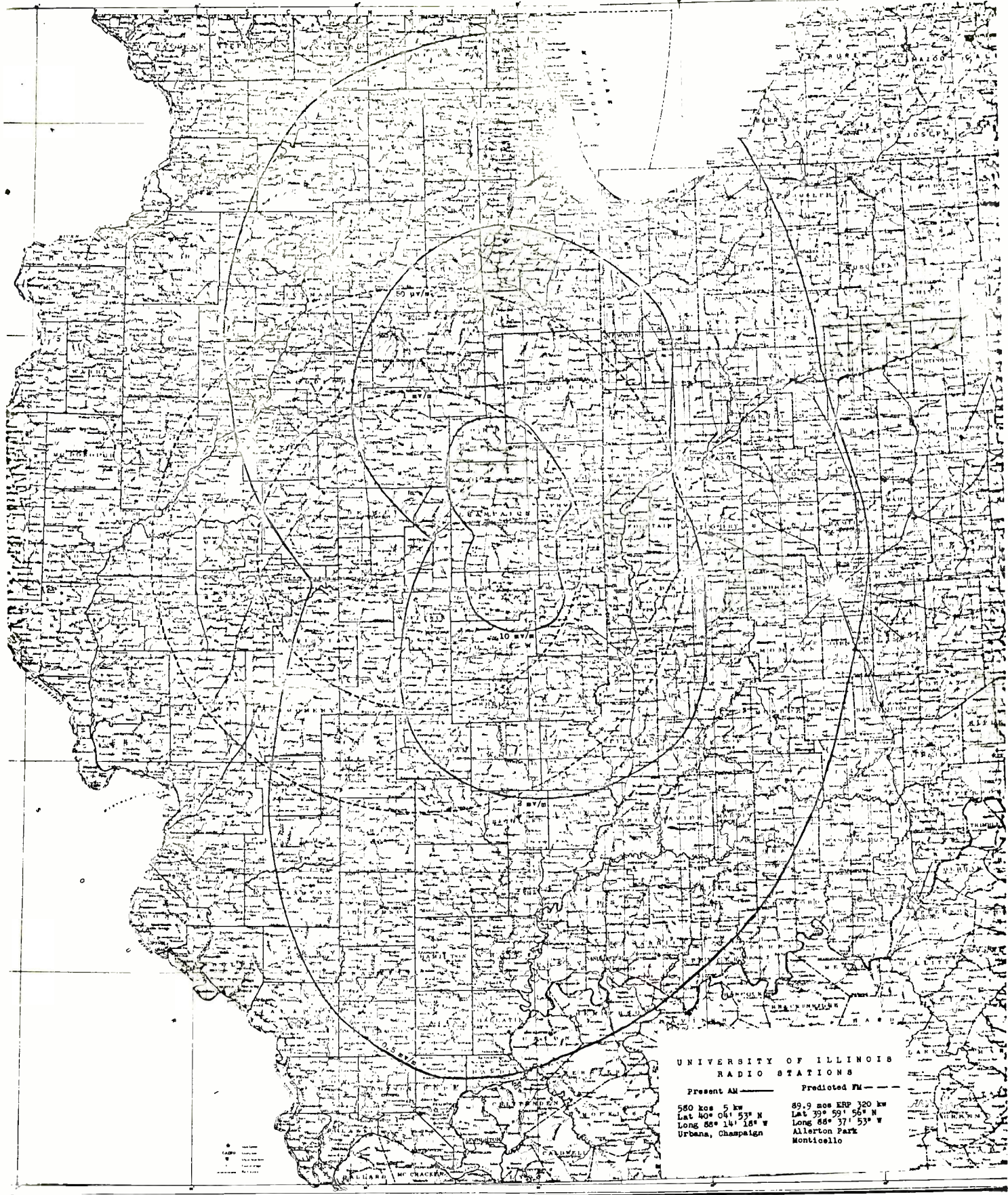
American Information Radio Network



**0.5 MVM**

<b>Market Data:</b>	<b>0.5 MVM Coverage</b>
Population .....	873,090
Households .....	282,790
Radio Homes .....	281,090
Private Autos .....	394,580
Farm Population .....	78,910
<b>SPENDABLE INCOME</b> .. \$	2,512,289,000
Total Retail Sales .....	\$ 1,599,782,000
Food Stores .....	\$ 316,289,000
Drug Stores .....	\$ 47,222,000
Department Stores .....	\$ 194,922,000
Apparel Shops .....	\$ 65,209,000
Homefurnishings .....	\$ 66,988,000
Auto Dealers .....	\$ 322,099,000
Service Stations .....	\$ 118,410,000
Gross Farm Income .....	\$ 273,097,000
Source: SRDS Consumer Data 1971.	

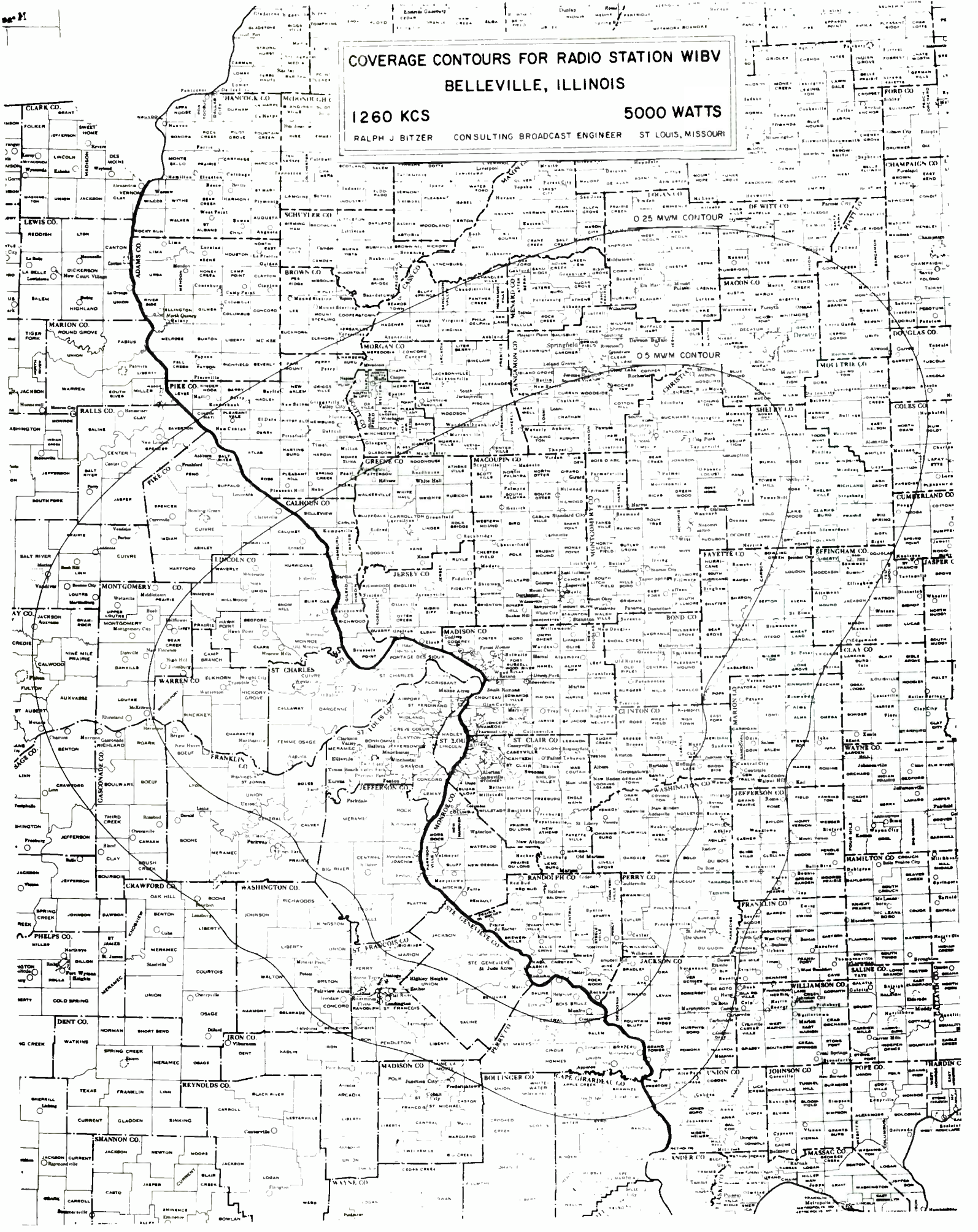
Prepared by:  
**RADIO Unlimited**  
Pueblo, Colorado

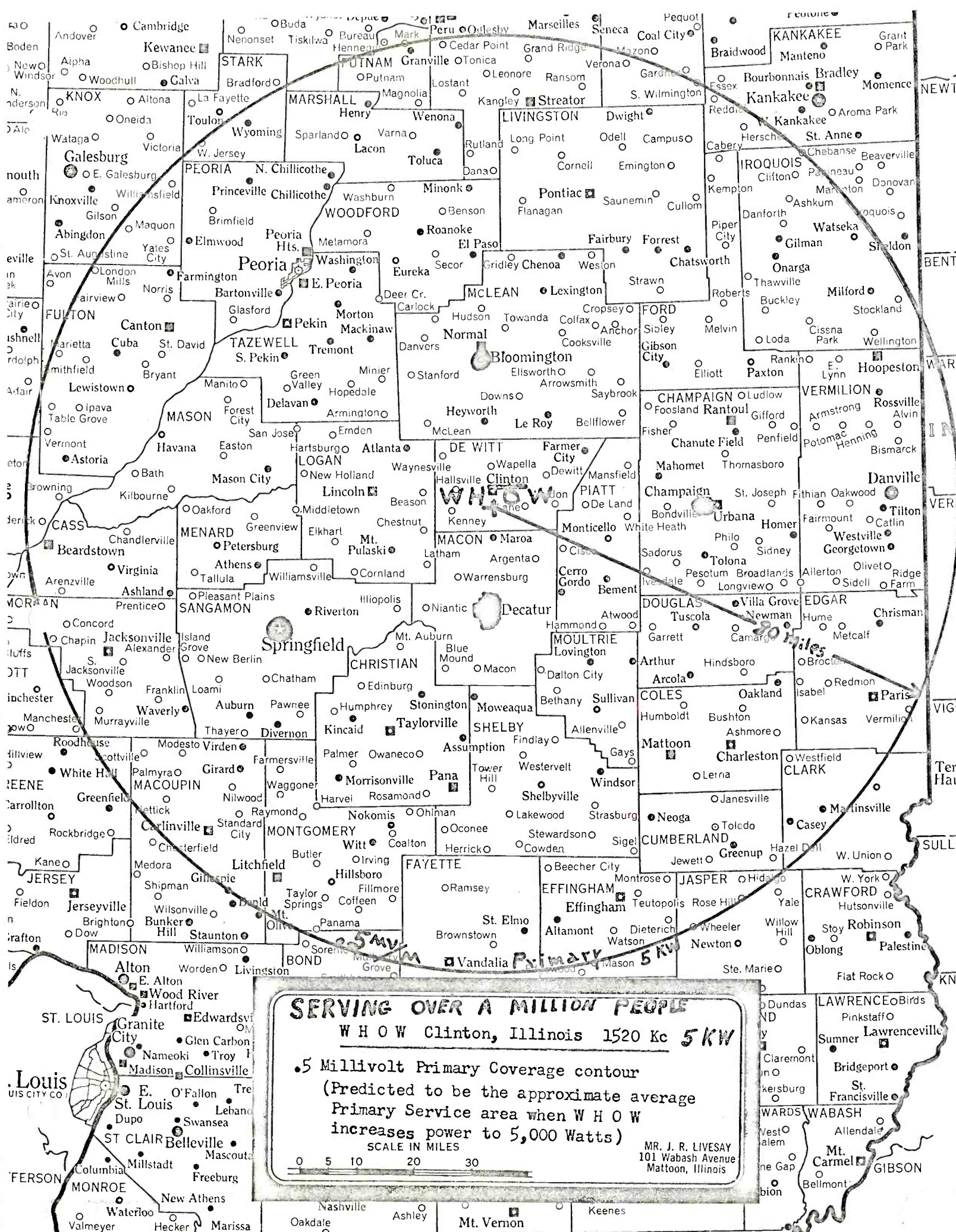


UNIVERSITY OF ILLINOIS  
RADIO STATIONS

Present AM ———	Predicted FM - - - -
550 kos 5 kw	89.9 mos KRP 320 kw
Lat 40° 04' 53" N	Lat 39° 59' 56" N
Long 88° 14' 18" W	Long 88° 37' 53" W
Urbana, Champaign	Allerton Park
	Monticello

**COVERAGE CONTOURS FOR RADIO STATION WIBV**  
**BELLEVILLE, ILLINOIS**  
**1260 KCS** **5000 WATTS**  
RALPH J BITZER CONSULTING BROADCAST ENGINEER ST LOUIS, MISSOURI





**SERVING OVER A MILLION PEOPLE**  
 W H O W Clinton, Illinois 1520 Kc 5 KW

• 5 Millivolt Primary Coverage contour  
 (Predicted to be the approximate average  
 Primary Service area when W H O W  
 increases power to 5,000 Watts)

SCALE IN MILES  
 0 5 10 20 30

MR. J. R. LIVESAY  
 101 Wabash Avenue  
 Mattoon, Illinois





1 9 7 4

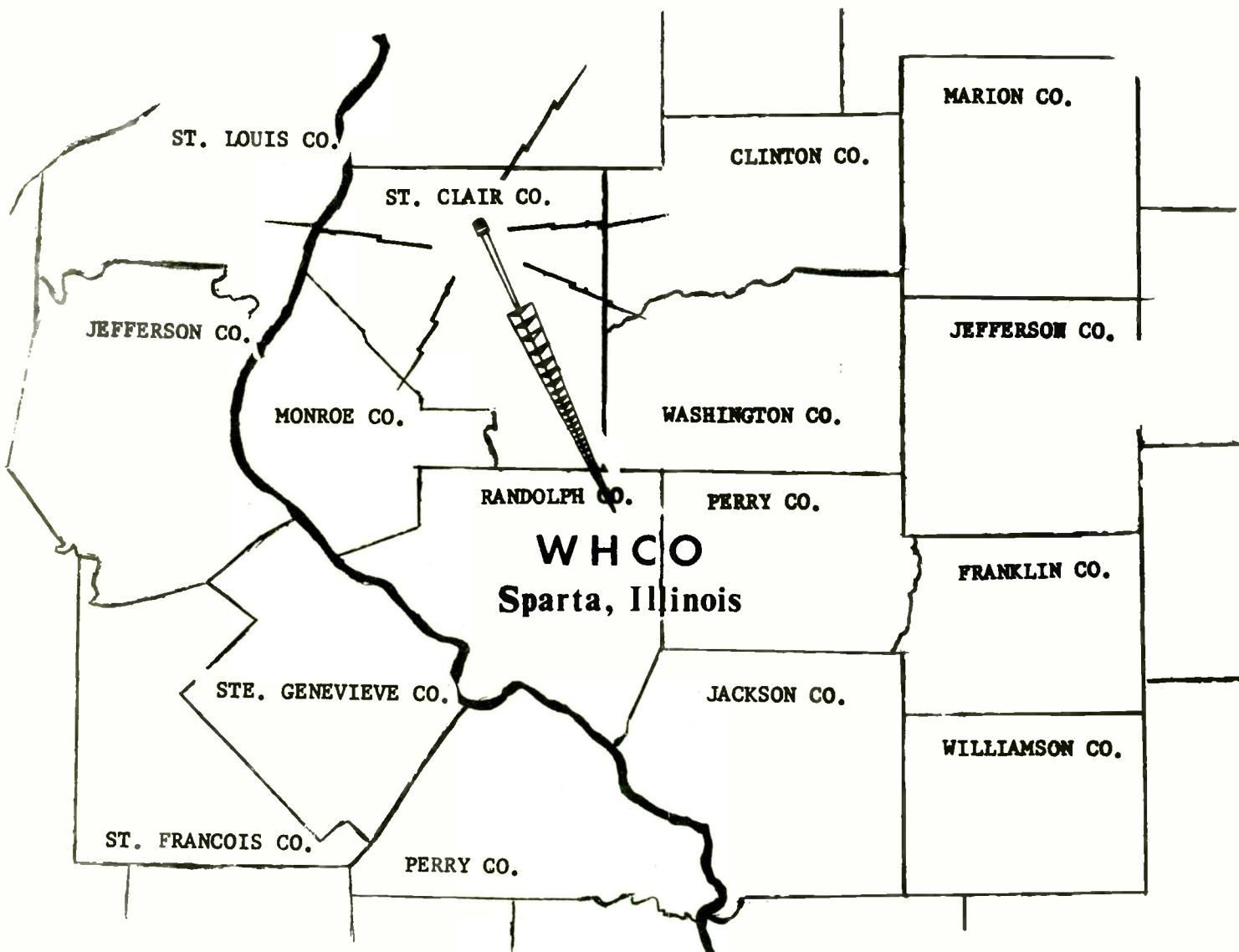
**HIGH SCHOOL BASEBALL  
SCHEDULE**

**BROADCAST SCHEDULE  
COMPLIMENTS OF**

**WHCO**

**1230 RADIO**

**With EXPANDED Coverage  
of HEARTLAND USA**



**Enjoy GOLDEN NUGGETS of NOSTALGIA MUSIC,  
with a Modern Touch - Full Time - over WHCO Radio**

**Jack L. Scheper  
Manager**

**Phone  
618-443-2121**

BELLEVILLE WEST DISTRICT - MAY 9, 11, 13

BELLEVILLE WEST

ALTHOFF

ST. HENRYS

MASCOUTAH

B'VILLE EAST

WATERLOO DISTRICT - MAY 11, 13, 14, 15

GIBAULT

FREEBURG

VALMEYER

WATERLOO H.S.

NEW ATHENS

MARISSA DISTRICT - MAY 9, 11, 13

SPARTA

RED BUD

CHESTER

STEELEVILLE

MARISSA

CARLYLE DISTRICT - MAY 9, 11, 13

OKAWVILLE

CENTRAL

CARLYLE

SANDOVAL

MATER DEI

MURPHYSBORO SECTIONAL - MAY 27, 28, 29

1974 BASEBALL STATE FINALS

JACK L. SCHEPER....MANAGER

DAN SCHNOEKER.....SPORTS

DIRECTOR

MIKE HOEFFT.....CHIEF

ENGINEER

WHCO RADIO.....Dial 1230

TELEPHONE.....618-443-2121

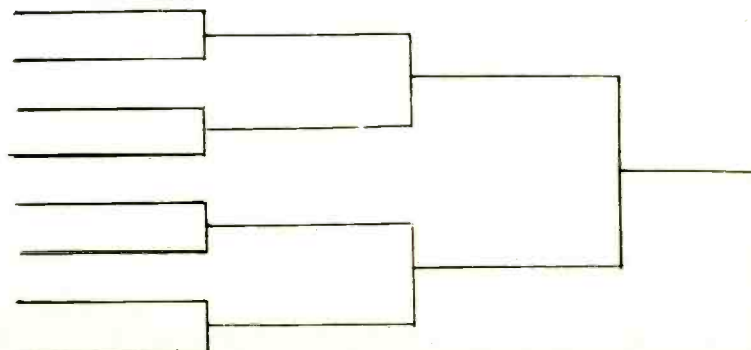
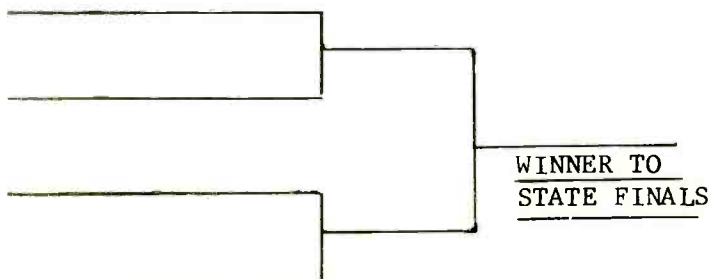
BELLEVILLE WEST  
REGIONAL

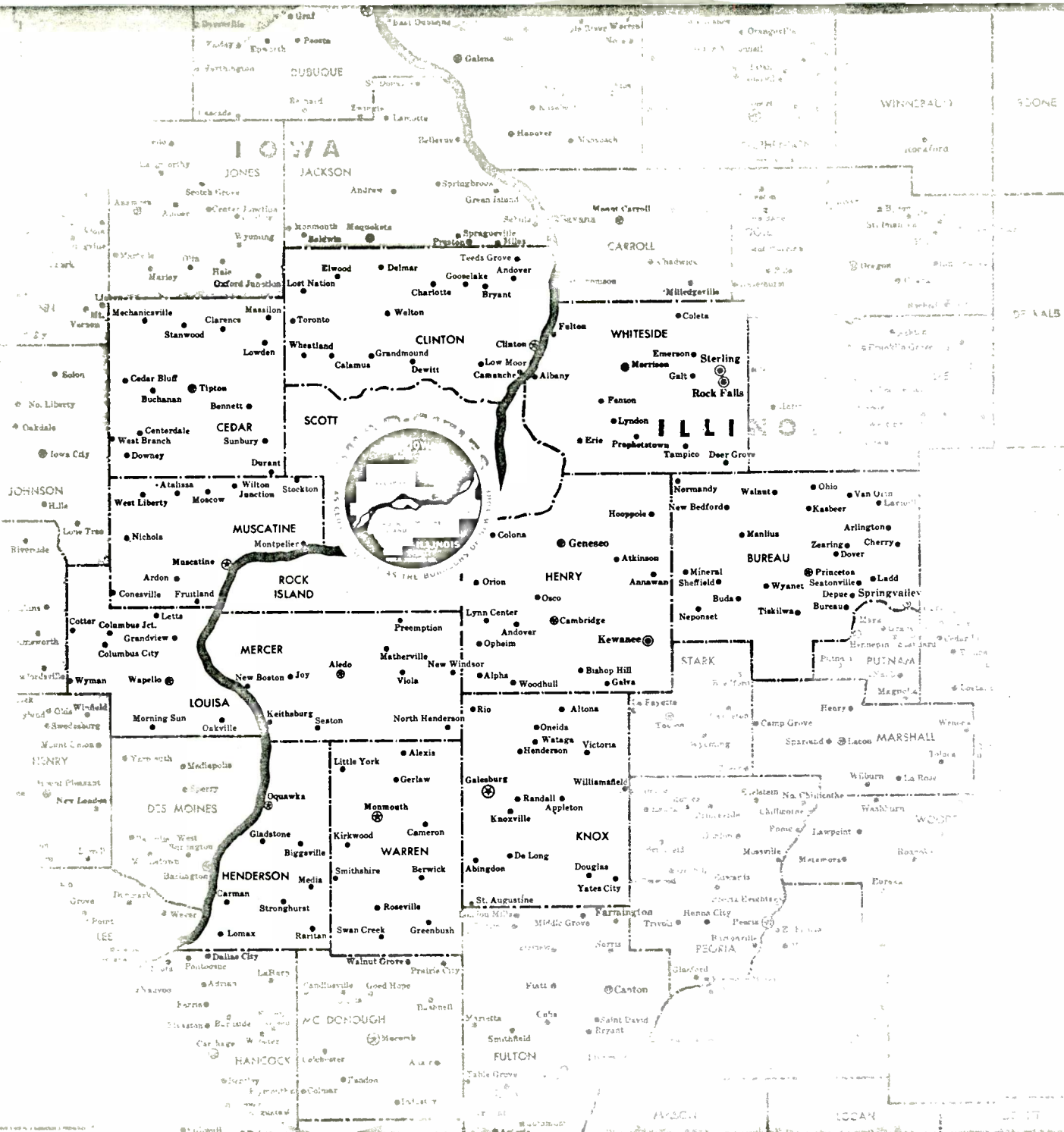
May 20, 21, 22,  
1974

WINNER TO  
MURPHYSBORO  
SECTIONAL

*Radio Station* **WHCO**  
**1230 on your Dial**  
SPARTA, ILL.

STATE FINALS AT PEORIA - JUNE 6 & 7





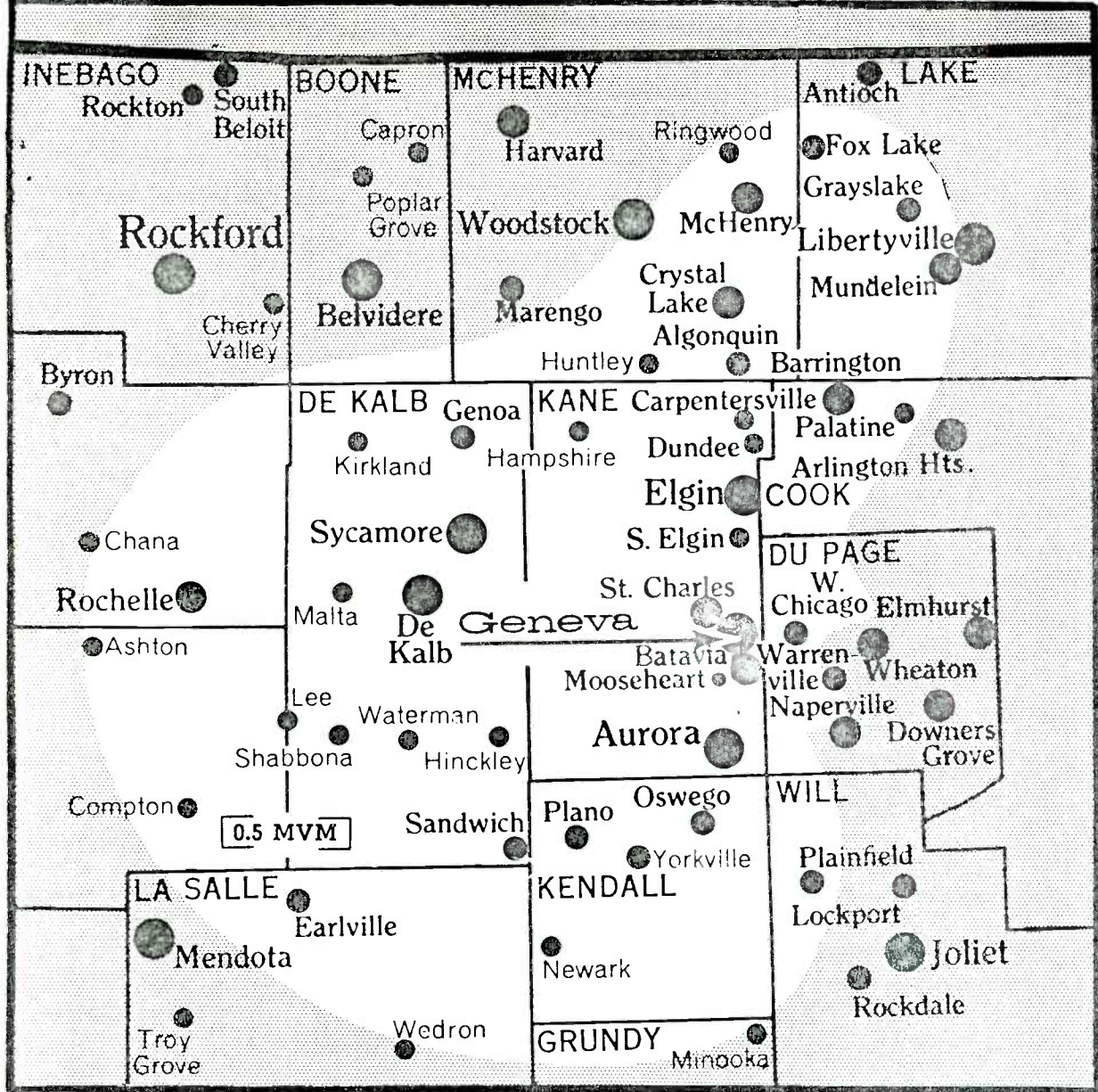
**ABOUT THE MAP**

Counties in white represent WHBF listening area according to most recent NCS. Shaded area represents WHBF Radio 0.5 MV daytime signal. Broadcasting full time with 5000 watts at 1270 kc.

**WHBF**

**RADIO • 1270 KC • 5 KW**

**Serving Over 1/4 Million Quad-Citians  
and prosperous Western Illinois — Eastern Iowa**



1000 WATTS DAY **WGSB** 500 WATTS NIGHT  
 VOICE OF THE FOX RIVER VALLEY  
 Geneva - St. Charles - Batavia  
 Illinois

**WGSB's Special Features:**

- ★ The Jim Ameche Show.
- ★ Mutual Broadcasting System.
- ★ Famous Krick Weather Reports.
- ★ Backed by the World's best in Music!

**PHONE (312) 584-8820**

**P. O. Box 68 Geneva, Illinois**

*1215 Elm St. Geneva, Ill.*

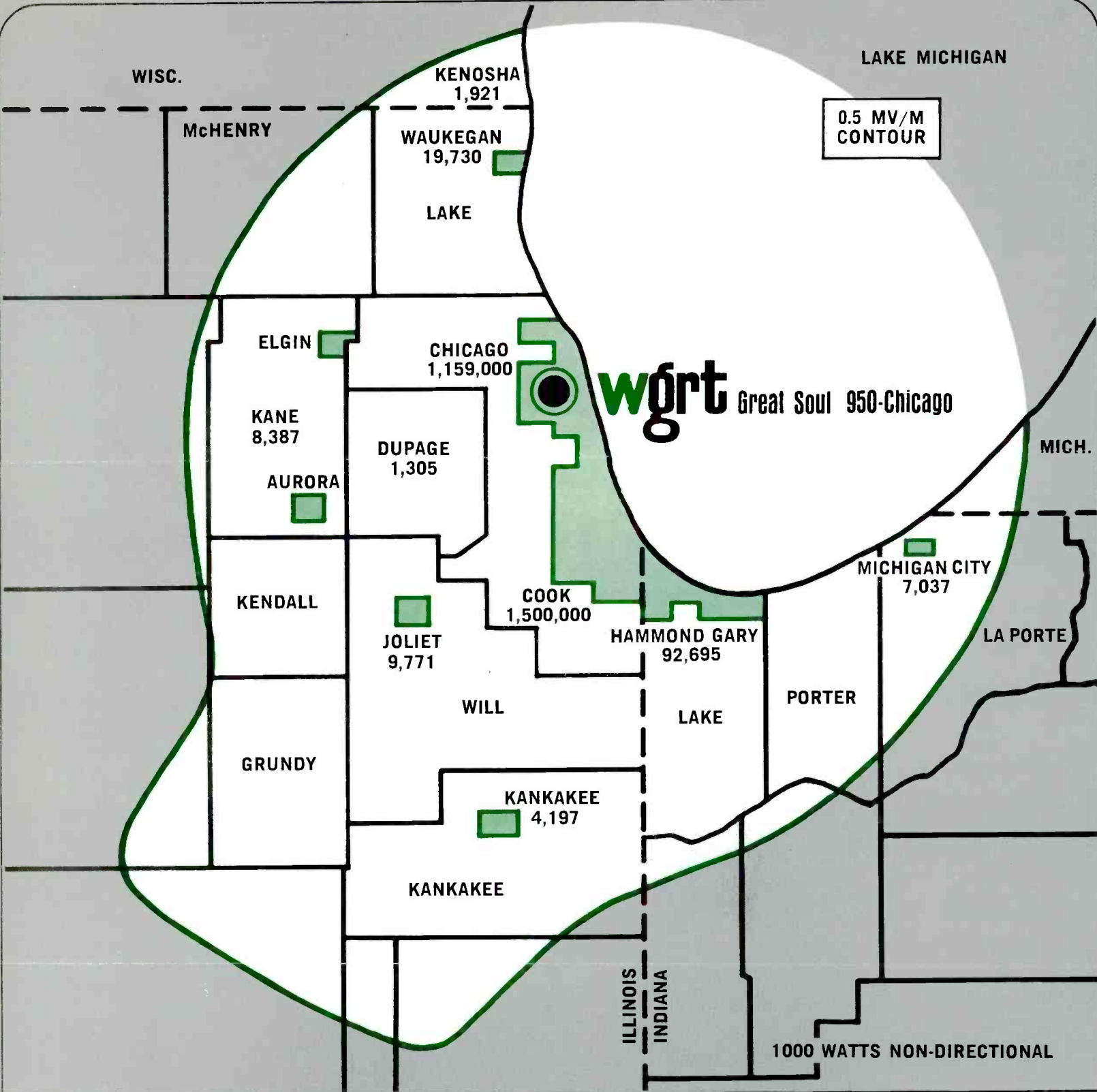
<b>MARKET DATA:</b>	
	Within 0.5 MV/M Coverage
Total Population	375,870
Total Households	108,670
Total AM Radio Homes	105,050
Total Automobiles	157,250
Consumer Spendable Income	\$ 874,045,000
<b>RETAIL SALES:</b>	
Food Stores	\$ 142,310,000
Drug Stores	\$ 15,058,000
General Merchandise	\$ 48,631,000
Apparel Stores	\$ 21,904,000
Home Furnishings	\$ 18,518,000
Restaurants	\$ 28,096,000
Automotive Sales	\$ 117,350,000
Filling Stations	\$ 39,875,000
Farm Stores	\$ 11,068,000
Building Materials	\$ 42,196,000
Total Retail Sales	\$ 563,043,000
Total Wholesale Sales	\$ 132,089,000
Total Service Trades	\$ 76,235,000
<b>FARM DATA:</b>	
Total Farm Population	35,780
Farm Households	11,080
Farm Radio Homes	10,530
Farm Automobiles	13,970
Gross Farm Income	\$ 176,599,000

**WGSB** 1000 WATTS DAY  
 — 1480 KC —  
 500 WATTS NIGHT  
 Serving... Geneva - St. Charles & Batavia

MBS  
 Affiliate

*Geneva, Illinois*

SOURCE: United States Census of Population, Housing, Agriculture, Retail Trade, Wholesale Trade, Service Trades; SRDS Consumer Data; REA Farm Survey; RETMA. (Appalachian)



**THE ECONOMIC STRENGTH OF METROPOLITAN CHICAGO'S BLACK COMMUNITY**

Population: Greater Chicagoland	1,500,000	
City of Chicago	1,159,000	
Purchasing Power:	4 BILLION DOLLARS	
	<b>Negro</b>	<b>White</b>
Median Family Income:	\$7,718.00	\$10,508.00
Education:	12.2 years	12.6 years

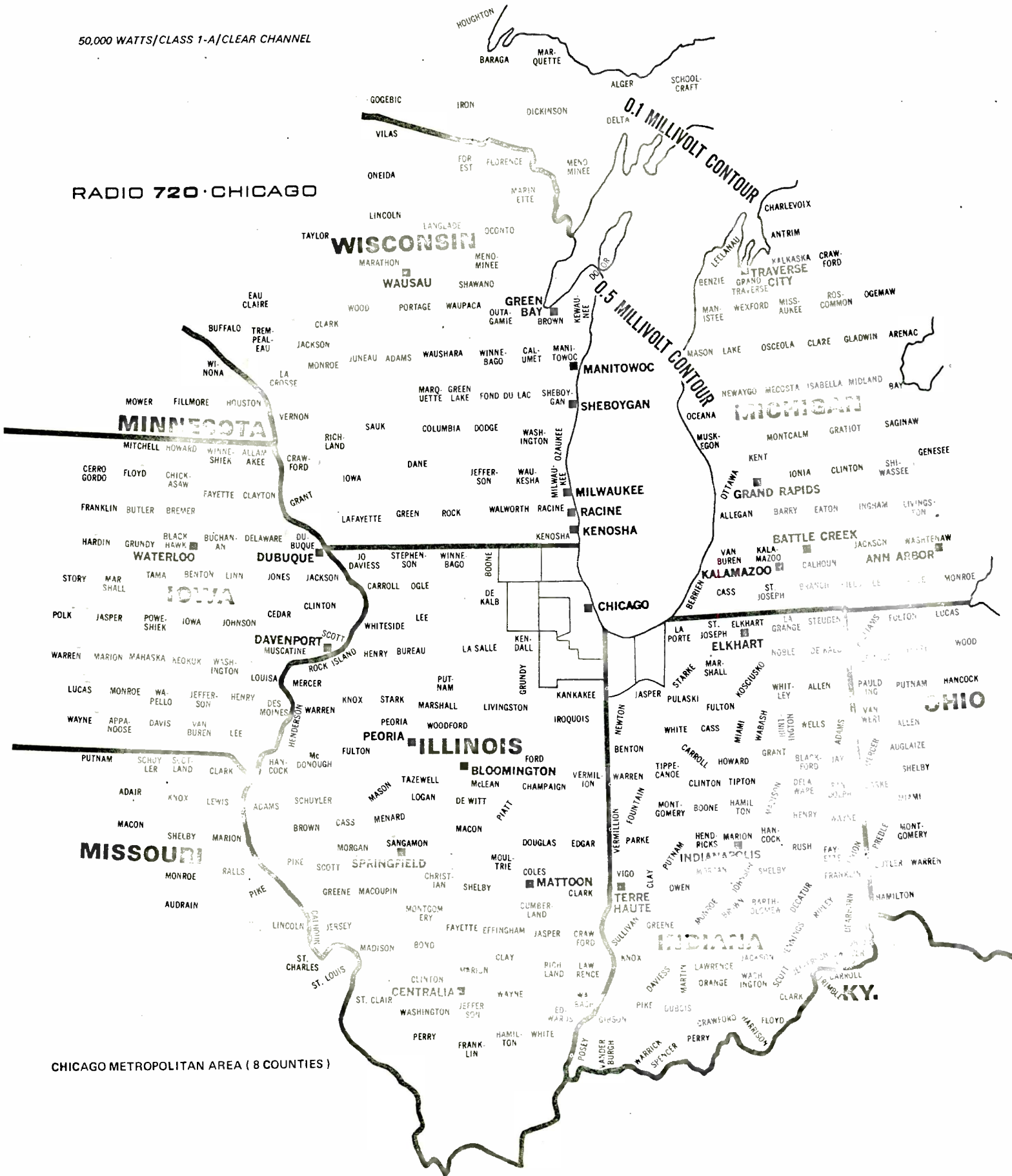
One third of all Black families in Chicago have total incomes of \$10,000 or more per year.

The Black population of Greater Chicagoland is exceeded only by the TOTAL population of the five largest cities in the United States.

The Black community of Chicagoland exceeds the TOTAL population of such cities as Atlanta, Baltimore, Boston, Dallas, New Orleans, St. Louis, San Francisco-Oakland and Washington, D. C.

50,000 WATTS/CLASS 1-A/CLEAR CHANNEL

RADIO 720 · CHICAGO



CHICAGO METROPOLITAN AREA ( 8 COUNTIES )

# WGLC COVERAGE MAP

## PROGRAM RATES

Times	1 Hour	½ Hour	¼ Hour
1- 51	\$30.00	\$21.00	\$14.00
52-104	26.00	18.00	11.00
105-155	21.00	15.00	9.00
156-259	18.00	12.50	8.00
260-312	15.00	10.00	6.50

## GUARANTEED TIMES

Times	5 Min.	1 Min.	30 Sec.
1- 51	\$8.50	\$4.50	\$2.75
52-104	7.75	3.00	2.50
105-155	6.75	2.75	2.35
156-259	5.75	2.50	2.10
260-312	4.50	2.00	1.75

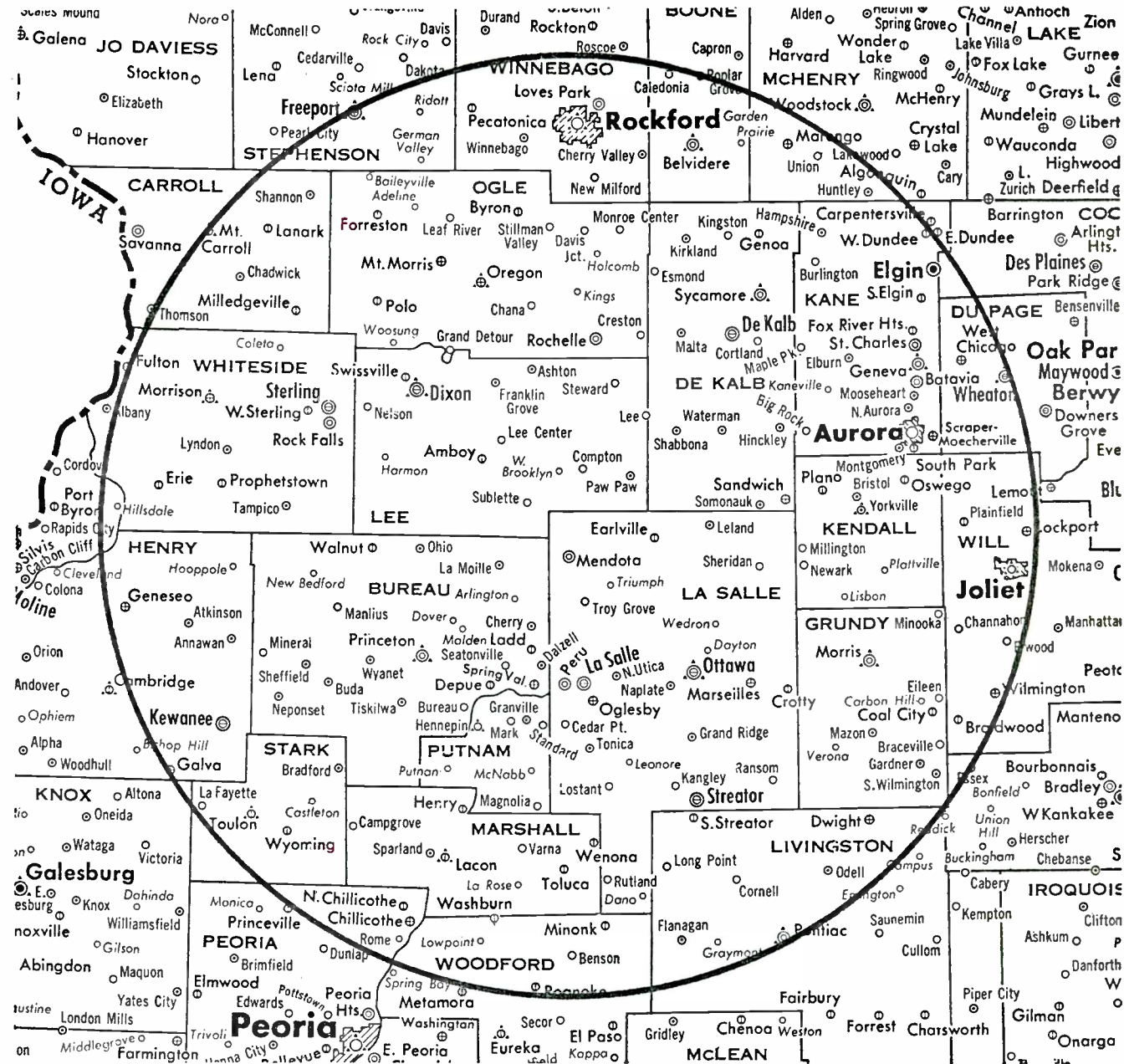
## PACKAGE RATES (RUN OF SCHEDULE)

6 per week	\$3.50	\$2.75
12 per week	2.85	2.30
20 per week	2.60	1.90

Above rates are local rates; non-commissionable to agencies.

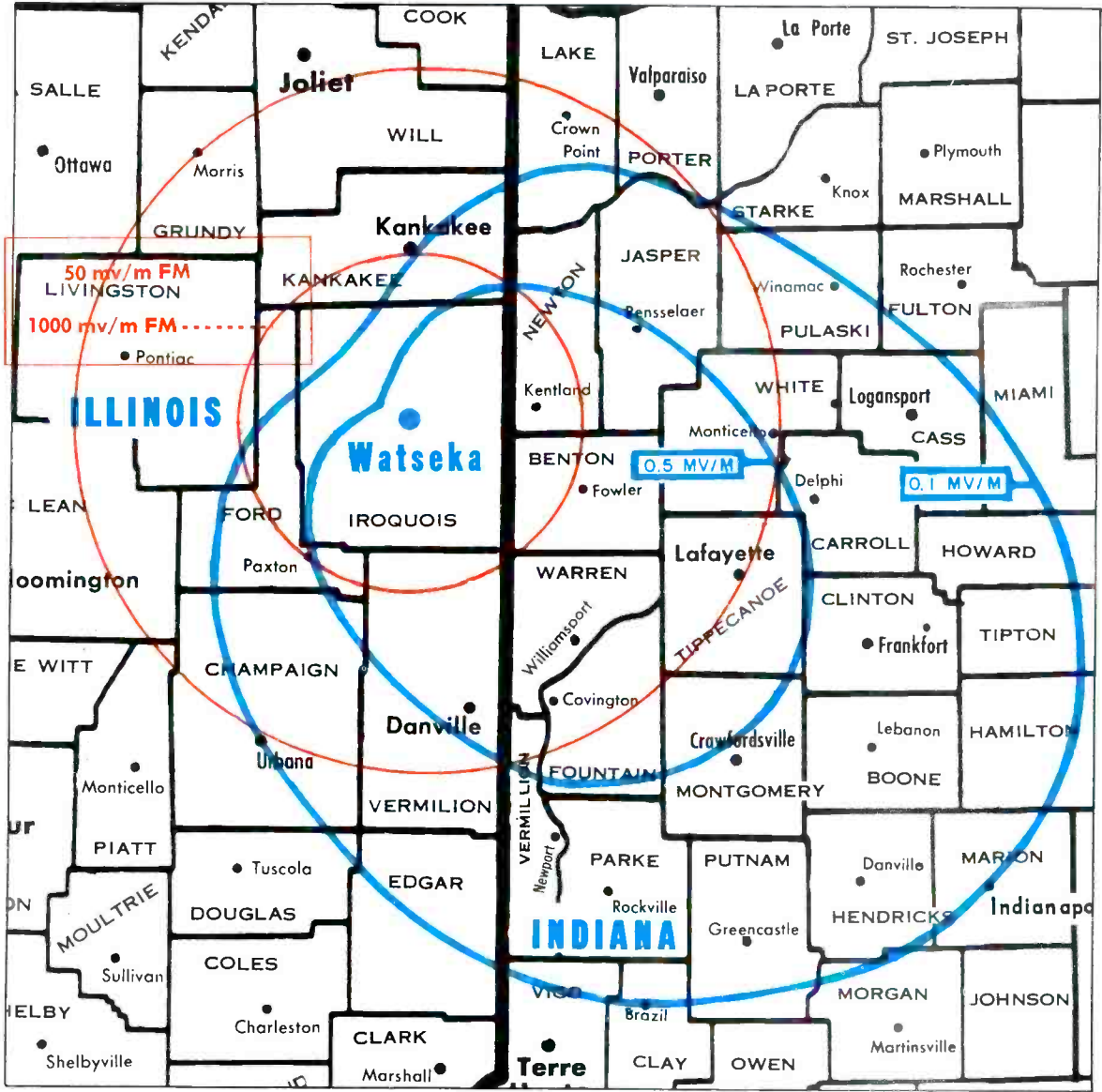
RATE CARD NO. 3

Effective February 1, 1965



0.5 MV/M coverage based on actual measurements.  
Robert A. Jones, registered Illinois Consulting Engineer.

Insite + d winter / SP9 72





COVERING ONE OF THE  
**WORLD'S GREATEST FARMING AREAS**  
 Watseka, Illinois 60970

**WGFA**

AMERICAN  
 ENTERTAINMENT  
 RADIO NETWORK

**1360 KC**  
 1000 WATTS  
 AM  
 DIRECTIONAL

**94.1 MC**  
 19,000 WATTS  
 FM

1 Time	\$60.00	\$32.50	\$16.00	\$8.50	\$4.50	\$2.95
13 Times	30.00	15.00	8.00	4.25	2.90	2.85
26 Times	50.00	27.50	14.00	7.50	4.00	2.80
52 Times	45.00	25.00	13.00	7.00	3.75	2.75
104 Times	40.00	22.00	12.00	6.50	3.50	2.70
260 Times	35.00	20.00	11.00	6.00	3.25	2.60
312 Times	30.00	17.50	10.00	5.50	3.00	2.50
365 Times	25.00	15.00	9.00	5.00	2.75	

**RATE CARD - Monday Through Sunday**  
 Effective Jan. 1, 1971



Tel: (815) 432-4955



**50,000 WATTS  
STEREO**

**95 MGH  
24 Hours**

154 EAST SIMMONS — GALESBURG, ILLINOIS  
309/342-5131

**WGIL LOCAL RATE CARD**

**PERSONNEL**

GENERAL MANAGER — ROGER COLEMAN  
SALES MANAGER — ROBERT SIMMONS

**FACILITIES**

WGIL-FM, 95 Mgh., 50,000 Watts, Non Directional

**FORMAT**

WGIL-FM  
Country Music and Area and National Sports  
ABC-FM NEWS

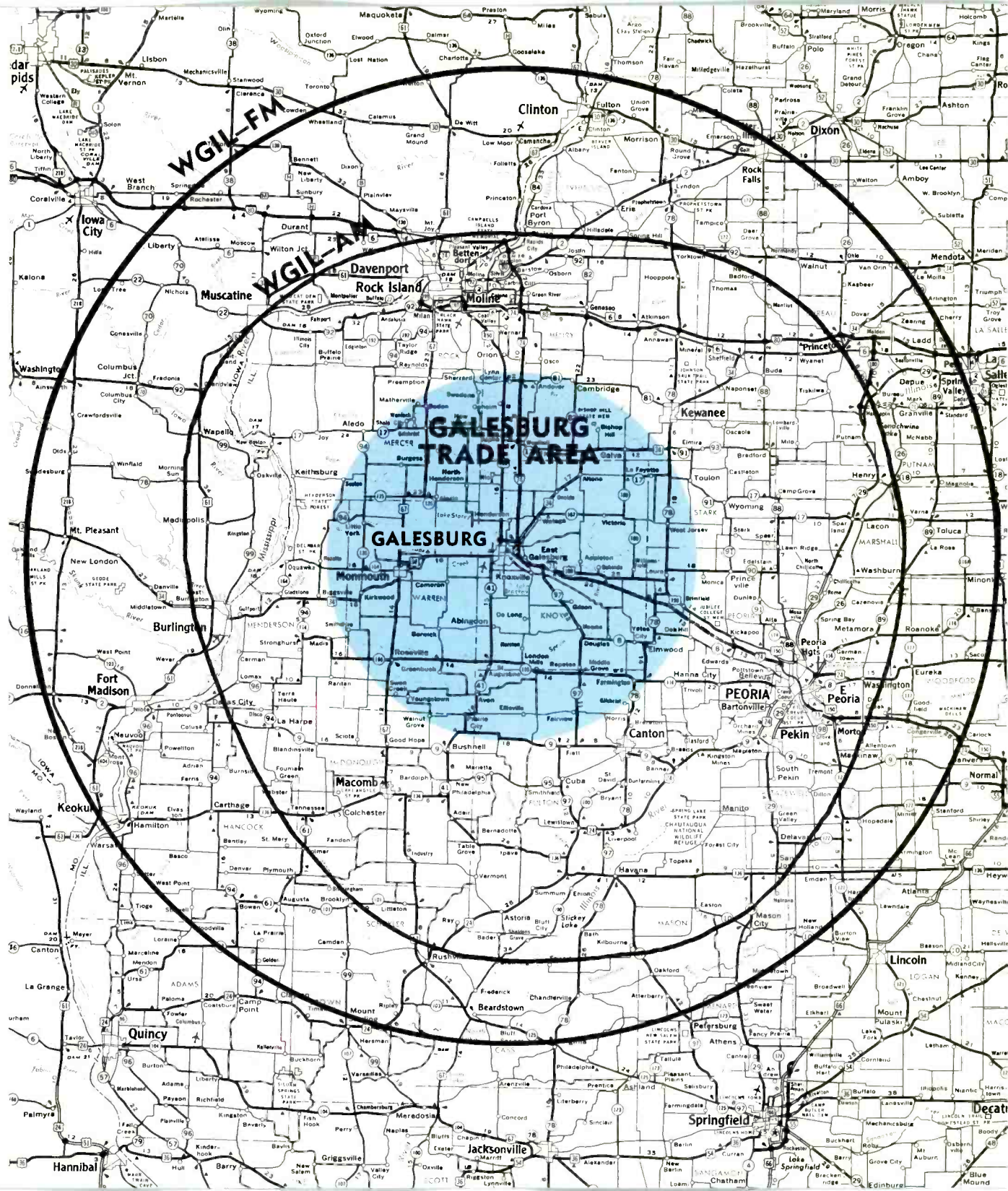
**ANNOUNCEMENTS**

**WGIL - FM**

30 day period	10 seconds	30 seconds	60 seconds
5 announcements	\$15.00 (\$3.00)	\$20.00 (\$4.00)	\$25.00 (\$5.00)
10 announcements	\$25.00 (\$2.50)	\$30.00 (\$3.00)	\$40.00 (\$4.00)
30 announcements	\$60.00 (\$2.00)	\$75.00 (\$2.50)	\$90.00 (\$3.00)
60 announcements	\$90.00 (\$1.50)	\$120.00 (\$2.00)	\$150.00 (\$2.50)
1,000 times per year	\$1.00	\$1.50	\$2.00

**SELL-A-THON**

30 1/2 min's .....  
2 hour remote broadcast ..... \$125.00

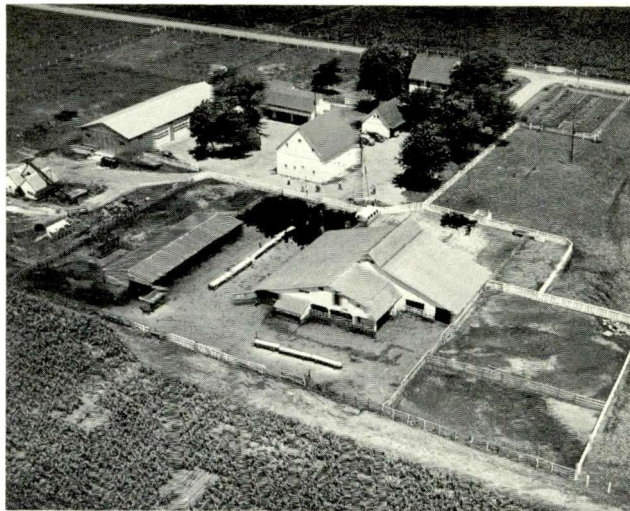


# WGIL - FM

serves a retail trade area of 83,224 people within a 40 mile radius of Galesburg. Galesburg, an ALL-AMERICAN city, is composed of . . .

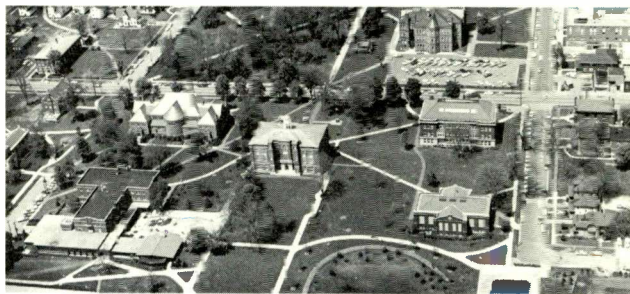
## AGRICULTURE

Knox County ranks in the upper 10% of counties in the state in the production of hogs and cattle. Over 200,000 acres of corn and 32,000 acres of soybeans are raised yearly.



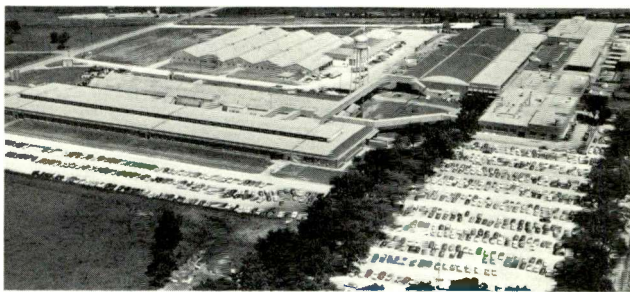
## EDUCATION

Galesburg is the home of Knox College, with an enrollment of 1,500 students, and Carl Sandburg Junior College, with an enrollment of 3,000.



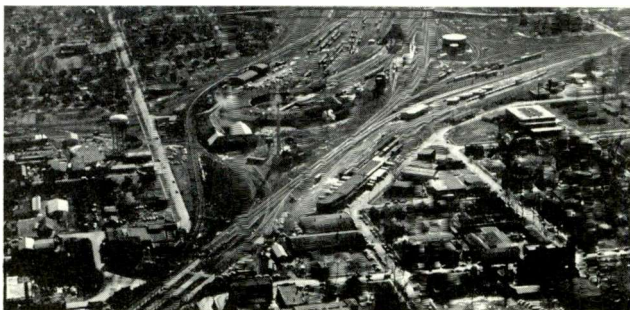
## INDUSTRIES

Over 50 manufacturing plants are located in Knox County employing 10,000 people. Major plants include Outboard Marine, Admiral, Gates Rubber and Butler Mfg.



## TRANSPORTATION

Galesburg Municipal Airport is served by Ozark Airlines. Galesburg is served by 6 passenger trains daily on the Burlington Northern and Santa Fe Rail Systems of Amtrak. Galesburg is served by 2 U. S. Highways, 2 Illinois highways and Interstate 74, which connects with Interstate 80.



# WGIL RADIO

## FM - 95



## 24 HOUR RADIO GALESBURG, ILLINOIS

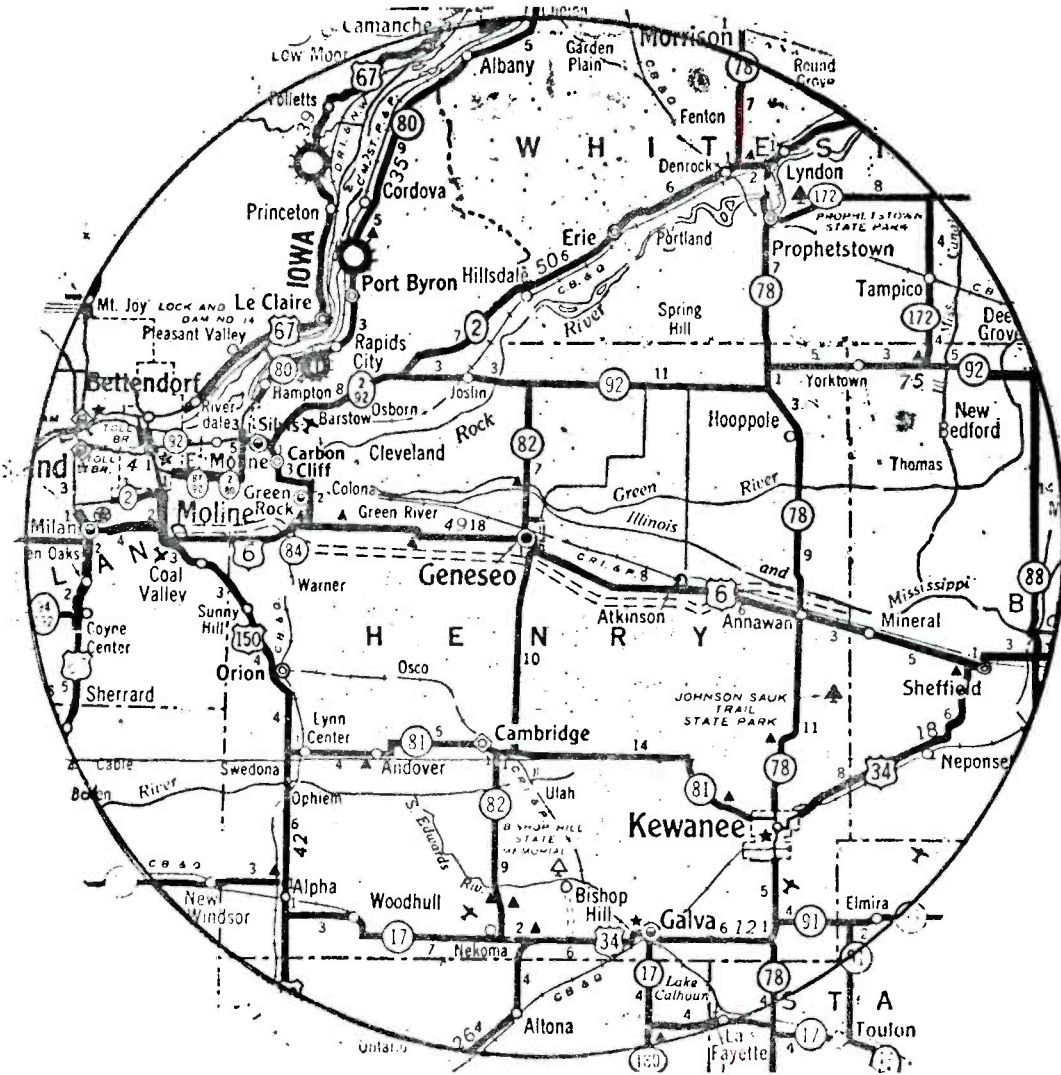
Interference Free Coverage

62,126 ★  
Rural Population

Radio Station

244,882 ★  
Total Population

# W G E N



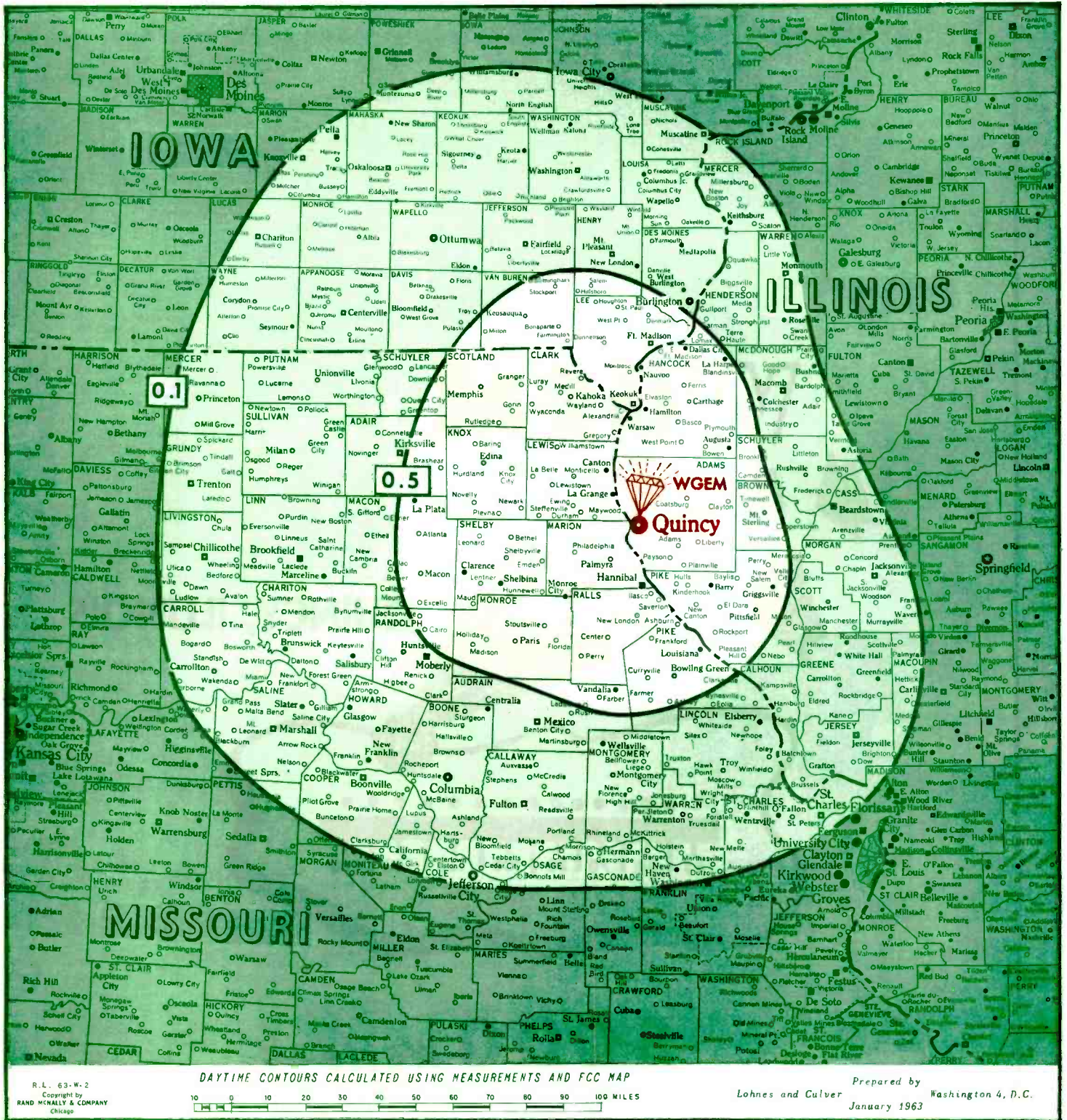
# 1500

On Your  
Dial

★ Based on 1960 Census

RADIO STATION  
**WGEM**  
 QUINCY, ILLINOIS

**1440 Kc**  
*"The Gem City"*  
**5,000 Watts**



R.L. 63-W-2  
 Copyright by  
 RAND McNALLY & COMPANY  
 Chicago

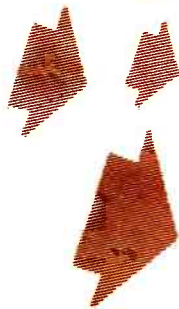
DAYTIME CONTOURS CALCULATED USING MEASUREMENTS AND FCC MAP



Prepared by  
 Lohnes and Culver  
 January 1963  
 Washington 4, D.C.

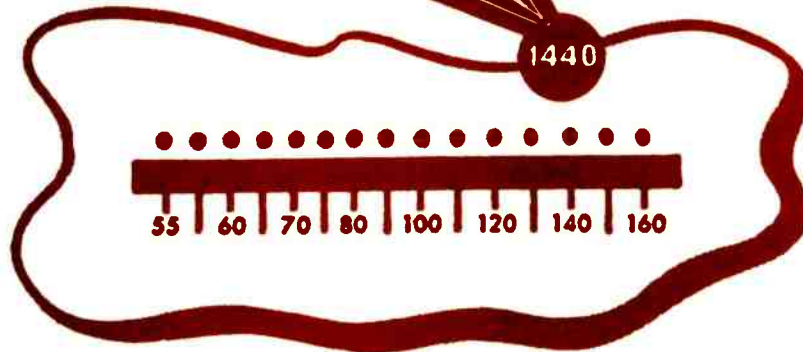
**WGEM**  **QUINCY, ILLINOIS**

**WGEM**



**1440**

**QUINCY, ILLINOIS**



**5000 Watts**

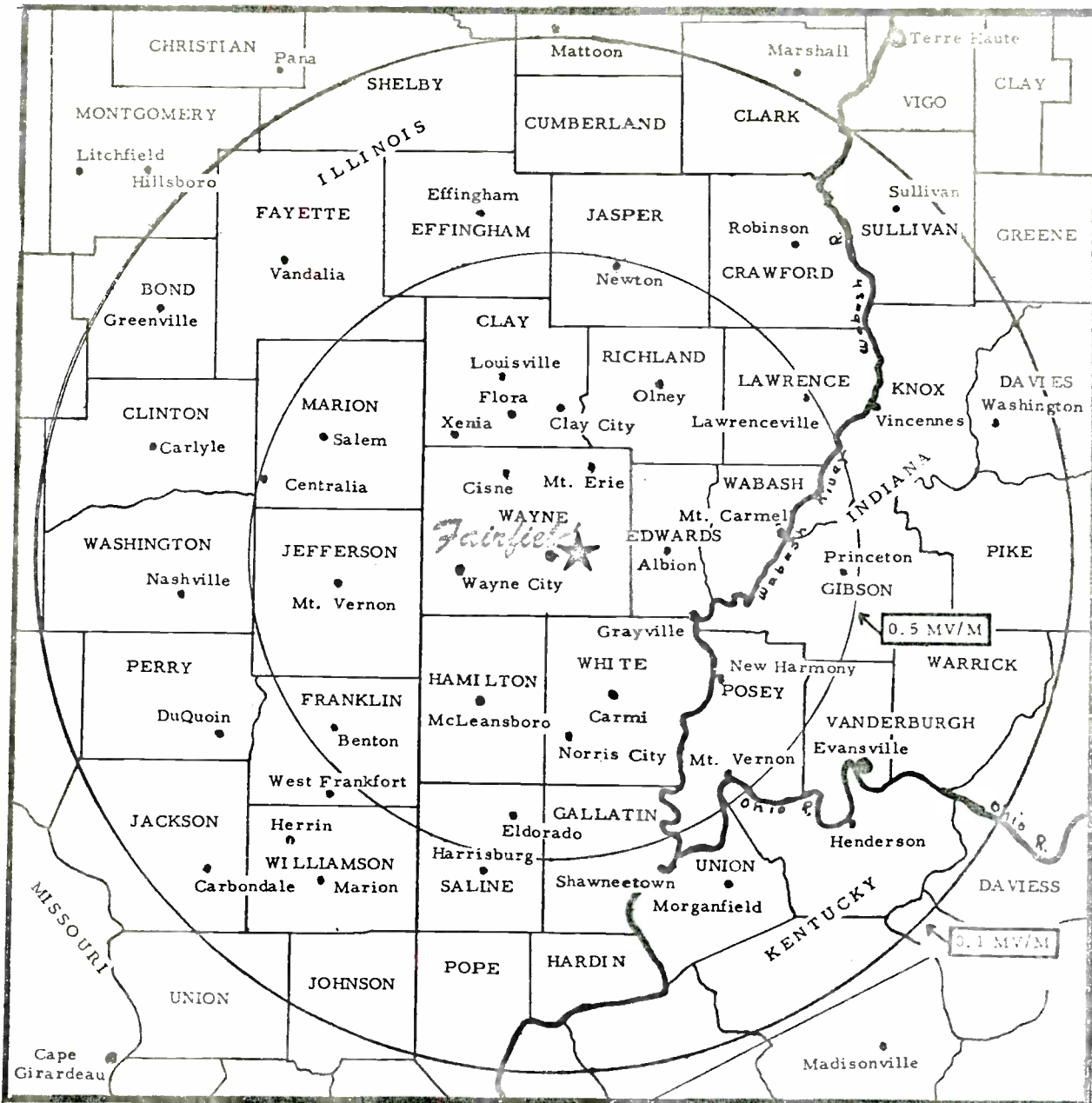
# WFIW

*Serving*

THE  
HEART  
OF THE  
RICH  
SOUTHERN  
ILLINOIS  
OIL  
BASIN

# WFIW

National Representative:  
GRANT WEBB & CO.



# WFIW

**1960 DATA:**

	Within 0.5MV Coverage	Within 0.1MV Coverage
Population .....	286,880	948,271
Radio Families ..	99,380	304,570
Passenger Cars ..	101,020	317,250
Retail Sales .....	\$313,769,000	\$1,038,045,000

1390 KC

1,000 WATTS

THE WAYNE COUNTY BROADCASTING COMPANY

FAIRFIELD, ILLINOIS

NEWS — MUSIC — FARM FEATURES — WEATHER — SPORTS

THE LIVE STATION THAT GETS PROVEN RESULTS

THOMAS S. LAND, General Manager

GARNET WILLIAMS, Sales Manager

P. O. BOX 72

FAIRFIELD, ILLINOIS

PHONE 2159

AFFILIATED WITH:  
WJBD--Salem, Ill.

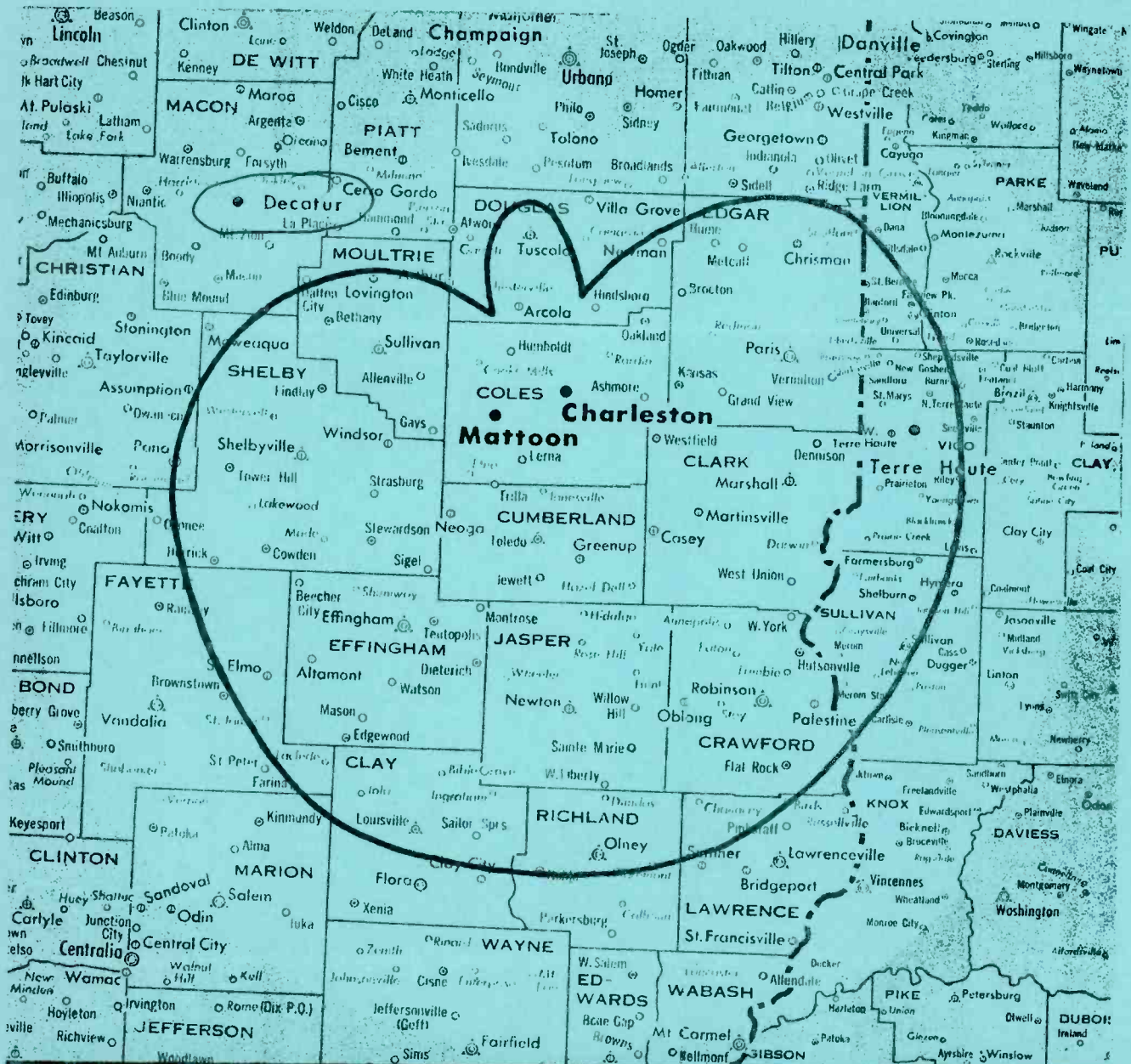
WMFT--Terre Haute, Ind.

Source BRDS Consumer Data 1960

# WEIC RADIO

1270 kilocycles 1000 watts

CHARLESTON-MATTOON, ILLINOIS



Serving East Central Illinois and Western Indiana

## THE TWIN CITIES OF EAST CENTRAL ILLINOIS

Coles County ranks foremost in population of all fully-covered WEIC Radio counties. With the twin population centers of Charleston and Mattoon it is the natural industrial, agricultural and marketing center of the 17 Illinois and 7 Indiana counties within the WEIC coverage area.

### Growth and Expansion

More and more commercial interests continue to find the WEIC Radio market an extremely profitable place to do business. Active industrial planning and development, labor and plant sites abound in this area. Everywhere, the signposts of a healthy market clearly indicate the bright economic

## ABUNDANT AUDIENCE

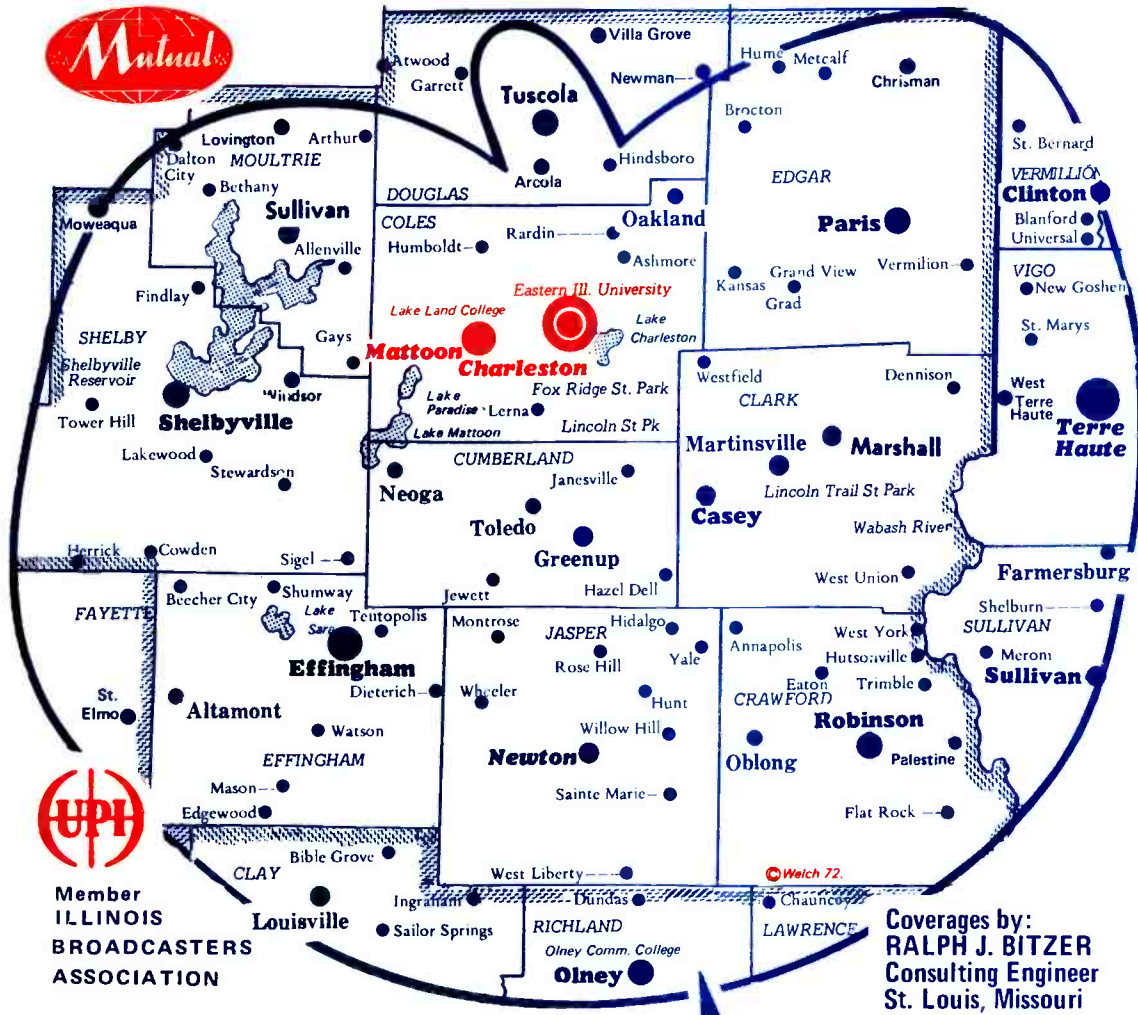
WEIC hourly news broadcasts of international and national news are complimented with regular local newscasts daily. Music and service programs — including farm, home, sports and public service features — as well, contain news of area happenings. Thus, a balanced pattern of information and entertainment is continually available to the WEIC listener.

The fact that WEIC programming meets the needs and preferences of its listeners is reflected in a large and loyal audience following throughout East Central Illinois and Western Indiana.





# WHERE ENTERTAINMENT IS CONTEMPORARY: 24 Hours-a-day.. WEIC AM&FM Radio!



**CHARLESTON - MATTOON** . . . the twin-cities of East-Central Illinois are strongly diversified between industry-education and agriculture.

**INTERSTATE 57**, the main route between Chicago and Memphis, spreads out between the Twin Cities. Major rail lines serve the market and Coles County Airport provides major airline service.

**MANY MAJOR INDUSTRIES** employing thousands stabilize the economy. Among them are General Electric, Blaw-Knox, Brown Shoe, Moore Business Forms, Celotex, Trailmobile, Anaconda Industries, Hi-Cone, Unibuilt Homes, Associated Spring, plus Norfolk & Western and Penn Central Rails.

**EASTERN ILLINOIS** University, with an enrollment exceeding 10,000 - has been located in Charleston since 1895 and offers a complete Graduate program. **LAKE LAND** College, opened in Mattoon in 1967, is a member of the Illinois community college system and enrolls 2,400 students.

**COLES COUNTY** ranks in the top ten in Illinois in production of wheat and corn; heavy, too, in livestock and dairy production. **Soybeans** - one of the top cash crops in Mid-America is the leader in Coles County . . . a multi-million-dollar business!

**WEIC programs** Contemporary music with heavy emphasis on county-wide news coverage . . . remotes, beepers, on-the-spot mobile coverage. Complete play-by-play of local high school and EIU sports . . . the only major network station in Coles County . . . farm news with a full-time farm newsmen . . . daily editorials! **WEIC Radio** has been Serving and Selling East Central Illinois since 1954.

# WEIC

**RADIO**

**Charleston • Mattoon**

**AM 1270**

**1,000 Watts Day  
500 Watts Night**

**FM 92.1**

**2,200 Watts Stereo**

**COMMUNITY COMMUNICATIONS ASSOCIATES, INC.**

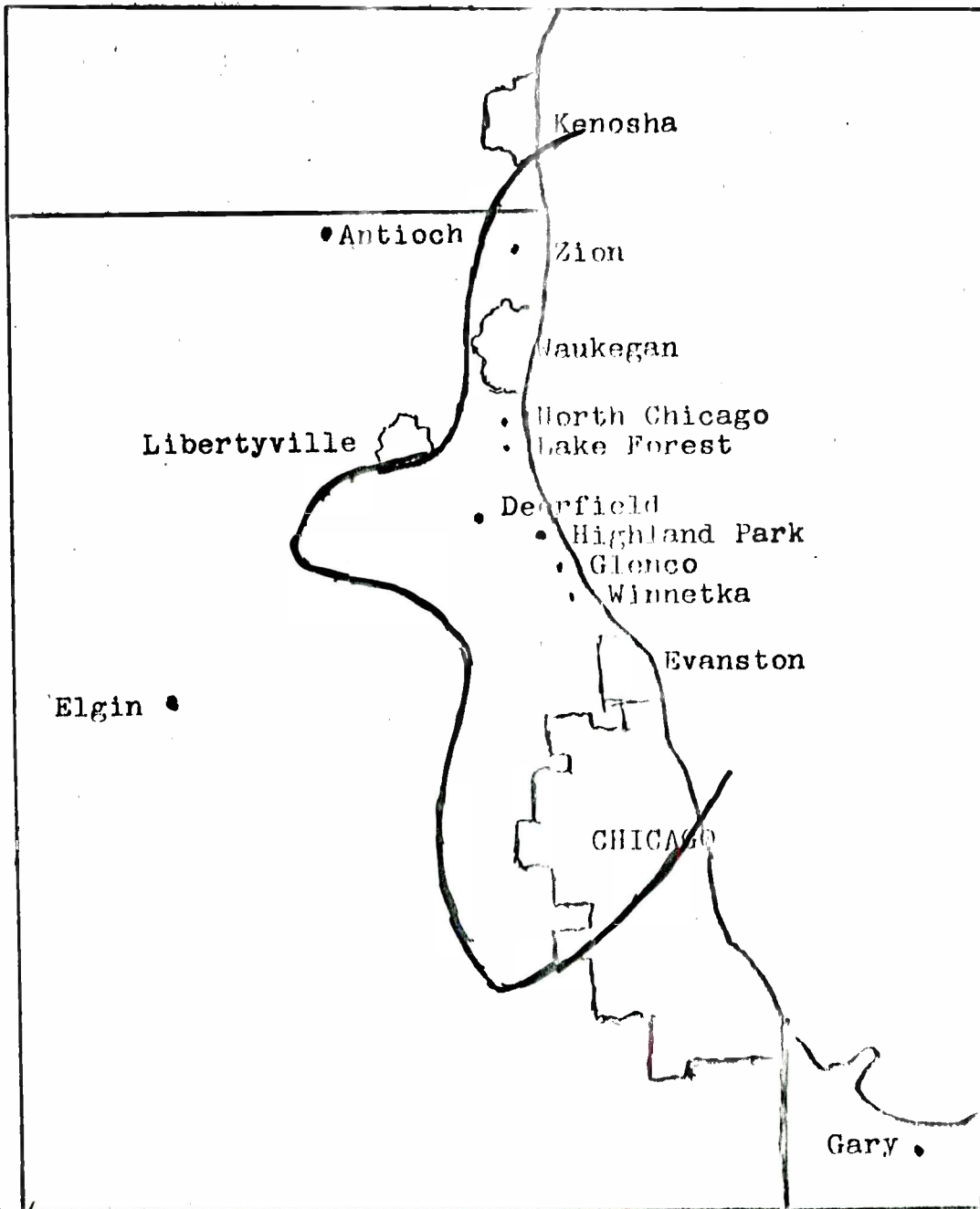
John F. Hurlbut, President  
Wm. F. Russell, V.P. & General Manager  
Postal Box 158 - Phone (217) 345-2149  
CHARLESTON, ILLINOIS 61920

## Market Data:

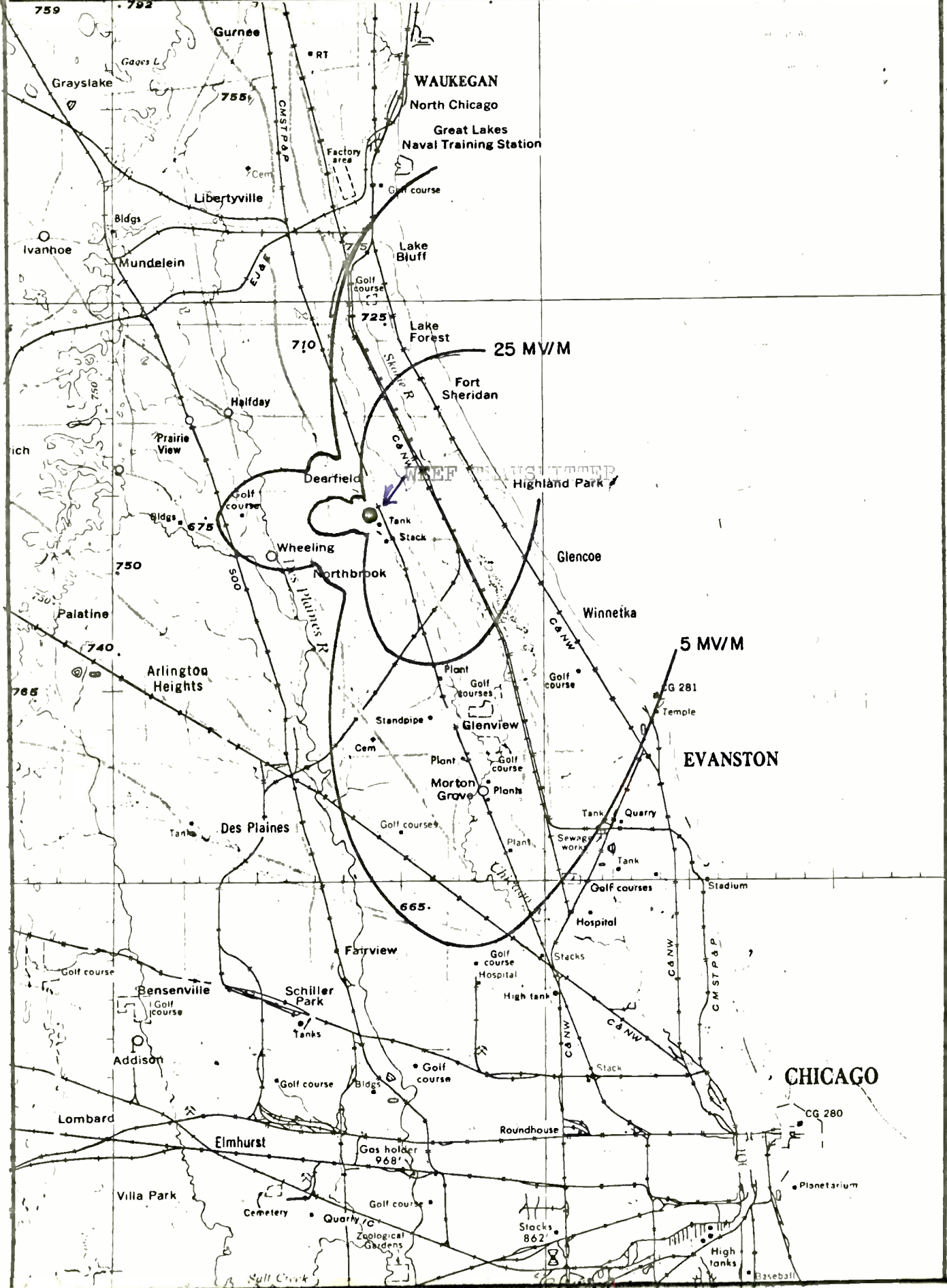
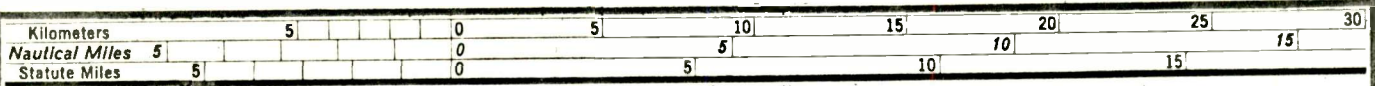
	<b>WEIC TRADE REGION</b>
Population . . . . .	224,320
Households . . . . .	74,880
Radio Homes . . . . .	74,570
Private Autos . . . . .	99,230
Tractors-with-Radios . . . . .	*10,280
Farm Homes . . . . .	11,080
<b>SPENDABLE INCOME</b> . . . \$	586,923,000
Total Retail Sales . . . . . \$	428,342,000
Food Stores . . . . . \$	88,904,000
Drug Stores . . . . . \$	11,633,000
Department Stores . . . . . \$	41,093,000
Apparel Shops . . . . . \$	12,949,000
Homefurnishings . . . . . \$	12,889,000
Auto Sales . . . . . \$	76,112,000
Service Stations . . . . . \$	34,222,000
Gross Farm Income . . . . . \$	235,690,000
Source: SRDS Consumer Data 1972; Crop Reporting Service, University of Illinois. *	

Prepared by:

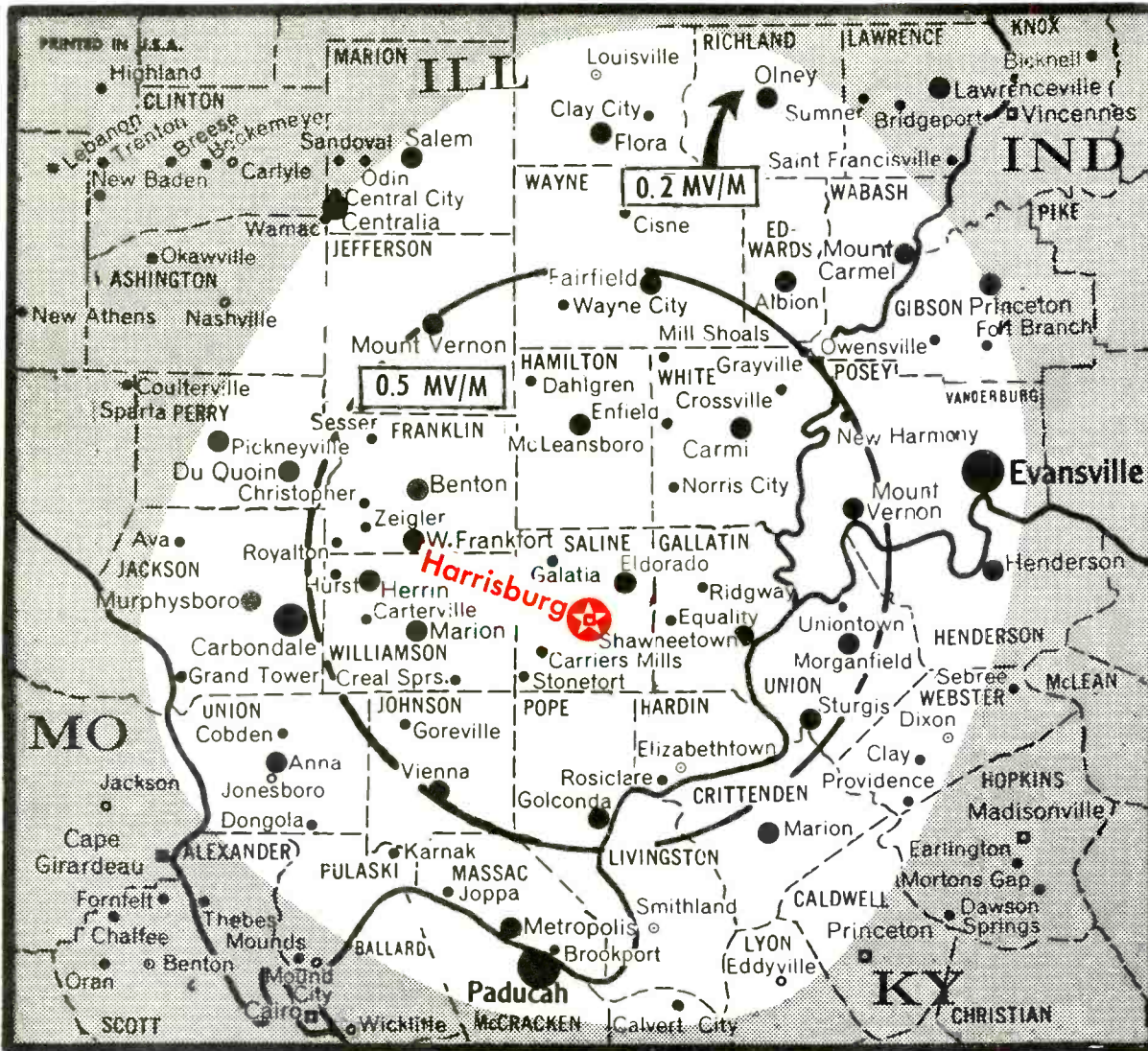
**RADIO** Unlimited  
Pueblo, Colorado



WEEF (AM) 1.0 Mv/m coverage



"THE BIRTHPLACE OF SOUTHERN ILLINOIS RADIO"



# WEBQ

Fulltime Radio  
FM Bonus!  
Harrisburg, Illinois

Fulltime Service to 11 Rich Farm Counties Ever Since 1923

# WEBQ

The Pioneer Radio Voice of Southern Illinois  
HARRISBURG, ILLINOIS

Programmed Carefully for Adult Audiences.

Finest of World, State, Local News Coverage; Regional High School Sports Coverage; Strong on Regional Farm Events Coverage; More than 11% of Time Devoted to Churches; Interest-packed programming all day round, including fine music.

**Bonus! WEBQ-FM 4200 Watts Fulltime!**

Inglis M. Taylor, Manager  
Studios: Harrisburg National Bank Building  
Phone Clearbrook 3-7032  
HARRISBURG, ILLINOIS

## MARKET DATA:

	Within 0.5 MV/M Coverage	Within 0.2 MV/M Coverage
Total Population	207,000	885,900
Total Households	77,880	290,950
Total Radio Homes	75,020	285,000
Total Automobiles	76,180	287,000
Spendable Income	\$314,870,000	1,314,540,000

## RETAIL DATA:

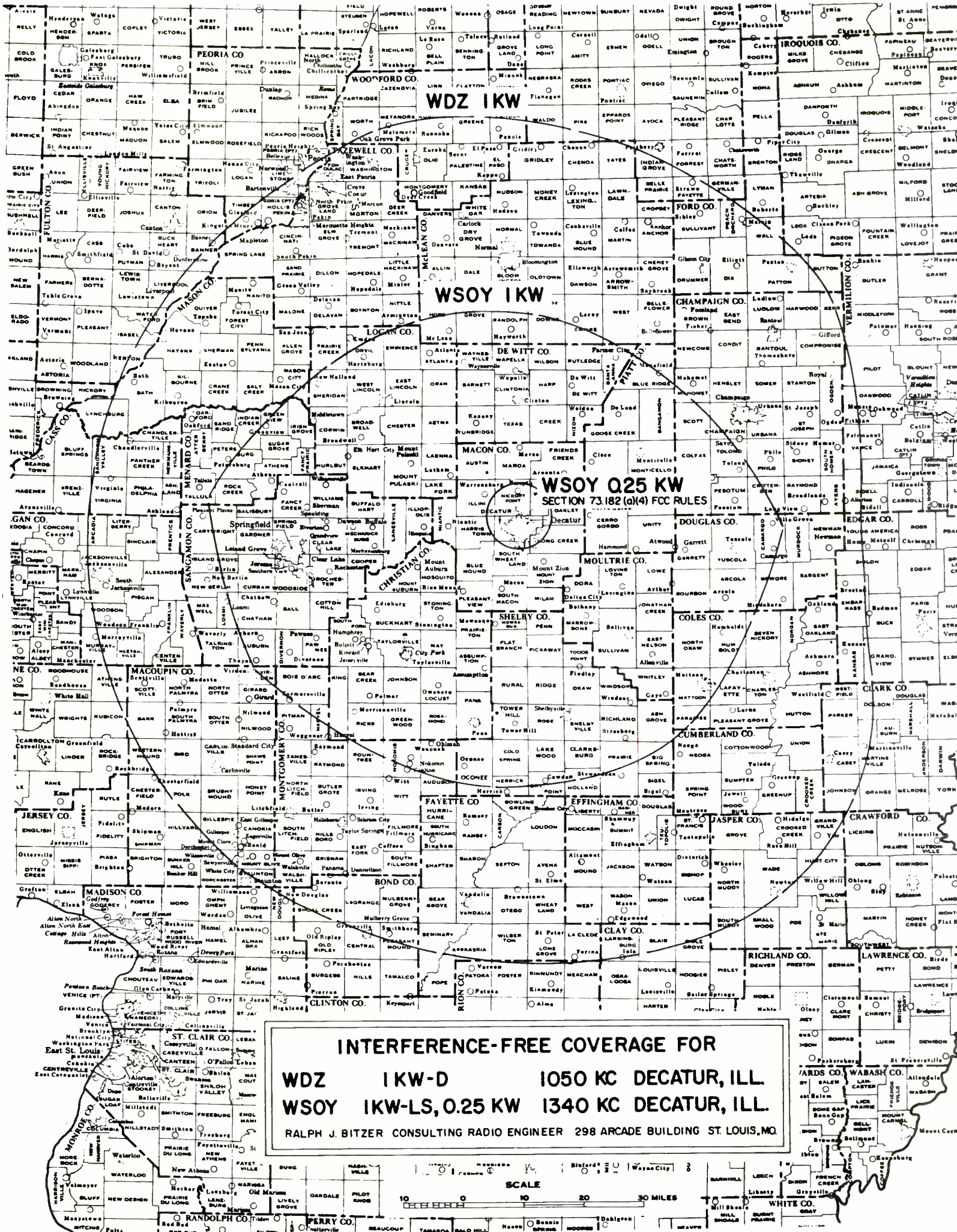
Food Stores	\$ 50,890,000	231,635,000
Drug Stores	\$ 5,321,000	25,305,000
General Merchandise	\$ 15,510,000	76,045,000
Apparel Stores	\$ 10,008,000	40,875,000
Home Furnishings	\$ 12,790,000	55,150,000
Automotive Stores	\$ 52,345,000	203,268,000
Filling Stations	\$ 19,945,000	78,045,000
Building Materials	\$ 22,007,000	97,853,000
<b>TOTAL RETAIL SALES</b>	<b>\$253,830,000</b>	<b>930,205,000</b>
<b>TOTAL WHOLESALE SALES</b>	<b>\$ 99,205,000</b>	<b>323,290,000</b>

## FARM DATA:

Total Farm Population	67,100	263,080
Total Farm Homes	21,100	55,010
Farm Radio Homes	19,920	54,390
Farm Gross Income	\$ 81,564,000	251,053,000

SOURCE: SRDS Consumer Markets; SM Survey of Buying Power; U. S. Department of Commerce; RETMA.

PREPARED BY WILLOUGHBY ASSOCIATES



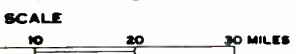
**WZD 1KW**

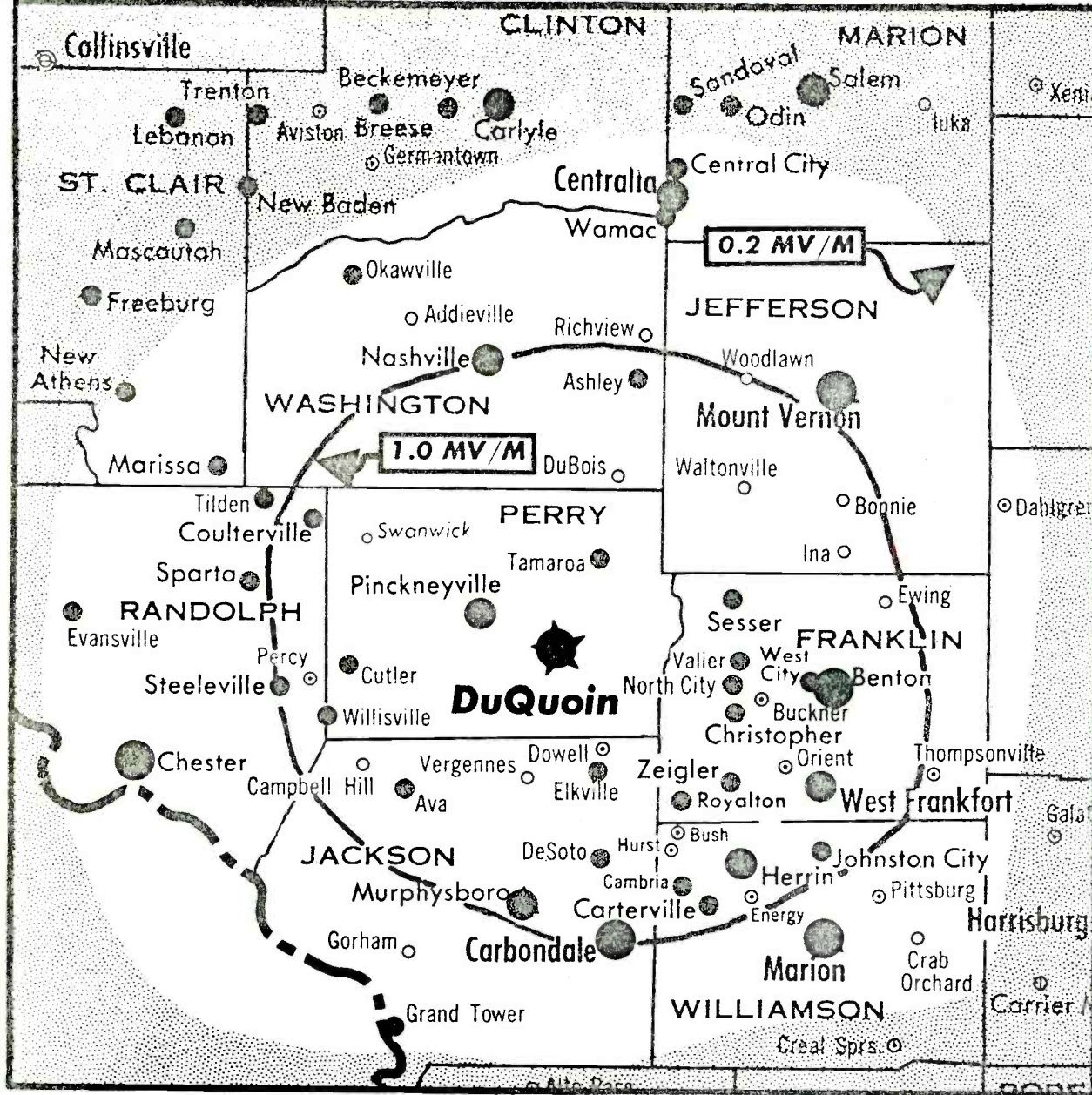
**WSOY 1KW**

**WSOY Q25 KW**

SECTION 73.182 (a)(4) FCC RULES

**INTERFERENCE-FREE COVERAGE FOR**  
**WZD 1KW-D 1050 KC DECATUR, ILL.**  
**WSOY 1KW-LS, 0.25 KW 1340 KC DECATUR, ILL.**  
 RALPH J. BITZER CONSULTING RADIO ENGINEER 298 ARCADE BUILDING ST. LOUIS, MO.





# WDQN

DuQuoin, Illinois

**SERVING AND SELLING  
GREATER EGYPT**

**Represented by Devney, Inc.**

# WDQN

From the Home of the Hambletonian

## DU QUOIN, ILLINOIS

- Serving Over 25,000 Homes in the WDQN Primary Area ... including Industry, Mining, and Farming.
- DuQuoin State Fair Attracts 200,000 to Witness Running of Hambletonian Annually!

**WDQN** 250 SALES-PACKED WATTS  
SUNRISE TO LOCAL SUNSET

OWNED BY Du QUOIN BROADCASTING CO.

M. R. Lankford, Owner-Manager

## DU QUOIN, ILLINOIS

National Representative: Devney, Inc.

### MARKET DATA:

	1.0 MV/M Coverage	0.2 MV/M Coverage
Total Population.....	108,320	241,430
Total Households.....	35,080	78,440
Total Radio Homes.....	33,900	77,450
Total Passenger Cars.....	35,820	79,136
Spendable Income.....	\$141,347,000	\$353,758,000

### RETAIL DATA:

Food Sales.....	\$ 25,257,000	63,053,000
Drug Sales.....	\$ 3,690,000	7,057,000
Eat-Drink Places.....	\$ 6,120,000	15,624,000
Genl. Merchandise Sales.....	\$ 6,984,000	19,638,000
Apparel Sales.....	\$ 6,522,000	10,480,000
Home Furnishings Sales.....	\$ 14,984,000	24,653,000
Automotive Sales.....	\$ 36,207,000	60,951,000
Filling Station Sales.....	\$ 8,917,000	20,532,000
Building Materials.....	\$ 8,890,000	17,950,000
<b>TOTAL RETAIL SALES.....</b>	<b>\$114,921,000</b>	<b>298,043,000</b>
<b>TOTAL WHOLESALE SALES.....</b>	<b>\$ 59,158,000</b>	<b>129,047,000</b>
<b>TOTAL SERVICE RECEIPTS.....</b>	<b>\$ 19,020,000</b>	<b>41,244,000</b>

### FARM DATA:

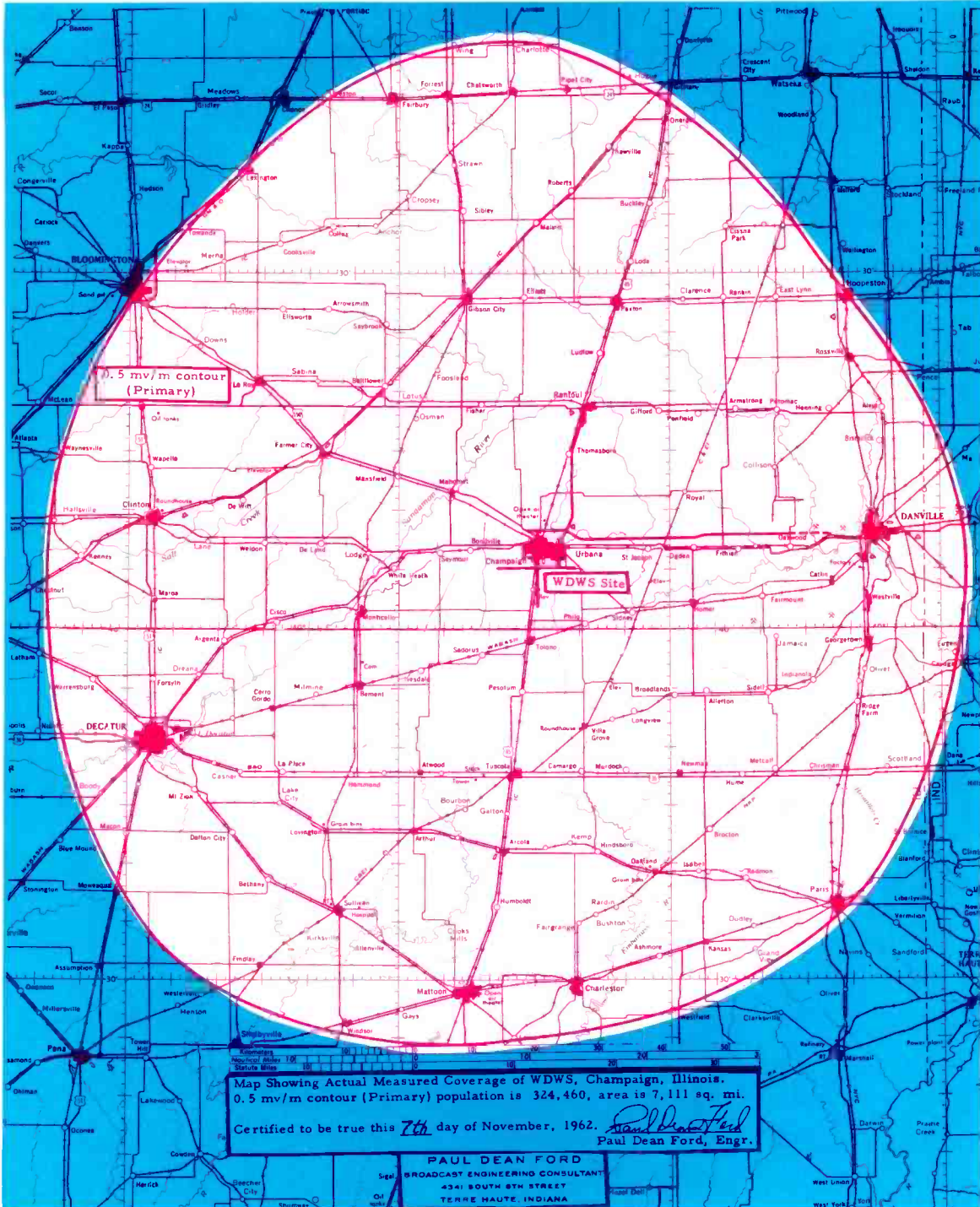
Total Farm Population.....	18,650	47,200
Farm Households.....	4,120	12,065
Farm AM Radio Homes.....	4,090	12,000
Farm Passenger Cars.....	4,200	12,850
Total Farm Income.....	\$ 30,271,000	76,044,000

SOURCE: SDRS Consumer Data; Sales Management Survey of Buying Power (Further Reproduction not Licensed); U. S. Department of Commerce; U. S. Department of Agriculture; RETMA.

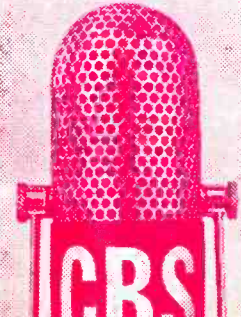
COPYRIGHT WILMARKAY RESEARCH COMPANY PRINTED

# COVERAGE

## WDWS



**CBS RADIO**



**WDWS**  
**1400**  
 1000 WATTS DAYTIME  
 250 WATTS NIGHTTIME  
**PHONE 356-1855**  
**AREA CODE 217**

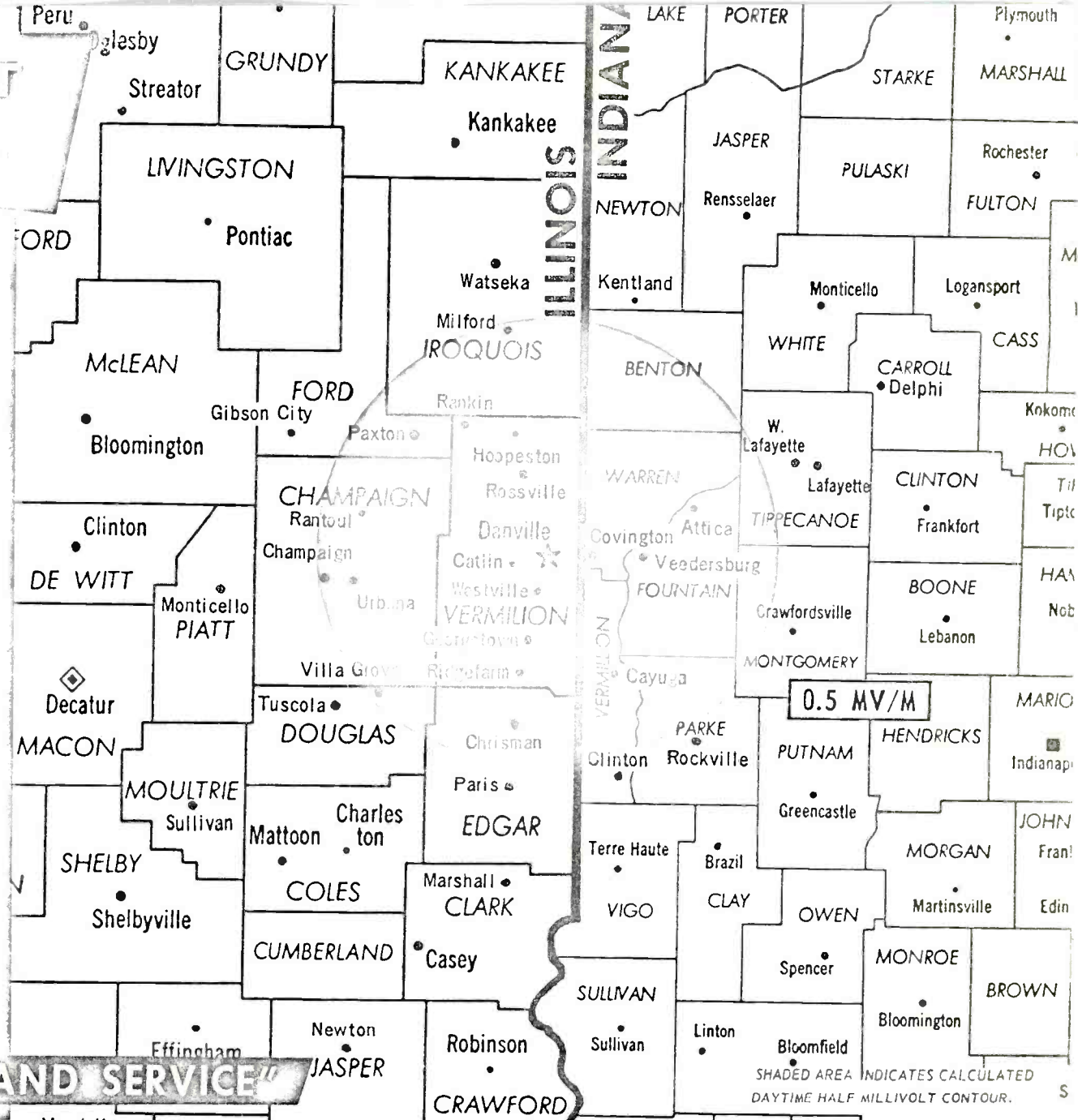
REPRESENTED BY THE MEEKER CO. INC.  
 CHICAGO — 333 NORTH MICHIGAN AVENUE  
 NEW YORK — 521 FIFTH AVENUE

**LARRY STEWART - STATION MANAGER**  
**48 MAIN CHAMPAIGN, ILLINOIS**

AFFILIATED WITH THE CHAMPAIGN NEWS GAZETTE INC.  
 ONLY FULL TIME AM STATION IN CHAMPAIGN COUNTY



# SPEAK to the HEART OF ILLIANA



**WDAN** Founded in 1938, is owned and operated by the Northwestern Publishing Co., a member of the Gannett Group. Affiliate of the CBS Radio Network since 1943, WDAN carries complete local, network, special, and sports programming to over 200,000 people in the approximately 3000-square-mile 0.5 MV/M "Heart of Illiana", covering portions of 10 counties of East Central Illinois and West Central Indiana, with Danville the key trading center. Over 100 National Advertisers prefer, and consistently use, WDAN to sell their product and service.

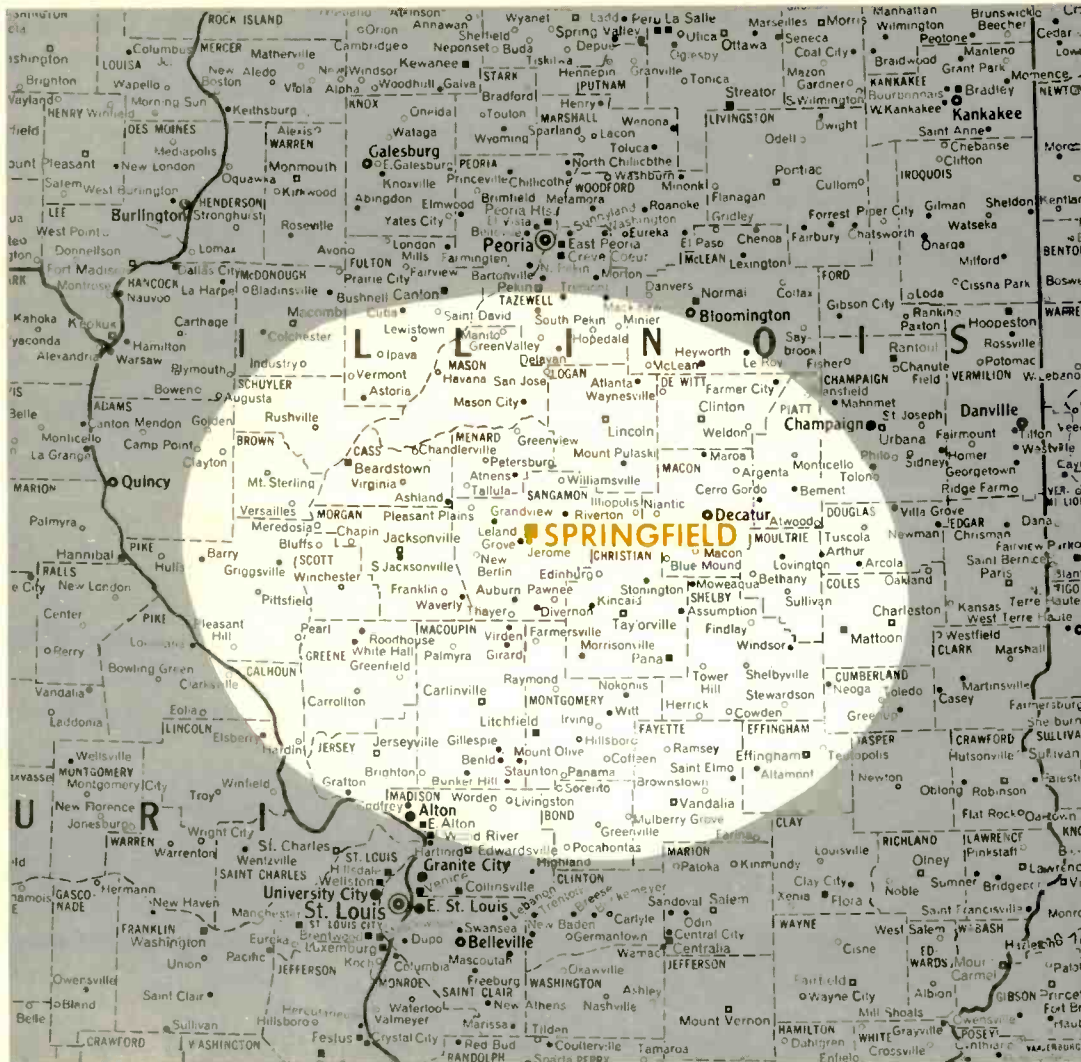
**WDAN - FIRST IN SALES AND SERVICE**

SHADED AREA INDICATES CALCULATED DAYTIME HALF MILLIVOLT CONTOUR.

# WCVS

## SPRINGFIELD, ILLINOIS

1000 WATTS at 1450 K.C.



Map Copyright Rand McNally R.L. 68-S-94

# WCVS

*K.E. Spengler;*  
General Manager

Post Office Box 1506  
3055 South Fourth Street  
Springfield, Illinois 62703  
Area Code 217, Dial 544-9855

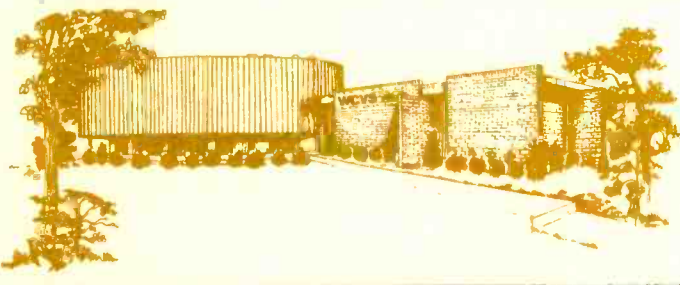
Operating power — 1000 watts  
Frequency — 1450 kc  
Non-directional transmission  
Operating 24 hours daily

## ABC Radio Network

Represented by:  
McGavren-Guild Co., Inc.

Member of:  
National Association of Broadcasters

"Perfect Balance"   
**WCVS**



3055 SOUTH FOURTH STREET / SPRINGFIELD, ILLINOIS / 62703

### MARKET DATA

	SPRINGFIELD TRADE AREA	WITHIN PRIMARY COVERAGE AREA
<b>AUDIENCE</b>		
Population	559,900	995,400
Homes	178,670	320,040
with radio	174,996	305,093
Automobiles	239,730	428,320
with radio	191,784	332,800
<b>MARKET</b>		
Spendable Income	\$1,494,096,000	\$2,603,728,000
Total Retail Sales	987,112,000	1,681,186,000
Food Sales	204,051,000	279,439,000
Drug Sales	28,825,000	49,302,000
Gen. Mdse. Sales	106,726,000	159,100,000
Apparel Sales	52,307,000	84,307,000
Home Furn. Sales	46,664,000	77,081,000
Automotive Sales	196,408,000	352,539,000
Service Station Sales	78,366,000	140,231,000
<b>FARM MARKET</b>		
Farm Population	67,100	132,800
Gross Farm Income	\$ 449,411,000	\$ 787,725,000

Data from: 1960 Census, U.S. Dept. of Commerce, U.S. Dept. of Agriculture,  
SRDS Consumer Market Data July 1968.  
Compiled and Printed by Natl. Research Bureau, Inc., Chicago, Ill., Burlington, Iowa.

**Serving and Selling the**

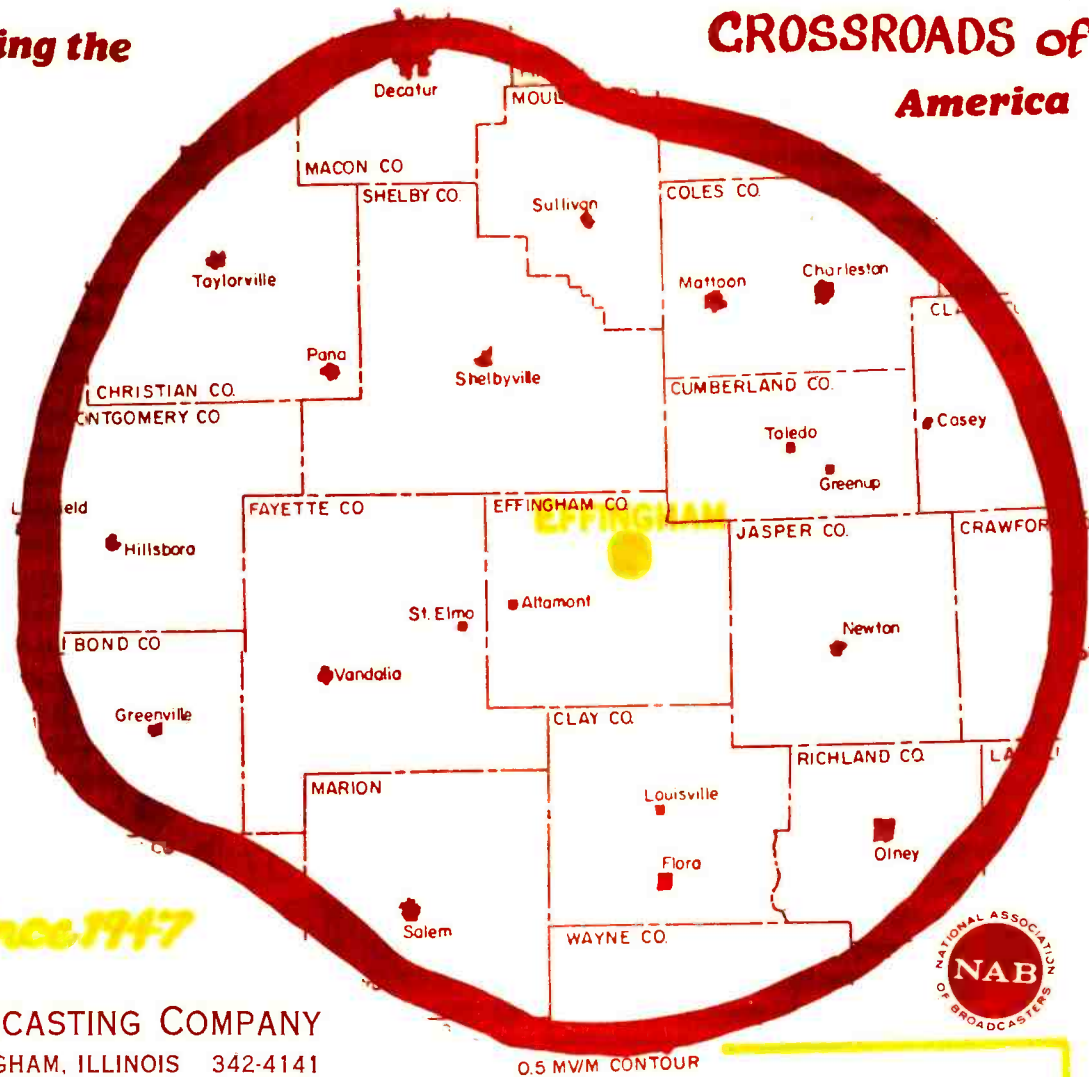
**CROSSROADS of  
America**

**W  
C  
R  
A**

1,000  
watts  
**AM**

50000  
watts  
**FM**

*Since 1947*



**THE EFFINGHAM BROADCASTING COMPANY**  
BANKER & WASHINGTON EFFINGHAM, ILLINOIS 342-4141

**EFFINGHAM, ILL.** Located 100 miles east of St. Louis; 60 miles west of Terre Haute, Indiana; and 200 miles south of Chicago. The main lines of two major railroads and two interstate turnpikes intersect at Effingham. Effingham is the county seat and largest community in the county.

Current population estimate is 10,000. The county is estimated at 25,000; the retail trade area has a radius of 30 miles and a population of 65,000.

Chief industries of city and vicinity: Agriculture and manufacturing: 15 plants employing 2,000 men and women. Principal products include gas and electric washers, dryers, ranges, factory built homes, cut wood blocks, cloth and leather gloves, church furniture. More industrial development coming to this area.

**W  
C  
R  
A**

EARLY MORNING NEWS! NEWTON NEWS! LOCAL AND AREA NEWS!  
EFFINGHAM HIGH SCHOOL BASKETBALL! LITTLE LEAGUE BASEBALL!  
RFD ILLINOIS! DORIS MITCHELL SHOW! GLAD TIDINGS! WEATHER!  
RELIGIOUS MUSIC! MUSIC FOR SUNDAY! THE MUSIC MAN! HYMN TIME!  
MARKETS! OPENING QUOTATIONS—CHICAGO BOARD OF TRADE! 1090 REPORTS!  
WHAT NEXT! EARL NIGHTINGALE! TRADING POST! THE LUTHERAN HOUR!  
7:30 NEWS! ST. ELMO NEWS! CUMBERLAND COUNTY NEWS! WORLD NEWS!  
THOMAN TIME! SATURDAY SHOW! SOUNDS OF SUMMER! CHURCH CALENDAR!  
ALTAMONT NEWS! ZONA B. DAVIS NEWS COLUMN! THE WORLD AT LARGE!  
CARDINAL FOOTBALL! UNIVERSITY OF ILLINOIS FOOTBALL! AREA SPORTS!  
FARM SCRAPBOOK! DAILY DEVOTIONS! THE TOWN CRIER! HOSPITAL NOTES!  
ANNIVERSARY WALTZ TIME! DINNER TIME MATINEE! WONDERFUL WORLD OF MUSIC!  
EFFINGHAM HIGH SCHOOL FOOTBALL! COACHES CORNER! CARDINAL BASEBALL!  
FINAL EDITION! LATE NEWS ROUNDUP! OUTDOORS IN ILLINOIS! BIBLE HOUR!  
HEADLINES—WEATHER—SPORTS! MUSIC FOR SUNDAY! SUNDAY SCHOOL LESSON!  
LARRY WILSON SPORT SHOW! EYE OPENER SHOW! HYMN FOR THE DAY!  
ST. ANTHONY HIGH SCHOOL BASKETBALL! PORTALS OF PRAYER!  
GUESS THE SCORE! BOWLING TOURNAMENTS! CHILDREN'S CHAPEL!  
BAPTIST HOUR! STEWARDSON REVIVAL HOUR! YOUR STORY HOUR!  
METHODIST MESSAGE! FAITH IS THE VICTORY! BARBERSHOP QUARTETTE!  
3½ OF THE PRAIRIE STATE! INSIGHT! ILLINOIS BAPTIST ASSOCIATION!  
AMERICAN LEGION AUXILIARY! EFFINGHAM JUNIOR WOMAN'S CLUB!



# WCIL-FM

101.5 mc Stereo  
28,000 w Horiz.  
28,000 w Vert.

# WCIL

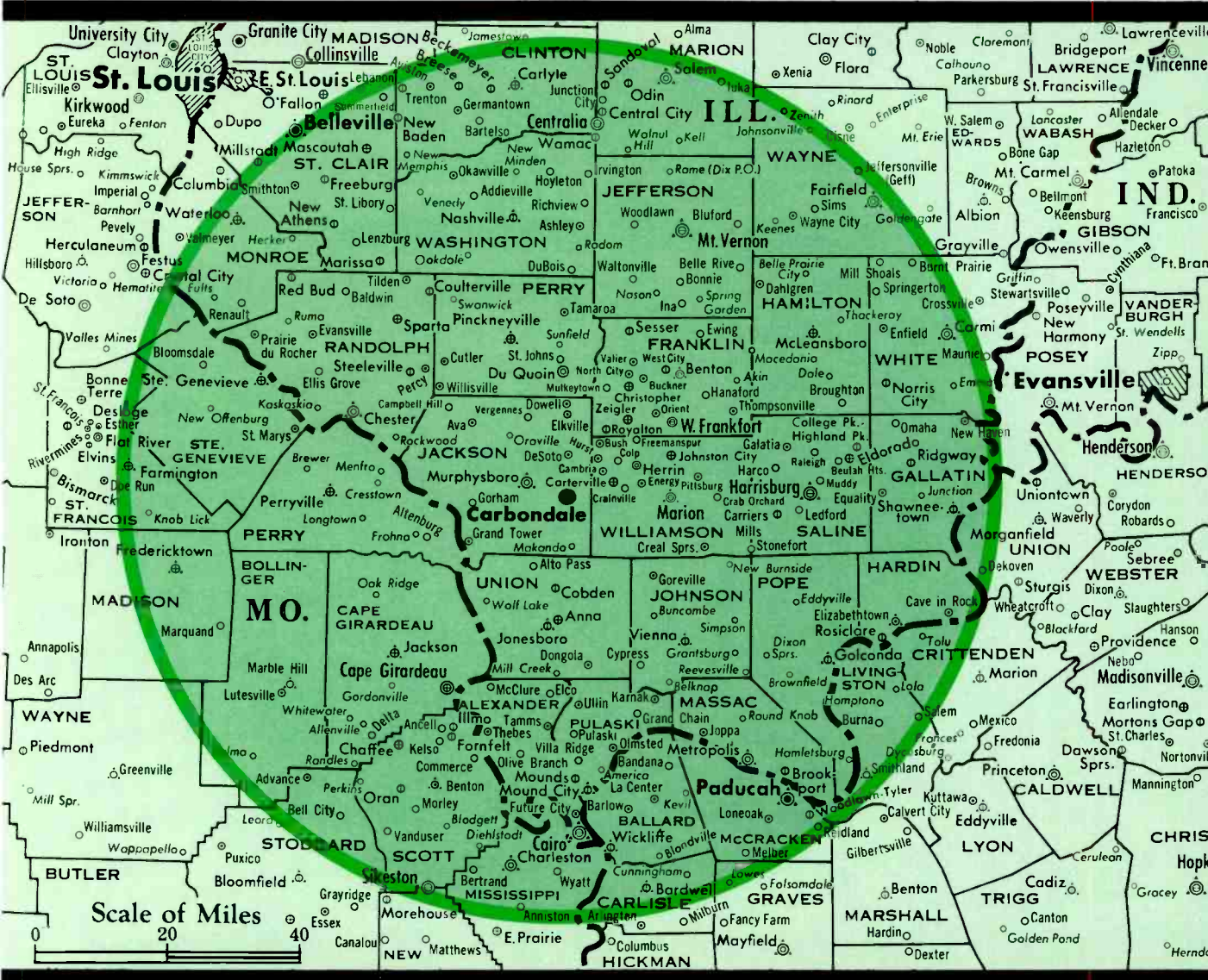
"Voice of Southern Illinois"

## CARBONDALE, ILLINOIS

Represented by Paul F. McRoy, Mgr.

1000 Watts on 1020 KC.

211 West Main Street  
Glenview 7-8114



### MARKET DATA:

Within  
0.5 MV/M  
coverage

Total population	819,200
Total households	283,135
Total radio homes	256,285
Total passenger cars	307,175
Spensible income	\$1,615,008,000

### RETAIL DATA:

Food sales	\$259,343,000
Drug sales	\$31,319,000
Gen'l merchandise sales	\$84,405,000
Apparel sales	\$59,943,000
Home furnishing sales	\$49,656,000
Automotive sales	\$205,511,000
Filling station sales	\$98,781,000
<b>TOTAL RETAIL SALES</b>	<b>\$1,041,849,000</b>

### FARM DATA:

Total farm population	138,100
Total farm income	\$286,916,000

Statistics approximated from best available sources.

0.5 MV/M



RT 106 Copyright  
AMERICAN MAP CO., INC.

# Part of the Good Life in Urbana-Champaign

Home of the  
University of Illinois

Champaign-Urbana Metro Area has a population of 146,000 with 41,000 households, a spendable income of 405,363,000 or \$10,054 spendable-income-per-household.

Nesting in the heart of the National Corn Belt, it is served by both Illinois Central and New York Central Railroads, by Ozark Airlines and by major bus lines to all points in the United States.

The Greater Illinois Market, serving central Illinois and western Indiana, is a Single Market and a Major Market... served from within as one market by the major food chains, brokers, food and drug wholesalers, as well as advertisers' sales forces.

Champaign-Urbana now ranks 20th in the United States in Consumer Spendable Income per household. The home of the University of Illinois, Champaign-Urbana plays host to over 30 thousand students each semester.

## Programming

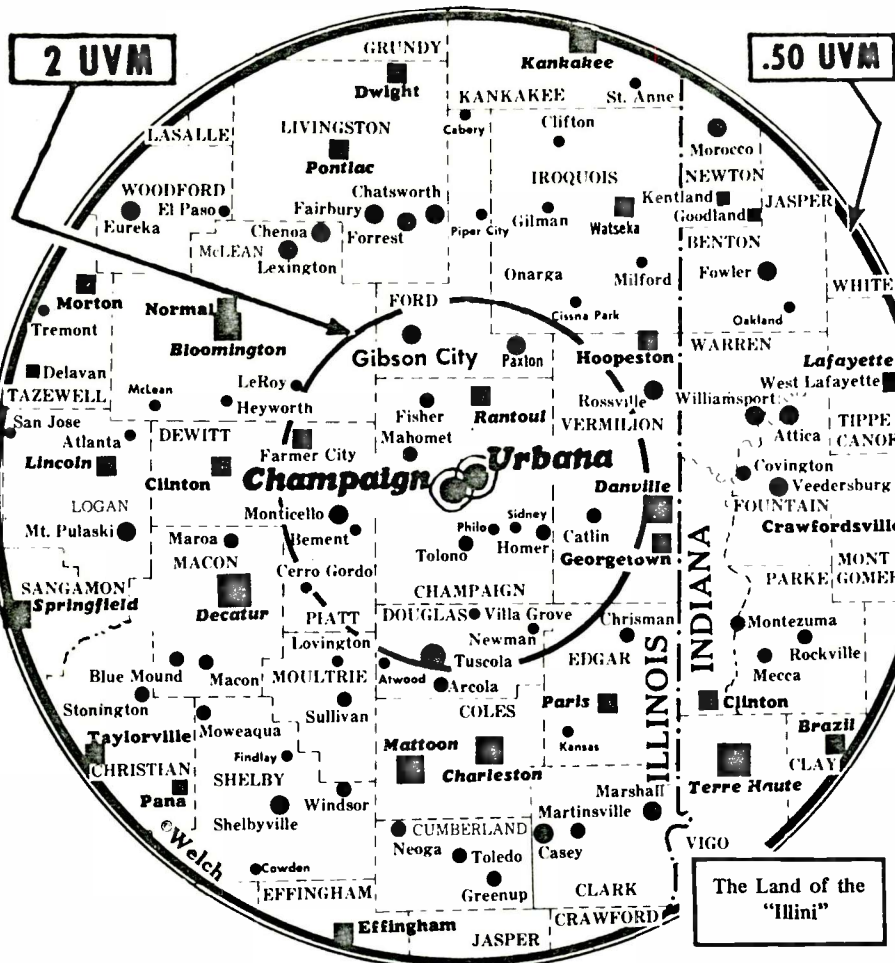
Music and News programming makes WCCR most popular with the people of Illini Land.

Modern Country from Dawn to dusk with solid News Blocks from 6:30 a.m. to 8:30 a.m. and from 4:30 to 5:30 p.m.

Scheduling of commercials is done in such a manner that any sponsor is given a 30 minute protection against any competitive product.

Latest equipment for production allows WCCR to offer a wide range of special commercial applications.

Utilizing the vast facilities of the Mutual Broadcasting System allows WCCR to be second to none when news events, anywhere around the world, are taking place.



The Land of the  
"Illini"



# WCCR

1580 AM Radio

Non Directional

Frank Stewart, Owner  
Robert Meskill - Manager  
and Sales Director

1580 Philo Road  
URBANA, ILLINOIS 61801

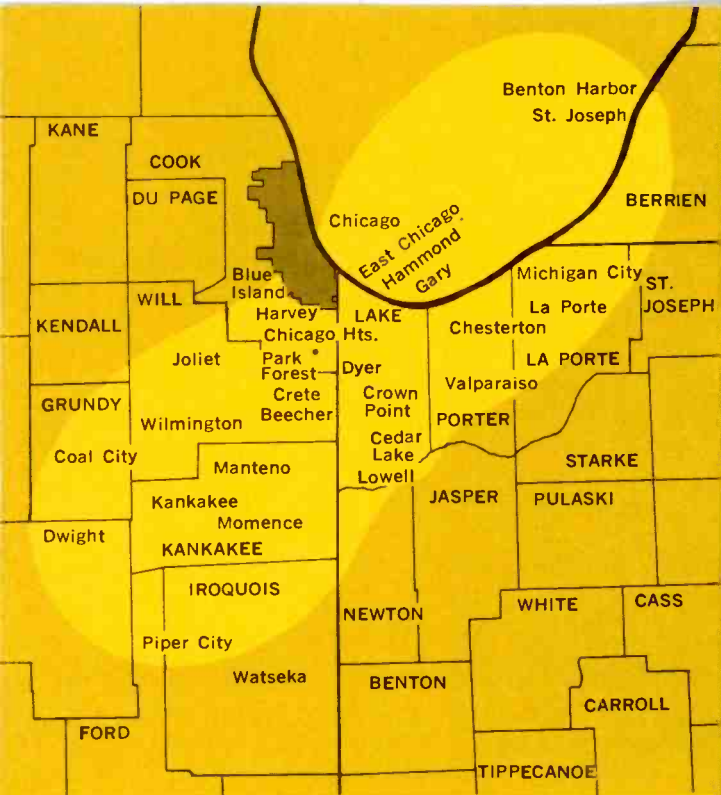
Phone (217) 367-5431

## Market Data:

	2 UVM	.50 UVM
Population .....	161,800	928,800
Households .....	45,310	313,720
Spendable Income .....	\$406,767,000	2,178,482,000
Total Retail Sales .....	\$249,036,000	1,482,575,000
Food Stores .....	\$ 53,143,000	302,254,000
Drug Stores .....	\$ 8,161,000	42,194,000
Gen'l Merchandise .....	\$ 39,603,000	180,243,000
Apparel Stores .....	\$ 12,407,000	62,677,000
Home Furnishings .....	\$ 12,742,000	61,189,000
Automotive Sales .....	\$ 51,431,000	294,712,000
Service Stations .....	\$ 18,318,000	127,359,000
Auto Ownership .....	60,280	376,350
Farm Population .....	11,600	115,600
Farm Households .....	2,900	28,000
Gross Farm Income .....	\$ 72,806,000	619,290,000

SOURCE: SRDS Consumer Data 1968.

# WCCR - Country Classic Radio



**GO**

*with the BEST in NEWS*

**GO**

*with the BEST in PROGRAMMING*

**GO**

*with a GROWING South Suburban Area*

WCGO . . . the station on the GO . . .  
 the ONLY daily news, entertainment and  
 advertising medium serving the vast — and  
 ever-growing — South Suburban area.  
 In WCGO's primary trading zone, 35  
 communities with a total population over  
 310,000, enjoy a median income of \$8,037 . . .  
 90,500 family units, with a gross buying  
 power exceeding \$640,000,000 and driving over  
 90,000 automobiles. GO all the  
 way with WCGO!



**RADIO STATION**  
 Top of the Dial — 1600 kc



**1600 kc 1000 Watts**  
**Chicago Heights, Illinois**  
**SKYline 6-6100**

# RADIO WCGO

1600kc 1000 Watts Chicago Heights, Illinois

RATE CARD No. 6 EFFECTIVE 10/1/63



## SPOT RATES

TIME	1-51	52-103	104-259	260-415	416-571	572-727	728-883	884-1039	1040
30 secs	\$7.00	\$6.30	\$5.70	\$5.20	\$4.80	\$4.50	\$4.30	\$4.20	\$4.10
60 secs	10.00	9.00	8.20	7.50	6.90	6.40	6.00	5.70	5.50

## PROGRAM RATES

TIME	1-25	26-51	52-103	104-259	260-415	416-571
5 min	\$20.00	\$18.00	\$16.10	\$14.30	\$12.60	\$11.00
15 min	35.00	31.50	30.00	28.60	27.20	25.90
25 min	60.00	57.00	54.10	51.30	48.60	46.00
60 min	80.00	76.00	72.10	68.30	64.60	61.00

## Run of Schedule Saturation Campaigns (WEEKLY)

	30 secs	1 min		30 secs	1 min
20 times in 1 week	\$104	\$150	60 times in 3 weeks	\$300	\$384
30 times in 1 week	153	207	90 times in 3 weeks	401	540
40 times in 1 week	200	256	120 times in 3 weeks	576	708
50 times in 1 week	245	300	150 times in 3 weeks	705	870
40 times in 2 weeks	204	276	80 times in 4 weeks	392	480
60 times in 2 weeks	300	384	120 times in 4 weeks	576	708
80 times in 2 weeks	392	480	160 times in 4 weeks	752	928
100 times in 2 weeks	480	590	200 times in 4 weeks	920	1140

## (DAILY)

	10 secs	20 secs	30 secs	60 secs
5 times in 1 day	\$17.50	\$22.50	\$31.50	\$45.00
10 times in 1 day	32.50	42.50	57.00	82.00
20 times in 1 day	60.00	80.00	104.00	150.00

**SINCE 1921—The Tri-State's Best Salesman**

**RADIO STATION**

**WCAZ**

Service to Tri-State Town and Farm Area Since 1921

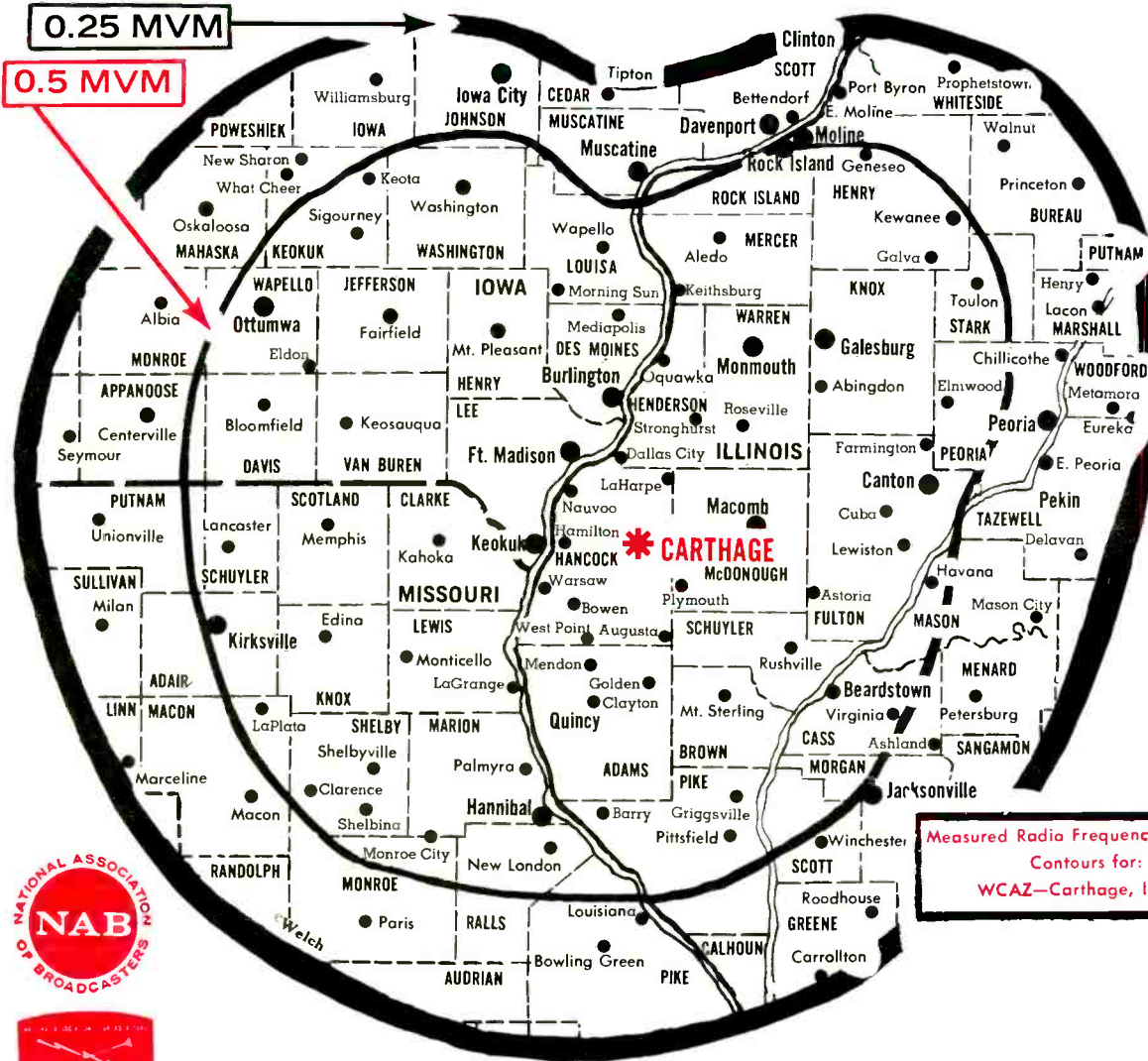
**CARTHAGE, ILLINOIS**

WCAZ, at the 990 Spot on the Dial, provides Local, Area and World News... Music: Popular, Western, Religious and Show tunes... Farm News: Programs and Markets with a full-time Farm Director... and programming variety with the Buyer in mind.

**Owned and Operated by  
SUPERIOR BROADCASTING SERVICE, INC.**

**Mrs. Zola Compton, President  
Jerry Nutt Jr., General Manager**

**Box 330 Phone (217) 357-3123  
CARTHAGE, ILLINOIS 62321**



**WCAZ**

**CARTHAGE, ILLINOIS**

**Serving the Tri-State... Illinois-Iowa-Missouri**

**1000 Watts  
990 KC Days  
Since 1921**

**MARKET DATA:**

	0.5 MVM Coverage	0.25 MVM Coverage
Population .....	760,200	2,042,000
Households .....	241,720	637,160
Radio Homes .....	225,600	598,640
Automobiles .....	303,540	796,060
Spendable Income .....	\$1,454,352,000	4,121,080,000

**RETAIL SALES:**

Food Stores .....	\$ 216,710,000	608,451,000
Drug Stores .....	\$ 29,433,000	82,638,000
General Merchandise .....	\$ 91,693,000	278,871,000
Apparel Stores .....	\$ 44,066,000	126,143,000
Home Furnishings .....	\$ 44,514,000	124,131,000
Auto Dealers .....	\$ 188,438,000	497,155,000
Service Stations .....	\$ 100,063,000	262,711,000
<b>Total Retail Sales .....</b>	<b>\$1,038,935,000</b>	<b>2,840,043,000</b>

**FARM DATA:**

Farm Population .....	172,100	355,500
Farm Households .....	43,025	88,875
Gross Farm Income .....	\$ 744,612,000	1,535,812,000

**SOURCE: SRDS Consumer Data exclusively.**

**Prepared by MARKET PRACTICES ASSOCIATES**



# COVERAGE MAP

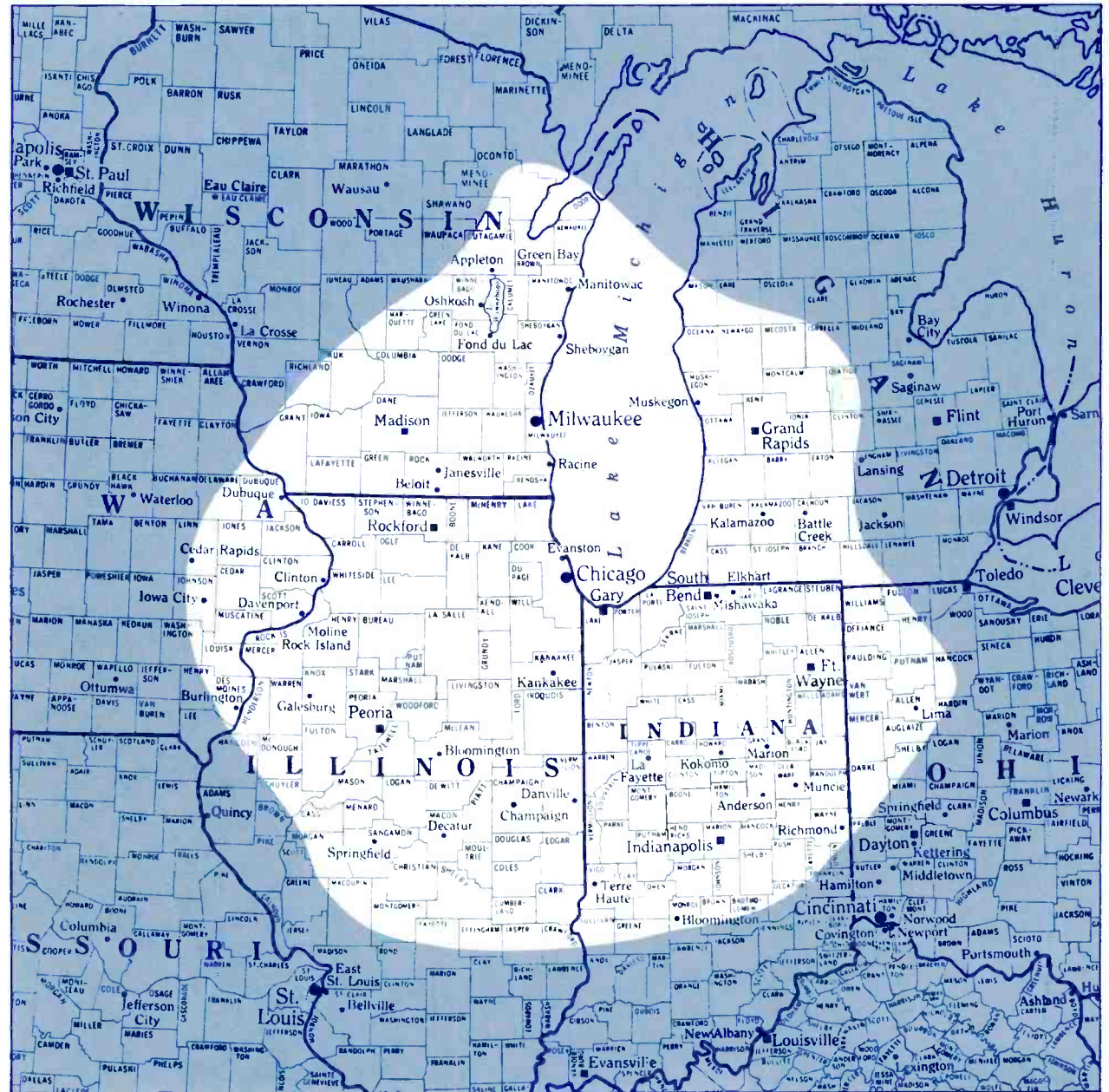
# W/C FL

“Big 10”

50,000 watts  
1,000 kc

ENTERTAINING AND  
INFORMING CHICAGO  
24 HOURS A DAY

# W/C FL



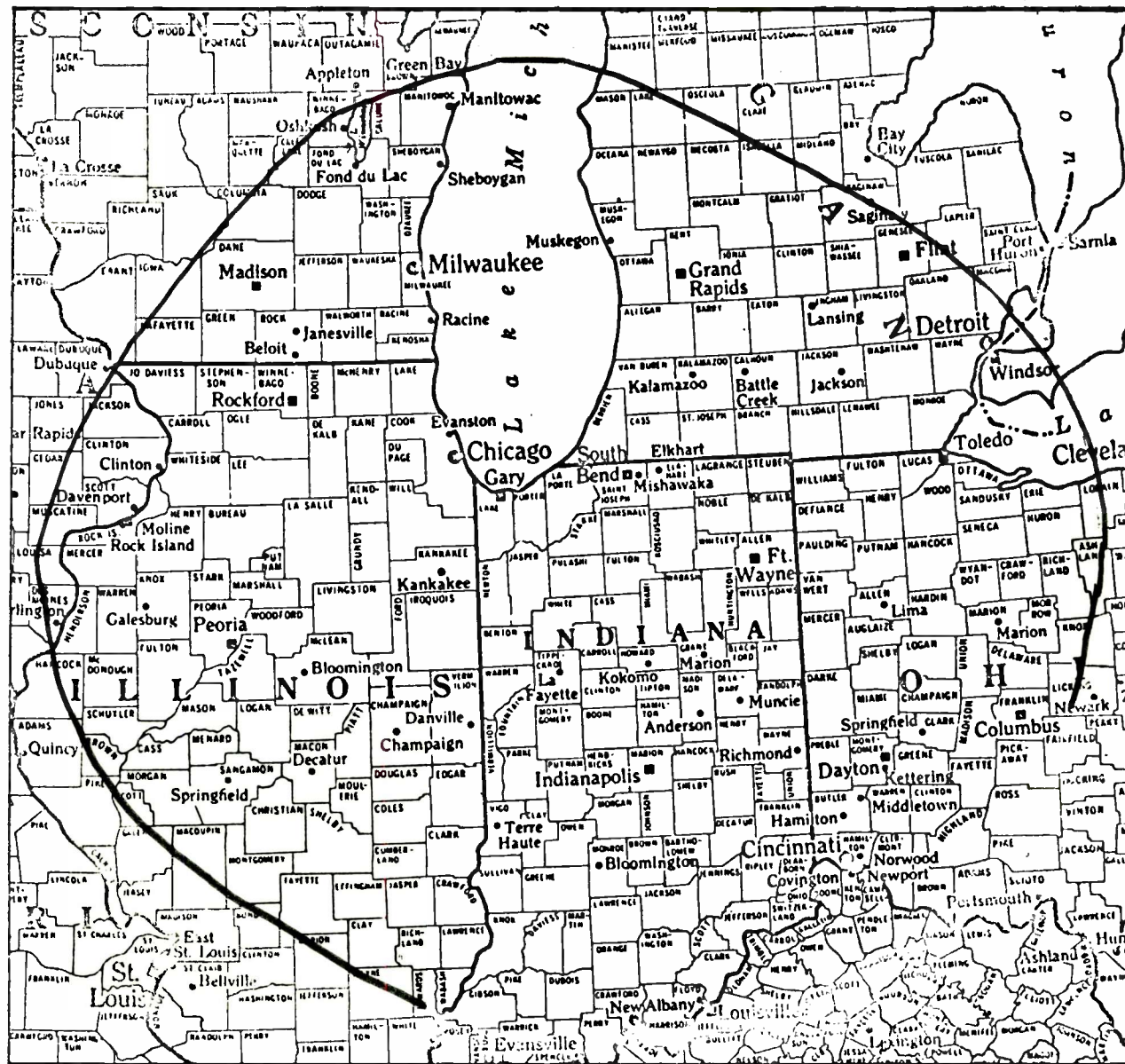
0.1 MV/M daytime contour

# COVERAGE MAP

# WIC F.L.

CHICAGO'S GOING CONCERN  
RADIO 10

50,000 Watts



ENTERTAINING  
AND INFORMING  
24 HOURS A DAY

# WIC F.L.

reaches 296 counties in six states

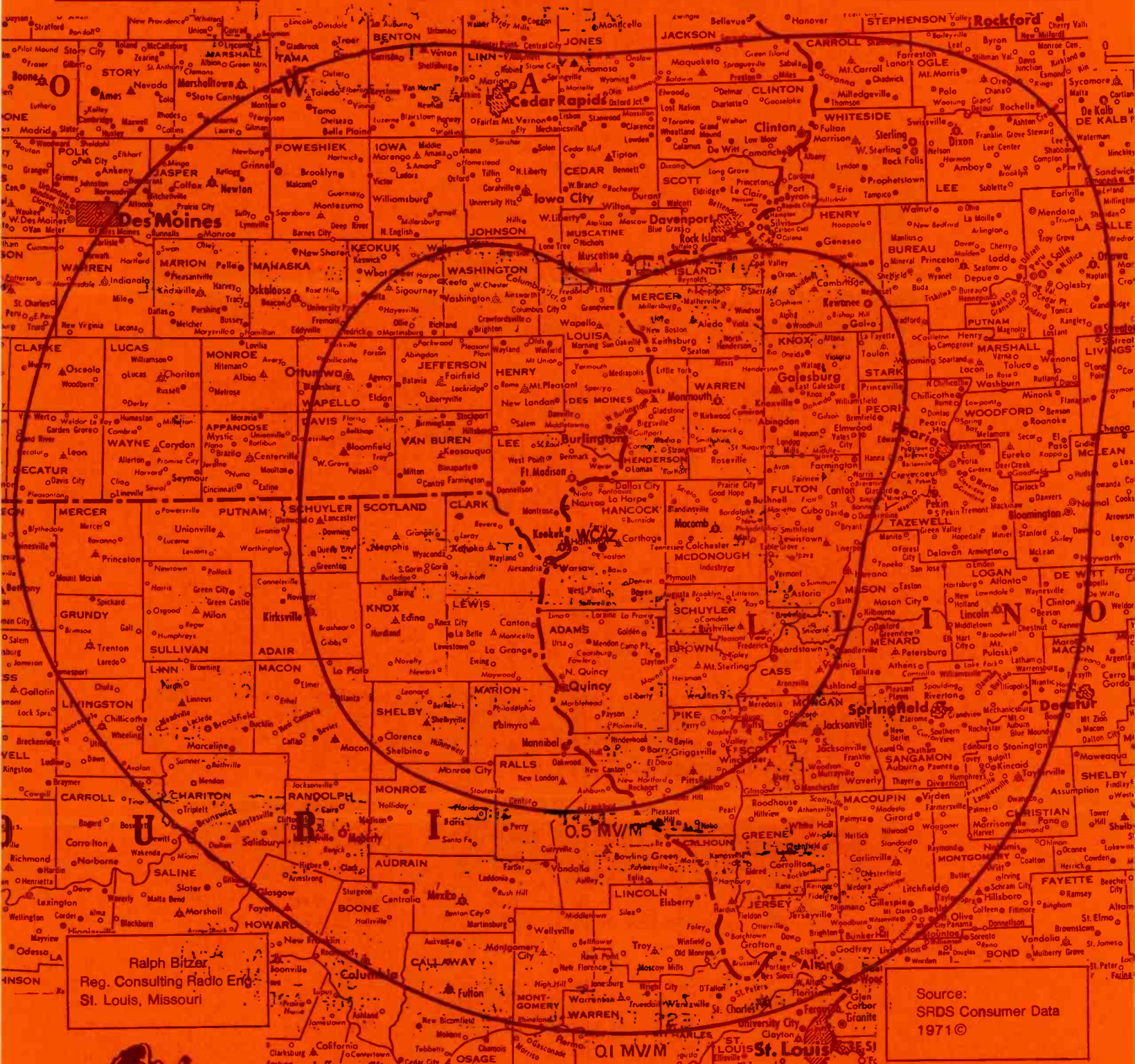
# 3-STATE W C A Z

Since 1921

COVERING THE WORLD'S RICHEST FARMLAND.

★ Spendable Income  
\$4,525,863,000

★ Total Retail Sales  
\$3,435,882,000\*



Ralph Bitzer  
Reg. Consulting Radio Eng.  
St. Louis, Missouri

Source:  
SRDS Consumer Data  
1971 ©

REGIONAL CLEAR CHANNEL  
**1000 WATTS**

**BILL MASON**  
Farm Director  
WCAZ Prairie State Network



YOUR FARM MARKET STATION

Country

W C



Lovin'

A Z

990 AM

92+ FM

# MEET OUR FARM FRIENDS IN THE BIG 3 STATE WCAZ AM/FM

WCAZ AM/FM INVITES YOU TO JOIN OUR HAPPY LIST OF SPONSORS WHO REACH OVER 300,000 PEOPLE IN OUR BIG 6,000 SQUARE MILE AREA OF THE 3 STATES, WITH SOME OF THE RICHEST AGRICULTURAL LAND IN THE WORLD..WHERE WCAZ IS A POTENT DAILY FACTOR IN SELLING.

WCAZ AM/FM IS THE PRIMARY DAILY NEWS MEDIUM FOR THE 3STATE AREA WITH LIVE LOCAL DAILY NEWS REPORTS FROM ALL PARTS OF THE 3 STATE AREA..WEATHER AND MARKET REPORTS 6 TIMES PER DAY WITH OVER 20 HOURS OF FARM NEWS WEEKLY.

GET YOUR SHARE OF THIS HUGE 3 STATE MARKET AREA OF WCAZ AM/FM WHERE ALMOST 3,840 MILLION ACRES OF CORN AND SOYBEANS ARE GROWN..AN AREA WITH OVER 2,498,000,000 BILLION DOLLARS IN SPENDABLE INCOME. RIGHT HERE IN THIS WCAZ MARKET AREA OVER A BILLION BUSHELS OF CORN AND SOYBEANS ARE GROWN AND OVER 2 AND ONE-HALF MILLION HOGS ARE PRODUCED ANNUALLY.

THIS SAME AREA OF THE 3 STATE AREA WOULD TAKE 5 DAILY AND 17 WEEKLY PAPERS TO COVER. YOU CAN REACH THIS HUGE WCAZ AM/FM LISTENING AUDIENCE ON WCAZ AM/FM WITH GREATER FREQUENCY..FOR LESS DOLLARS AND WITH MORE DIRECT RESULTS! TAKE A LOOK AT OUR SPONSORS' LETTERS OF SATISFACTION.

WE MAINTAIN A ~~FULLY~~ STAFFED PRODUCTION DEPARTMENT AT WCAZ TO PERSONALIZE YOUR COMMERCIALS OR TO CREATE MUSICAL PRODUCTION ANNOUNCEMENTS TAILORED TO YOUR PRODUCT OR PROMOTION...A SERVICE PROVIDED AT NO CHARGE TO OUR CUSTOMERS.

LET US OFFER YOU AN IDEA OR PROMOTION TO HELP YOU TO INCREASE YOUR BUSINESS IN THE 3 STATE AREA. WCAZ AM/FM REACHES FAR BEYOND THIS 3 STATE AREA, BUT WE CAN HELP YOU TO DO BUSINESS FROM ALL OVER YOUR TRADE AREA. JOIN THE LIST OF SATISFIED ADVERTISERS ON WCAZ AM/FM.

WCAZ AM/FM  
990 AM - 92+ FM  
WCAZ MEANS BUSINESS FOR YOU



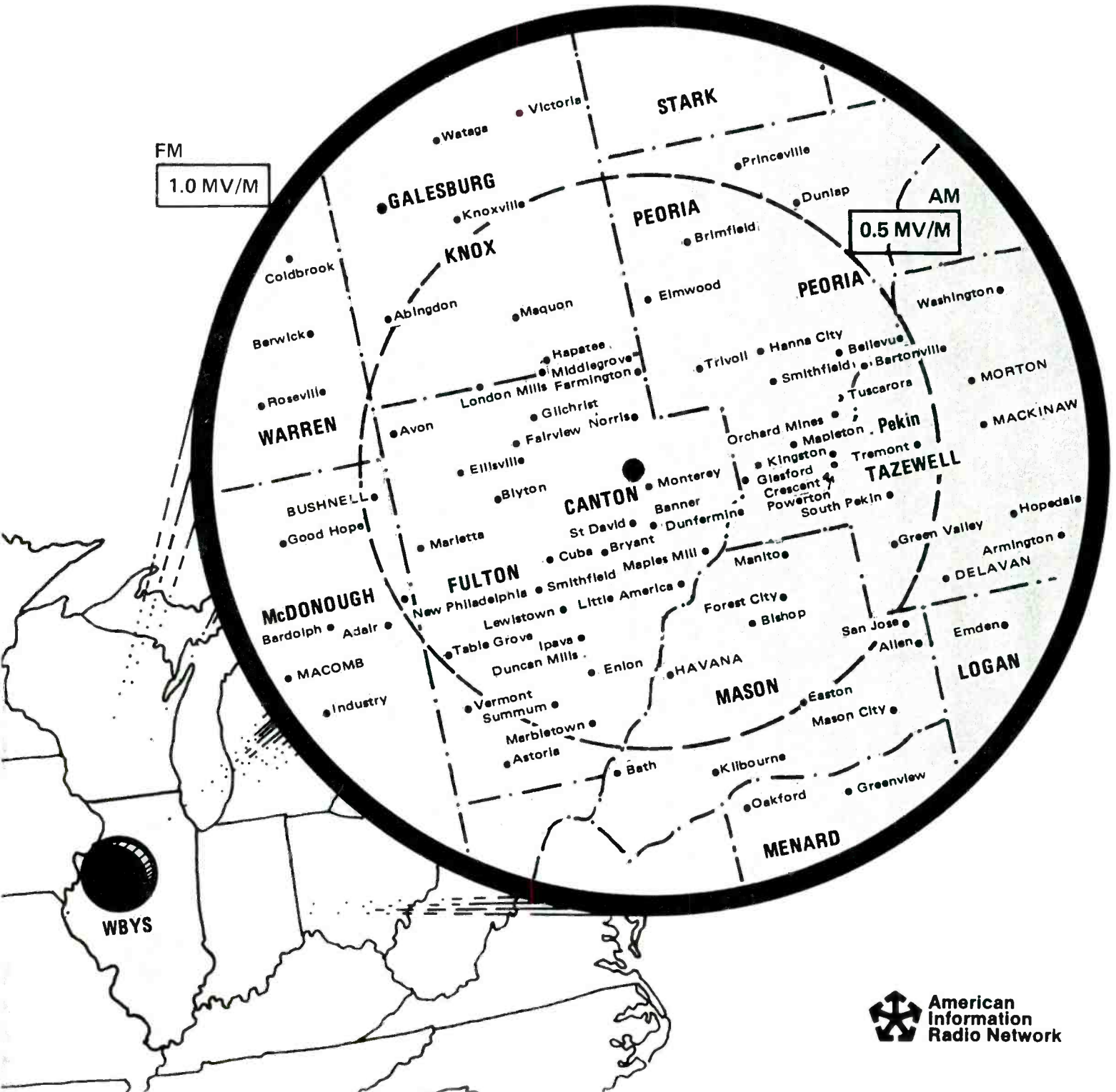
# WBYS

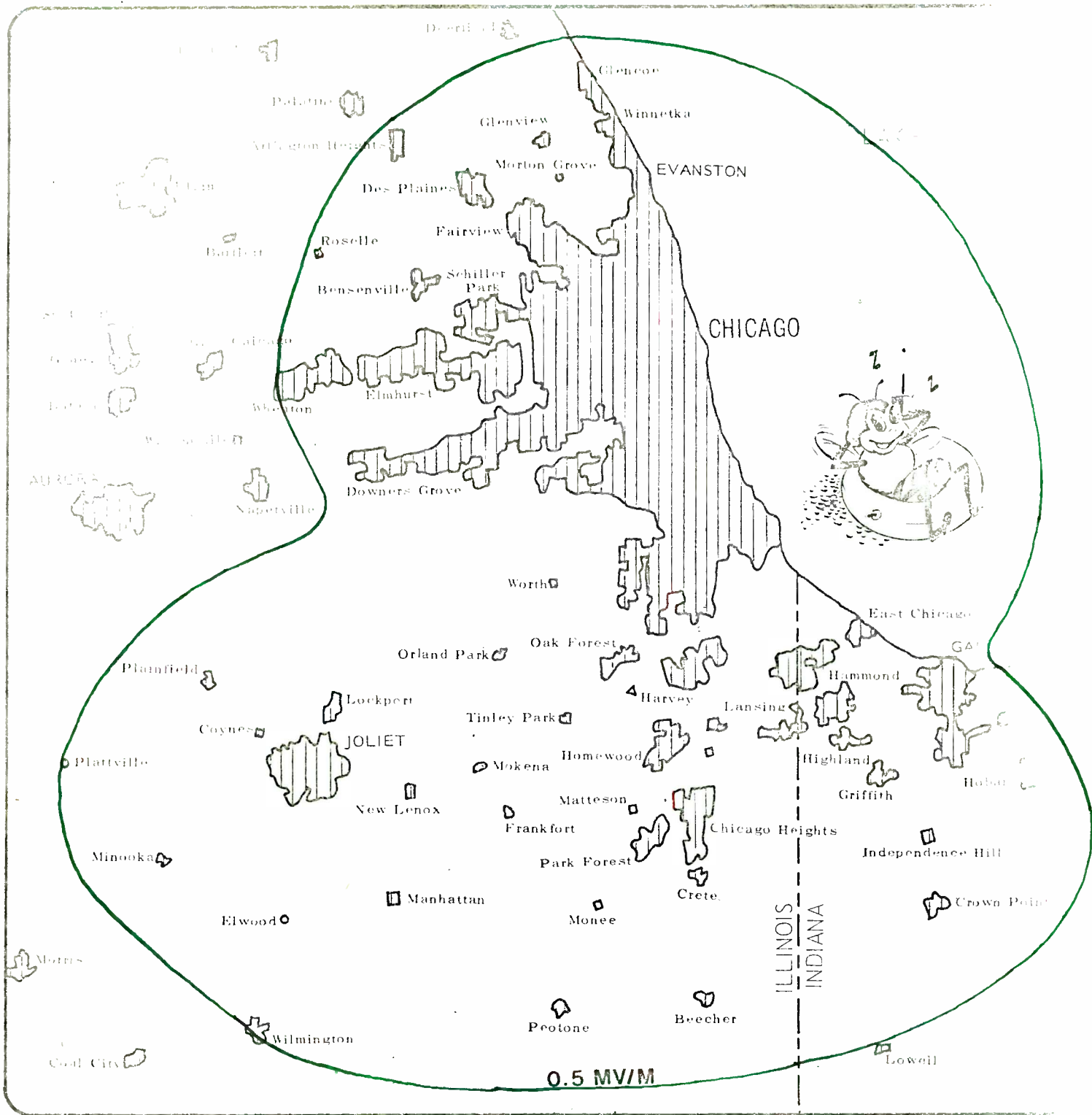
FROM CANTON, ILLINOIS

98.3 FM STEREO

The Only Medium  
That Reaches Your  
Total Trade Territory

1560 AM





1570 **WBEE** Chicago

*Fun and Fancy Free*

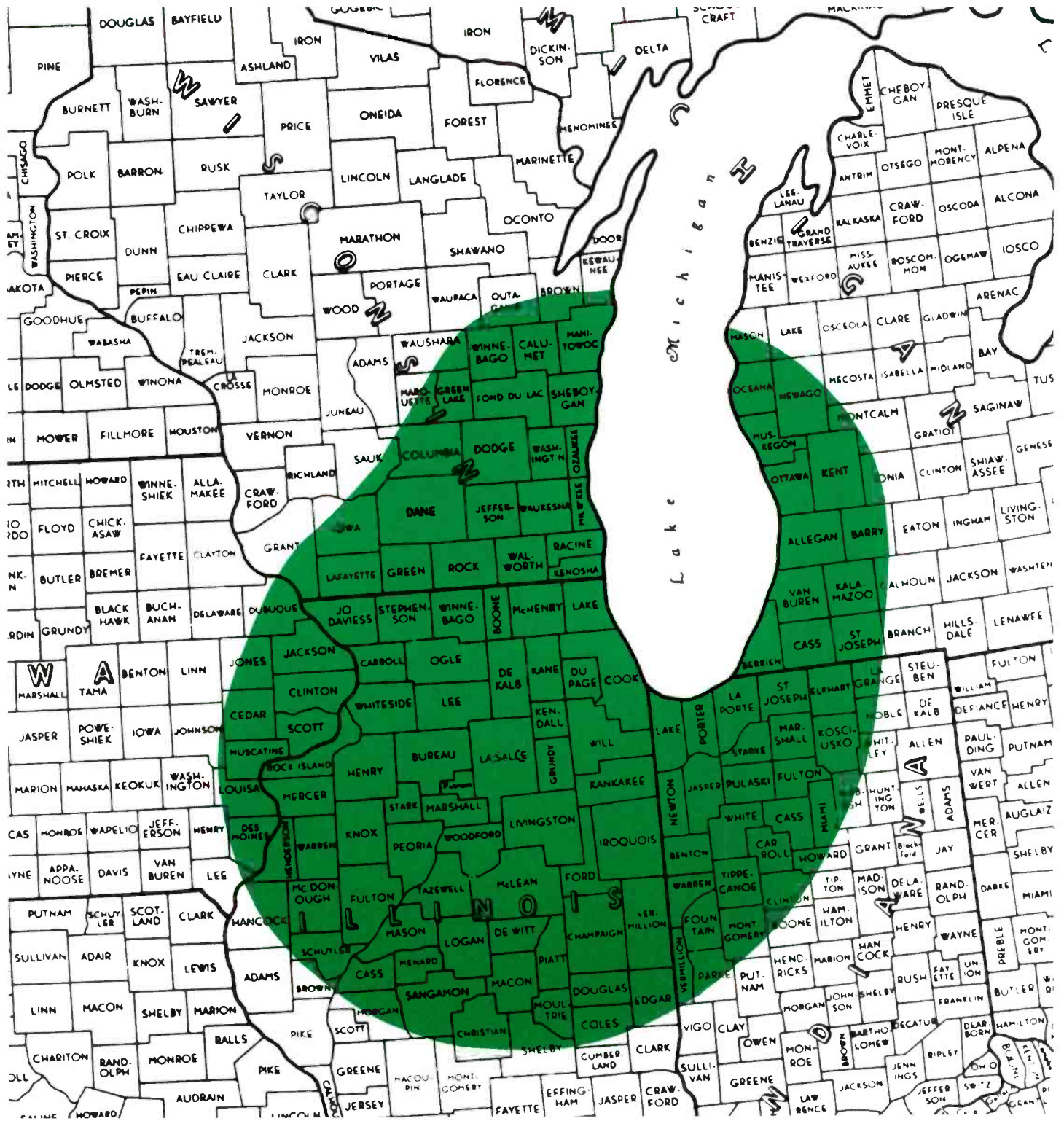


ANOTHER SERVICE OF ROLLINS, INC.



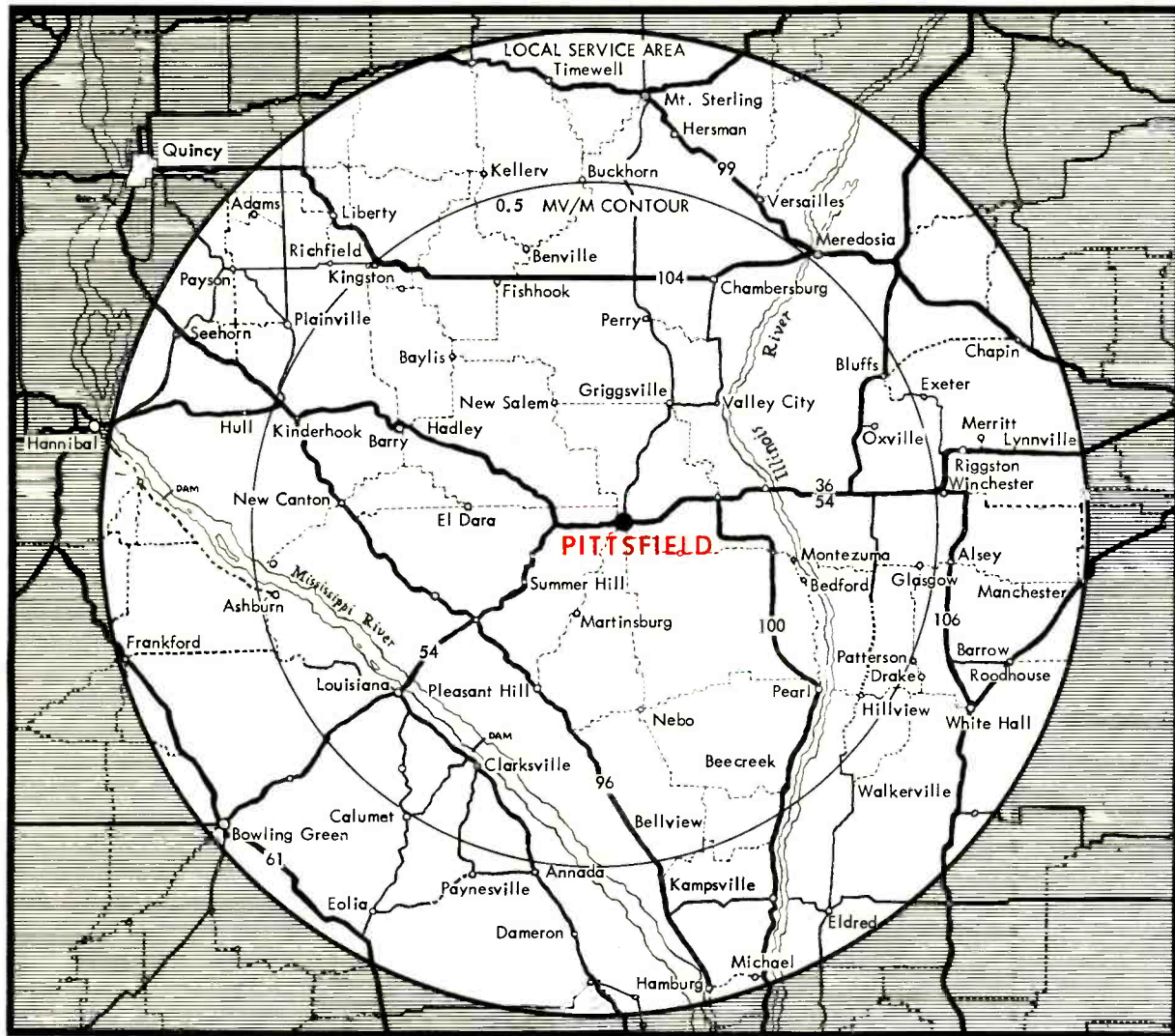
50,000 WATTS  
CLEAR CHANNEL  
DAYTIME 0.5 MILLIVOLT CONTOUR

# COVERAGE



**WBBM NEWSRADIO 78**  
CBS CHICAGO

630 NORTH McCLURG COURT / CHICAGO, ILLINOIS / 60611  
CBS OWNED / REPRESENTED BY CBS RADIO SPOT SALES



**WBBA**

250 watts                      1580 kcs.  
Pittsfield, Illinois

THE ONLY ADVERTISING MEDIUM REACHING  
ALL THE PEOPLE IN A BIG TRADE AREA OF  
ILLINOIS & MISSOURI

Population.....	196,385
Radio Homes.....	58,760
Annual Retail Sales.....	\$171,572,000
Farm Income.....	\$182,560,000
Industrial Income.....	\$ 52,331,000

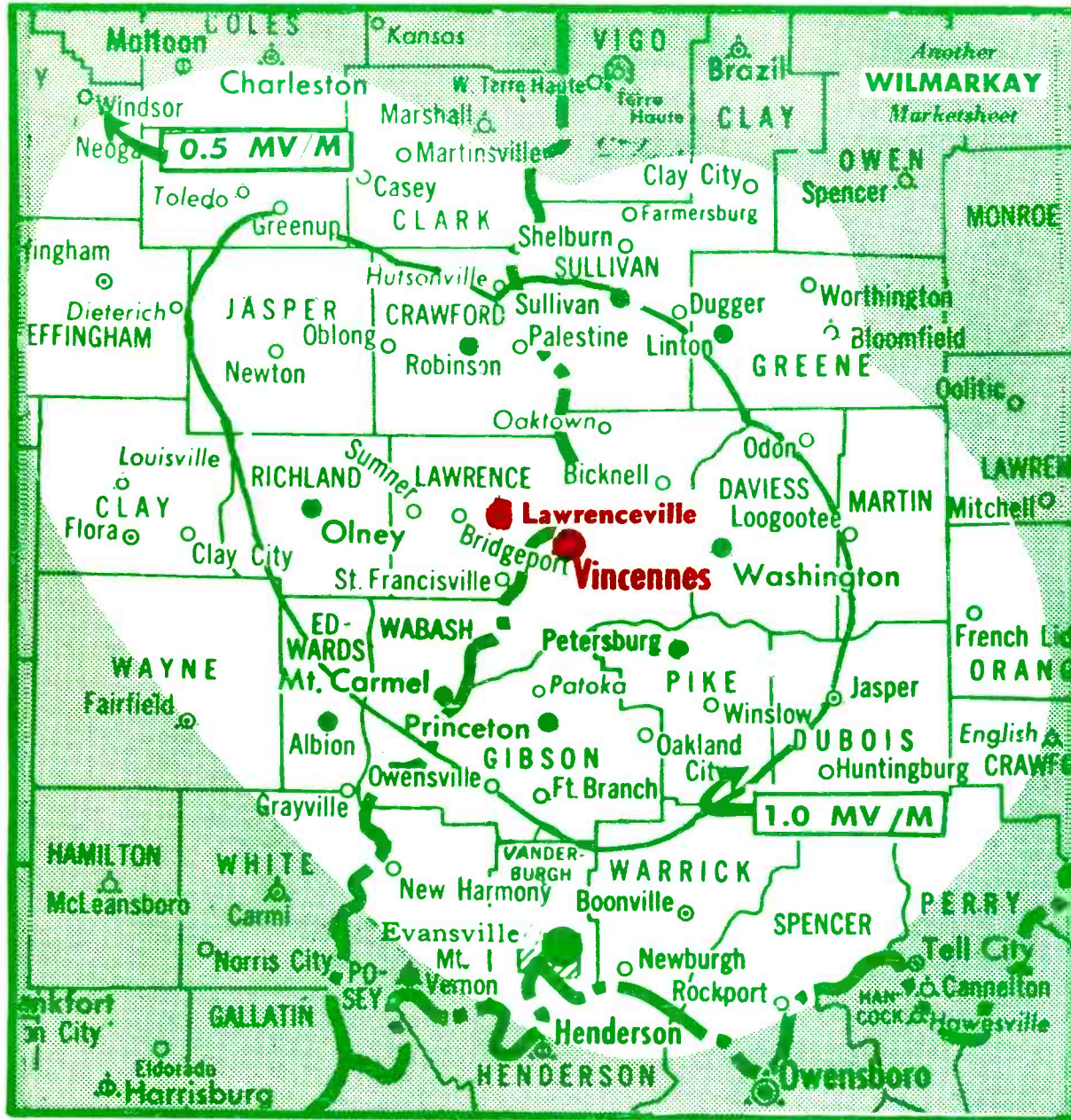
SOURCE --CONSUMERS MARKET

**WBBA**                      **PITTSFIELD,  
ILLINOIS**

**LOCATED ON BUSY U. S. 36 & 54**

LOCAL NEWS AND LOCAL INTEREST PROGRAMMING PLUS UNITED PRESS  
NEWS GUARANTEES A LOYAL AUDIENCE THROUGHOUT THE DAY.





# WĀKO

THE FRIENDLY VOICE HEARD FOR MILES AROUND

## Lawrenceville, Illinois

- ★ 22-COUNTY Primary Coverage.
- ★ Serving the Lawrenceville-Vincennes Trade Area with Balanced Programming — Up-to-the-Minute News Coverage, Wide Selection of Music, Sports, News.

**500 Sales-Packed Watts**  
**910 Middle-of-the-Dial**

# wāko

Lawrenceville Broadcasting Company

P.O. Box 210

Phone 910

Lawrenceville, Illinois

**REPRESENTED NATIONALLY BY DEVNEY, INC.**

### MARKET DATA:

	Within 1.0 MV/M Coverage	Within 0.5 MV/M Coverage
Total Population .....	192,200	533,500
Total Households .....	61,380	167,040
Total AM Radio Homes .....	60,070	165,025
Total Passenger Cars .....	61,300	171,850
Spendable Income .....	\$284,051,000	837,176,000

### RETAIL SALES:

Food Sales .....	\$ 42,634,000	127,910,000
Drug Sales .....	\$ 4,013,000	15,582,000
General Merchandise Sales .....	\$ 14,289,000	55,421,000
Apparel Store Sales .....	\$ 6,288,000	31,143,000
Home Furnishing Sales .....	\$ 8,989,000	31,148,000
Automotive Sales .....	\$ 41,241,000	110,332,000
Filling Stations .....	\$ 18,858,000	52,753,000
<b>TOTAL RETAIL SALES .....</b>	<b>\$179,792,000</b>	<b>543,010,000</b>
<b>TOTAL WHOLESALE SALES .....</b>	<b>\$ 65,085,000</b>	<b>371,560,000</b>

### FARM DATA:

Farm Population .....	47,700	104,800
Farm Households .....	12,150	25,970
Farm Radio Homes .....	12,050	25,890
Farm Gross Income .....	\$ 87,466,000	170,187,000

SOURCE: SRDS Consumer Markets; Sales Management Survey of Buying Power; Farm Journal Farmer Survey; U. S. Department of Commerce, RETMA.

# WĀKO

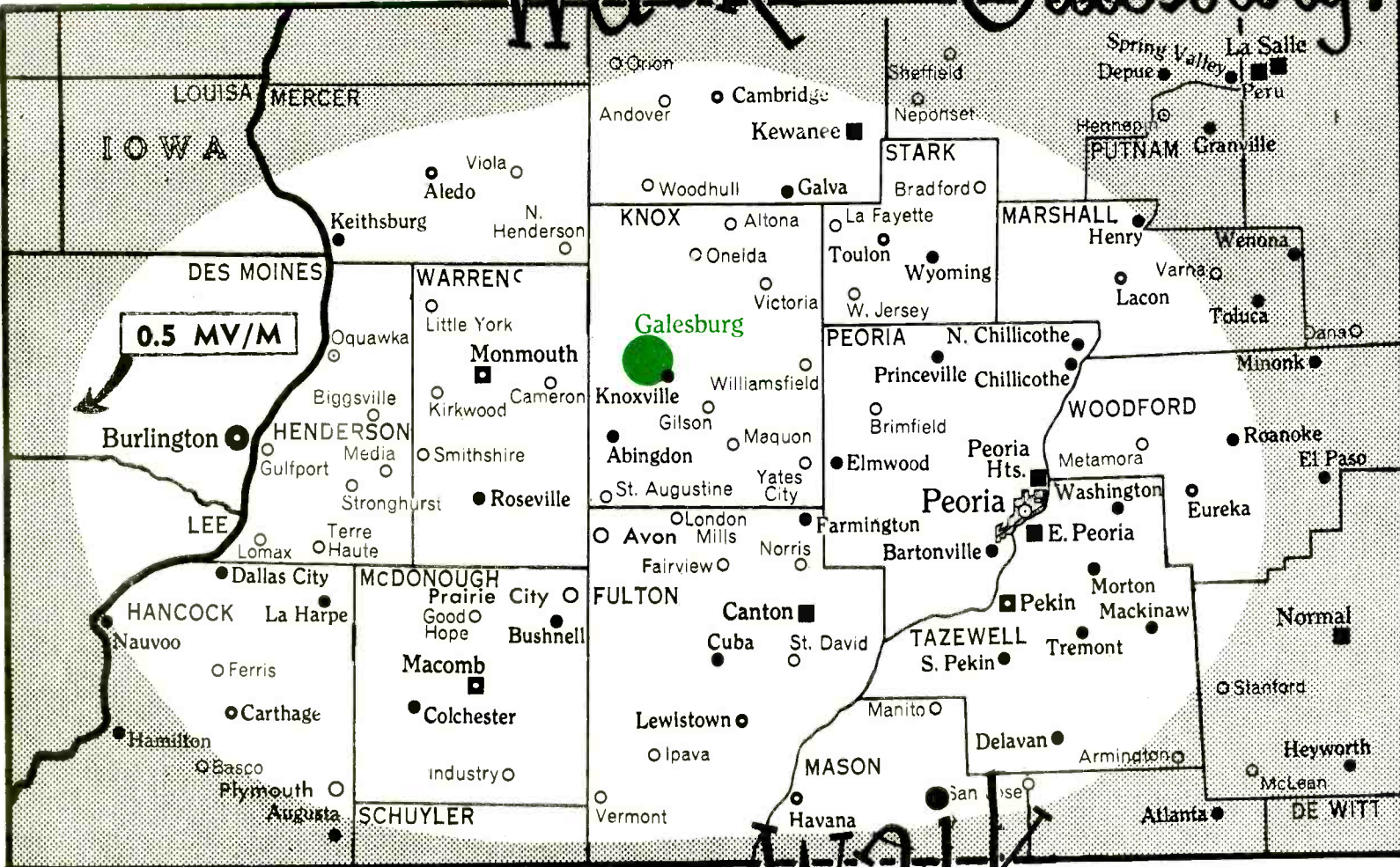
**500 POWERFUL WATTS**  
**910 SELLING KILOCYCLES**  
**LAWRENCEVILLE, ILLINOIS**

Nationally Represented by Devney, Inc.

# 5000 Watts

to help YOU

# Walk to NEW SALES in.. Galesburg!



# Walk "the mighty 1590"

### MARKET DATA:

Total Population .....	493,900
Total Households .....	139,840
Total AM Radio Homes .....	138,100
Total Passenger Cars .....	141,200
Spensible Income .....	\$ 835,957,000

### RETAIL DATA:

Food Sales .....	\$ 211,035,000
Drug Sales .....	\$ 30,573,000
General Merchandise .....	\$ 48,014,000
Apparel Stores .....	\$ 79,427,000
Home Furnishings .....	\$ 51,850,000
Automotive Sales .....	\$ 197,057,000
Filling Stations .....	\$ 49,971,000
TOTAL RETAIL SALES .....	\$ 779,946,000
TOTAL WHOLESALE SALES .....	\$ 482,033,000

### FARM DATA:

Form Population .....	113,600
Form Households .....	38,190
Form Radio Homes .....	38,000
Total Form Income .....	\$ 287,356,000

Within  
0.5 MV/M  
Coverage

To **SELL** For **YOU** through —

**NEWS** — Full time local news staff

**MUSIC** — Programmed, not plucked, for Maximum **BUYER** Appeal

**FEATURES** — Bright and varied, to make listening **EASY**, Selling **SURE!**

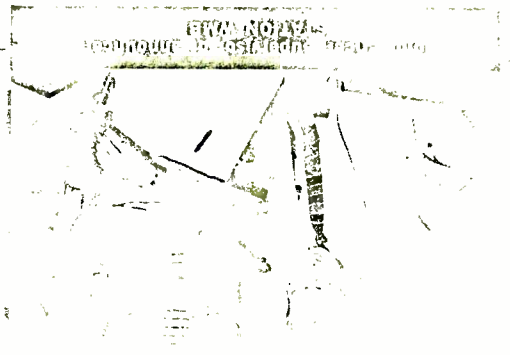
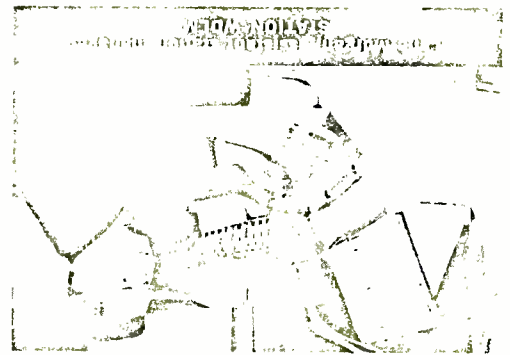
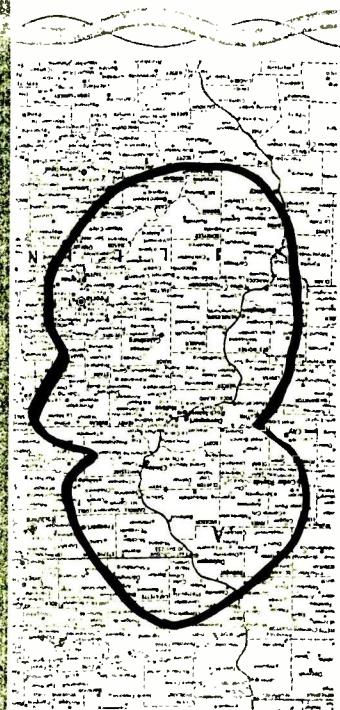
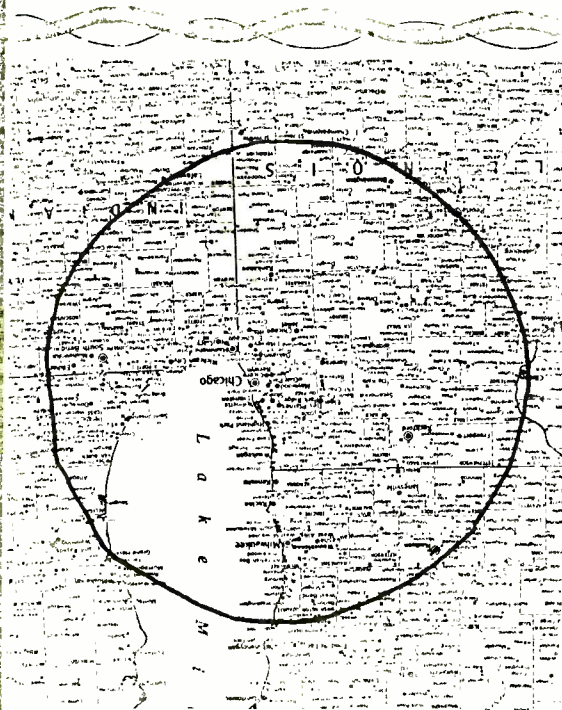
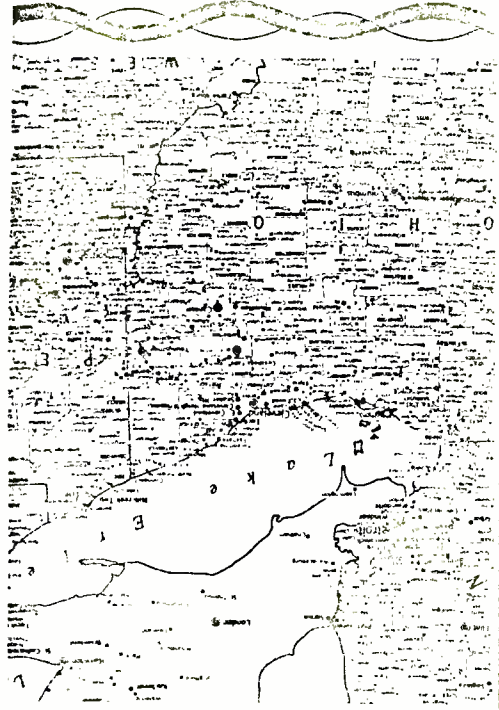
# Galesburg's abc Network Station

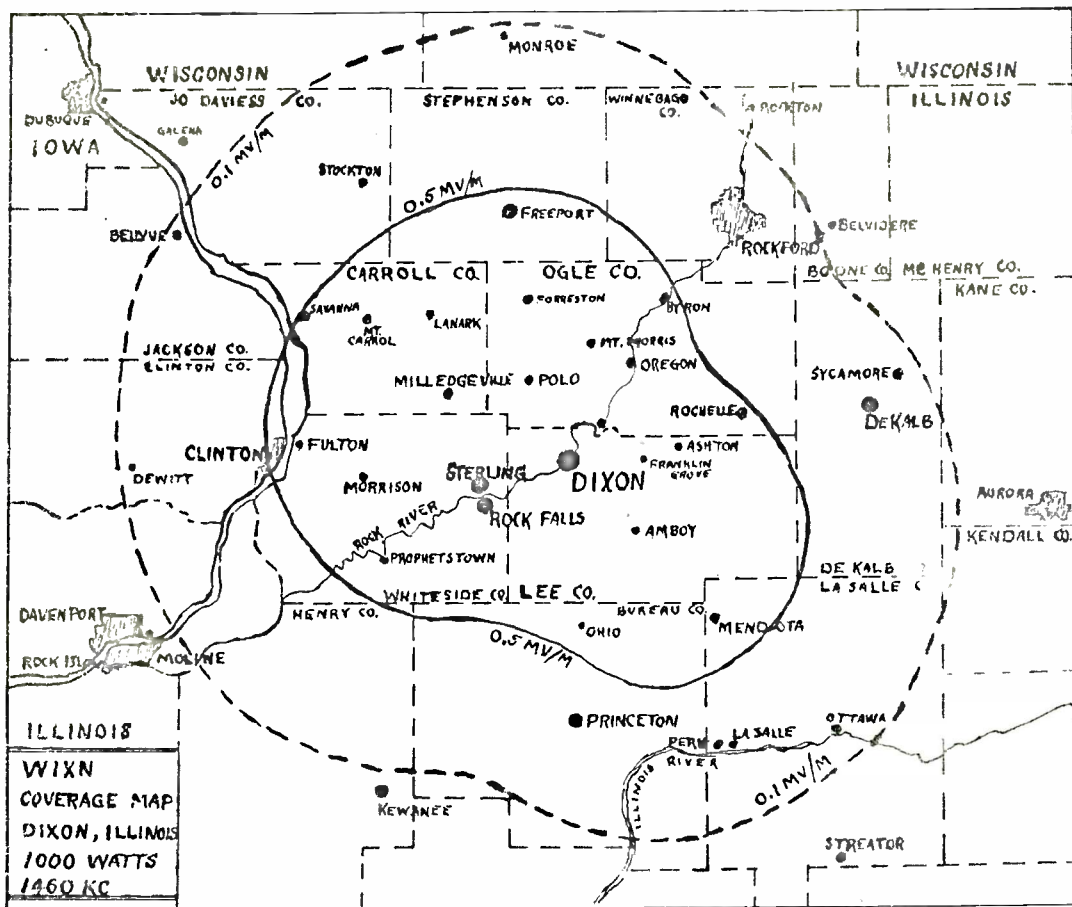
Serving a Half-Million Buyers from  
the HUB OF WESTERN ILLINOIS

WCRR-FM  
103.3 mc  
Cleveland, Ohio 44141

WMBI-AM  
1110 kc  
820 N. Lasalle Street  
Chicago 60610

WDLN  
960 kc  
East Moline, Illinois 61244





DIXON, ILLINOIS

*Your Friendly Family Station*

**Serving**

PRODUCTIVE, INDUSTRIAL  
AND AGRICULTURAL

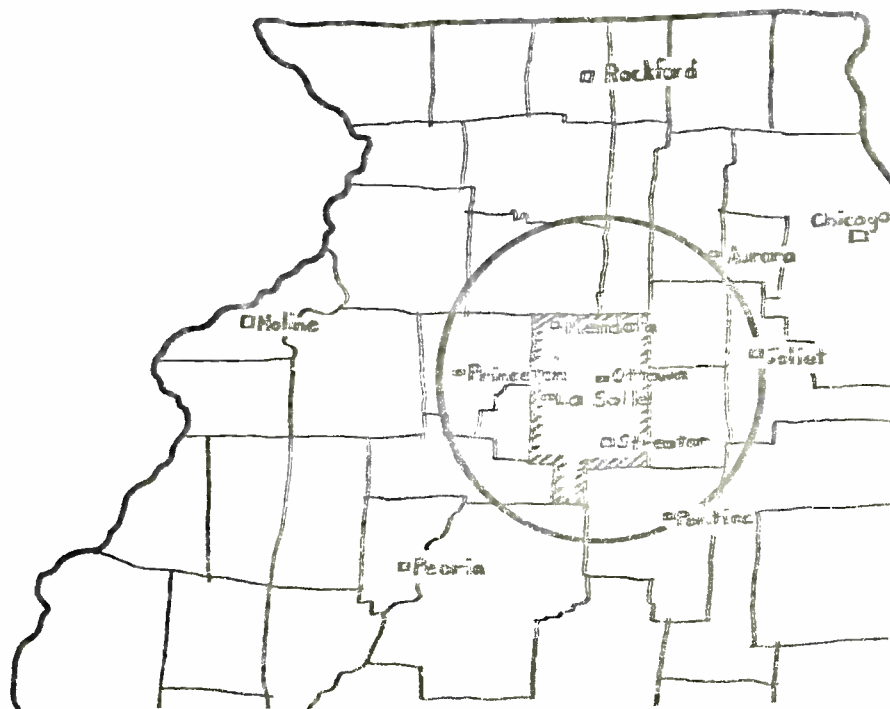
**Northwest Illinois**

WITH 1000 WATTS  
FROM

**DIXON, ILLINOIS**

*The Heart of the  
Beautiful  
Rock River Valley*

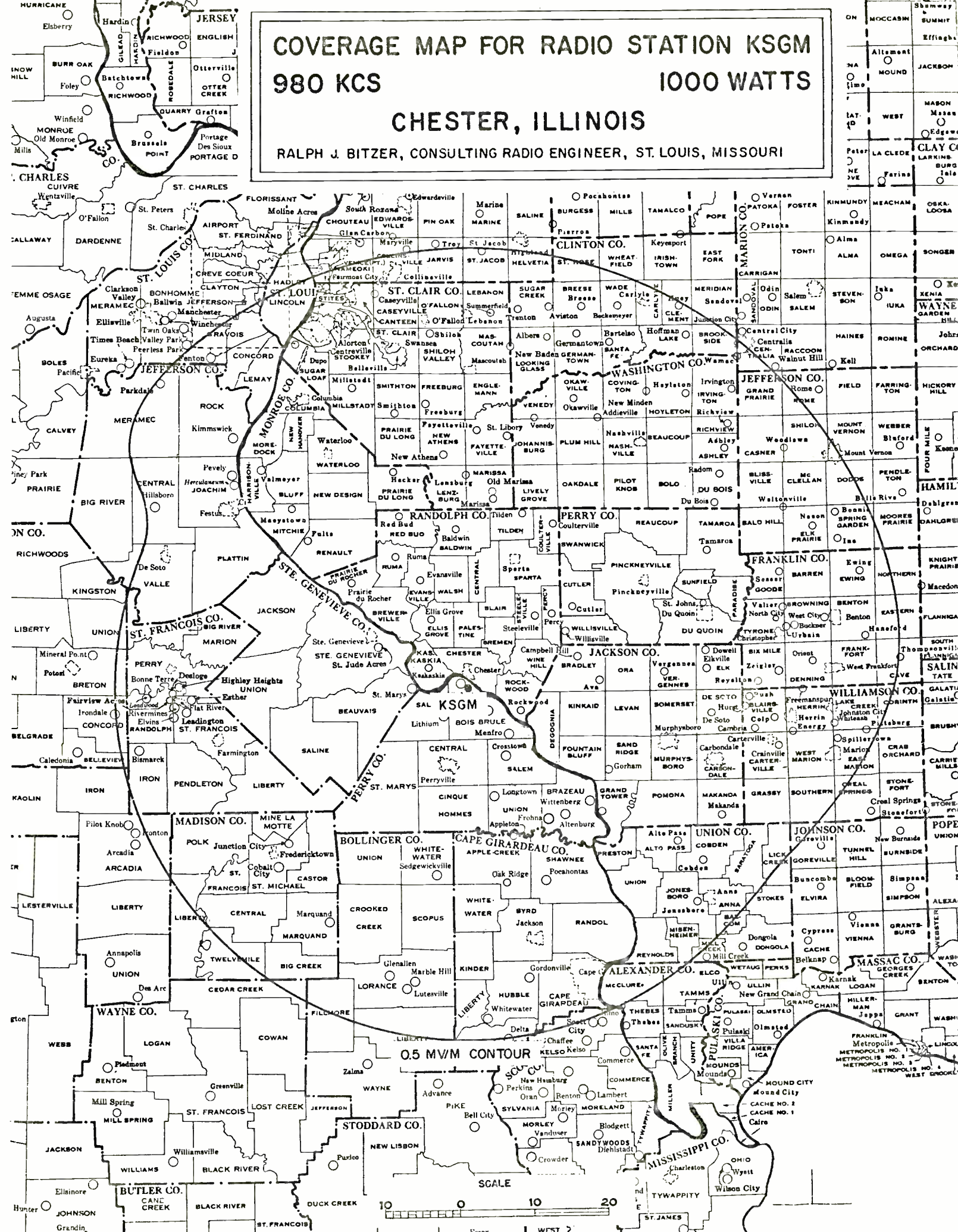
## WCIY SERVICE AREA



Serving Ottawa & the La Salle County Area with the good sound of



**COVERAGE MAP FOR RADIO STATION KSGM**  
**980 KCS 1000 WATTS**  
**CHESTER, ILLINOIS**  
 RALPH J. BITZER, CONSULTING RADIO ENGINEER, ST. LOUIS, MISSOURI





# W C R W Inc.

THE GOLD COAST RADIO STATION

CHICAGO, ILLINOIS 60614

1240 KILOCYCLES

PHONE 312-327-6860

2756 PINE GROVE AVENUE

ESTABLISHED 1926 • MEMBER & CODE SUBSCRIBER OF N.A.B.

## Prestige Foreign Language Programs

Covering over 6.5 million Listeners in the Nation's largest Midwest Market

**CHICAGO at MIDNIGHT - RADIO 1240  
12 to 2 A.M.**

**"SIG SAKOWICZ"**

**FOSTER and KLEISER**

**FOR THOSE WHO WORK, PLAY OR  
JUST RELAX ON THE  
"MORNING SIDE OF THE NIGHT" -**

**SIG SAKOWICZ  
AND HIS  
"CHICAGO at MIDNIGHT"  
12 to 2 A.M. NIGHTLY**

**SIG SAKOWICZ:**

- INTERVIEWS TOP STAGE, SCREEN, TV AND RADIO PERSONALITIES
- GOES BEHIND THE SCENES WITH TOP POLITICAL LEADERS AND OTHER "NEWSMAKERS"
- LISTS UPCOMING EVENTS IN THE SOCIAL AND CULTURAL WORLD.

Sig Broadcasts "LIVE" Nightly from the Chicago Press Club Atop the St. Clair Hotel—  
News Center of the Midwest.



Bob Hope



Carol Channing



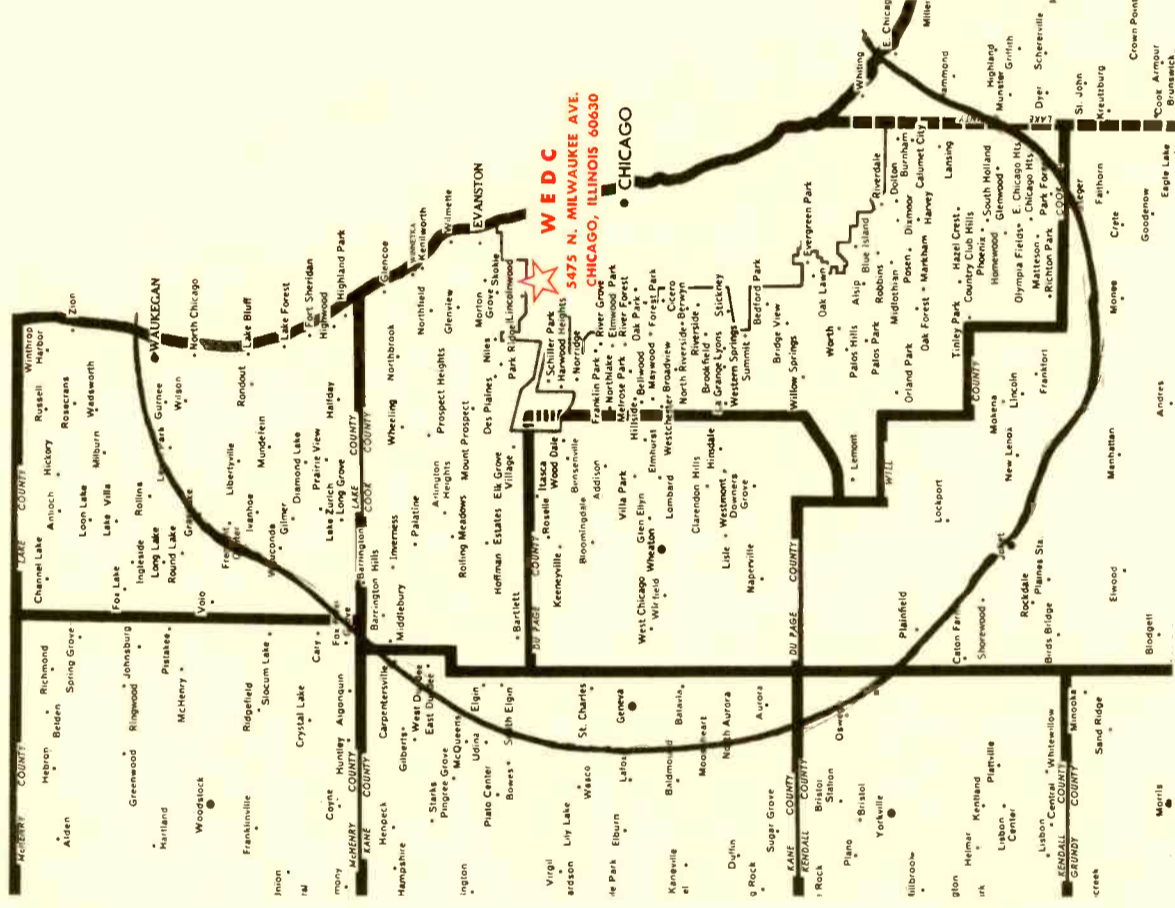
Kirk Douglas



Rock Hudson

**WEDC - 1240 AM**  
5475 N. MILWAUKEE  
CHICAGO, ILL. 312-631-0700

**WEDC COVERS** more than 2.5 million people in Chicago and Suburbs who often use foreign language as their basic means of communication, which is the largest foreign language market in the United States. ■ You need only check with our present sponsors to learn of their results.



**We're Talking  
Your**

**Language**

**AND WE'VE BEEN DOING  
IT SUCCESSFULLY  
FOR 35 YEARS!**

CHICAGO'S OLDEST FOREIGN LANGUAGE STATION

**WEDC**

RADIO-1240 AM—WHERE THE CONALRAD MARKER IS

~~THE NIGHT HOME OF~~

~~SIG SAKOWICZ~~

~~"CHICAGO AT MIDNIGHT"~~

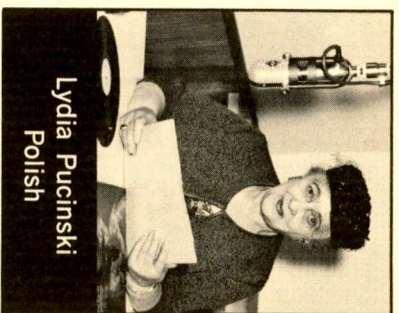
~~MIDNIGHT TO 2 AM NIGHTLY~~

WEDC 5475 N. Milwaukee . . . Chicago, Ill. . . 631-0700

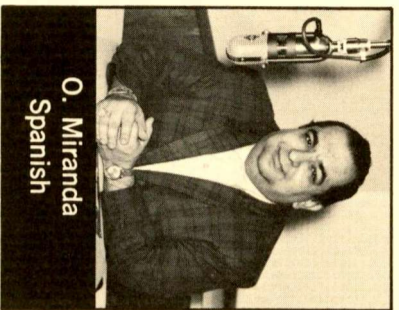
# YOU CAN'T REALLY COVER CHICAGO WITHOUT **FLB**\*

- ★ We speak to more than 2.5 million Chicagoland listeners who still use a foreign language as their basic means of communication.
- ★ We are reaching a growing number of young Americans learning foreign languages in high school and college who listen to our broadcasts to develop conversational ability.
- ★ We reach out to foreign-language graduates who want to maintain skill in their newly adopted foreign language.
- ★ Most of our sponsors remain with us for years at a stretch—a tribute to our consistent and lasting pulling power.

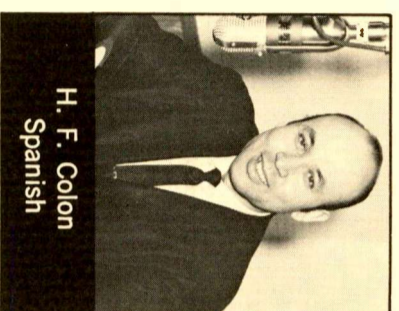
## CHICAGO'S MOST POPULAR FOREIGN LANGUAGE TEAM — THE GET-UP-AND-GO TEAM



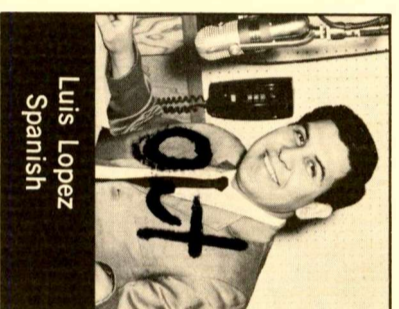
Lydia Pucinski  
Polish



O. Miranda  
Spanish



H. F. Colon  
Spanish



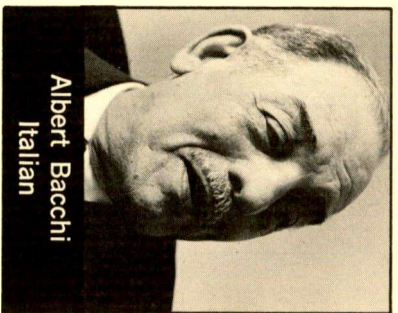
Luis Lopez  
Spanish



Jose Nieves  
Spanish



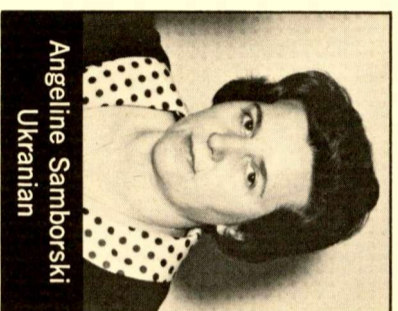
Serena Notari  
Italian



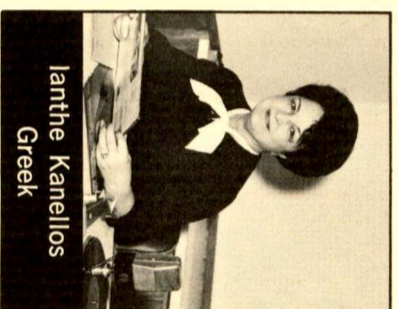
Albert Bacchi  
Italian



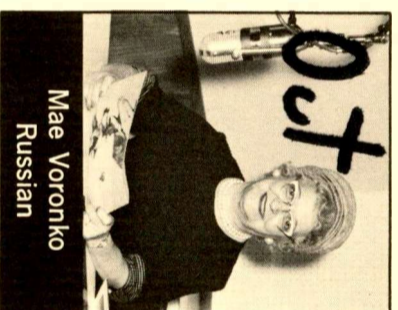
Corinne Leskovar  
Slovenian



Angeline Samborski  
Ukrainian



Ianthe Kanellos  
Greek



Mae Voronko  
Russian

**THEY  
TALK TO  
THE MOST  
COMPACT AND  
LOYAL  
MARKET  
IN  
CHICAGOLAND**

## THEY SPEAK YOUR LANGUAGE — THE LANGUAGE THAT KEEPS SALES MOVING

Nationality	Chicagoland Population
POLISH	600,000
LATIN AMERICAN	400,000
ITALIAN	600,000
GERMAN	450,000

Nationality	Chicagoland Population
RUSSIAN	200,000
UKRAINIAN	150,000
GREEK	300,000
SLOVENIAN	80,000

\*FOREIGN LANGUAGE BROADCASTS—THE PROVEN "BACKUP" MEDIUM

1240 KC

1240 KC

## General Rates WEDC • AM

Frequency	1/4 Hour	5 Minutes	60 Seconds	30 Seconds
1 time	\$40.00	\$30.00	\$18.00	\$12.50
13 times	37.00	27.50	16.50	11.50
26 times	35.00	25.00	15.00	10.50
52 times	32.50	23.00	13.50	9.50
104 times	30.00	21.25	12.00	8.50
260 times	27.50	18.75	10.50	7.50

### 1. CLASSIFICATIONS

- a. Rates apply to all classes of accounts.
- b. Political rates: Regular commercial rates. Cash in advance.
- c. All programs and transcriptions are subject to approval of the station management.

### 2. SERVICE FACILITIES

- a. National, international, and special local news service available.
- b. Programs broadcast from points outside the WEDC studios subject to special charges.
- c. No extra charges for presentation of advertisers' transcriptions.
- d. Equipment available to play 33 1/3, 45, and 78 rpm records and transcriptions; also LP records, electrically recorded programs and tapes.
- e. Rates include ASCAP, BMI, and SESAC music copyright fees.
- f. Rates do not include translation charges.

### 3. COMMISSIONS AND DISCOUNTS

- a. 15% Commission allowed on time charges to agencies recognized by WEDC.
- b. No cash discount.
- c. Bills due and payable as billed.

### 4. REGULATIONS AND RESTRICTIONS

- a. All contracts should be closed as far in advance of initial program as possible to facilitate production.
- b. All programs and advertising copy subject to approval of WEDC.
- c. Requests for continuity and changes of continuity must be at station 48 hours before scheduled broadcast. Add 24 hours for translations.
- d. Maximum word count on 15-min. commercial programs, 450 words; 10-min. programs, 300 words; 5-min. programs, 200 words; 1-min. announcements, 125 words.

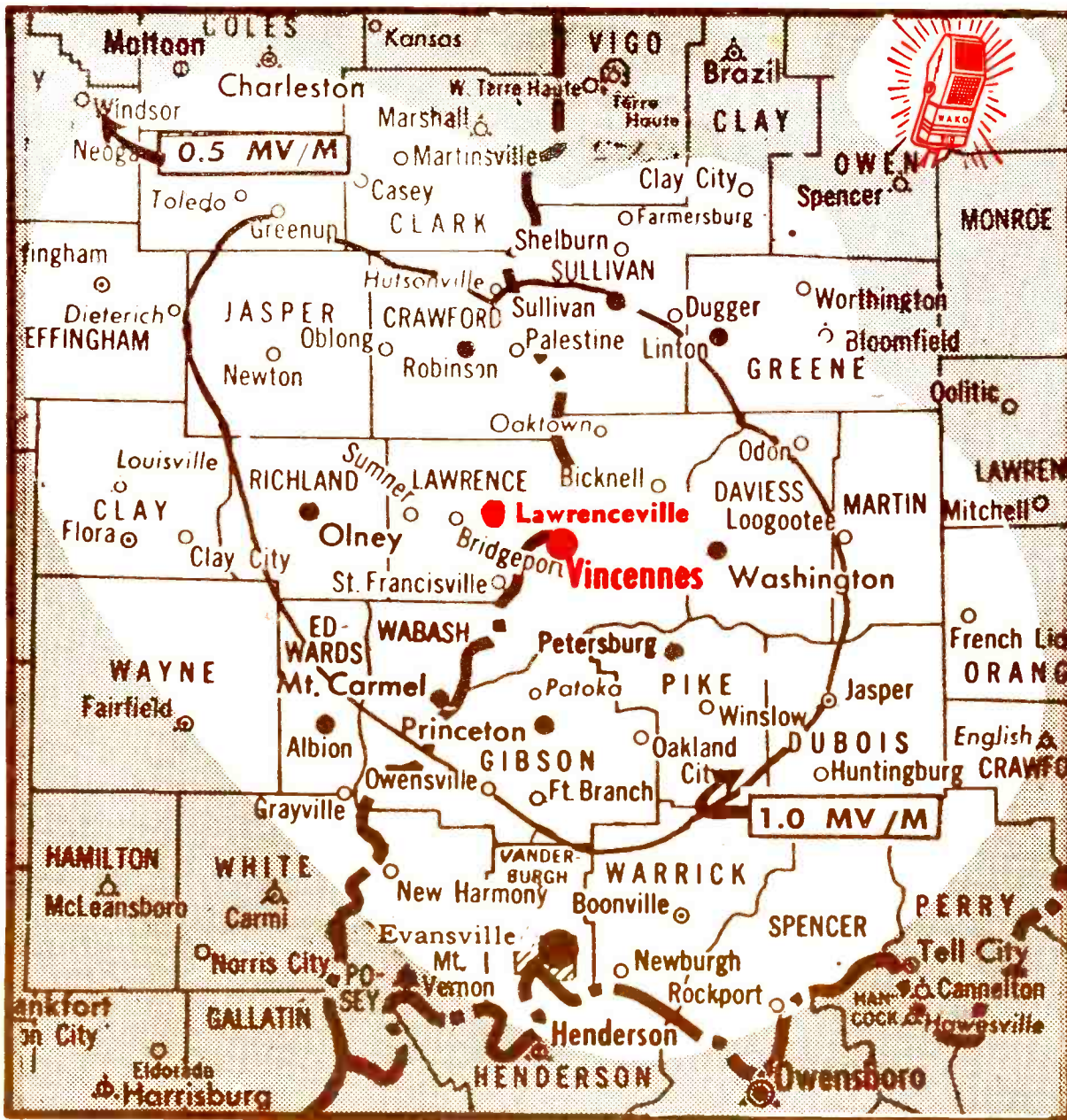
### 5. WEDC

Established in 1926; operating on 1,000 watts composite transmitter with 210 foot antenna during daytime hours; 250 watts nighttime. WEDC service-area covers the entire city of Chicago; nine surrounding counties and 173 cities, villages and towns constituting the most cosmopolitan market in America.

### 6. MISCELLANEOUS

- a. Station owned and operated by Foreign Language Broadcast, Inc.
- b. General Manager—Aurelia B. Pucinski.
- c. Studios, Offices, and Transmitter: 5475 N. Milwaukee Ave., Chicago, Ill., Area Code 312-631-0700.





# WĀKO

AM / FM

**Lawrenceville, Illinois**

- ★ 22-COUNTY Primary Coverage.
- ★ Serving the Lawrenceville-Vincennes Trade Area with Balanced Programming —



# wāko

Lawrenceville Broadcasting Company

P. O. Box 210

Phone: (618) 943-3354

**Lawrenceville, Illinois**

REPRESENTED NATIONALLY BY DEVNEY ORGANIZATION, INC.

### MARKET DATA:

	Within 1.0 MV/M Coverage	Within 0.5 MV/M Coverage
Total Population .....	192,200	533,500
Total Households .....	61,380	167,040
Total AM Radio Homes .....	60,070	165,025
Total Passenger Cars .....	61,300	171,850
Spendable Income .....	\$284,051,000	837,176,000

### RETAIL SALES:

Food Sales .....	\$ 42,634,000	127,910,000
Drug Sales .....	\$ 4,013,000	15,582,000
General Merchandise Sales .....	\$ 14,289,000	55,421,000
Apparel Store Sales .....	\$ 6,288,000	31,143,000
Home Furnishing Sales .....	\$ 8,989,000	31,148,000
Automotive Sales .....	\$ 41,241,000	110,332,000
Filling Stations .....	\$ 18,858,000	52,753,000
<b>TOTAL RETAIL SALES .....</b>	<b>\$179,792,000</b>	<b>543,010,000</b>
<b>TOTAL WHOLESALE SALES .....</b>	<b>\$ 65,085,000</b>	<b>371,560,000</b>

### FARM DATA:

Farm Population .....	47,700	104,800
Farm Households .....	12,150	25,970
Farm Radio Homes .....	12,050	25,890
Farm Gross Income .....	\$ 87,466,000	170,187,000

SOURCE: SRDS Consumer Markets; Sales Management Survey of Buying Power; Farm Journal Farmer Survey; U. S. Department of Commerce, RETMA.

# WĀKO

# AM | FM

910

103.1

500 Watts | Polarized

**Lawrenceville, Illinois 62439**



the world of  
**sunshine**  
 BROADCASTING CORPORATION  
 WTOA 104.9 FULL STEREO  
 3,000 WATTS 24 HOURS A DAY



full  
 STEREO FM 104.9  
 SUNSHINE BROADCASTING  
 CORP.

route five  
 box two eight six  
 murphysboro, illinois 62966  
 phone (618) 687-2000



105 full stereo fm 3000 watts 24 hours a day

RATE CARD NUMBER THREE EFFECTIVE AUGUST 15, 1974

**MONTHLY PACKAGE PLAN** 30 second announcements

10 SPOTS WEEKLY ..... \$195.00 PER MONTH

15 SPOTS WEEKLY ..... \$290.00 PER MONTH

20 SPOTS WEEKLY ..... \$385.00 PER MONTH

**WEEKLY PACKAGE PLAN** 30 second spots

30 SPOTS ..... \$125.00

**SPOT ANNOUNCEMENTS**

1 MINUTE(Best Time Available) ..... \$7.00

30 SECOND (Best Time Available) ..... \$5.00

LATE NIGHT SPOTS (1 A.M. - 6 A.M.) ..... \$2.00

**ANNUAL CONTRACTS EARN 10% DISCOUNT**

**NEWSCASTS**

**10 SECOND OPEN AND CLOSE BILLBOARD**

**PLUS ONE 30 SECOND SPOT ..... \$6.00**

**LIMITED COMMERCIAL POLICY**

**WTAO** programs only 8 commercial announcements per hour and none on Sunday. **WTAO** programs commercial units that do not exceed 60 seconds and on a ROS basis (run of station). Program content and advertising copy must meet **WTAO** standards and be received 48 hour before day of broadcast.

NOTES

"An Easy Station To Listen To"

There are approximately 2300 FM radio stations in commercial operation in this country. Each of these stations abides by the same rules and regulations set down by the Federal Communications Commission, but at the same time each has its own "unique sound". For the most part, this unique sound is a result of several factors, the most important one being the listening desires of the possible audience within the station's broadcast boundaries. If a station plays what the majority of the possible audience wants, then it stands to reason it will automatically draw in the majority of listeners.

This is where WVLJ, its owners, its management and its D.J. staff genuinely feel that "stereo" easy listening music is the winning format in this broadcast area.

But WVLJ has gone even further than most stations in providing the type of music FM listeners want to hear. WVLJ has programmed its music in continuous fifteen minute segments with the D.J. staff placing critical emphasis on continuity of sounds. Thus, the music format excites not only the stereo buff who wants to get the most out of his equipment with good, relaxing sounds, but the business man who wants "background" only.

WVLJ-(FM) is truly "An Easy Station to Listen To" with the finest in stereo music. Our listeners have told us so.

*Richard L. Jones*

RICHARD L. JONES  
Station Manager  
WVLJ-(FM)



fm STEREO 105.5 mhz

Junction 47 and 105

Monticello, Illinois--61856

217-762-2588

LOCAL RATE CARD

JANUARY 1, 1973

3000 watts of service and selling power

**W V L J (FM) STEREO RATES**

(effective January 1, 1973)

**ADDITIONAL INFORMATION**

Remote and "on location broadcasts" available via remote unit and telephone lines. Rates submitted on request.

Maximum contract period is one year.

Length of Ads = Approx.

60 sec announcement - 150 words

30 sec announcement - 75 words

10 sec announcement - 25 words

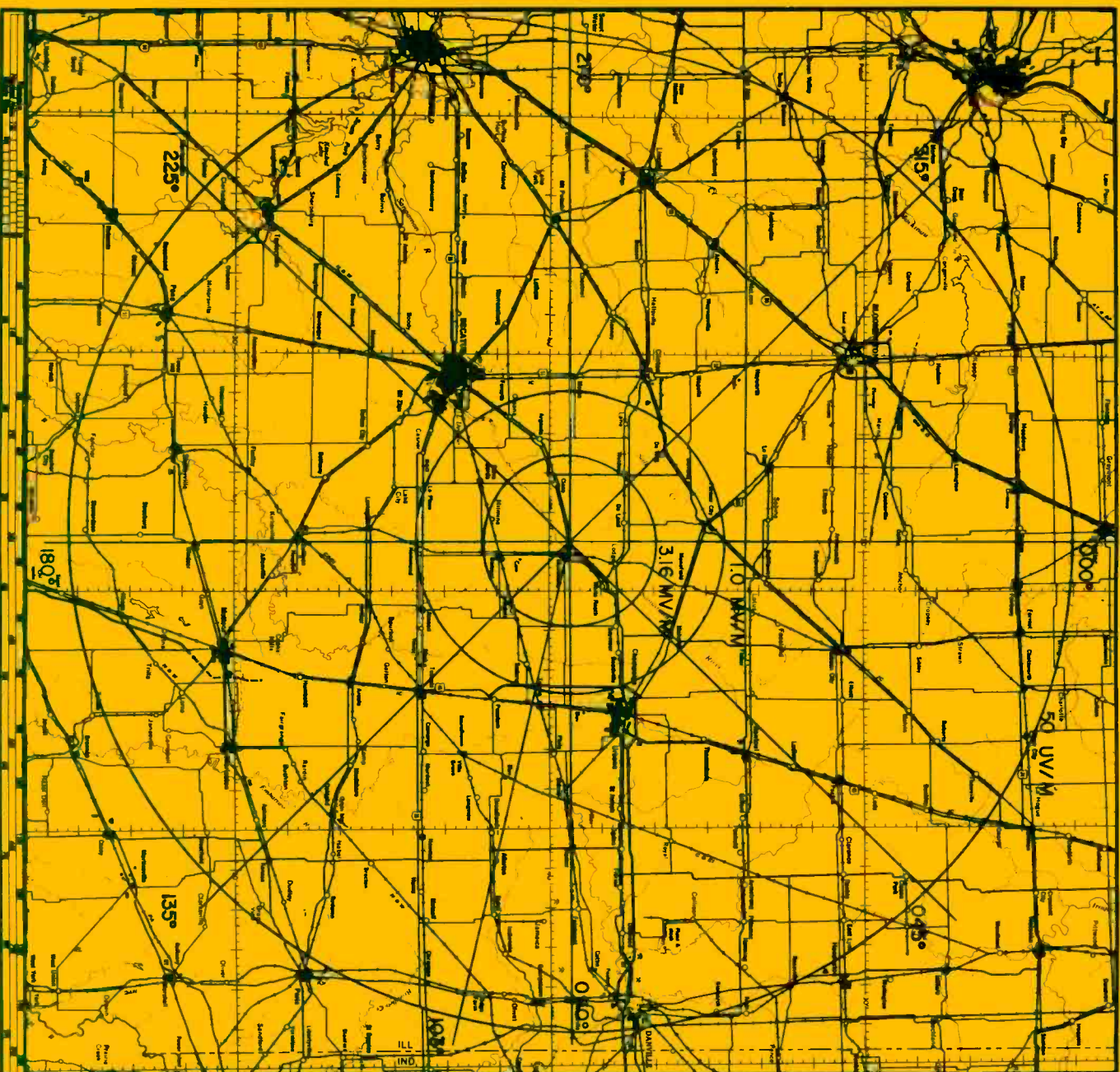
All advertising agencies add 15% to rates.

Commercial copy is subject to station approval in accordance with station policies of responsibility to the community.

Music Clearance is in cooperation with BMI and ASCAP.

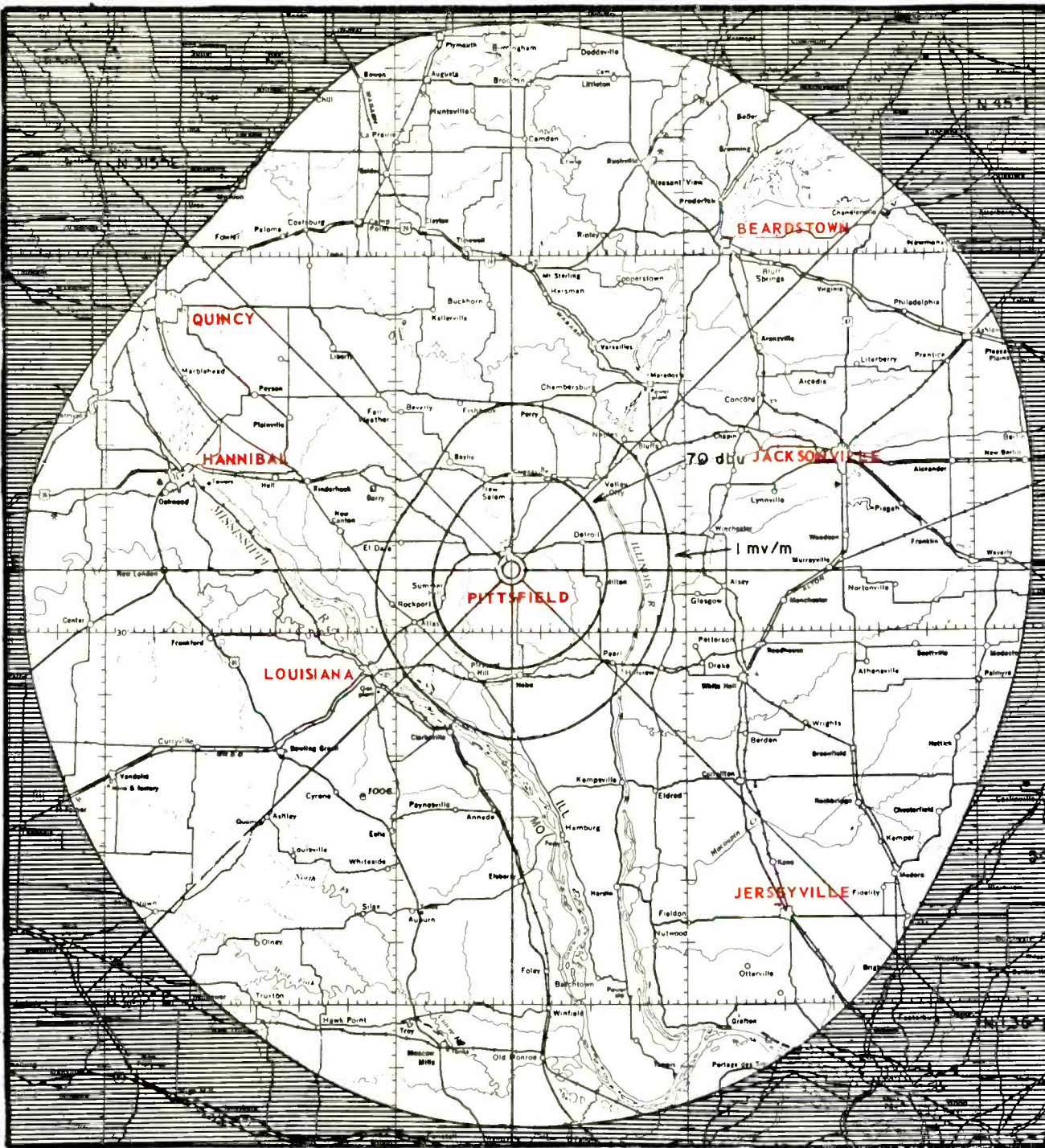
All bills rendered first of the month, due and payable by the 10th of the month.

No.	Spot Announcements				
	30 min	15 min	10 min	5 min	10 sec
1-52	16.00	8.00	6.50	5.00	
53-160	14.50	7.50	6.00	4.50	
161-220	13.00	7.00	5.50	4.25	
220 plus	12.00	6.00	5.00	4.00	



Prepared by  
**D. L. MARKLEY, CONSULTING ENGINEERS**  
 Data on file with the FCC




Frequency - Power - Time  
 WVLJ - FM is licensed to operate 5:00 A.M. to 12:00 Mid-  
 night daily on the assigned frequency of 105.5 MHz (chan-  
 nel 288A) with 3000 watts Effective Radiated Power non-  
 directional. Antenna height is 353 feet.



# WBBA-FM

3000 W ERP      97.7 MC

PITTSFIELD, ILLINOIS

- 
 7,450 SQUARE MILES COVERAGE WITH OVER 200,000 POSSIBLE LISTENERS.
- 
 U.P.I. - 24 HOURS TELETYPE SERVICE ASSURES YOU OF FULL NEWS COVERAGE.
- 
 FEDERAL WEATHER BUREAU'S CONTINUOUS SERVICE KEEPS YOU POSTED ON THE WEATHER.

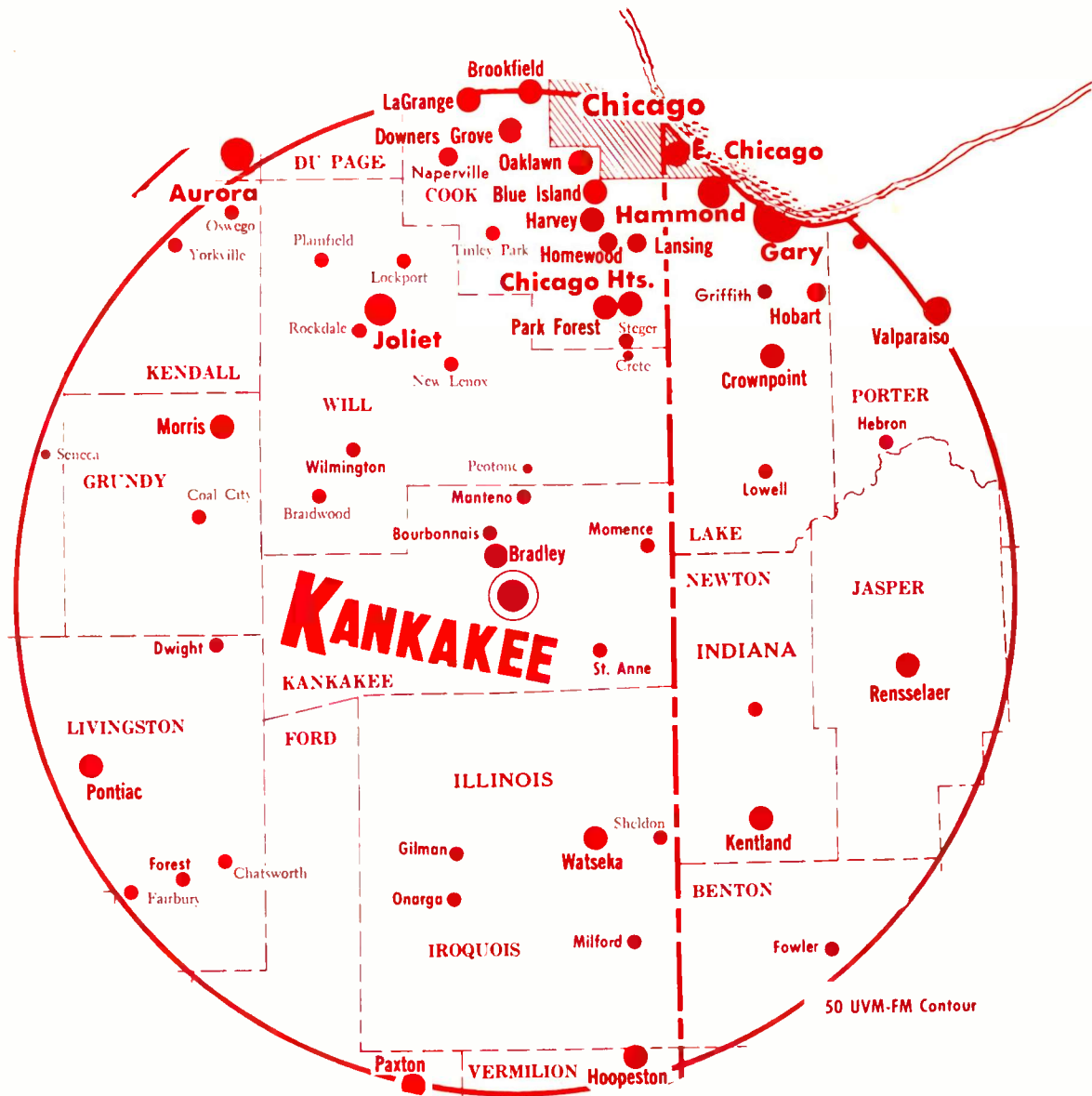
# WBBA

## PITTSFIELD, ILLINOIS

LOCATED IN RADIO PARK

# WKAK-FM Stereo 99

## COUNTRY MUSIC



WKAK-FM 99.9  
P.O. BOX 183  
KANKAKEE, ILLINOIS 60901  
815-939-4541



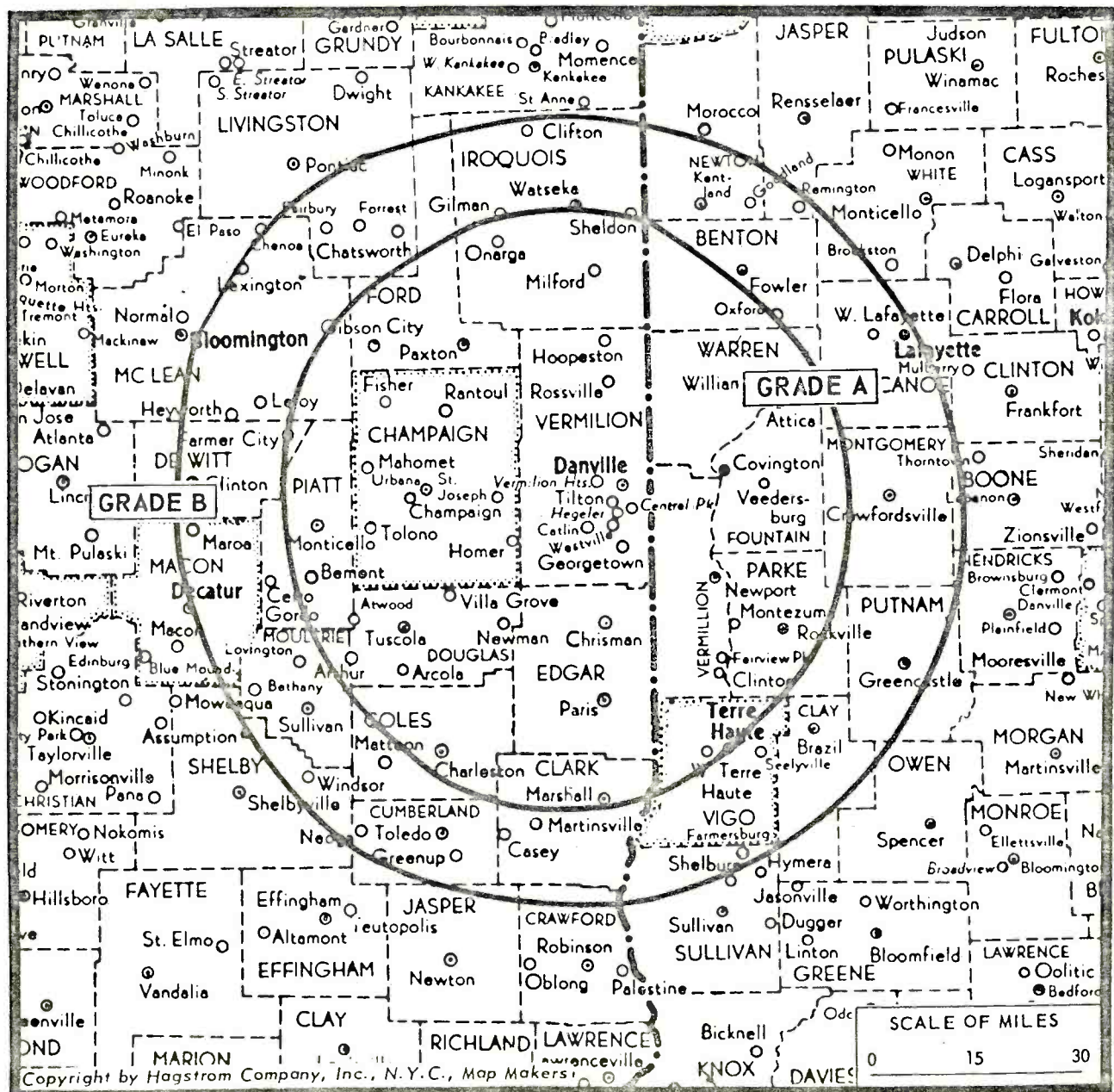
AMERICAN  
FM RADIO  
NETWORK

MEMBER:  
National Association of Broadcasters  
Country Music Network  
Radio Advertising Bureau

# WICD Channel 15

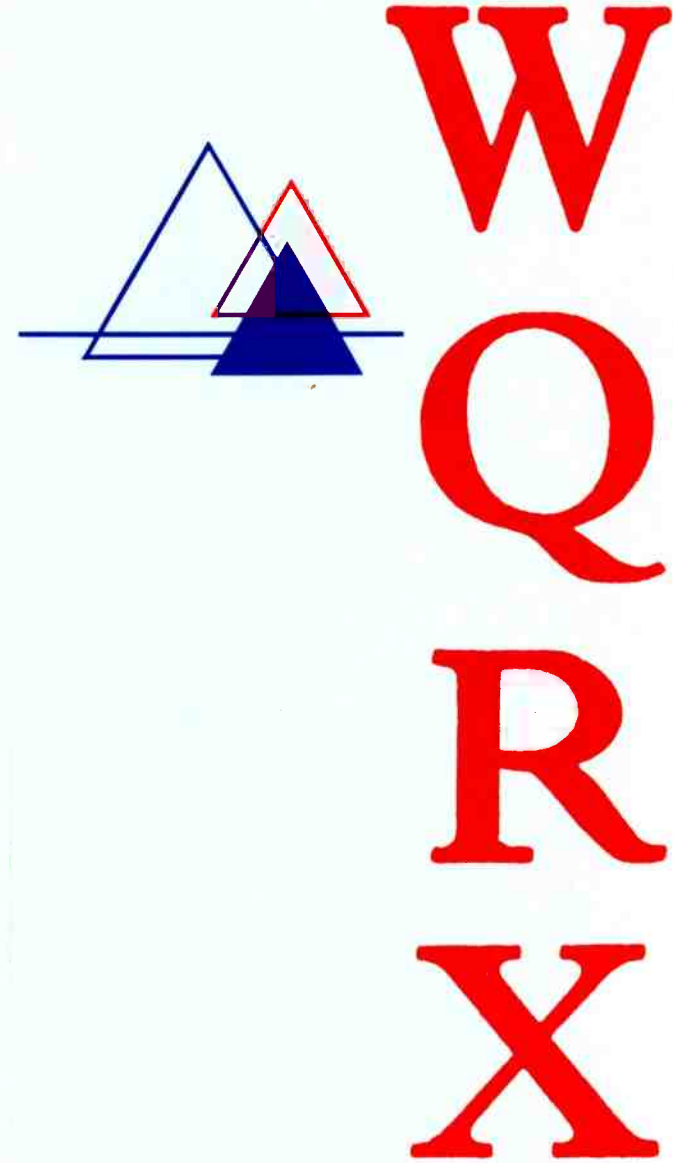
## Champaign-Danville, Illinois

### WICD Service Area





Stereo 106



**WQRX is capable of reaching listeners in 20 counties**

(ROUGHLY 60 MILES)

**in Southern Illinois.**

(IN ANY DIRECTION)

**Reception reports compiled from automobile and home units.**

Benton, Illinois

## SPORTS

WQRX is one of the leading sports voices in Southern Illinois. With the addition of the Chicago Cubs professional baseball network, WQRX now is able to offer to listeners, sports ranging from area high schools to professional baseball nation-wide.

### CHICAGO CUBS



**BENTON  
RANGERS**



**REND LAKE  
WARRIORS**

All sports programs are available for sponsor purchases and may be bought in a package price or per game. Whether it's area high school, Rend Lake College, or Chicago Cub sports, you'll find more of it on WQRX than any other station in Southern Illinois. WQRX-bringing you the sports you want to hear!

## NEWS & WEATHER

UNITED PRESS INTERNATIONAL and WQRX have teamed up to make this area one of the best news informed regions in the state. United Press audio world news is available for sponsors every hour on the hour and Illinois and local news direct from the WQRX news desk is available throughout the day. WQRX also features special events, on the spot coverage of news in Southern Illinois, and United Press news features, all available to sponsors. If it's news, national or local, you'll hear it first on WQRX.

### RATES

WQRX offers you advertising that literally speaks for itself. All copy is written by our own staff and there is never any fear of duplication for any two competing businesses. We feel it's our personal attention that our sales personnel give to each account that bring those results in for the advertiser.

If spot advertising is not your game, try any of our special feature programs at a cost you can afford. They're real attention getters and are sure to keep your name before the public.

15 second spot	\$ 3.00
30 second spot	\$ 4.00
60 second spot	\$ 6.00
News casts	\$10.00

*10% Discount for 13 Week Schedule  
20% Discount for 13 to 52 Week Schedule*

## MUSIC

WQRX rounds out its total sound with music that is sure to please every listener. We at WQRX believe that if you listen you will hear something you like, we change our music that often. From country-western and gospel music in the morning to soft classical and easy listening in the afternoon, to the rock that is the young sound of today in the evening, you will enjoy our programming. When we say music for everyone at WQRX, we mean you. Tune in at stereo 106 and enjoy the best music selection in Southern Illinois.



MEMBER NATIONAL ASSOCIATION  
OF BROADCASTERS

WQRX Is Owned And Operated By The  
**REND LAKE BROADCASTING COMPANY**

Offices Are Located At  
SUITE 315, WOOD BUILDING  
BENTON, ILLINOIS 62812

Telephone (618) 439-3286

**6,000 WATTS OF POWER**

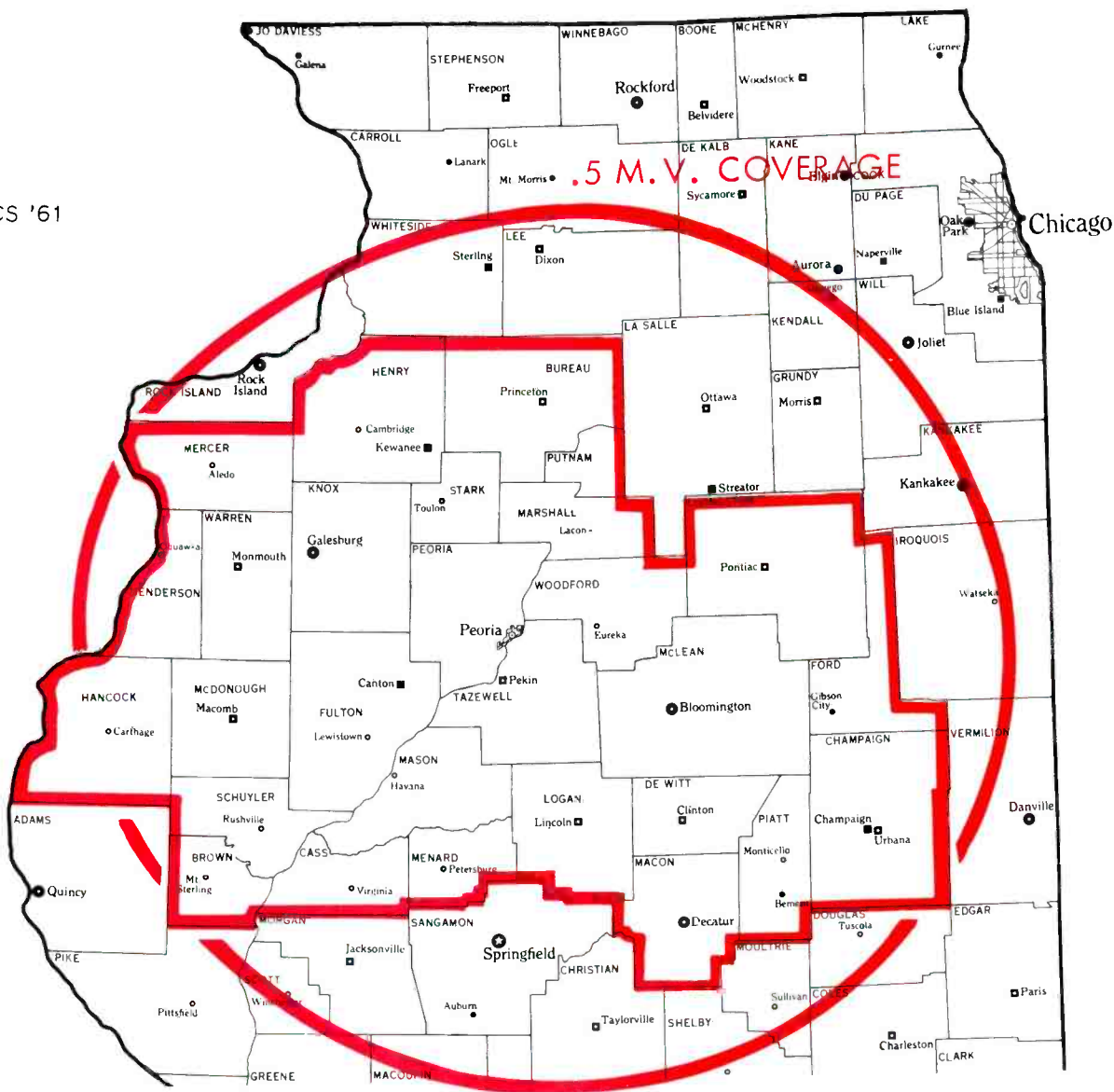
WQRX Tower And Transmitter  
Are Located Two Miles East Of Benton.

# WPEO

RADIO / 1020

PEORIA'S COVERAGE STATION  
1000 WATTS CLEAR CHANNEL

SOURCE NCS '61



# WPEO

COVERS **28** COUNTIES

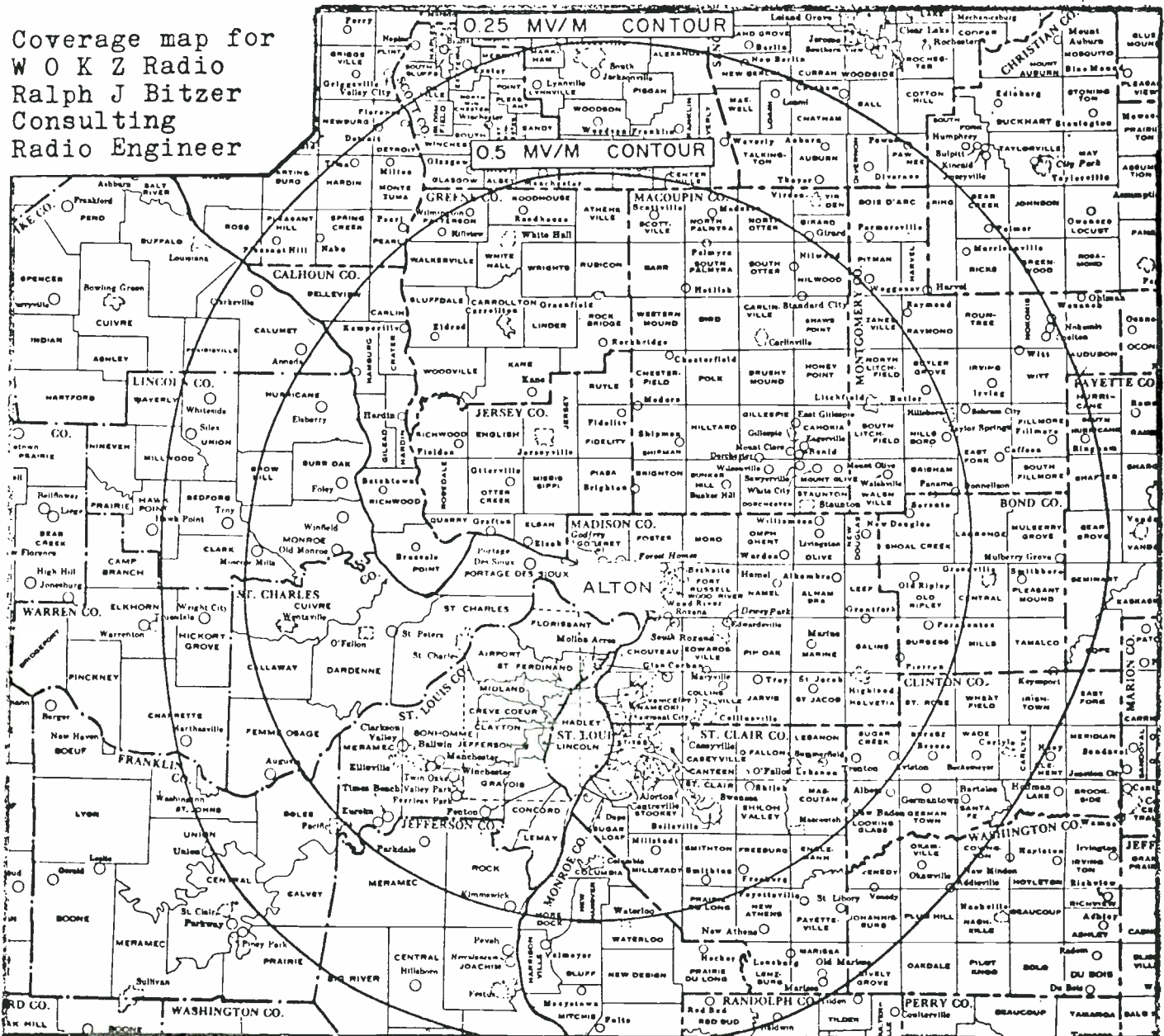
WIRL	COVERS 19 COUNTIES
WMBD	COVERS 11 COUNTIES
WXCL	COVERS 6 COUNTIES

# WOKZ

1570 KCS - 1000 WATTS

Address: Godfrey Road, Alton, Illinois - 62035 Call: 618 466 3535

Coverage map for  
W O K Z Radio  
Ralph J Bitzer  
Consulting  
Radio Engineer



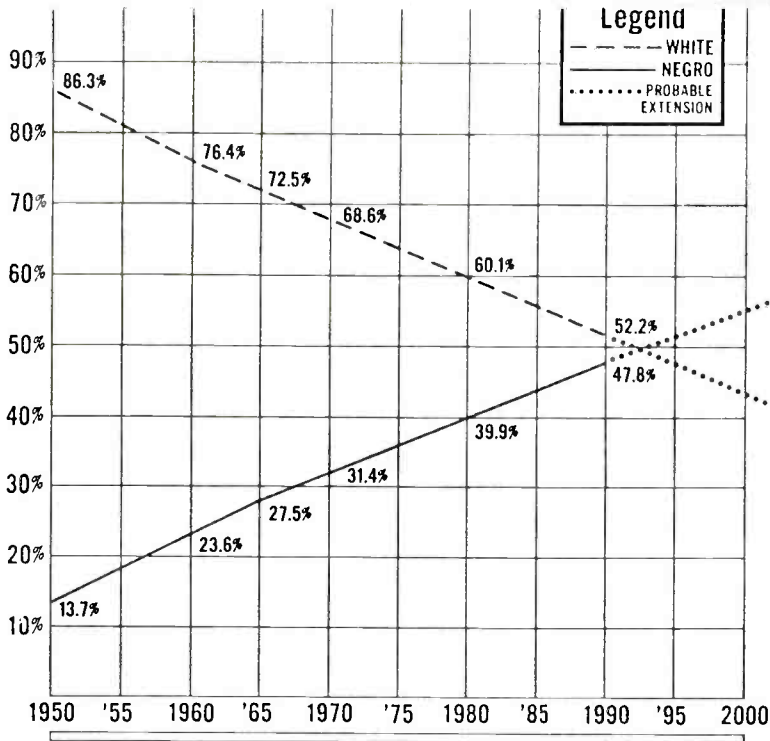
**General rate card:**

Frequency	one hour	half hour	quarter hour	10 min	5 min	1 min	½ min
1	(\$)	75.00	45.00	30.00	22.50	15.00	7.50 6.00
13	(\$)	71.30	42.80	28.50	21.40	14.30	7.20 5.80
52	(\$)	63.80	38.30	25.50	19.20	12.80	6.60 5.20
104	(\$)	60.00	36.00	24.00	18.00	12.00	6.20 4.80
260	(\$)	52.50	31.50	21.00	15.80	10.50	5.60 4.20
312	(\$)	45.00	27.00	18.00	13.50	9.00	5.00 3.80

Complete LOCAL, regional, national and international news coverage... with emphasis on LOCAL SERVICE to primary coverage area.

WOKZ RADIO - THE MOST EFFECTIVE VOICE IN THE GREATER "EAST SIDE"..... PRIMARY SERVICE TO OVER A QUARTER OF A MILLION PEOPLE.....

COMPLETE COVERAGE IN MADISON COUNTY, JERSEY, CALHOUN, GREENE, MACOUPIN.. COUNTIES REQUIRES THAT WOKZ RADIO BE INCLUDED IN YOUR MEDIA SELECTION.



# PROFILE AND FORECAST OF CHICAGO'S NEGRO POPULATION

YEAR	NEGRO POPULATION	PERCENT OF CITY TOTAL
1950	509,437	13.7%
1960	837,656	23.6%
1965	979,000	27.5%
1970	1,120,000	31.4%
1980	1,455,000	39.9%
1990	1,777,000	47.8%

\*SOURCE: *Population Trends & Prospects for the Chicago-Northwestern Indiana Consolidated Metropolitan Area: 1960 to 1990* — D. J. Bogue & D. P. Dandeker, University of Chicago, March 1962

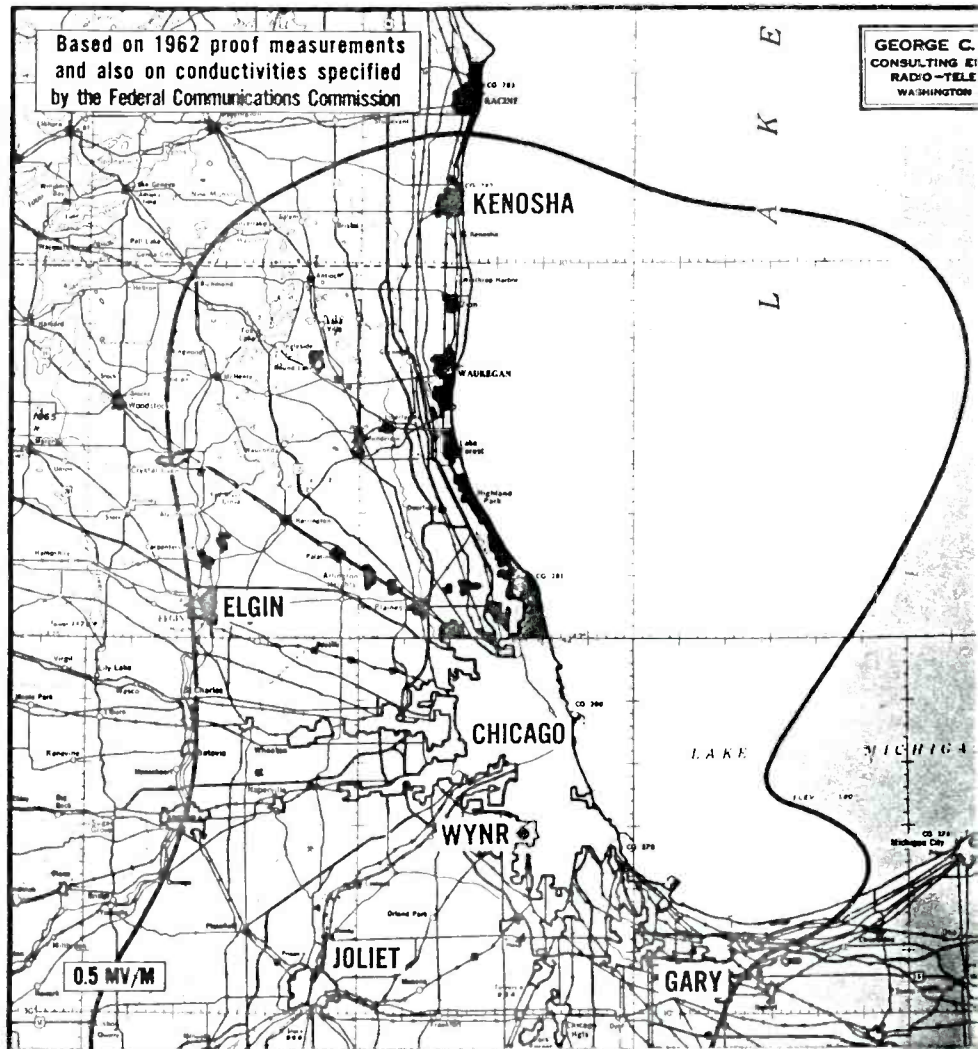
## WYNR

ITS MASSIVE 5,000 WATT FULLTIME SIGNAL BLANKETS THE COMPLETE MARKET—24 HOURS/DAY

Few radio stations today, beaming primarily to an ethnic market, offer the vast and far-reaching 5,000 watt day-and-night powerhouse potential of WYNR, Chicago.

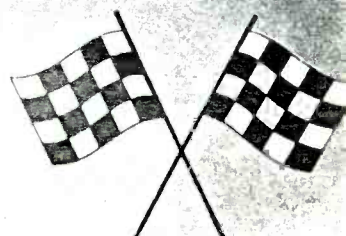
Check these facts first:

- \* WYNR is the **only** station which covers the complete Chicago Negro market. Other stations, located sizeable distances from the heart of the city, are daytimers, or of limited signal strength.
- \* WYNR, with its 5,000 Watt fulltime signal on 1390 kilocycles, spreads far out and encompasses the whole market, not a fractional segment. Many station signals outside Chicago flatten with the sunset while others must reduce their nighttime patterns to 250 watts. These stations often necessarily void the valuable "drive-time", commuting hours during many months of the year. Sporadic coverage results in sporadic listener loyalty and tuning habits.
- \* WYNR, a pioneer in Chicago radio, was licensed long before the city celebrated its 100th anniversary. Since 1924, it has become an established ally, closely identified with the Negro community. Under the ownership and management of B. R. and Gordon McLendon, WYNR



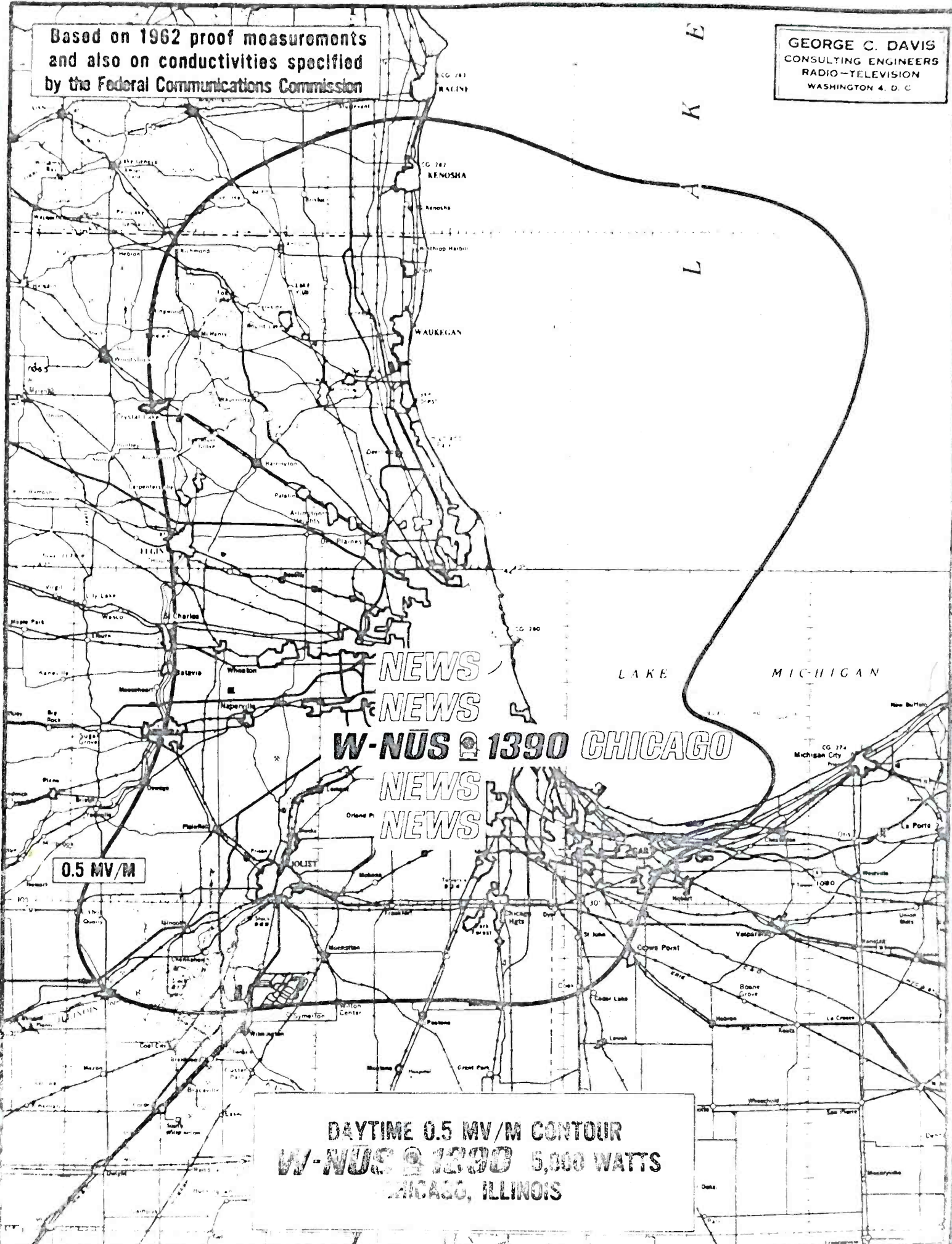
# N R

FOR CHICAGO!



Based on 1962 proof measurements  
and also on conductivities specified  
by the Federal Communications Commission

GEORGE C. DAVIS  
CONSULTING ENGINEERS  
RADIO-TELEVISION  
WASHINGTON 4, D. C.



0.5 MV/M

NEWS  
NEWS  
**W-NUS @ 1390 CHICAGO**  
NEWS  
NEWS

DAYTIME 0.5 MV/M CONTOUR  
**W-NUS @ 1390 5,000 WATTS**  
CHICAGO, ILLINOIS



# WNUS Radio

Chicago, Ill.

## Chicago's First All-Music Radio Facility

	Power	Frequency
WNUS AM	5,000 w	1390 kc
WNUS FM	36,000 w ERP*	107.5 mc

### Operating 24 Hours Daily

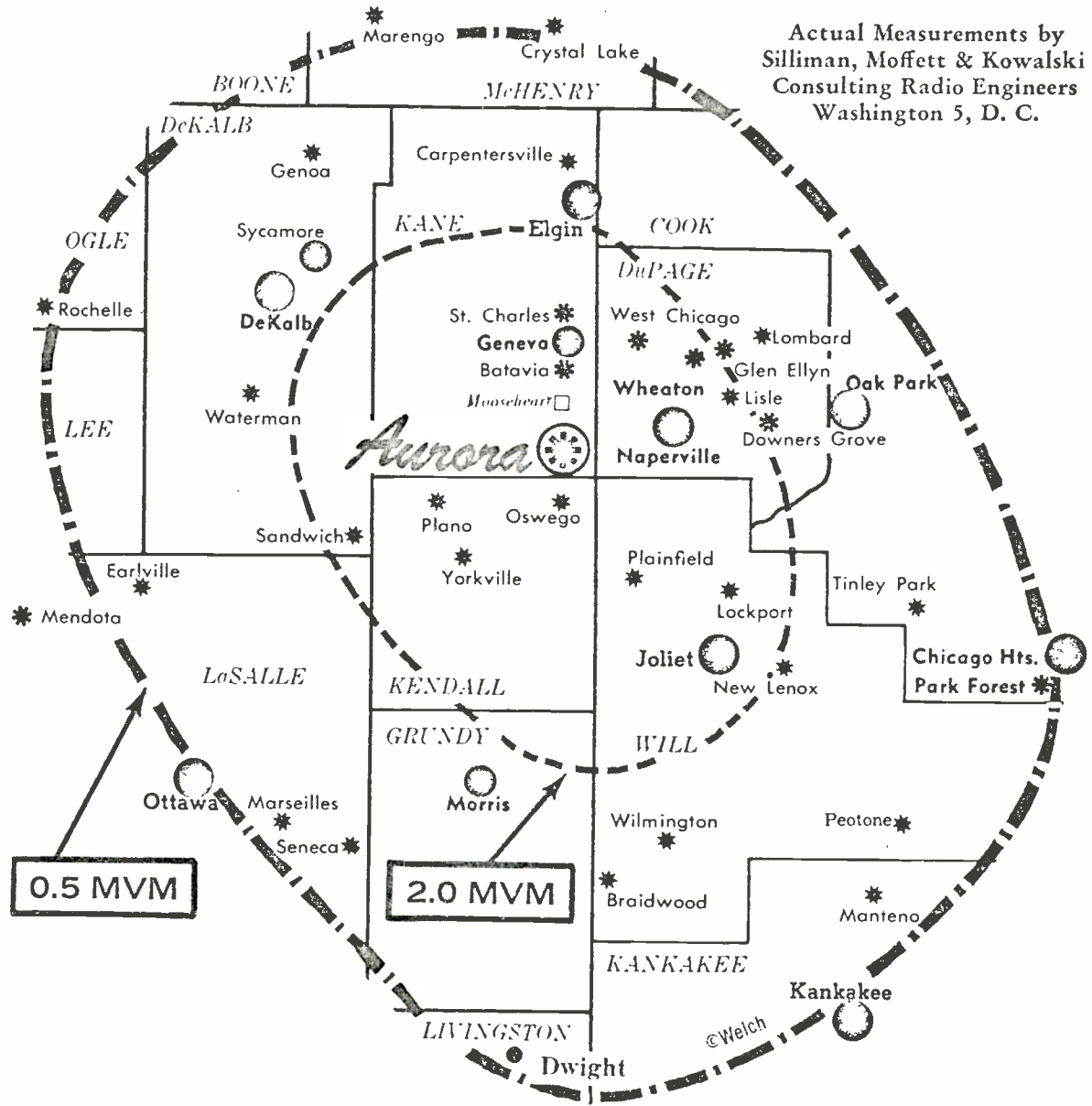


Copyright by Hagstrom Company, Inc., N.Y.C., Map Makers

\* Soon to be increased to 52,000 w ERP

# WMRO

Radio  
Aurora



MARKET DATA:	2.0 MVM Coverage	0.5 MVM Coverage
Population . . . . .	446,400	932,950
Households . . . . .	125,830	257,642
Radio Homes . . . . .	113,490	244,670
Automobiles . . . . .	164,310	334,675
Spendable Income (CSI)	\$989,082,000	2,180,242,000
<b>RETAIL SALES:</b>		
Food Stores . . . . .	\$148,994,000	303,388,000
Drug Stores . . . . .	\$ 17,673,000	36,787,000
Gen'l. Merchandise . . . . .	\$ 76,957,000	101,897,000
Apparel Stores . . . . .	\$ 25,584,000	53,705,000
Home Furnishings . . . . .	\$ 24,067,000	48,198,000
Automobiles . . . . .	\$ 48,855,000	297,066,000
Service Stations . . . . .	\$ 48,884,000	99,790,000
*Total Retail Sales . . . . .	\$551,423,000	1,076,353,000
<b>FARM DATA:</b>		
Farm Population . . . . .	20,100	43,350
Gross Income . . . . .	\$107,369,000	275,378,000
SOURCE: SRDS Consumer Data.		

# WMRO

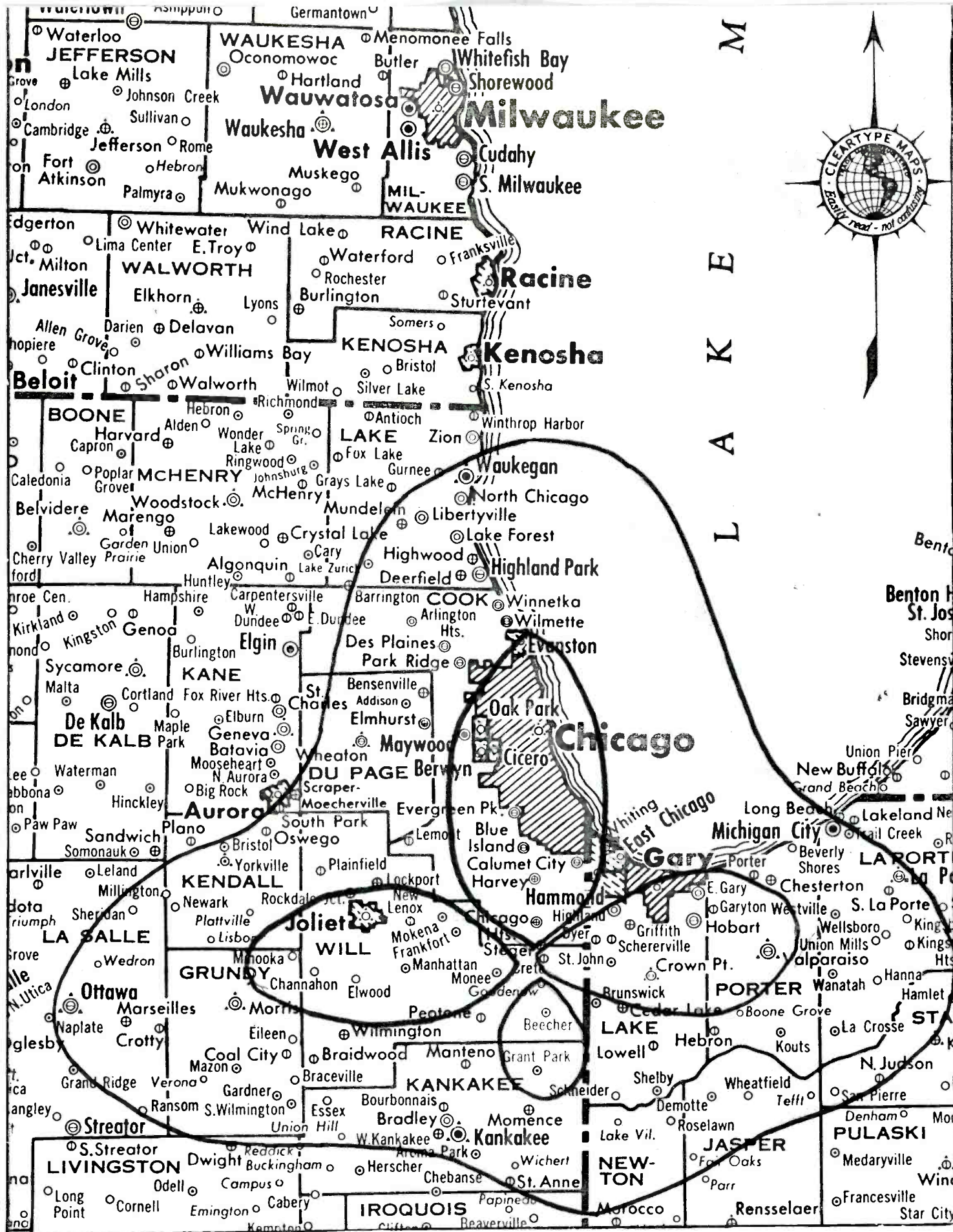
Good Music for the Fox Valley  
AURORA, ILLINOIS

- Local News
- AP Wire News
- Weatherscope News
- Tops in Sports
- Good Music
- Specialty Music
- Public Services

Serving the Fox Valley Since 1938

184 South River Street  
Phone (312) 897-4215  
Aurora, Illinois





## WMPP SERVES CHICAGOLAND

From Sunrise to Sundown Daily

1470 Kilocycles

**"Where Programming Makes the Big Difference!"**

**a profile of**

**Metropolis, Illinois**

Located in Massac County, in deep Southern Illinois, Metropolis is within four miles of Interstate 24 .. where the three Big Rivers of the Ohio, Tennessee and Cumberland come together, making this truly mid-America's top water playground. With Kentucky Lake, Barkley Lake ideal for boating, fishing and all outdoor sports – plus the beautiful Shawnee National Forest (ideal for hunting, horseback riding, camping) and historical Fort Massac State Park.

Manufacturing plants include the Atomic Energy Commission, Electric Energy Inc., TVA Steam Power Plant, Allied Chemical Plant, Missouri Portland Cement Plant, Good Luck Glove Company; and the Bonifield Bros. Truck Lines.

The Ohio Valley and the southward rivers... Cumberland and Tennessee provides rich river bottom farmlands... thousands of acres of grains, orchards, dairyfarms.



**WMOK**



AP NEWS

Member Illinois Broadcasters Association

*The bright sound of*  
**Metropolis, Illinois**

- \* Localized News
- \* Illinois-Kentucky News
- \* National Wire news
- \* Farm news coverage
- \* Sports Coverage
- \* Weather Reports
- \* All-family Music

Virgil E. Smith, General Manager  
P. O. Box 720  
Phone (618)524-2106  
Metropolis, Illinois  
62960

**Market Data:**

	0.5 MVM Coverage	0.25 MVM Coverage*
Population .....	292,890	657,290
Households .....	97,830	209,180
Radio Homes .....	96,520	207,010
Auto Owners .....	152,330	295,820
Farm Population .....	45,820	103,850
<b>SPENDABLE INCOME .</b>	<b>\$742,993,000</b>	<b>1,648,993,000</b>
Total Retail Sales .....	<b>\$508,927,000</b>	<b>1,116,529,000</b>
Food Stores .....	<b>\$109,774,000</b>	<b>232,819,000</b>
Drug Stores .....	<b>\$ 14,588,000</b>	<b>33,720,000</b>
Department Stores .....	<b>\$ 51,553,000</b>	<b>104,830,000</b>
Apparel Shops .....	<b>\$ 25,592,000</b>	<b>55,036,000</b>
Homefurnishings .....	<b>\$ 24,667,000</b>	<b>54,989,000</b>
Auto Dealers .....	<b>\$109,837,000</b>	<b>242,848,000</b>
Service Stations .....	<b>\$ 46,882,000</b>	<b>111,830,000</b>
Gross Farm Income .....	<b>\$109,835,000</b>	<b>309,810,000</b>
Source: SDRS Consumer Data 1971.©		

**920<sup>kHz</sup>**  
**1000 WATTS**

WMOK RADIO - with a mid-dial frequency of 920 khz "gets out" and is considered the "Local" station for five Southern Illinois counties... their only outlet... with a healthy section of the Western Kentucky area featuring Good music, Country and Western music, news that's Localized – plus regional sports coverage.

Represented by:  
**KEYSTONE**

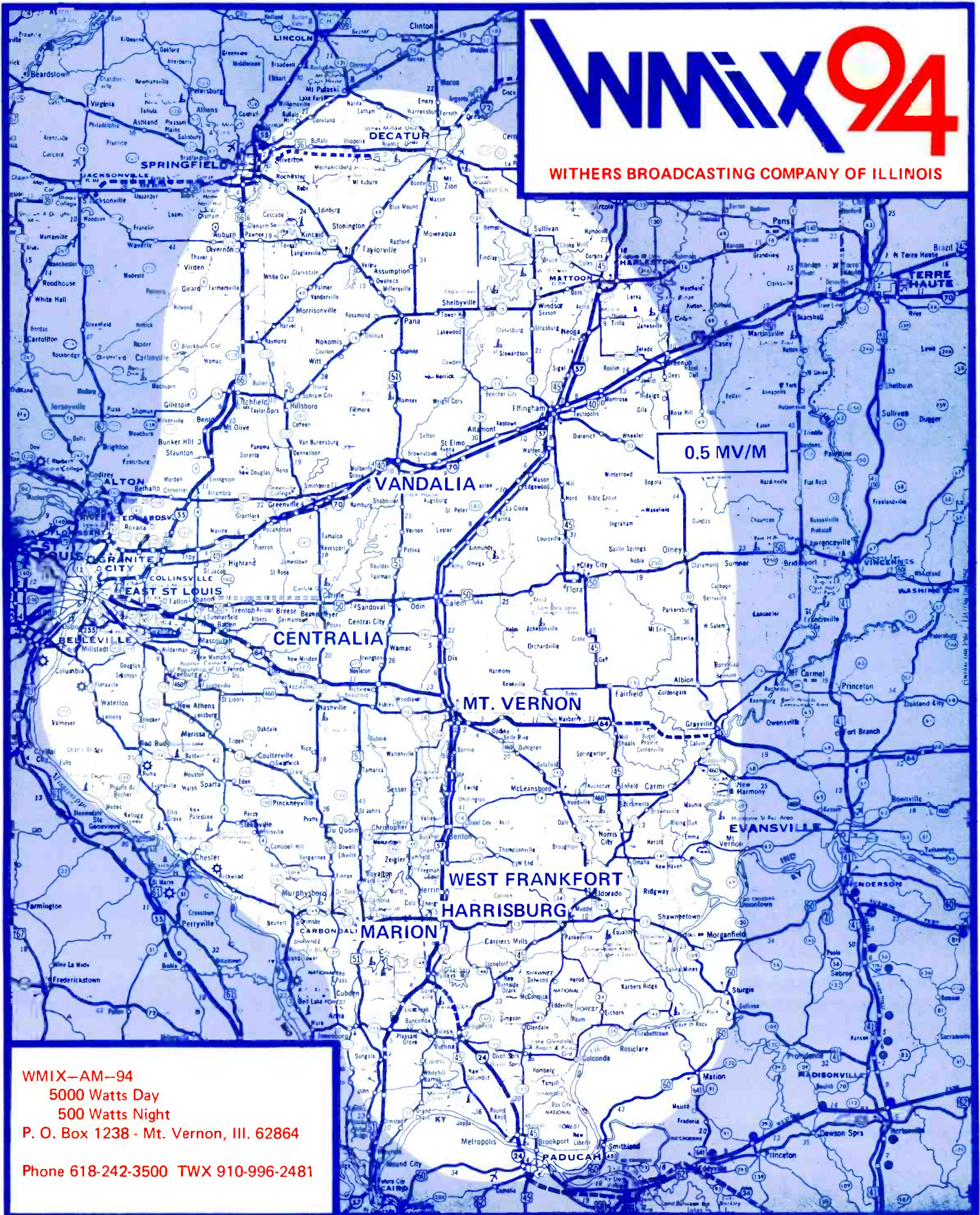
Chicago-Detroit-New York

Prepared by:  
**RADIO Unlimited**  
Pueblo, Colorado

# AREA COVERAGE MAP

# WMIX 94

WITHERS BROADCASTING COMPANY OF ILLINOIS

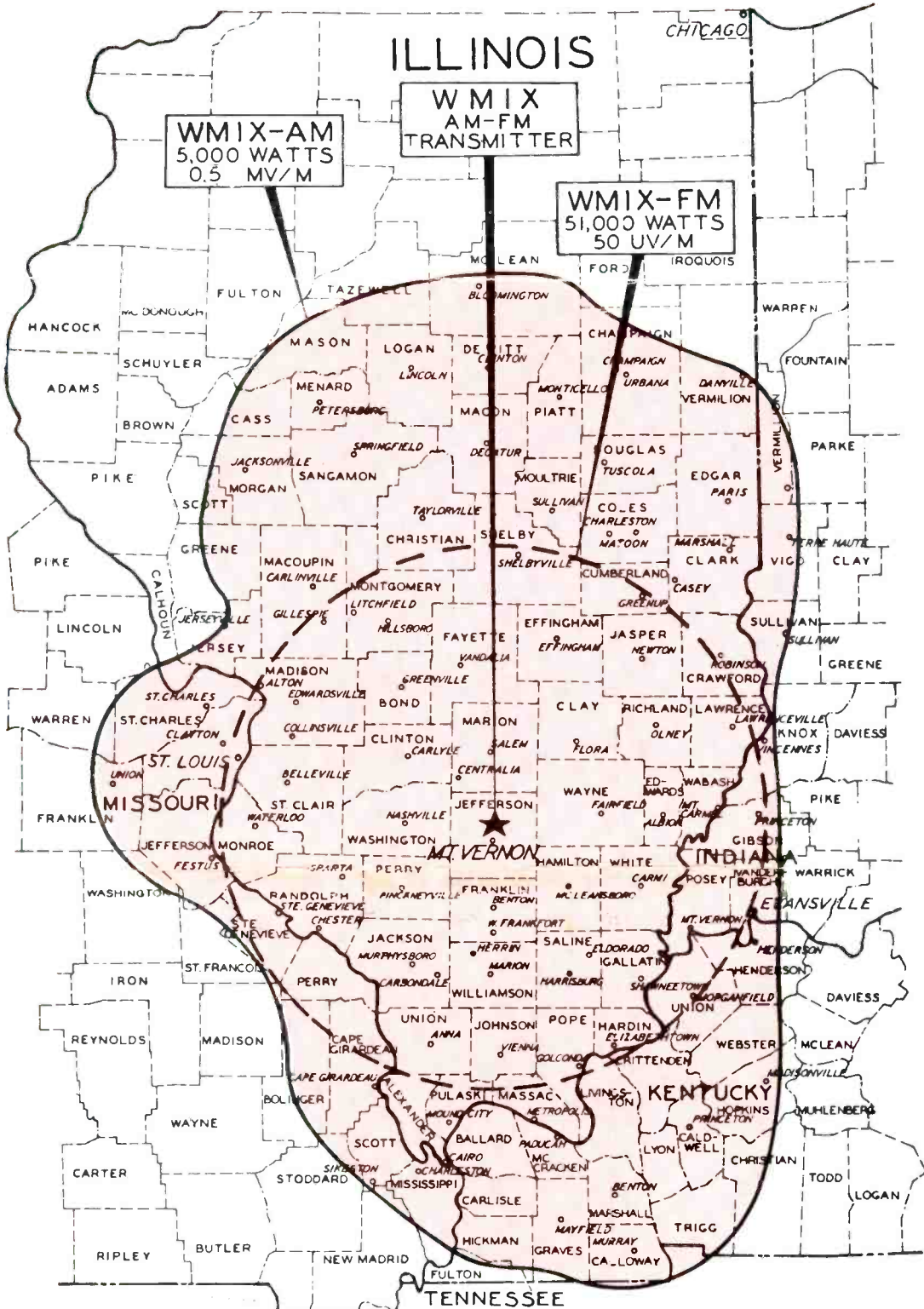


0.5 MV/M

**WMIX-AM-94**  
5000 Watts Day  
500 Watts Night  
P. O. Box 1238 - Mt. Vernon, Ill. 62864  
Phone 618-242-3500 TWX 910-996-2481



A. D. RING, ENGR.  
WASHINGTON, D. C.



SOUTHERN ILLINOIS MOST POWERFUL RADIO VOICE



MOUNT VERNON, ILLINOIS

5,000 WATTS

940K - AM

50,000 WATTS

Full Stereo  
94mc - FM

Southern Illinois Most Powerful Radio Voice

THE 94 SPOTS ON YOUR DIAL

MT. VERNON RADIO & TELEVISION CO.

MITCHELL BUILDING

Mt. Vernon, Ill.

TELEPHONES

Area Code 618 242-3500

Area Code 618 242-3501

Area Code 618 242-3502

MAY 1, 1970

# RADIO STATIONS WMIX AM & FM FULL STEREO

MARKET DATA  
0.5 MV/M CONTOUR

COUNTIES	POPULATION
Illinois	2,142,100
Missouri	1,753,400
Indiana	363,800
Kentucky	284,800
Total	4,544,100

## WMIX-AM

### WMIX-FM FULL STEREO

ENGINEER: A. D. RING ASSOC.  
WASHINGTON, D. C.

STATISTICIAN: WILLIAM T. FAHEY  
WASHINGTON D. C.

NATIONALLY REPRESENTED BY  
SAVALLI/GATES INC.

NEW YORK CHICAGO SAN FRANCISCO  
ATLANTA HOLLYWOOD DALLAS SEATTLE

### HOURS OF OPERATION

WMIX FM FULL STEREO From 5:45 AM to 10:00 PM

WMIX AM As Shown Below

JANUARY	7:15 AM to 5:00 PM CST
FEBRUARY	6:45 AM to 5:30 PM CST
MARCH	6:15 AM to 6:00 PM CST
APRIL	6:00 AM to 6:30 PM CST
MAY	6:00 AM to 8:00 PM CDT
JUNE	6:00 AM to 8:30 PM CDT
JULY	6:00 AM to 8:15 PM CDT
AUGUST	6:15 AM to 7:45 PM CDT
SEPTEMBER	6:30 AM to 7:00 PM CDT
OCTOBER	7:00 AM to 6:30 PM CDT
NOVEMBER	6:30 AM to 4:45 PM CST
DECEMBER	7:00 AM to 4:45 PM CST

## WMIX AM-FM FULL STEREO ANNOUNCEMENTS

	1 MIN.	½ MIN.
1 Time	6.50	4.55
13 Times	5.10	3.55
26 Times	4.80	3.35
52 Times	4.60	3.25
156 Times	4.40	3.10
260 Times	4.20	2.95
312 Times	4.10	2.90
365 Times	4.00	2.80
500 Times	3.90	2.75
750 Times	3.80	2.65
1000 Times	3.60	2.50

### PROGRAMS

	½ HR.	¼ HR.	10 MIN.	5 MIN.
1 Time	40.00	28.00	19.60	13.70
13 Times	36.00	25.20	17.60	12.30
26 Times	33.00	23.10	16.20	11.35
52 Times	31.00	21.70	15.20	10.65
156 Times	27.00	18.90	13.20	9.25
260 Times	24.00	16.80	11.80	8.25
312 Times	22.00	15.40	10.80	7.55
365 Times	20.00	14.00	9.80	6.85

## WMIX FM FULL STEREO ANNOUNCEMENTS

	1 MIN.	½ MIN.
1 Time	5.50	4.00
13 Times	4.00	2.80
26 Times	3.60	2.50
52 Times	3.40	2.40
156 Times	3.20	2.30
260 Times	3.10	2.25
312 Times	3.00	2.20
365 Times	2.90	2.15
500 Times	2.80	2.10
750 Times	2.70	2.05
1000 Times	2.60	2.00

### PROGRAMS

	½ HR.	¼ HR.	10 MIN.	5 MIN.
1 Time	18.50	13.00	9.10	6.50
13 Times	18.00	12.60	8.80	6.15
26 Times	17.00	11.90	8.30	5.80
52 Times	15.50	10.80	7.60	5.30
156 Times	14.00	9.80	6.90	4.80
260 Times	13.00	9.10	6.40	4.50
312 Times	12.00	8.40	5.90	4.15
365 Times	11.50	8.00	5.60	3.90

## AAA COPYRIGHTED CONTRACTS

INCLUDE: Music and News copyright fees.

DISCOUNTS: are contingent upon contracts completed from date of original contracts.

CONTRACTS: will be issued only on the previous contract performance.

CASH REFUND: on all combined programs and announcements will be made to the signor within thirty days after the termination of said contract; if the basis of combined programs and announcements used in the contracted period exceeds any category published herein.

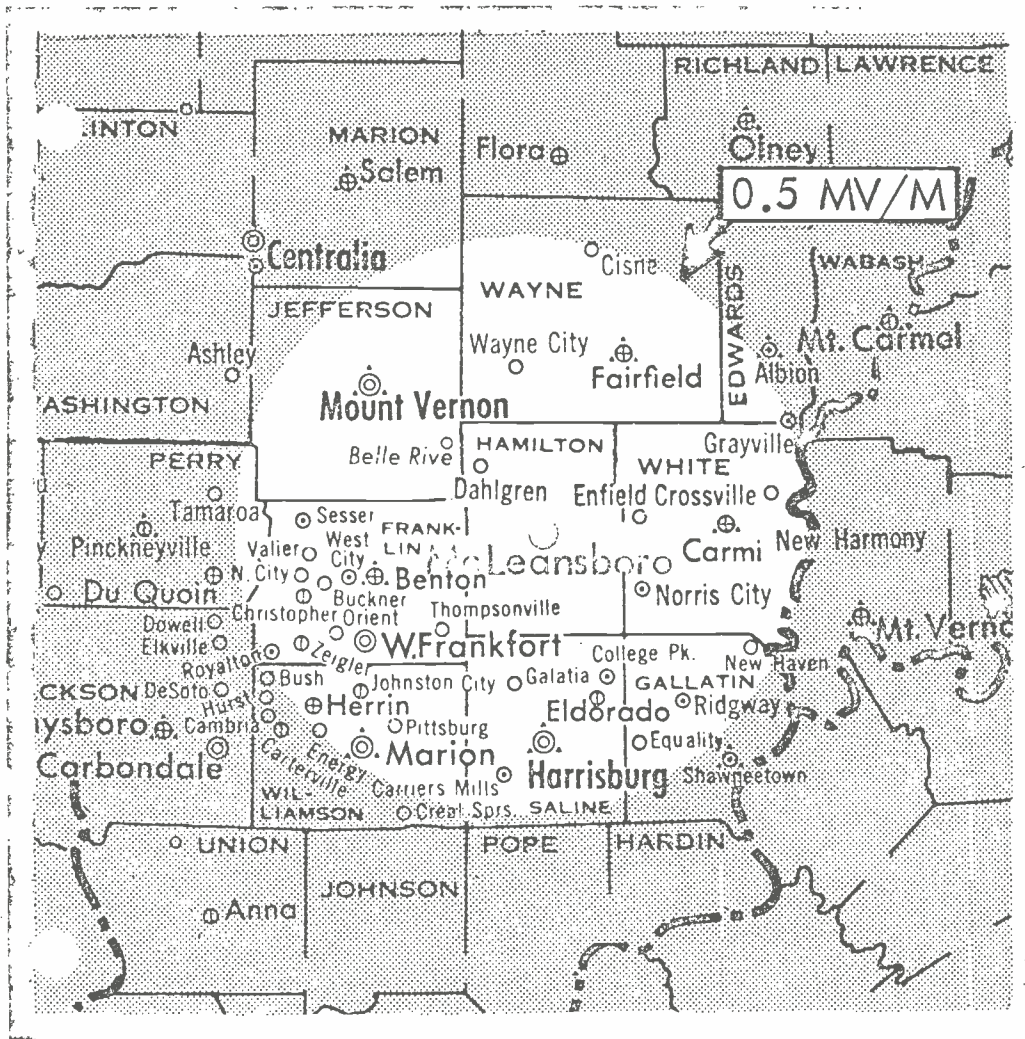
STATION: reserves the right to separate WMIX-AM from WMIX-FM broadcast without any effect upon rates and without notice.

RATES: are subject to change without notice, but all rates for times and announcements contracted for and started prior to effective date of rate revision are allowed for from effective date of said contract. Advertisers may combine frequency all schedules run within contract year.

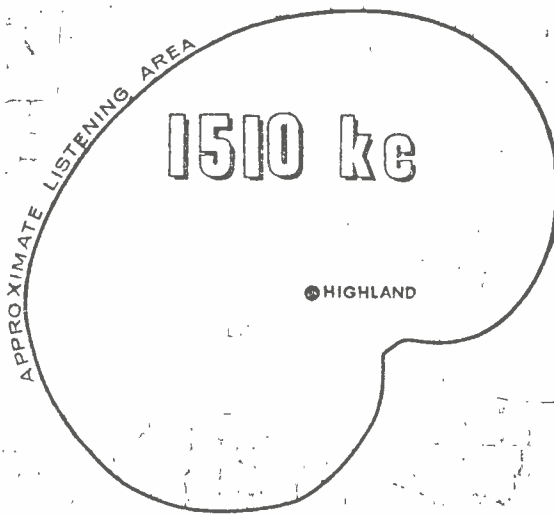
POLITICAL: regular rates apply; payable in advance. Typewritten copy required 24 hours prior to broadcast.

SPECIAL FEATURES: News Service: Local; UPI International, and Metromedia Audio, News every hour and the half hour.

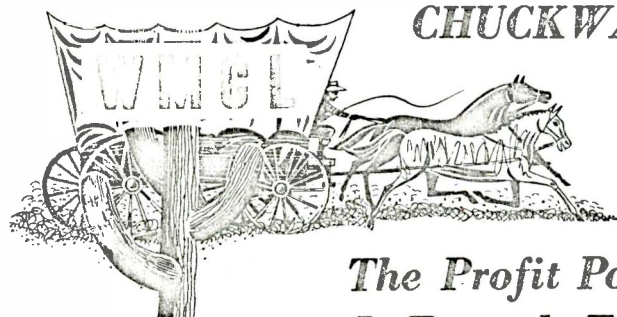
SPORTS COVERAGE: Southern Illinois University, Rend Lake College, Illinois High School Football and Basketball. Rates on request.



RATE CARD  
No. 1



**ISN'T IT TIME YOU JUMPED ON THE  
CHUCKWAGON?**



*The Profit Potential  
Is Enough To Whet  
Anyone's Appetite!*

*Serving Greater Madison County*

HIGHLAND, ILLINOIS

Area 618 654-4161

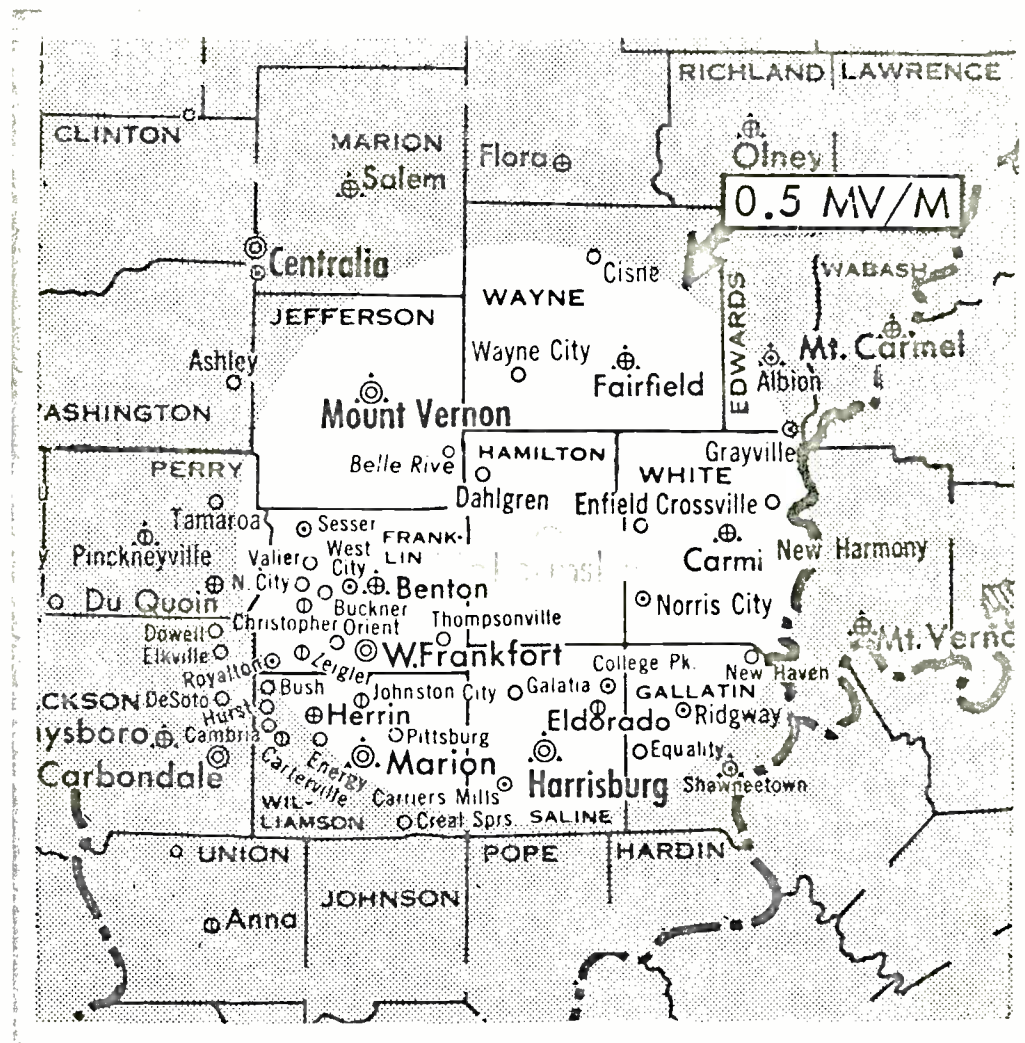
## Consider These WMCL Advantages When Planning Your Advertising Budget —

One glance at the WMCL Coverage Map tells the big story: McLeansboro is located smack dab in the middle of an area surrounded by many of the leading shopping centers of Southern Illinois: Mt. Vernon, Fairfield, Carmi, Norris City, Ridgway, Eldorado, Harrisburg, Carrier Mills, Marion, Johnston City, West Frankfort, and Benton. Your commercial message will be heard in all of these cities!

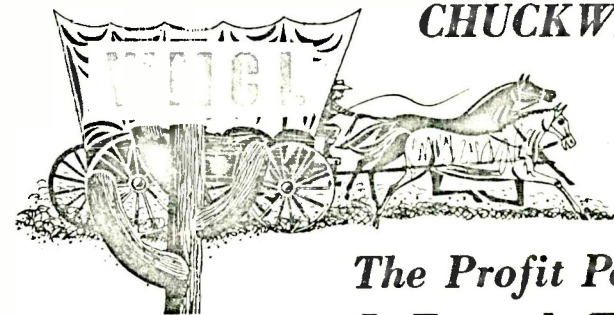
WMCL, "The Home of the Country Gentlemen", offers middle-of-the-road good Country and Western music from sign on to sign off with news and weather, special features, and audience-participation promotions. The result: a faithful audience throughout the area throughout the day. Country and Western music is bigger than ever . . . WMCL has it . . . and our audience knows it!

WMCL boasts the finest production equipment available on the market today. The WMCL "sound", featuring custom-made jingles and custom production library, offers you the greatest commercial message potential you could ever want. And our staff of production personnel has a combined 30 years experience in the industry.

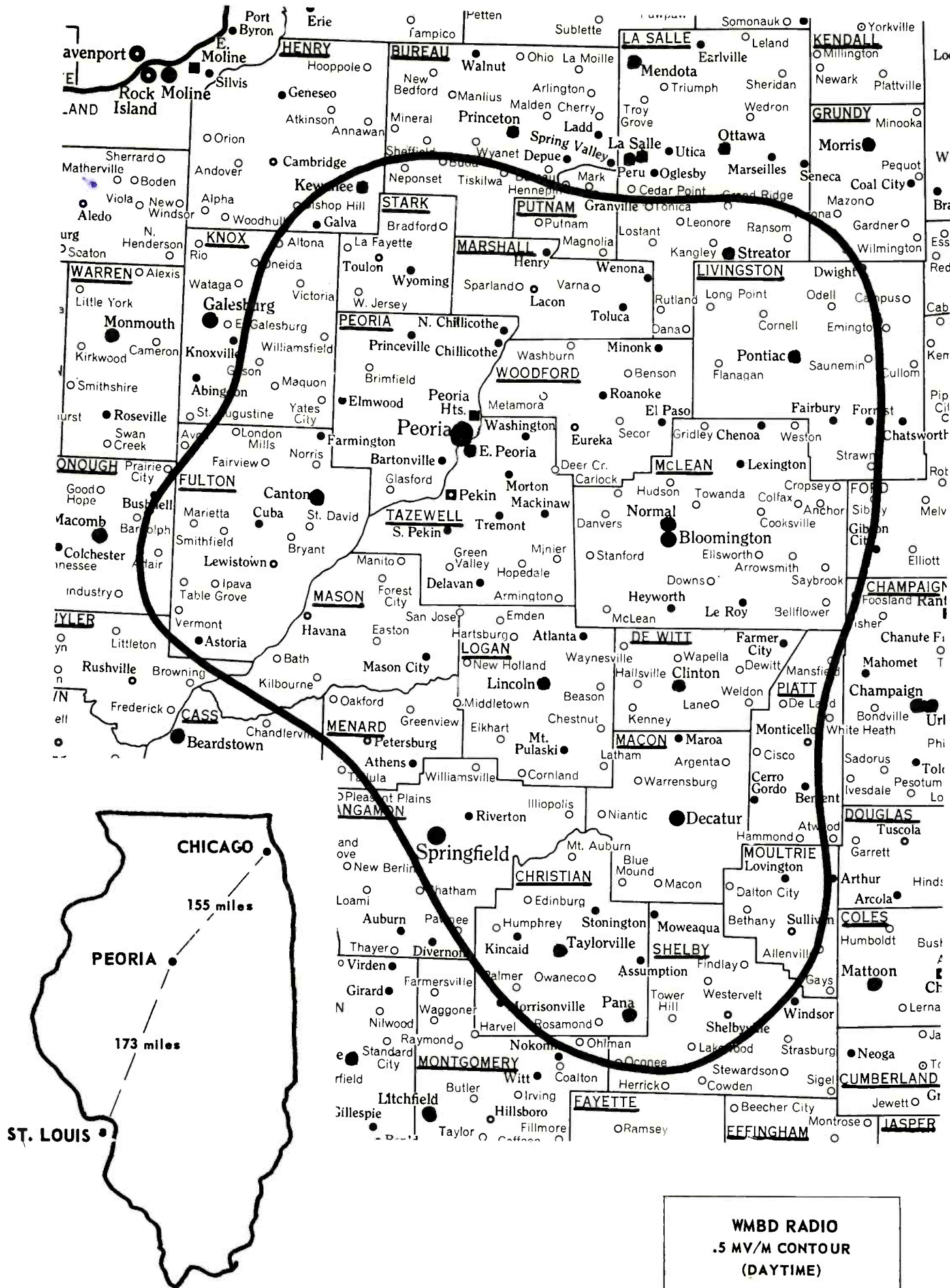
WMCL is easy to find! Operating on 1060 on your radio receiver, we're right in the middle of the dial.



### ISN'T IT TIME YOU JUMPED ON THE CHUCKWAGON?



*The Profit Potential Is Enough To Whet Anyone's Appetite!*





5 HOURS DAILY CONTINUOUS

1000 Watts Day 970 KILOCYCLES 500 Watts Night  
 DELIVERING MORE LISTENERS than  
 THE OTHER TWO SPRINGFIELD STATIONS COMBINED!

# WMAY SPRINGFIELD ILLINOIS

The CIRCULATION LEADER  
 of  
 Springfield Radio



**NCS STATION REPORT**  
 NIELSEN COVERAGE SERVICE—1961



MARKET DATA		COVERAGE	
HOMES IN AREA		WEEKLY TOTAL	
STATE	RADIO	HOMES REACHED	%
ILLINOIS			
CASS	4,350	1,300	30
CHRISTIAN	10,880	3,480	32
GREENE	5,340	1,810	34
LOGAN	8,800	2,370	27
MACOUPIN	13,190	5,800	44
MENARD	2,740	1,940	71
MONTGOMERY	9,730	2,520	26
MORGAN	9,420	4,890	52
SANGAMON	44,780	38,060	85
SCOTT	1,970	610	31
SHELBY	6,850	470	7
<b>STATION TOTAL</b>	<b>118,050</b>	<b>63,250</b>	

**WMAY**  
 Springfield's Number One Advertising Medium

Serving over one million  
 people throughout rich  
 West-Central Illinois!

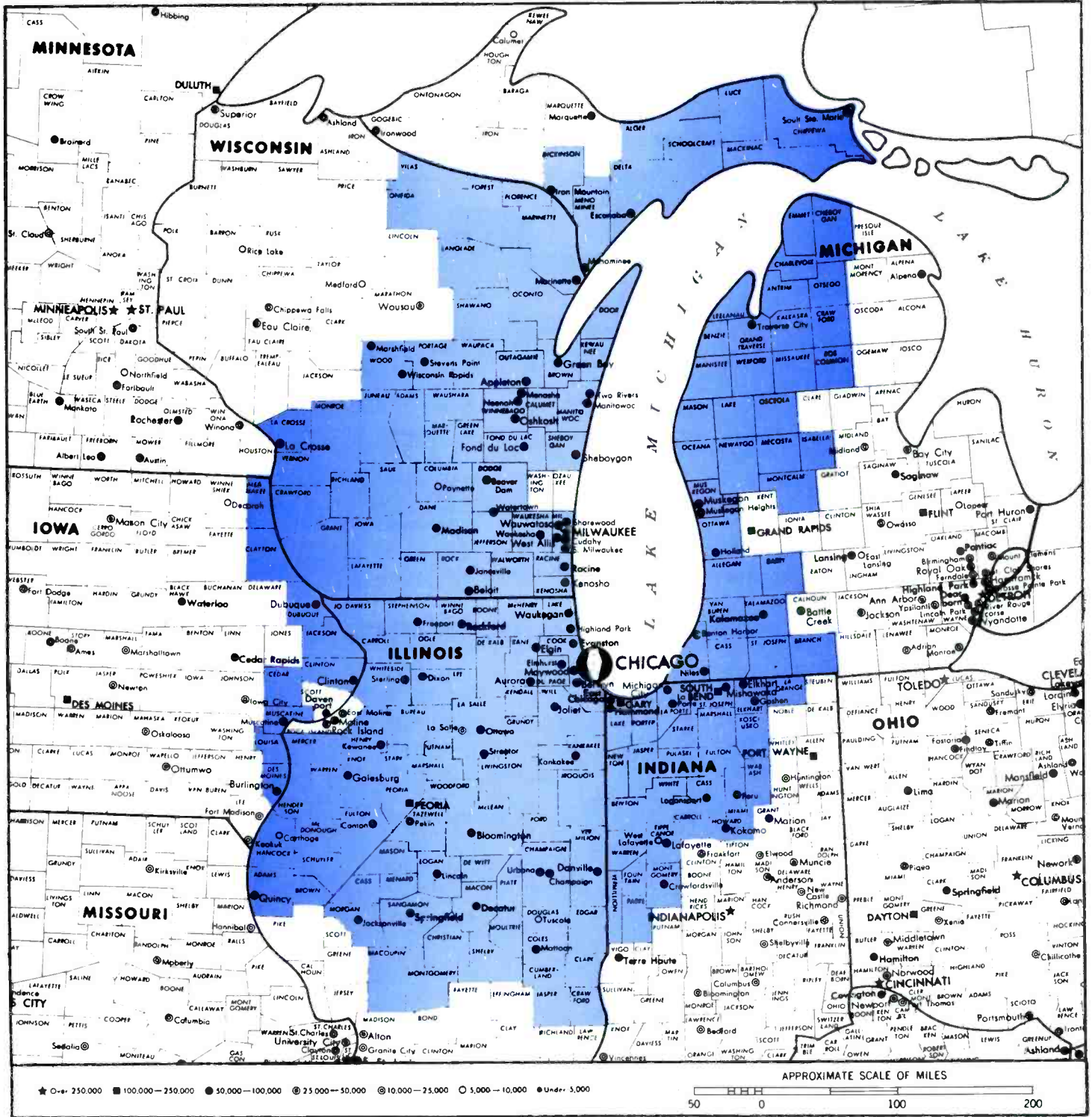
**NBC Radio Network**  
 Gordon Sherman, General Manager

2601 E. Linn Telephone 529-1675 Springfield, Ill.

# RADIO COVERAGE AREA

**WMAQ**  
CHICAGO, ILL.

50,000 WATTS 670 KILOCYCLES CLEAR CHANNEL



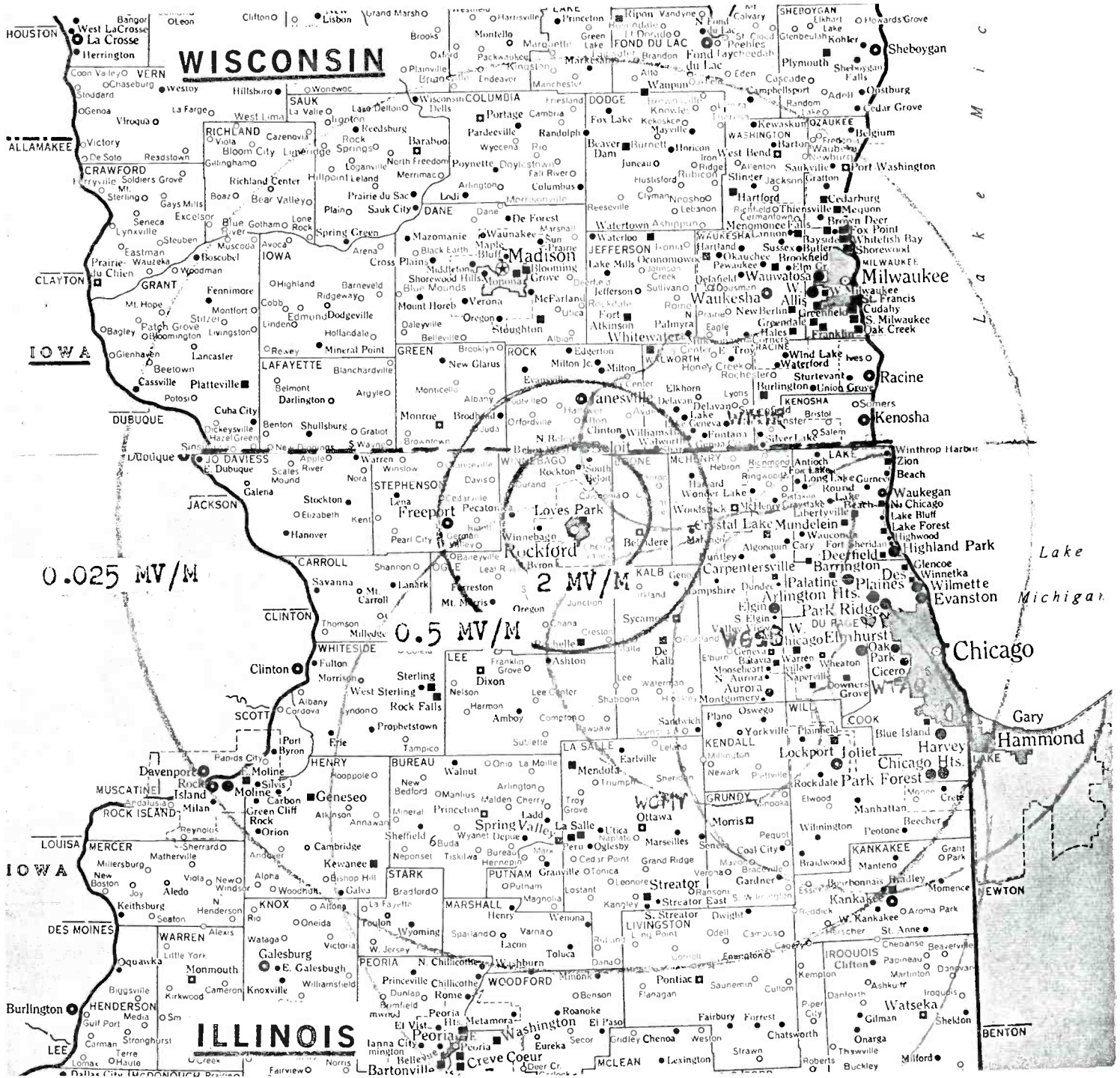
**NBC SPOT SALES**  
RESEARCH

1959 MARKET FACTS

	<u>Market Facts for WMAQ Coverage Area</u>	<u>Ranking of Chicago-NW Indiana Metropolitan Area</u>
Population	14, 903, 200	2
Households	4, 509, 700	3
Radio Homes	4, 375, 000	
Car Radios	3, 100, 000	
Effective Buying Income	\$29, 419, 659, 000	2
Total Retail Sales	\$18, 749, 719, 000	3
Food Sales	\$ 4, 453, 793, 000	3
Eating, Drinking Sales	\$ 1, 610, 925, 000	2
General Merchandise Sales	\$ 2, 761, 575, 000	2
Apparel Sales	\$ 1, 162, 672, 000	2
Furniture Sales	\$ 897, 190, 000	3
Automotive Sales	\$ 2, 996, 344, 000	3
Gasoline Sales	\$ 1, 336, 018, 000	3
Lumber Sales	\$ 1, 394, 991, 000	3
Drug Sales	\$ 595, 652, 000	3

SOURCE: Sales Management  
"Survey of Buying Power",  
May 10, 1959  
American Automobile Assn.  
Nielsen, March 1, 1959

W L U V Clear Channel Coverage



W L U V Primary (0.5 MV/M) Coverage Area:

Population.....	425,100
Households.....	127,600
Total Radio Homes.....	126,324
Automobiles.....	154,713
Spendable Income.....	\$784,907,000
Retail Sales.....	\$562,391,000
Food Stores.....	\$134,380,000
Automotive Sales.....	\$ 80,630,000
General Merchandise.....	\$ 68,530,000
Building Materials....	\$ 54,943,000
Filling Stations.....	\$ 42,720,000
Apparel Stores.....	\$ 33,130,000
Home Furnishings.....	\$ 24,980,000
Drug Stores.....	\$ 20,107,000

WLUV, PO Box 2201, Loves Park, Illinois

LAKE CO.

0.5 MV/M

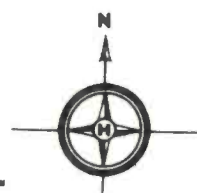
**WLTD**  
**RADIOACTIVE 1590 AM**  
 2100 LEE ST., EVANSTON, IL 60202

\*Determined by listener mail in response to request for programming preferences.

2 MV/M

5 MV/M

COOK CO.

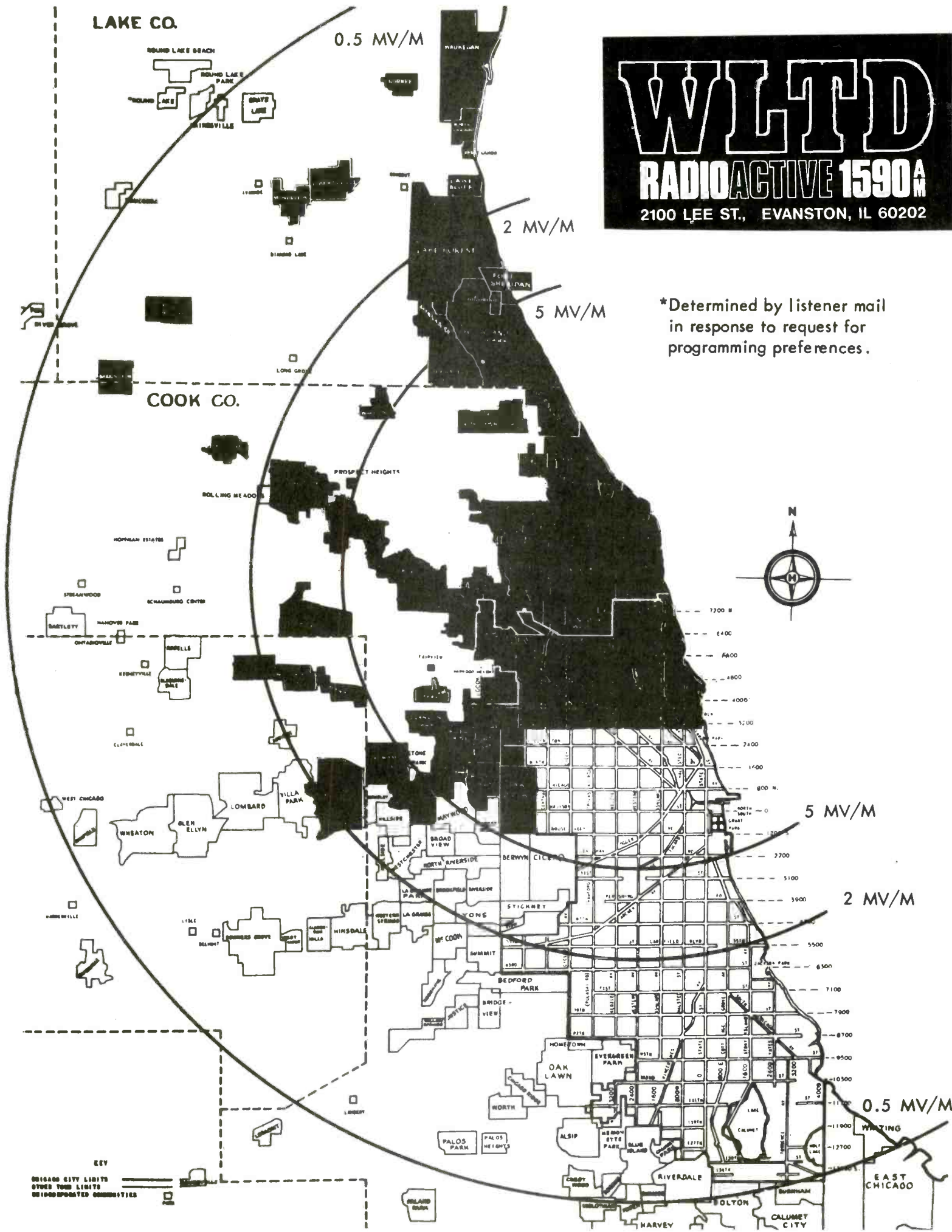


5 MV/M

2 MV/M

0.5 MV/M

CHICAGO CITY LIMITS  
OTHER TOWN LIMITS  
INCORPORATED COMMUNITIES





# Compare The Coverage!

You Need  
**WLDS**

To Cover The  
Jacksonville Trading Area

**WLDS**—18 Counties and  
Parts of 8 Others  
For Over 10,000  
Square Miles

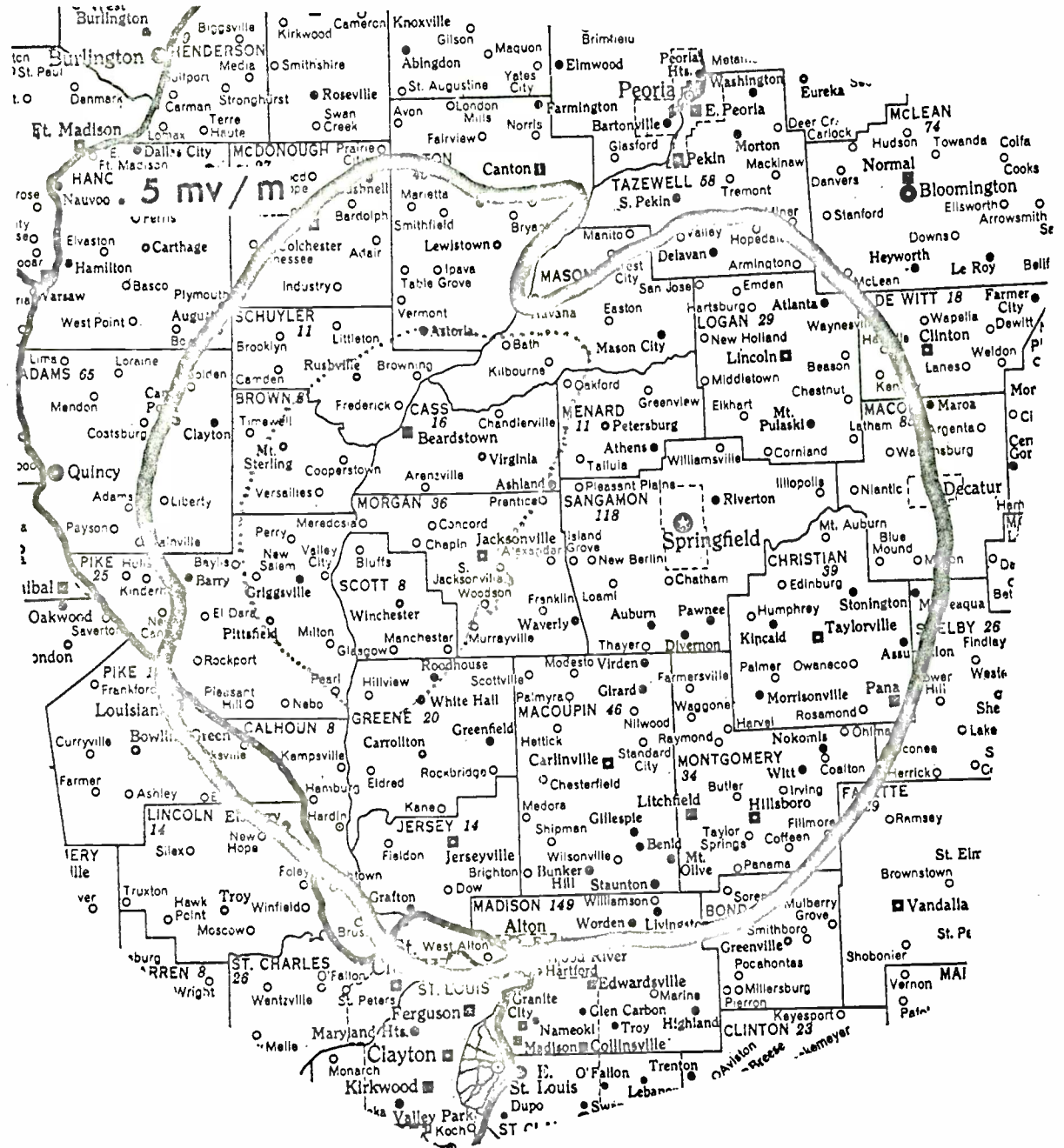
**Station A**—2 Counties and  
Parts of 8 Others  
For 2,140 Square  
Miles

**WLDS**—Over A Half  
Million People

**Station A**—74,300 People

**WLDS**

Lincolnland's  
Dominant Station



————— Limits of WLDS Primary Coverage as Measured.

..... Limits of Station A Primary Coverage as Computed From FCC Files.

# Compare The Audience!

## Percentage of Radios Turned on

7-Day Average — 8:00 a.m. - 12:00 Noon			
WLDS .....	77%	Station C .....	3%
Station A .....	9%	Station D .....	3%
Station B .....	5%	Station E .....	3%
All Others .....		1%	



7-Day Average — 12:00 Noon - 4:00 p.m.			
WLDS .....	57%	Station D .....	6%
Station A .....	11%	Station E .....	2%
Station B .....	11%	Station F .....	2%
Station C .....	7%	All Others .....	4%

The above figures compiled from a survey of in-the-home listening made by the American Research Bureau in Jacksonville and the immediate surrounding area during the week of May 23-29, 1965.

• WLDS has 8½ times more listeners during the morning than any other radio station serving the Jacksonville area. 3½ times more than all others combined!

• WLDS has 5½ times more listeners than any other station during the afternoon.

• WLDS has an even greater percentage of listeners during the 6:30 to 8:00 a.m. period and between 4:00 and 6:00 p.m.

• WLDS Advertisers get **COVERAGE** and **AUDIENCE**. And they get **RESULTS!**



## AM WLDS FM Jacksonville, Illinois

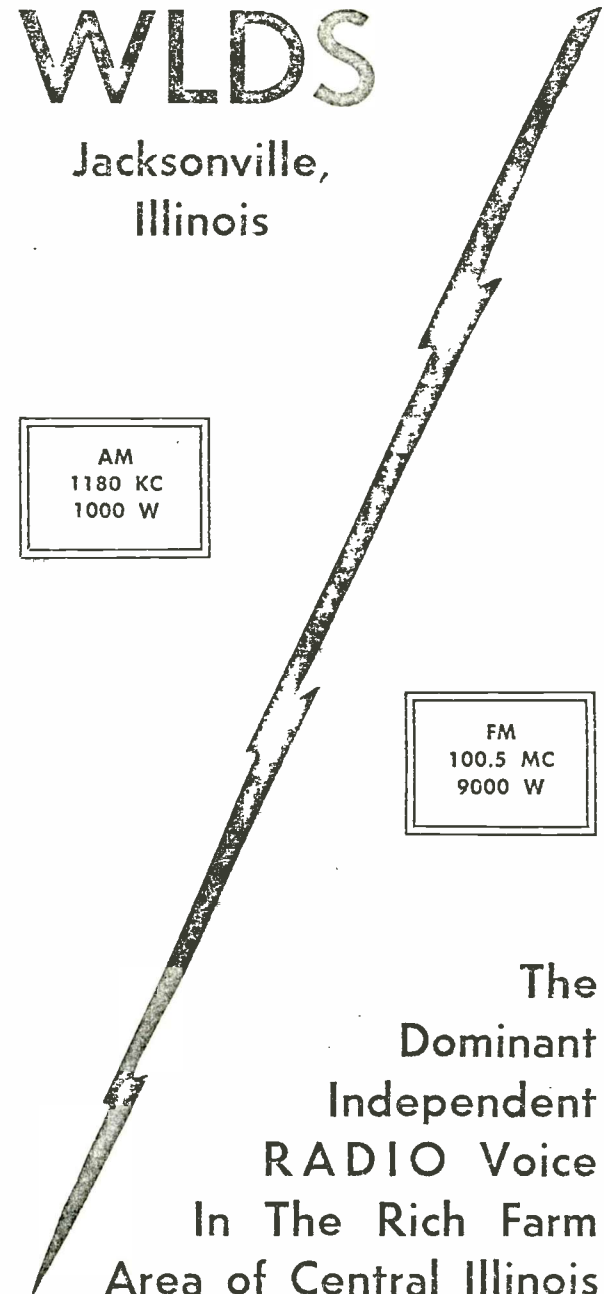
### Lincolnland's Dominant Station

# WLDS

## Jacksonville, Illinois

AM  
1180 KC  
1000 W

FM  
100.5 MC  
9000 W



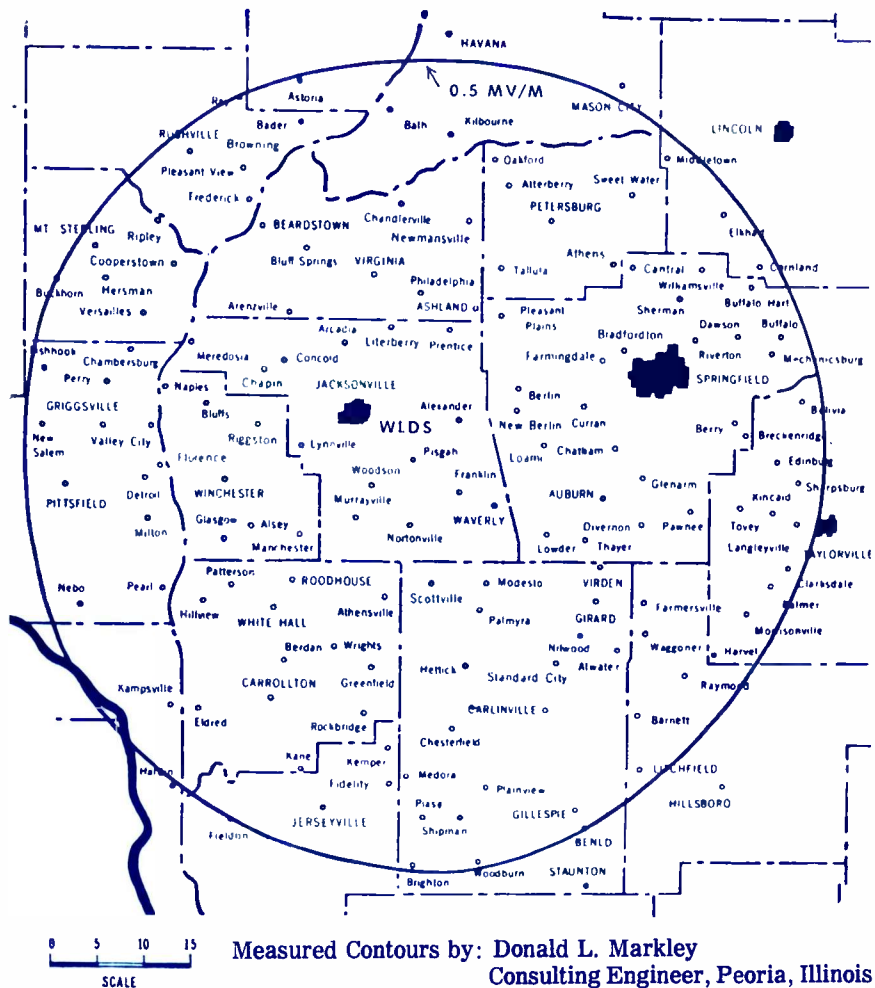
The  
Dominant  
Independent  
RADIO Voice  
In The Rich Farm  
Area of Central Illinois

P.O. Box 477

Phone 245-7171

YOUR BEST RADIO BUY





**Serving West Central Illinois  
Over 40 Years**



**WLDS 1180**  
*am*

Since 1941

**Jacksonville, Illinois**

**WLDS**  
**Dial 1180 1000 Watts, Non-Directional**  
The Station That Covers The Entire Jacksonville Shopping Area  
Owned and Operated by  
**The Jacksonville Radio and Television  
Broadcasting Corporation**  
Emily J. Thomson, Vice President and General Manager  
P.O. Box 1180, Jacksonville, IL 62651 — Phone (217) 245-7171

**Dial 1180 1000 Watts, Non-Directional**  
**Telephone (217) 245-7171**  
**East of Jacksonville on the Old State Road**

## Local News

Morning ..... 6:30 - 7:30 - 8:10 - 9:00 - 11:00  
Afternoon ..... 12:40 - 3:00 - 4:30 - 5:53 - 7:53

## World, National and State News

Morning ..... 6:00 - 7:00 - 8:00 - 10:00  
Afternoon ..... 12:30 - 1:00 - 2:00 - 7:00

## Sports Reports

Morning ..... 7:40  
Afternoon ..... 4:20

## Sportsline

Monday through Friday ..... 3:45 - 5:45

## Grain, Livestock, Commodity Reports

Morning ..... 8:50 - 9:40 - 10:05 - 11:10 - 11:55  
Afternoon ..... 12:25 - 1:30 - 5:05

## Farm Programs

Morning ..... 6:05 - 6:30 — Early Bird Farm Report  
11:30 - 12:30 — Mid-Day Farm Report  
Afternoon ..... 5:05 - 5:30 — Farm Final

## Stock Market Reports

Monday through Friday at 5:30 P.M.

## Weather Summaries

Weather Corporation of America and National Weather Service  
Morning ..... 6:45 - 7:08 - 7:14 - 7:40 - 8:15 - 8:45  
9:05 - 11:05 - 11:55  
Afternoon ..... 12:45 - 1:35 - 4:02 - 4:37 - 5:58 - 7:58

## Features

Morning ..... 7:50 — Almanac  
8:15 — Daily Dollar Man  
10:08 — Where and When  
10:22 — Earl Nightingale  
10:30 — What's on Your Mind?  
Afternoon ..... 12:55 — Day by Day with Jesus  
1:05 — Party Line  
2:05 — Mother Earth News  
2:58 — Upward Thought

## Sunday Religious Features

Morning ..... 8:15 — Hymn Time  
10:00 — Salem Lutheran Church Service  
11:00 — Grace United Methodist Church Service  
Afternoon ..... 1:00 - 3:58 — Sunday at the Memories  
3:58 — Upward Thought  
5:00 — Crossroads

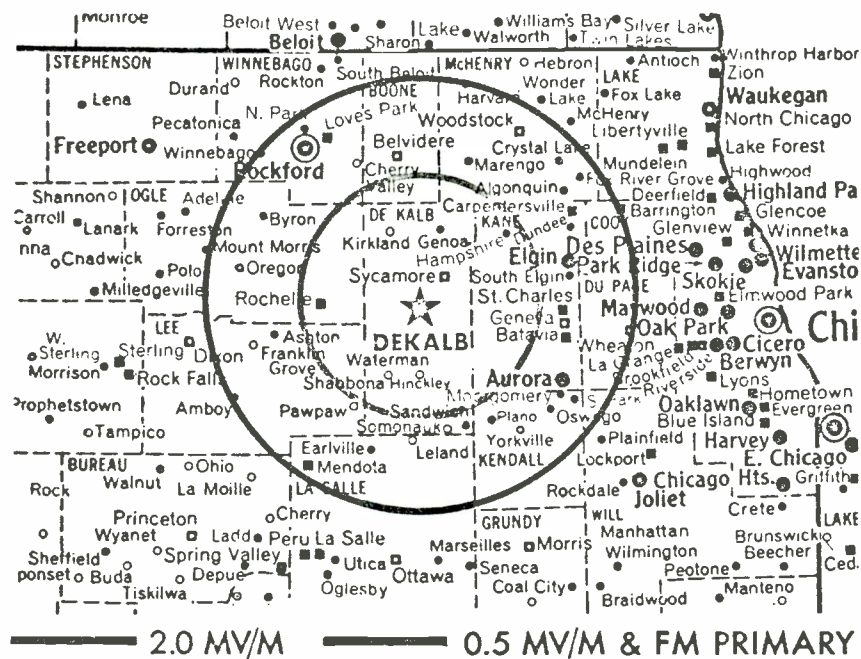
## Music

"Good" Music All Day Every Day For Discerning Adult Listeners

---

**WDS** 1180  
*am*

**1180 On Your Dial**



Map © Rand McNally Co.—RL66S146

POPULATION .....	635,100
HOUSEHOLDS .....	195,090
CONSUMER SPENDABLE INCOME .....	\$1,619,843,000
AVERAGE CSI PER HOUSEHOLD .....	\$ 8,035
TOTAL RETAIL SALES .....	\$1,015,505,000
FOOD .....	\$ 236,233,000
DRUG .....	\$ 36,487,000
GENERAL MERCHANDISE .....	\$ 111,389,000
APPAREL .....	\$ 47,524,000
HOME FURNISHINGS .....	\$ 45,996,000
AUTOMOTIVE .....	\$ 205,115,000
SERVICE STATION .....	\$ 90,313,000
PASSENGER CARS .....	281,150
FARM POPULATION .....	43,800
GROSS FARM INCOME .....	\$ 270,789,000

SRDS CONSUMER MARKET DATA, 1966

**WLBK** is the most listened-to station in its primary coverage area!

Every survey ever taken has vividly demonstrated WLBK's listener-leadership. A 1966 Certified Survey based on a 27% return of mailed questionnaires revealed 65% preference of WLBK as 1st Choice AM station. 11% Station B. FM set owners, 85% identified WLBK-FM as first choice of all available stations.

Carefully planned programming to all major segments of the WLBK listening area, continuous promotion, and significant civic service keep WLBK NUMBER ONE!

# WLBH

PROGRAMMING . . . "Mainstreet Radio" with  
News, Farming, Women's Features,  
Editorials, Sports, and Public Affairs.

SURVEY . . . WLBH dominates with  
more circulation than any other  
medium in East-Central Illinois.

STUDIOS . . .

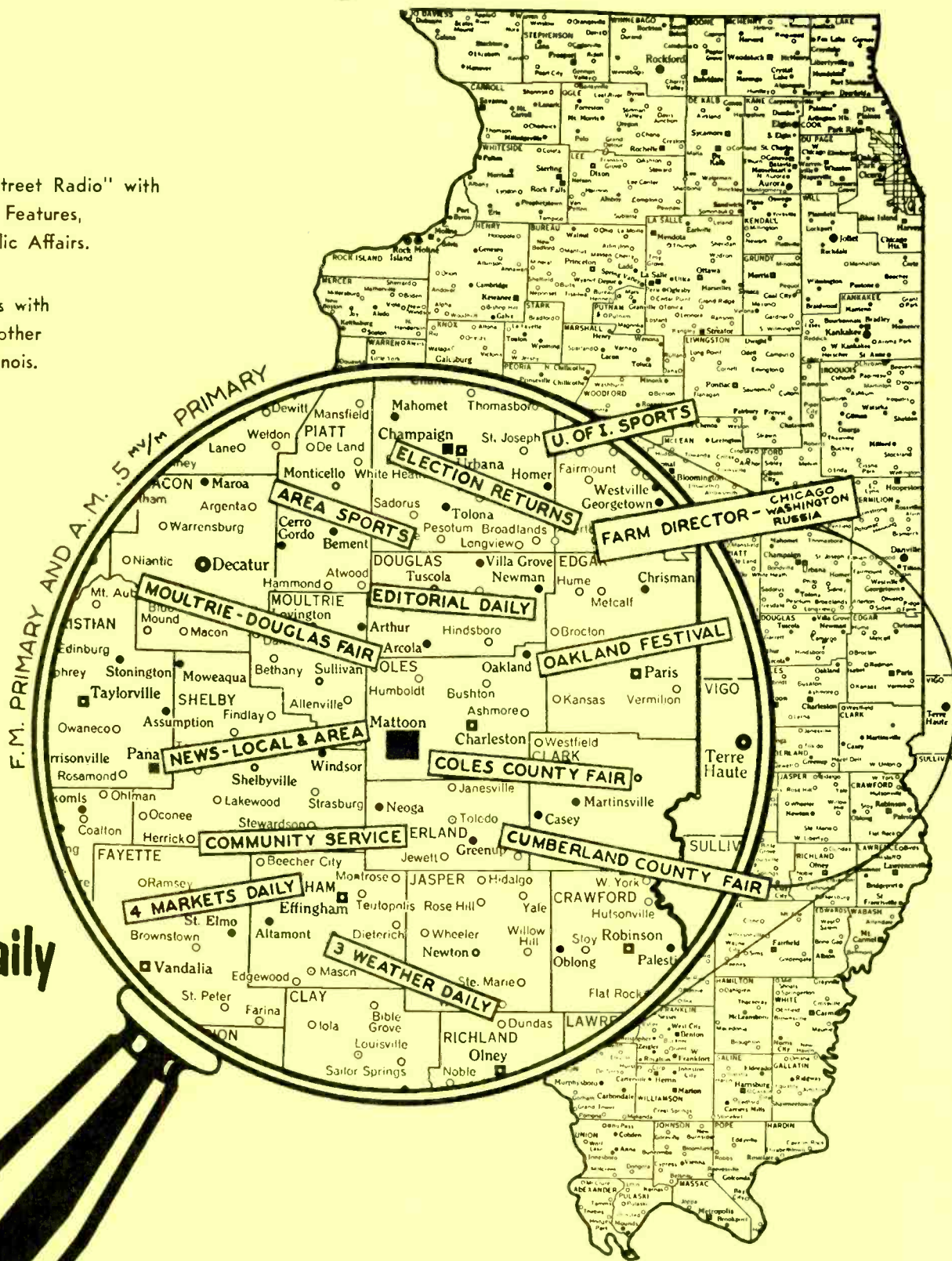
- ★ MATTOON
- ★ CHARLESTON
- ★ SULLIVAN
- ★ WINDSOR

FACTS . . .

Over 650,000  
population living  
within half millivolt.  
Over 150,000  
population living  
in trading area  
in 42,168 homes.

## WLBH-FM-daily

8:30 a.m. - 6:00 p.m.  
Music from Mattoon  
7:00 p.m. - 11:00 p.m.  
FM Stereo Music



### Special Events:

- Football — 28 Games Annually
- Basketball — 115 Area Games Annually
- Track and Baseball
- Direct — 5 County Election Returns
- Direct — 4 County Fair Coverages

**WLBH RADIO, MATTOON, ILLINOIS**  
**LOCAL and RETAIL BROADCASTING RATES**

**WLBH - AM RATES:**

	1 Ti	13 Ti	26 Ti	52 Ti	100 Ti	260 Ti	312 Ti	520 Ti	1040 Ti
1 Hour -----	\$55.00	52.25	49.50	46.75	44.00	41.25	39.50	—	—
1/2 Hour -----	33.00	31.35	29.70	28.05	26.40	24.75	24.00	—	—
1/4 Hour -----	18.00	17.10	16.20	15.30	14.40	13.50	13.00	—	—
10 Minutes -----	13.75	12.80	12.15	11.45	10.80	10.00	9.75	—	—
5-Minutes -----	9.00	8.55	8.10	7.65	7.20	6.75	6.50	—	—
1-Minute (160 wds.) -----	6.50	6.17	5.85	5.52	5.20	4.88	4.75	4.50	4.25
1/2 Minute -----	5.00	4.75	4.50	4.25	4.00	3.75	3.70	3.50	3.25

**SPOT ANNOUNCEMENT PACKAGES: (Run-of-Schedule any 24-hour period):**

	:30 Sec.	:60 Sec.
10 a day -----	3.75	4.88
20 in 2 days -----	3.65	4.75
30 in 3 days -----	3.55	4.65
40 in 4 days -----	3.50	4.55
50 in 5 days -----	3.45	4.45
60 in 6 days -----	3.35	4.35
70 in 7 days -----	3.25	4.25

**\* SPECIAL PACKAGE RATES (yearly):**

	2080 Ti	4160 Ti
1 Minute (160 words) -----	4.00	3.75
1/2 Minute -----	3.00	2.75

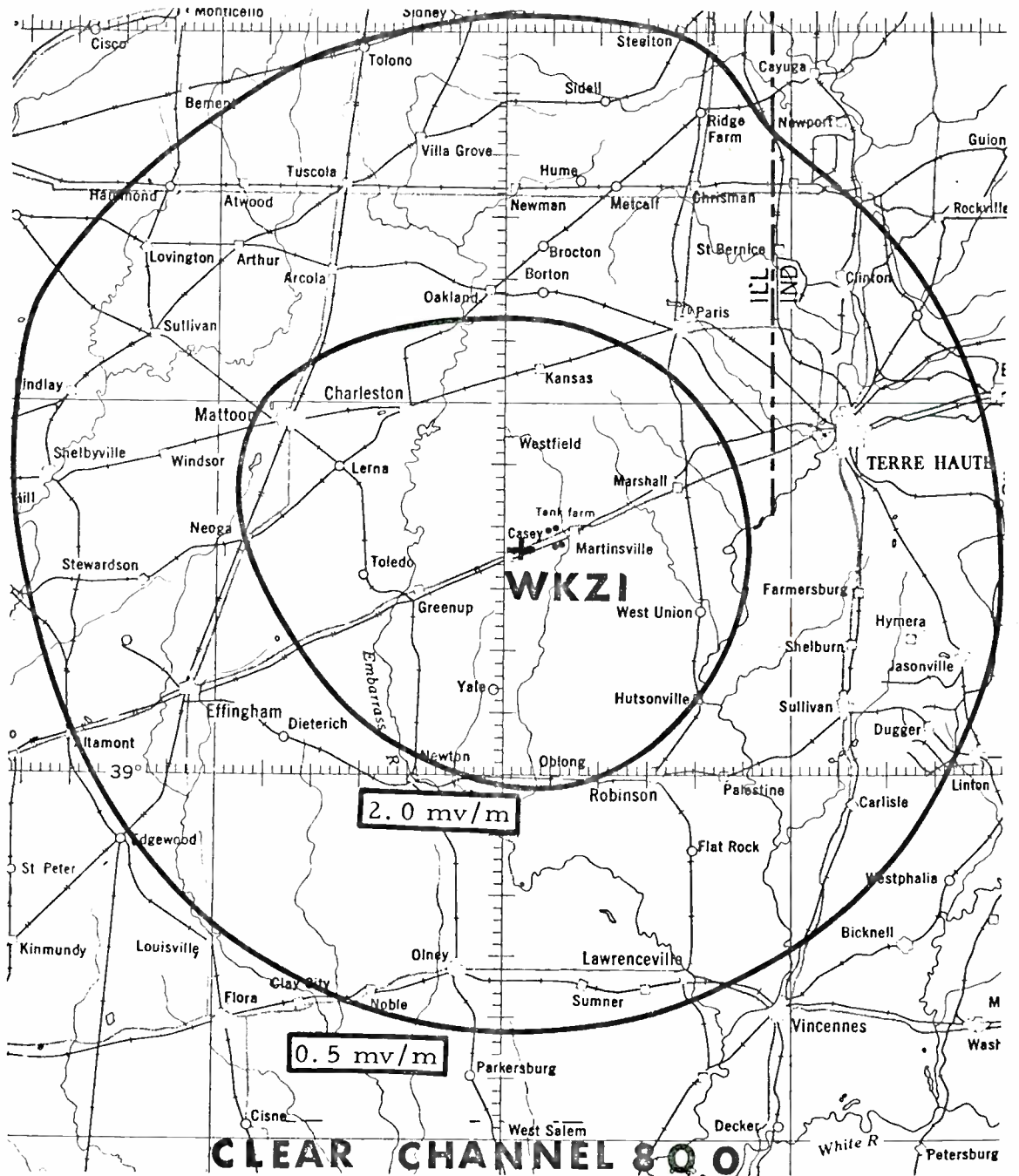
**WLBH - FM RATES:**

1 ---:60 per Day -----	1.50
1 ---:30 per Day -----	1.00

Special Events and Remote Direct Broadcast rates available upon request.

Maximum length contract—one year. All contracts subject to Government regulations. Station reserves the right to refuse or discontinue any advertising programs for reasons satisfactory to itself. All programs must conform to our standards. Publicity talks accepted only when subject of public interest and service in the opinion of the Station Director.

Bills rendered first of each month; due and payable on the 10th. Past due accounts subject to 2% service charge.



2.0 mv/m

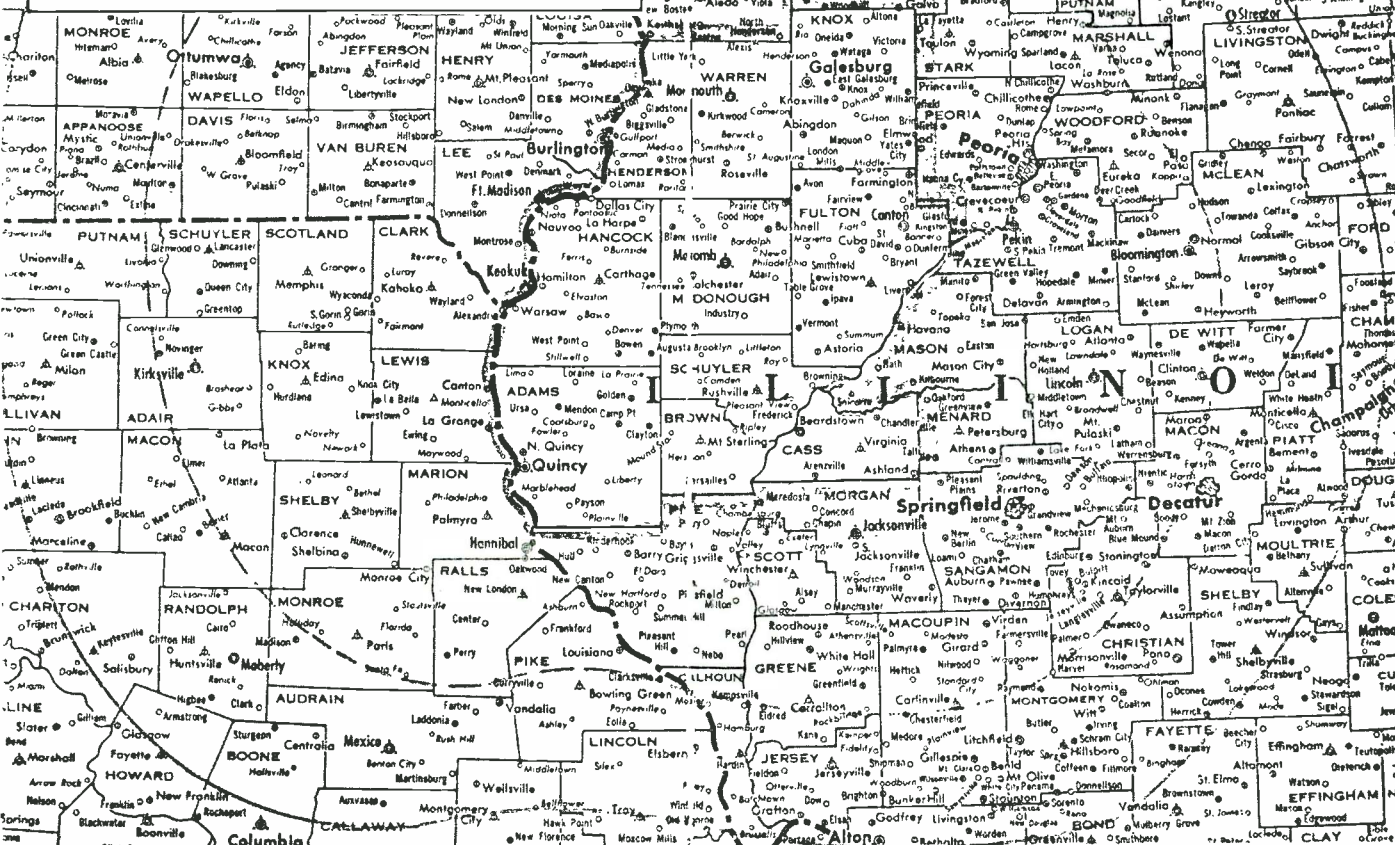
0.5 mv/m

CLEAR CHANNEL 800

The ten counties in the white zone in the center of the map are within WKAI's primary service area (.5 mv/m contour). Regular mail received from communities in all these counties indicates regular listenership in this area.

The area inside the solid blue line (25 microvolt 1000-watt contour) is served by WKAI during most hours of operation.

The area inside the broken blue line (25-microvolt 250-watt contour) shows the station's coverage before the 1962 increase to 1000 watts (250-watt power is still used for two hours after sunrise and two hours prior to sunset to conform to F.C.C. specifications).



**McDONOUGH COUNTY PEOPLE EARN \$56 MILLION YEARLY**

They spend over 80% of this here in the county!

This amounts to over \$45¼ million total yearly retail sales in McDonough County divided this way:

1. Automotive	\$ 8,645,000
2. Food	\$ 8,233,000
3. General Merchandise	\$ 3,535,000
4. Apparel	\$ 2,278,000
5. Filling Station	\$ 2,040,000
6. Home Furnishings	\$ 1,995,000
7. Drugs	\$ 1,329,000
Misc. (under 1 million)	\$17,202,000
	<b>\$45,257,000</b>

Remember that WKAI reaches more of your customers for each penny spent than any other advertising!

**ARE YOU GETTING YOUR SHARE OF TOTAL COUNTY SALES?**

**28,700 PEOPLE LIVE IN McDONOUGH COUNTY**

**THEIR ONLY LOCAL RADIO STATION**



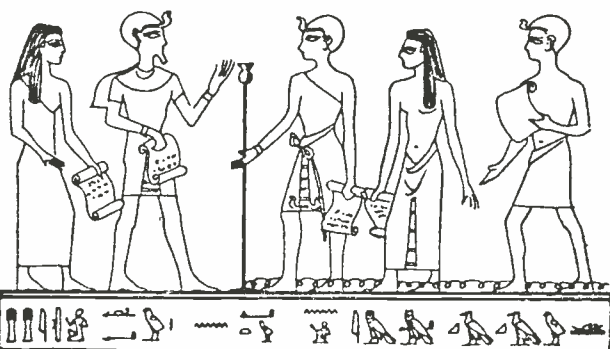
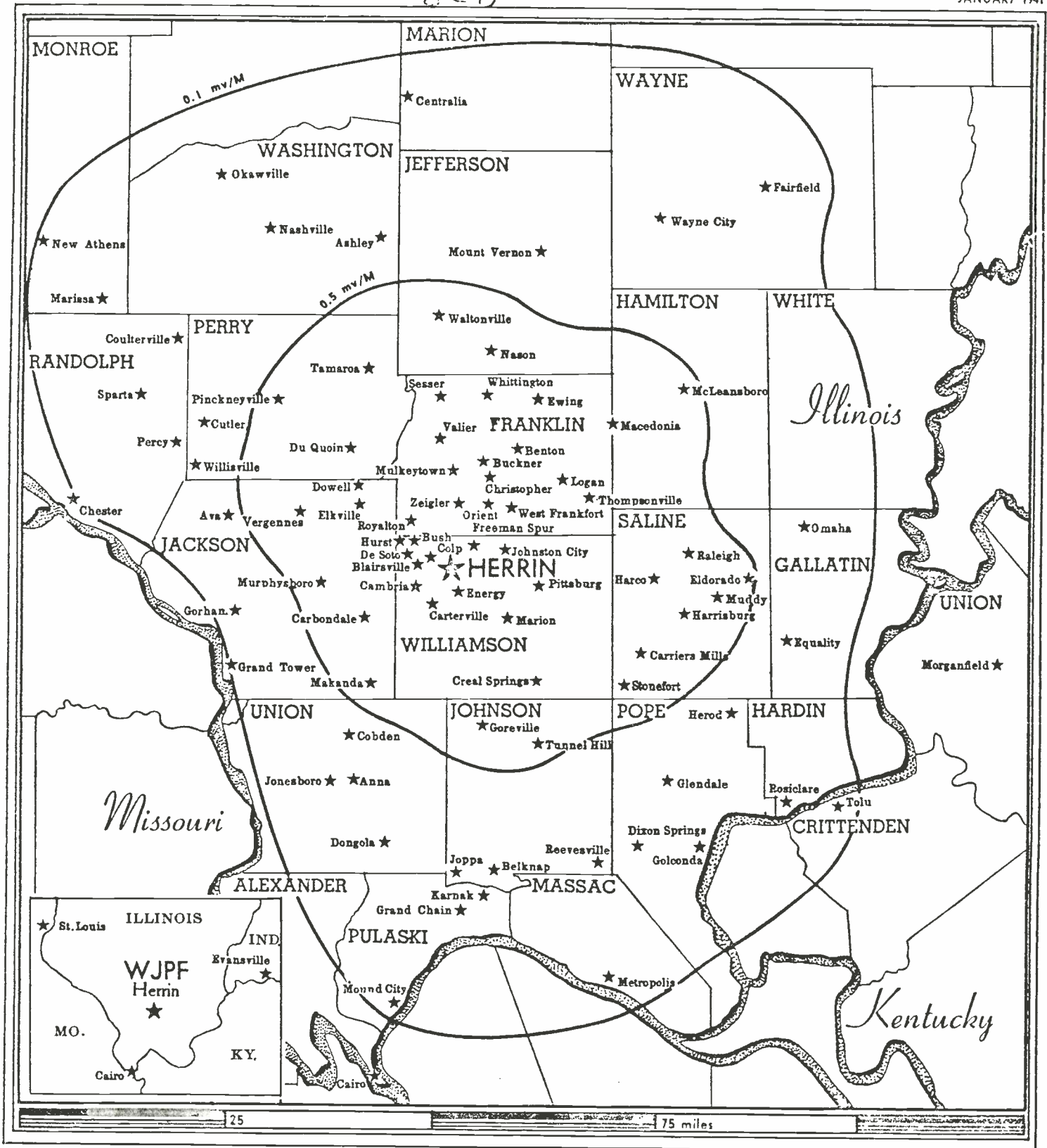
**MACOMB, ILLINOIS**

1510 kc

119 W. CARROLL ST.  
TEMPLE 3-4129

Dave Naber, General Manager

66D



**WJPF** *The Voice of Egypt*  
**HERRIN, ILLINOIS**  
**EGYPTIAN BROADCASTING CO.**

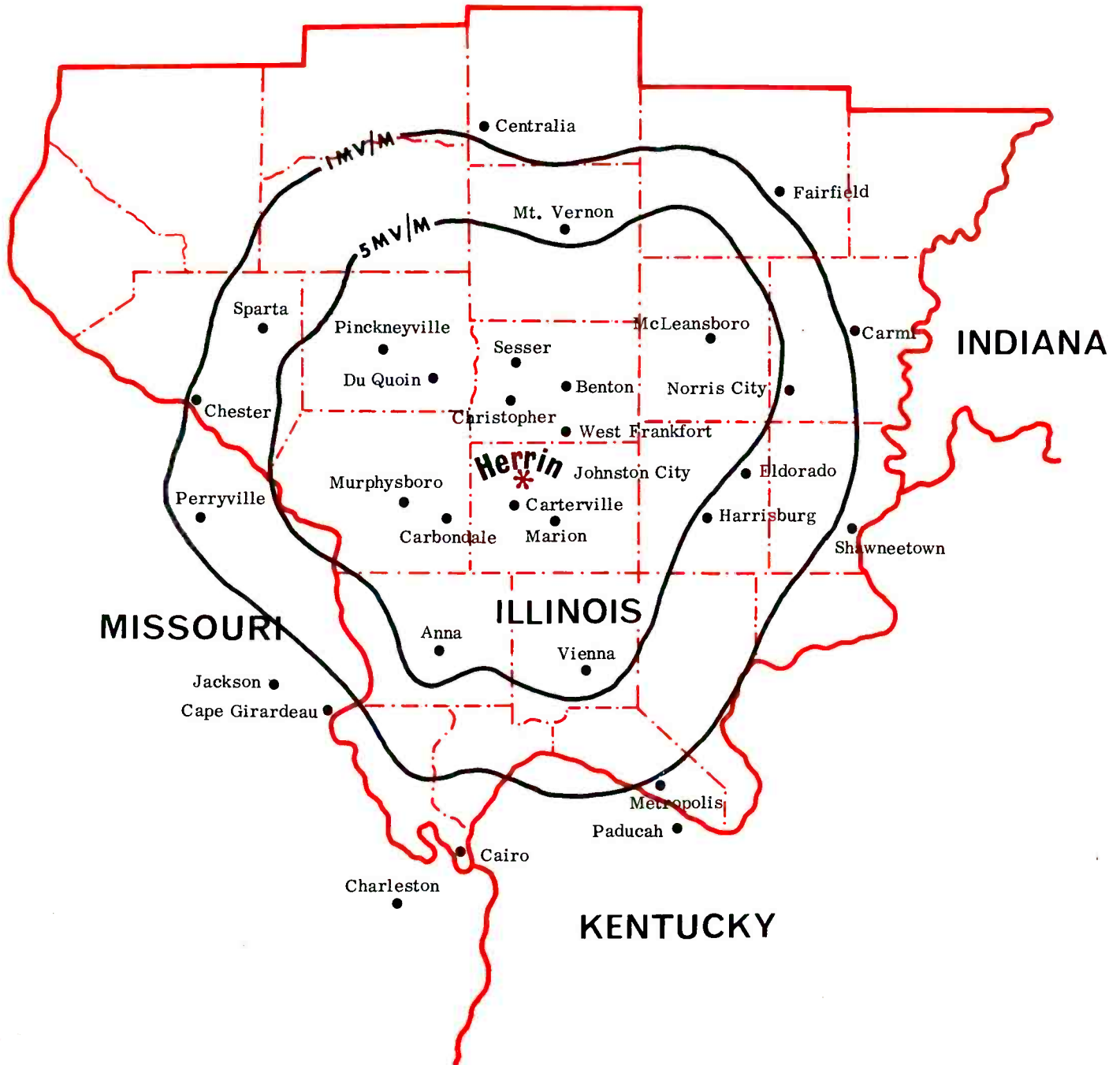


# WJPF

## COVERAGE MAP

RADIO 1340

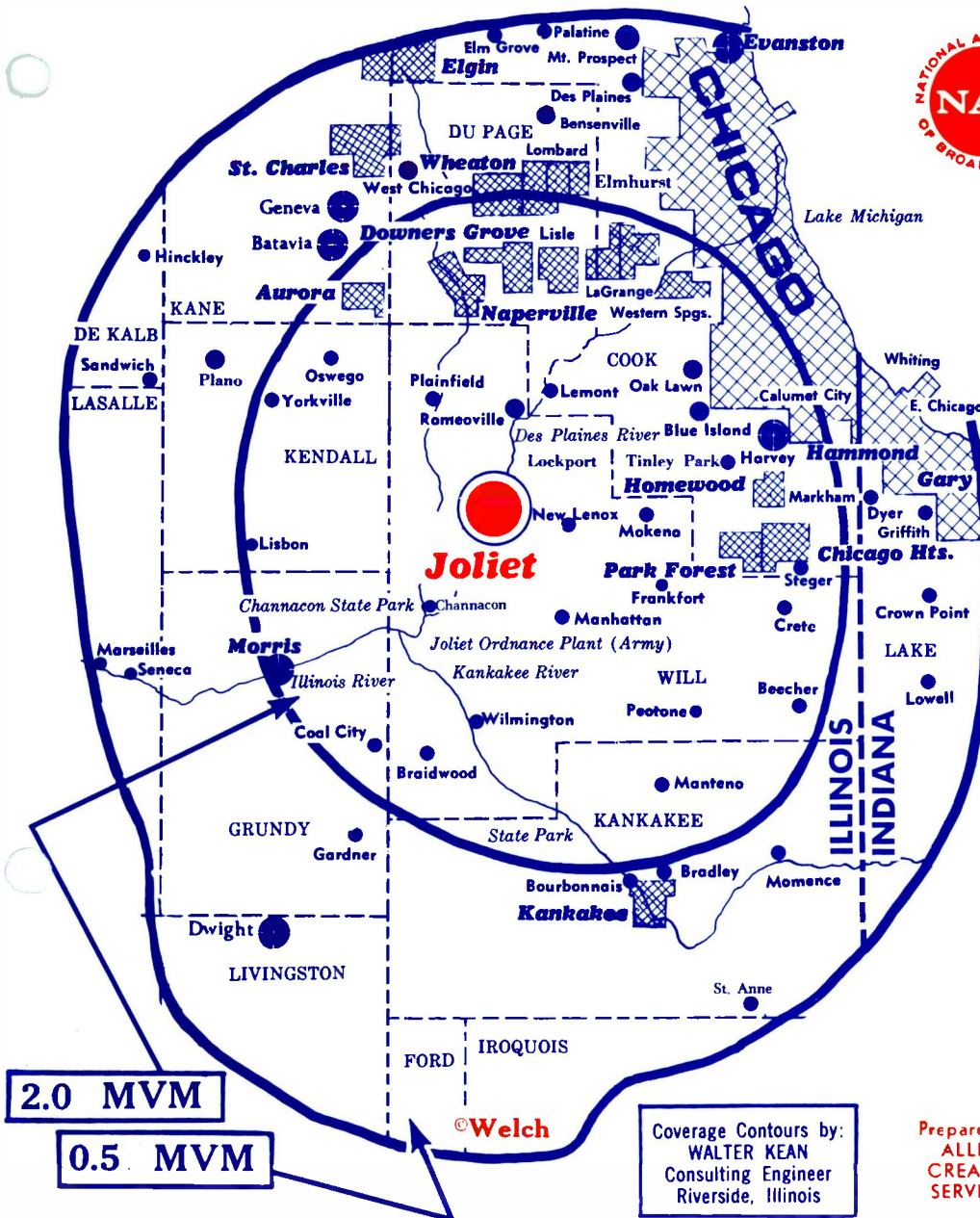
"Voice of Egypt"



WJPF IS THE ONLY FULL TIME AM RADIO STATION SERVING  
SOUTHERN ILLINOIS - 24 - HOURS PER DAY

**Serving Greater Joliet for 40 Years**

**Joliet, Illinois**



JOLIET is a highly integrated industrial center with century-old barge transportation north via the Des Plaines to Chicago and Lake Michigan or southwest via the Illinois river to the Mississippi and the Gulf. Over seven barge lines have facilities at Joliet.

JOLIET'S basic industrial products include: foods, apparel, paper products, petroleum refined products, fabricated metals, chemicals, wire, electrical and electronic machinery, roofing materials and heavy road machinery, with employment in excess of 36,800 men and women. Average industrial pay \$111 weekly.

JOLIET has an ABC City Zone population of 111,750.

*Served Best by*

**WJOL**



WJOL RADIO has three (3) Mobile units for fulltime, 24-hour on-the-spot coverage . . . a fulltime news staff plus UPI Audio News!

Operating 24 hours a day with Full Coverage of all Local news, sports and special events.

ARB Research Studies show WJOL RADIO with over 55% of the audience during its broadcast day!

*that's*  
**wjol-am**  
*in*  
**Joliet, Illinois**

2.0 MVM

0.5 MVM

Coverage Contours by:  
WALTER KEAN  
Consulting Engineer  
Riverside, Illinois

Prepared by  
ALLIED  
CREATIVE  
SERVICES

**Exciting...  
WJOL**

1340 Radio

**24 Hours  
Every Day**

**1000 Watts Daytime  
250 Watts Nighttime**

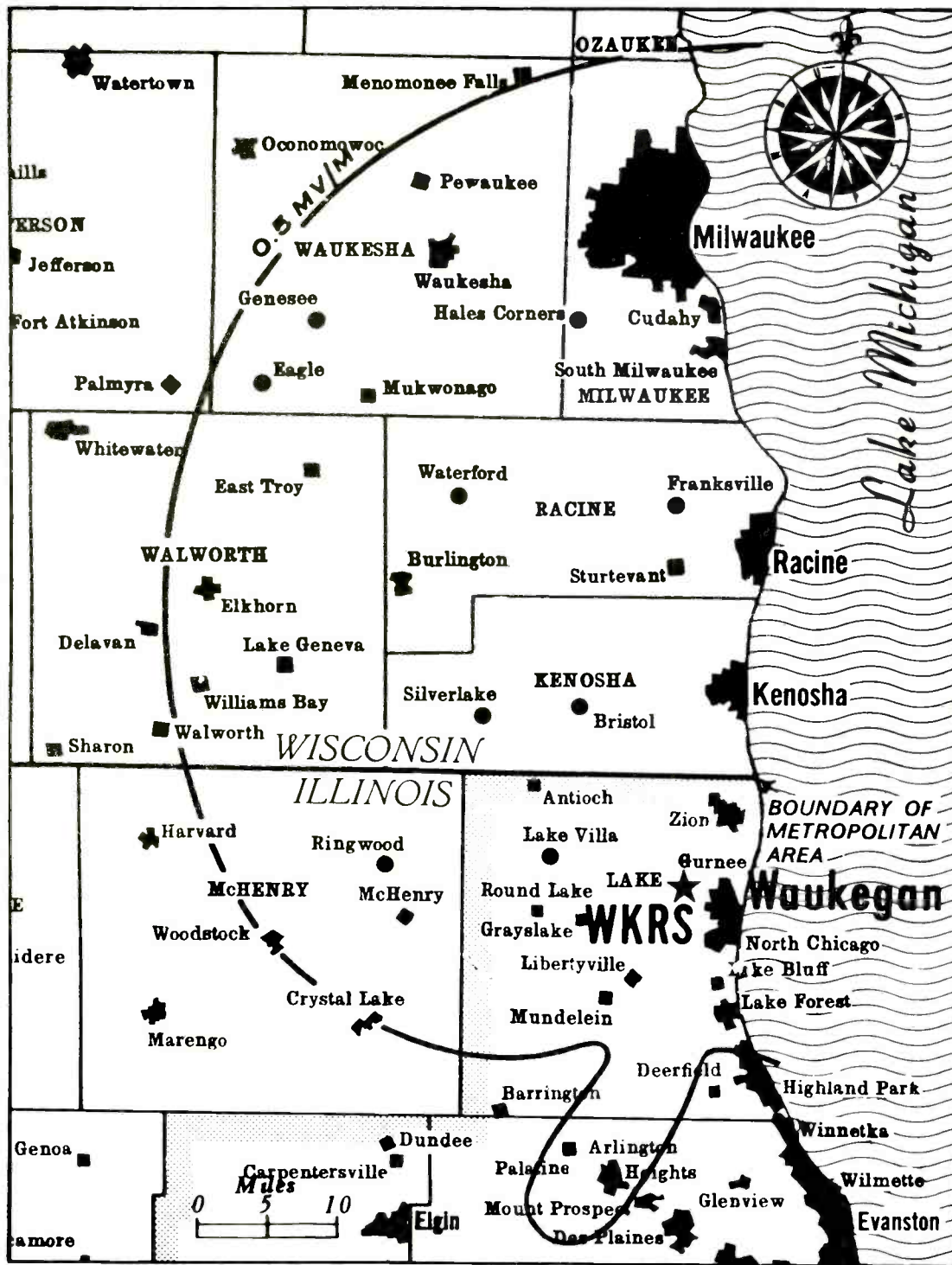
**Publishing Enterprises, Inc.  
Phone (815) 726-4761  
Postal Box 430**

**Joliet, Illinois 60434**

**MARKET DATA:**

	0.5 MVM Coverage
Population .....	7,954,200
Households .....	2,398,470
Radio Homes .....	2,350,500
Spendable Income	\$23,405,516,000
Total Retail Sales	\$12,941,189,000
Food Stores .....	\$ 2,815,093,000
Drug Stores .....	\$ 475,710,000
Gen'l Merch'dise	\$ 1,764,354,000
Apparel Stores	\$ 844,509,000
Home Furnishings	\$ 528,875,000
Auto Sales .....	\$ 2,160,406,000
Service Stations	\$ 831,188,000
Private Autos .....	2,721,640
Farm Population ..	134,000
Farm Households ..	33,500
Gross Farm Inc'me	\$ 848,645,000

SOURCE: SRDS Consumer Market Data 1968.



Radio Station

1000  
Watts

**WKRS**

1220  
K.C.

P. O. BOX 500 336-7900

Alfred F. Sorenson, Vice President and General Manager

Jerry Gray, Sales Manager

## WAUKEGAN, ILLINOIS

*Lake and McHenry Counties'  
Best Advertising Buy*

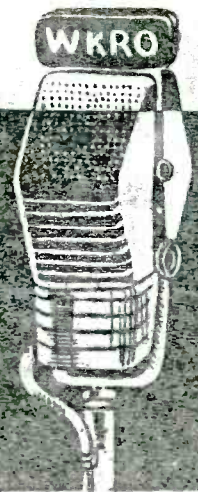
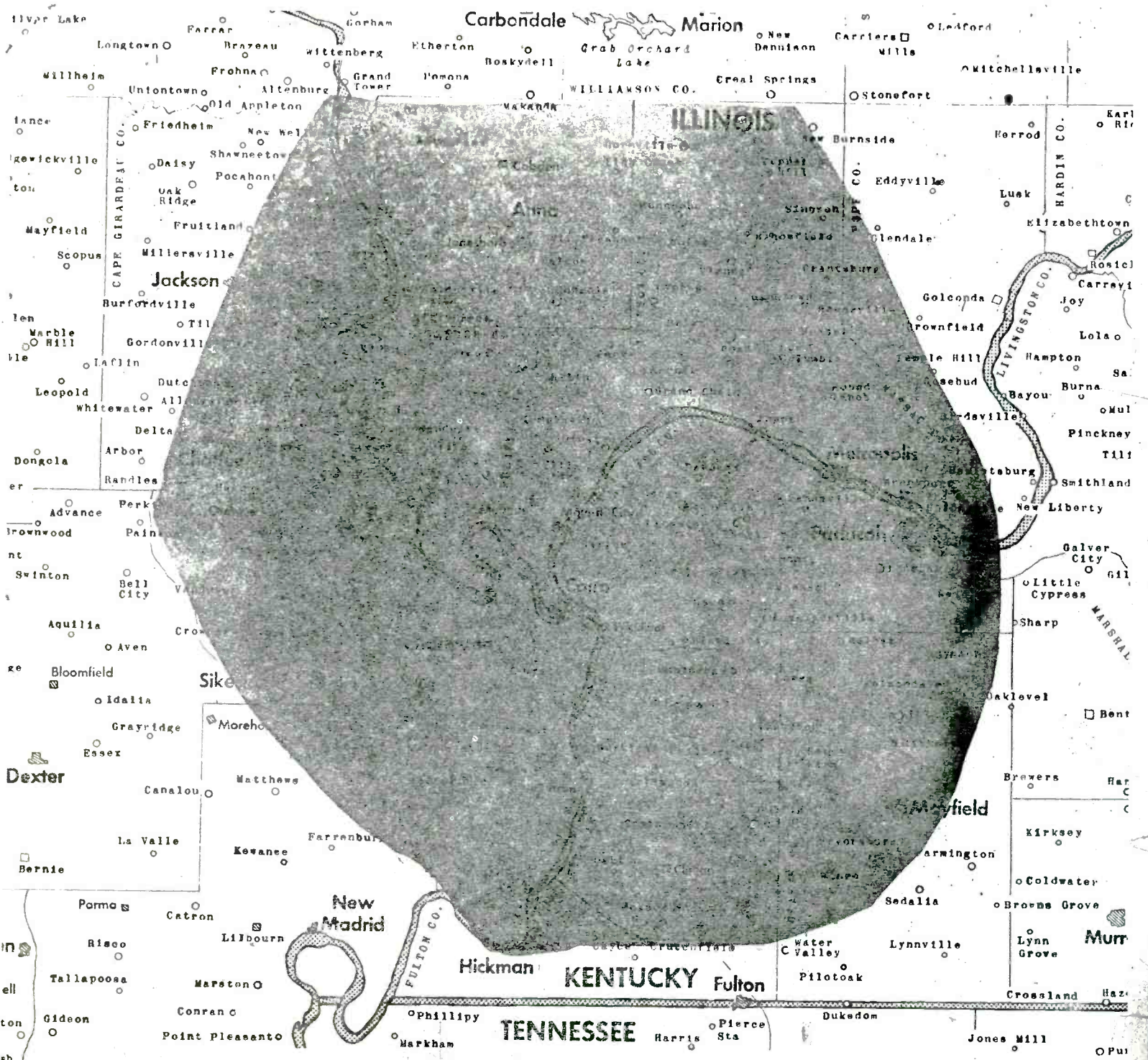
**WKRS...** Where your weekly message reaches 44,450 radio homes in Lake and McHenry County's.

**WKRS...** Where your message will reach 66% of Lake and McHenry Counties' radio homes.

**WKRS...** Lake and McHenry Counties' lowest cost-per-thousand advertising medium.

**WKRS...** Used week in and week out by an average of 200 local, regional and national advertisers.

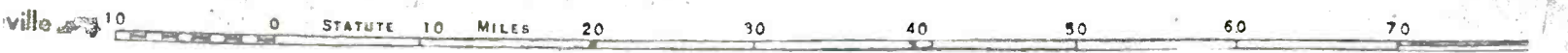
**WKRS...** Number One in listenership in every segment of its broadcast day.

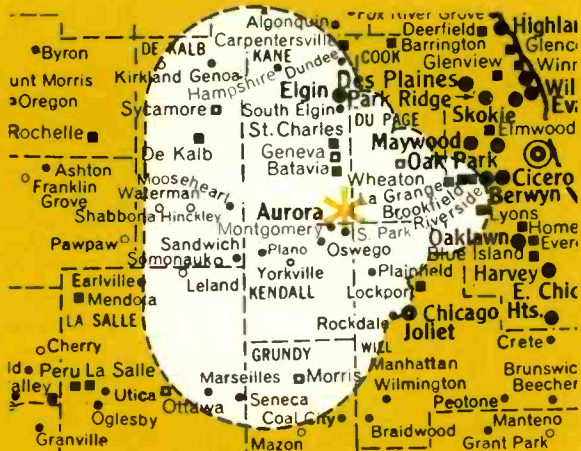


# Radio Station

# WKRO

## Cairo, Illinois





## THE GREAT FAR-WEST SUBURBAN MARKET IS PROSPEROUS

- Over 72% Home Ownership
- Highest Incomes per Family
- 10-yr. population increase of 202%
- Nearly two cars per family

POPULATION . . . . .	922,425
HOUSEHOLDS . . . . .	254,247
CONSUMER SPENDABLE INCOME . . . . .	\$2,473,288,650
TOTAL RETAIL SALES . . . . .	\$1,325,136,750
GROSS FARM INCOME . . . . .	\$95,576,250

**SALTER** BROADCASTING  
COMPANY □□□

REPRESENTING

WKKD/WKKD-FM • Auroraland  
WBEL/WBEL-FM • Beloit/Rockford  
WIXN • Dixon  
WRWC ROCKFORD

# WKKD

AM-1580 KC

LOCAL RATE CARD #7

Effective August 1, 1970

**SALTER** BROADCASTING  
COMPANY □□□

TRANSMITTER & STUDIOS

1880 Plain Avenue  
Aurora, Illinois 60505  
312/898-1580

**RUSS SALTER**  
PRESIDENT

*“the Radio  
Sales Power In  
AURORALAND”*

## WKKD-AM PACKAGE RATES

Must Be Used R-O-S in 7-day Period

AMOUNT	30-SEC.	60-SEC.
10 per week . . . . .	\$ 3.75	\$ 4.75
20 per week . . . . .	3.50	4.50
30 per week . . . . .	3.25	4.25
40 per week . . . . .	3.00	4.00
50 per week . . . . .	2.75	3.75
60 per week or more . . . . .	2.50	3.50

## WKKD-AM PROGRAM RATES

	5 MIN.	15 MIN.	30 MIN.	1 HR.
1X . . . . .	\$9.00	\$18.00	\$30.00	\$40.00
20X . . . . .	8.50	17.50	28.50	39.00
50X . . . . .	8.00	17.00	28.00	38.00
100X . . . . .	7.50	16.00	26.00	36.00
150X . . . . .	7.00	15.00	24.00	34.00
250X . . . . .	6.50	14.00	22.00	32.00
300X . . . . .	6.00	13.00	20.00	30.00

## WKKD-AM ANNOUNCEMENT RATES FIXED POSITION

	30-SEC.	60-SEC.
1X . . . . .	\$ 4.50	\$ 6.40
100X . . . . .	4.15	5.90
250X . . . . .	3.80	5.40
500X . . . . .	3.45	4.90
1000X . . . . .	3.10	4.40
1500X . . . . .	2.75	3.90
2000X . . . . .	2.50	3.50

## WEATHER WATCH – PACKAGE

14 Reports Per Week - R-O-S  
2 Per Day - Sunday through Saturday  
Broadcast on Hour and Half Hour

PACKAGE PER WEEK:

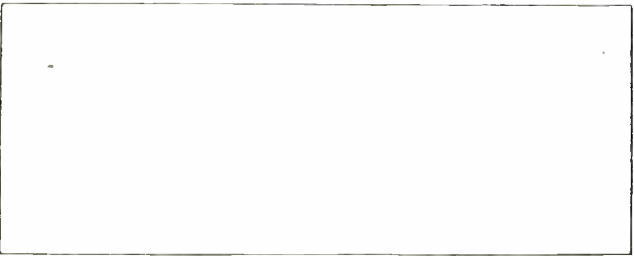
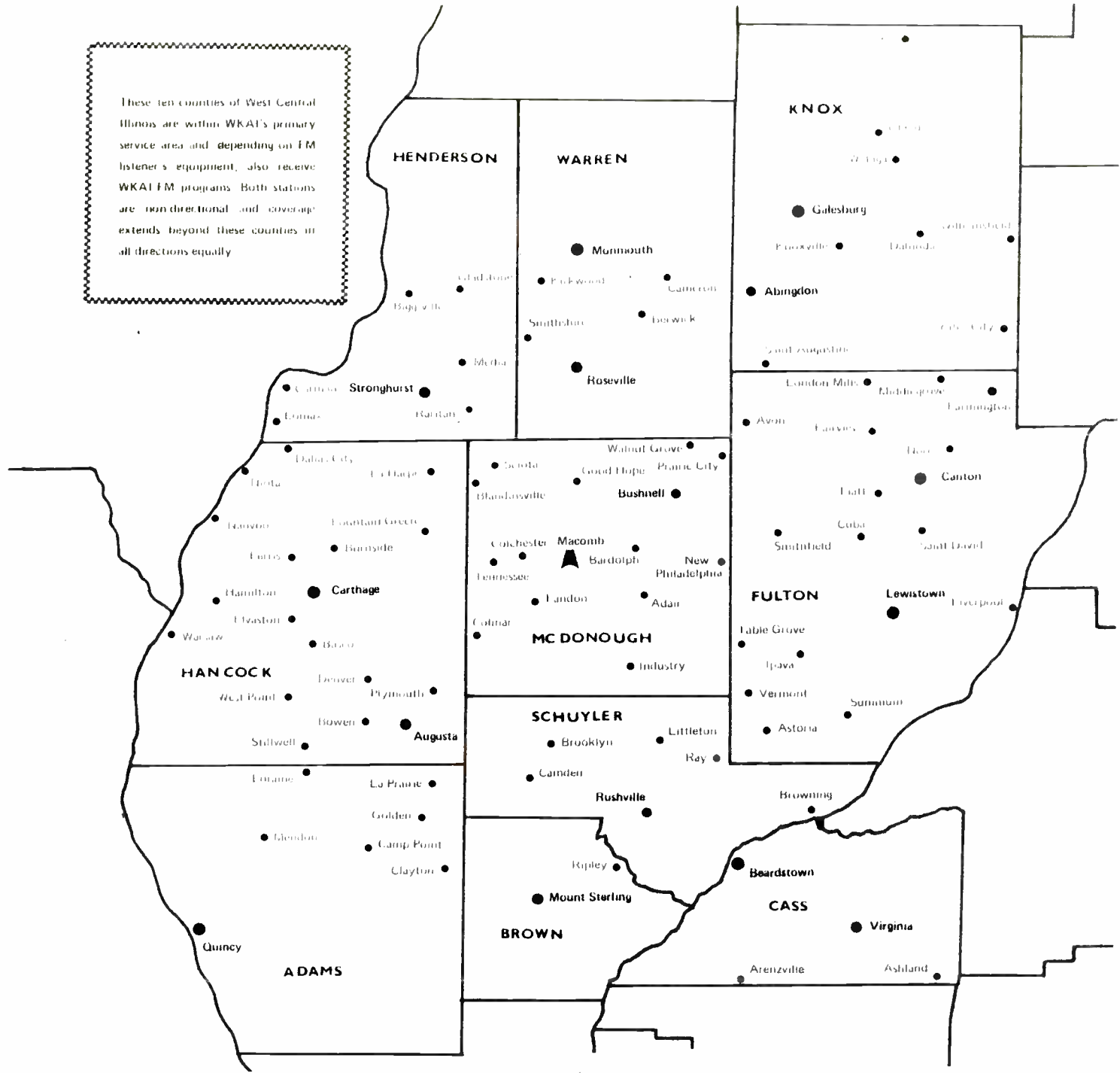
1 WK.	26 WKS.	52 WKS.
\$ 35.00	\$ 31.50	\$ 28.00

5 MIN. NEW COSTS –  
1½ TIMES APPLICABLE 60 SEC. RATE

*Rates include air time, copy writing, production services of announcer on duty. Use of production aids in WKKD library extra. Remote program originations by Kay-Dee mobile unit or telephone lines at additional cost. Political orders payable in advance at standard commercial rate. All programs and announcements subject to approval of station management.*

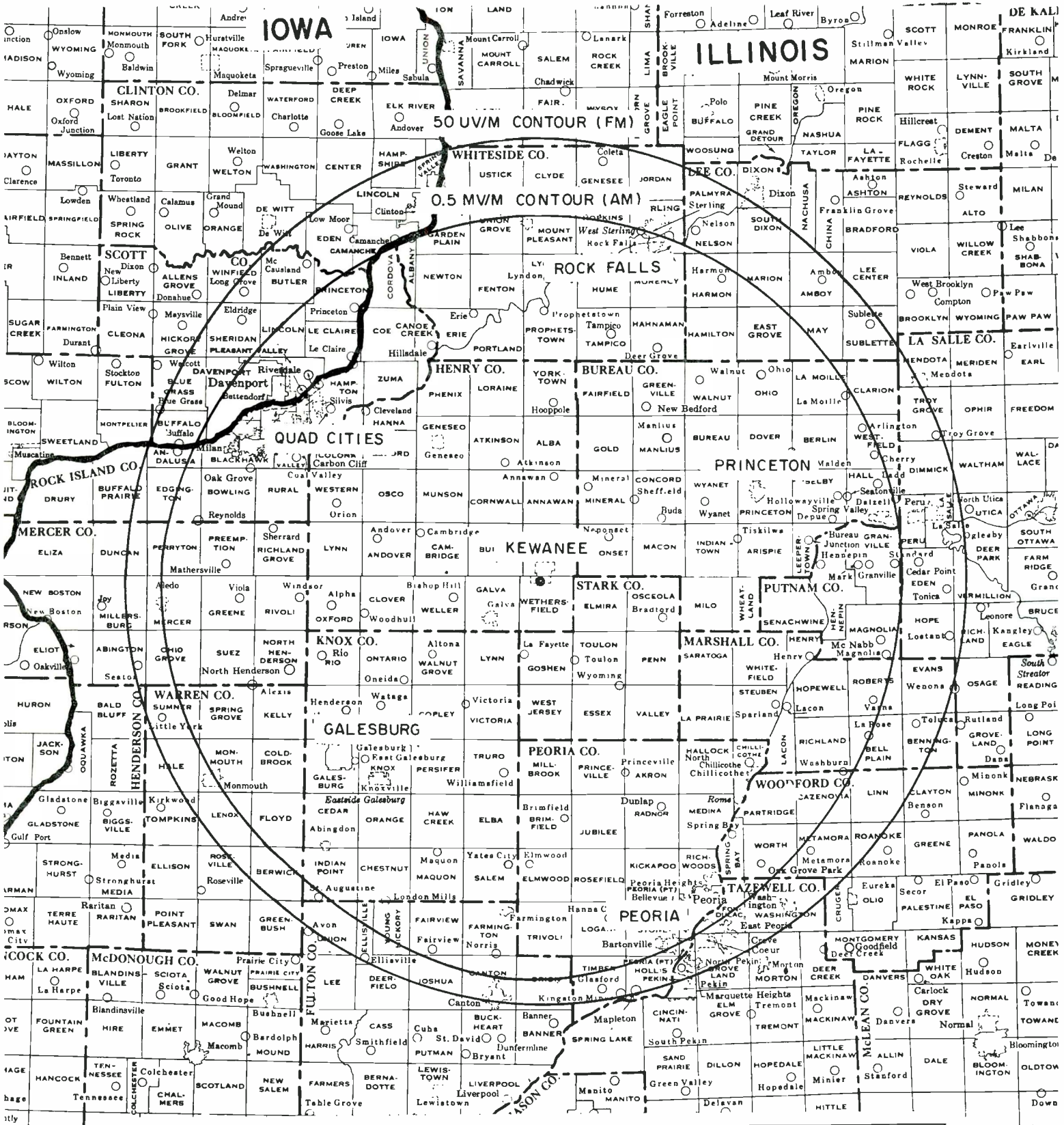
# YOUR EASY LISTENING MUSIC STATION

These ten counties of West Central Illinois are within WKAI's primary service area and depending on FM listener's equipment, also receive WKAI FM programs. Both stations are non-directional and coverage extends beyond these counties in all directions equally.

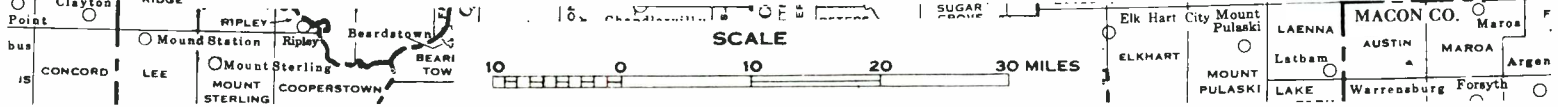


**WKAI 1510Khz 1,000 Watts Daytime**  
**WKAI-FM 100.1Mhz 3,000 Watts ERP**

WKAI Broadcasting Company, 119 West Carroll Street  
 Macomb, Illinois 61455 309/833-5561

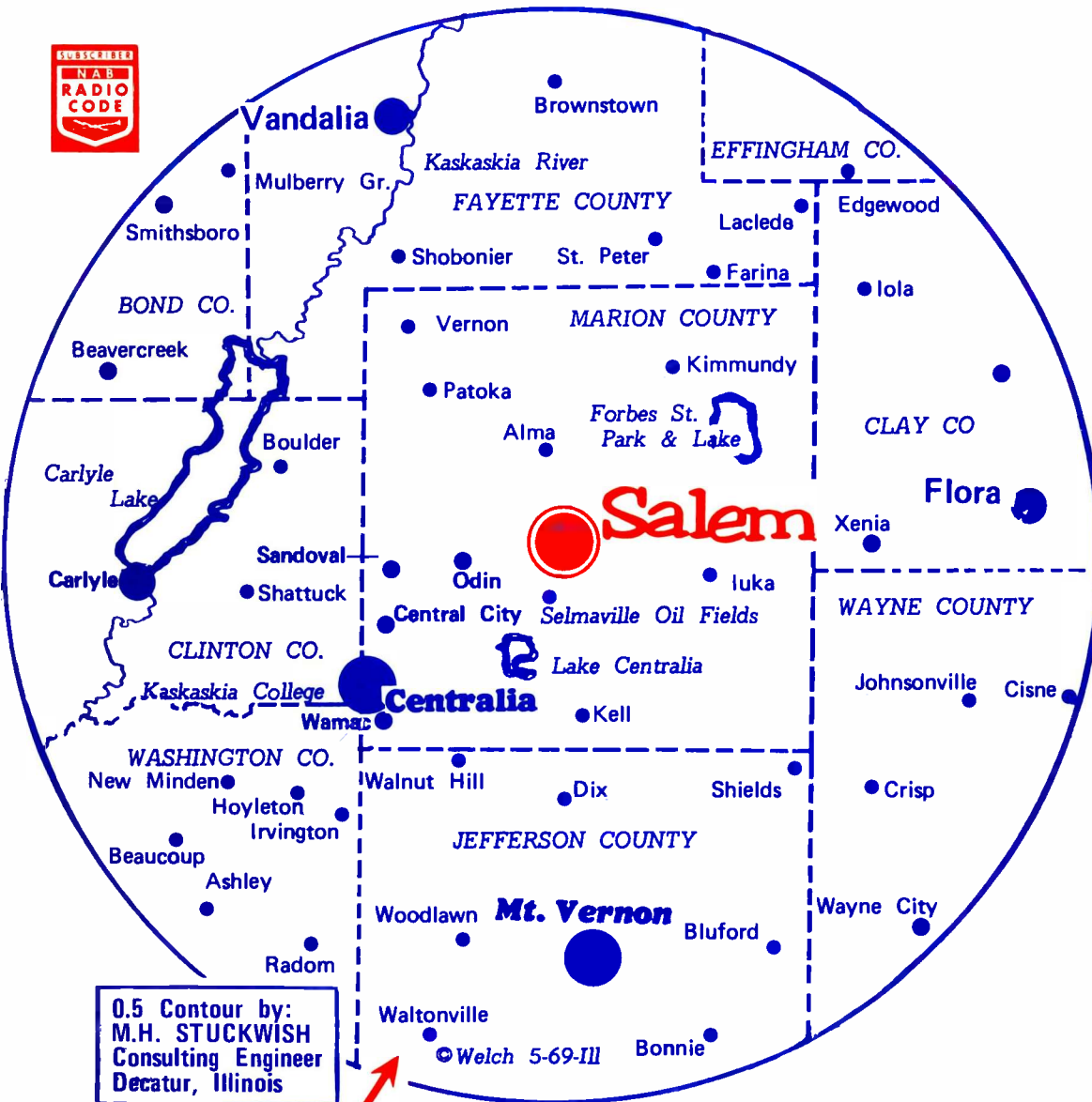


**COVERAGE MAP FOR RADIO STATION WKEI AM - FM**  
**1450 KCS 500 WATTS 92.1 MC 3 KW-H & 3 KW-V**  
**KEWANEE, ILLINOIS**  
 RALPH J. BITZER, CONSULTING RADIO ENGINEER, 812 OLIVE STREET, ST. LOUIS, MO.





**FARM – RECREATIONAL – INDUSTRIAL COVERAGE A PROFILE OF.....**



**SALEM ILLINOIS**

SALEM is located in Marion county – 270 miles south of Chicago; 70 miles east of Saint Louis on Interstate 57, State highways 37 and 50.

SALEM is located in the midst of one of the hottest recreational areas in the Midwest. Illinois state statistics show that more than one-million (1,000,000) persons travel annually to the largest man-made lake in Illinois, 10 miles west of WJBD RADIO. And, Forbes Lake State Park is located five miles east of the WJBD RADIO studios.

SALEM ranks high in industrial employment with 2,000 working at Brown Shoe Co.; Simonds Abrasive Division of Wallace Murray Corp.; Vac-u-Lift Division, Lear-Seigler Co.; Bettendorff-Stanford Bakery Equipment Co.; Jiffy Manufacturing Co.; and the Fabick Caterpillar Tractor Company.

SALEM and Marion County rank as one of the major oil-producing areas – with 2,500 employees earning high wages in the production and distribution of crude oil.

WJBD RADIO is more than 70 miles from the nearest TV station.

WJBD RADIO roams this area with three mobile-radio cars to broadcast on-the-spot news happenings and interviews.

WJBD RADIO programming is designed to meet the needs of this oil industry area with its mushrooming recreational developments.

Nationally Represented by: **Grant Webb & Co.**

Offices in Major Cities

Prepared by: **RADIO Unlimited**

0.5 Contour by: M.H. STUCKWISH Consulting Engineer Decatur, Illinois

**0.5 MVM**

WJBD RADIO is affiliated with WFIW Radio, Fairfield, Illinois.

**WJBD**

"Serving more than 1,000,000 People who Work, Live and Play Hereabouts--"

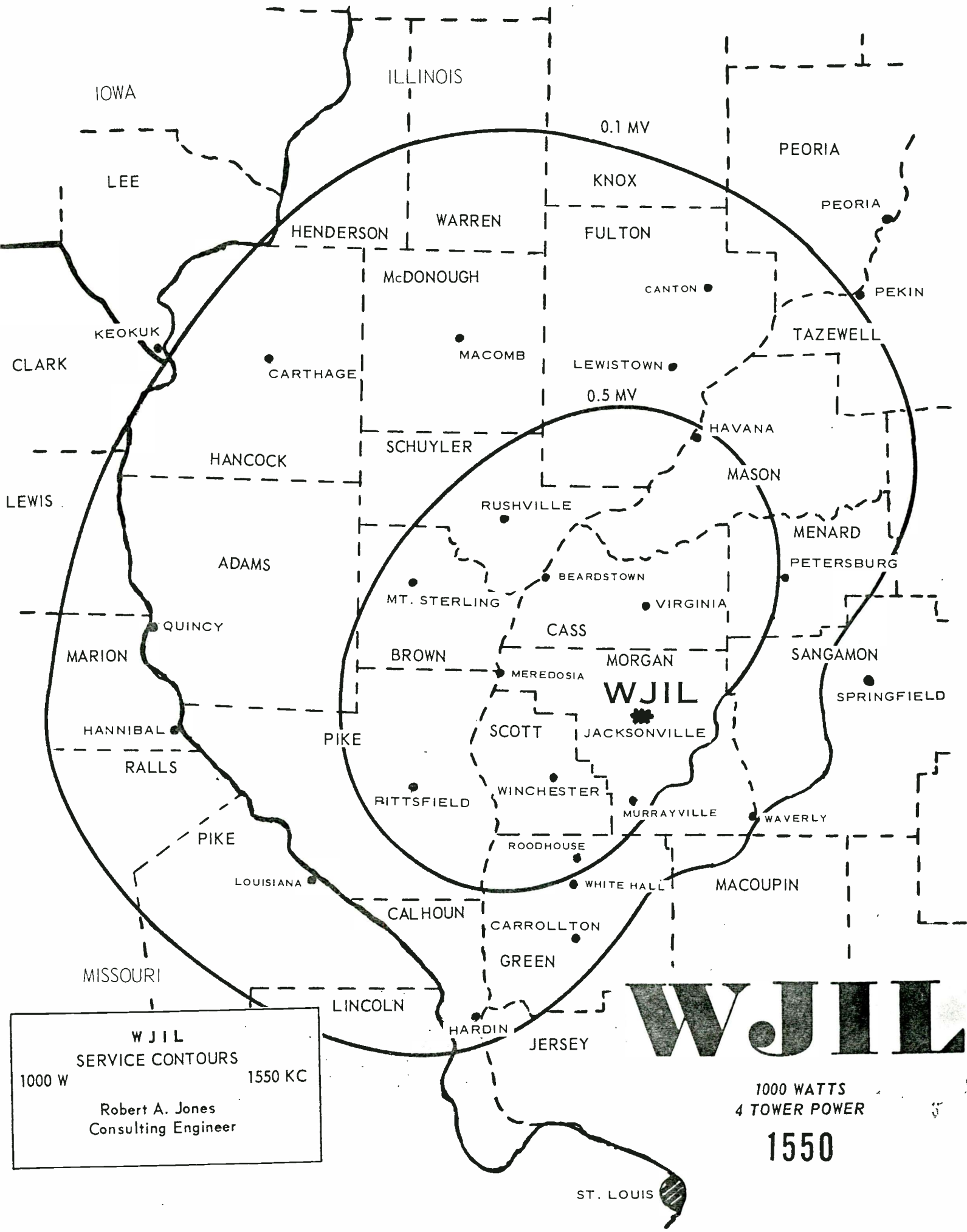
**1350 KC**

**500 Watts Days**

WJBD-FM-STEREO "100.1 Mhz"  
SALEM BROADCASTING COMPANY  
Bryan Davidson, Manager  
Postal Box 119

PHONE (618) 548-2000  
SALEM, ILLINOIS 62881

Market Data:	0.5 MVM Coverage
Population . . . . .	197,890
Households . . . . .	63,290
AM Radio Homes . . . . .	62,190
Spendable Income . . . . . \$	442,983,000
Total Retail Sales . . . . . \$	328,080,000
Food Stores . . . . . \$	69,315,000
Drug Stores . . . . . \$	5,927,000
Department Stores . . . . . \$	45,814,000
Apparel Shops . . . . . \$	15,925,000
Homefurnishings . . . . . \$	12,337,000
Auto Dealers . . . . . \$	66,965,000
Service Stations . . . . . \$	28,419,000
Auto Ownership . . . . .	85,970
Farm Population . . . . .	49,880
Gross Farm Income \$	231,886,000
Source: SRDS Consumer Data 1969.	



**WJIL**  
 SERVICE CONTOURS  
 1000 W 1550 KC  
 Robert A. Jones  
 Consulting Engineer

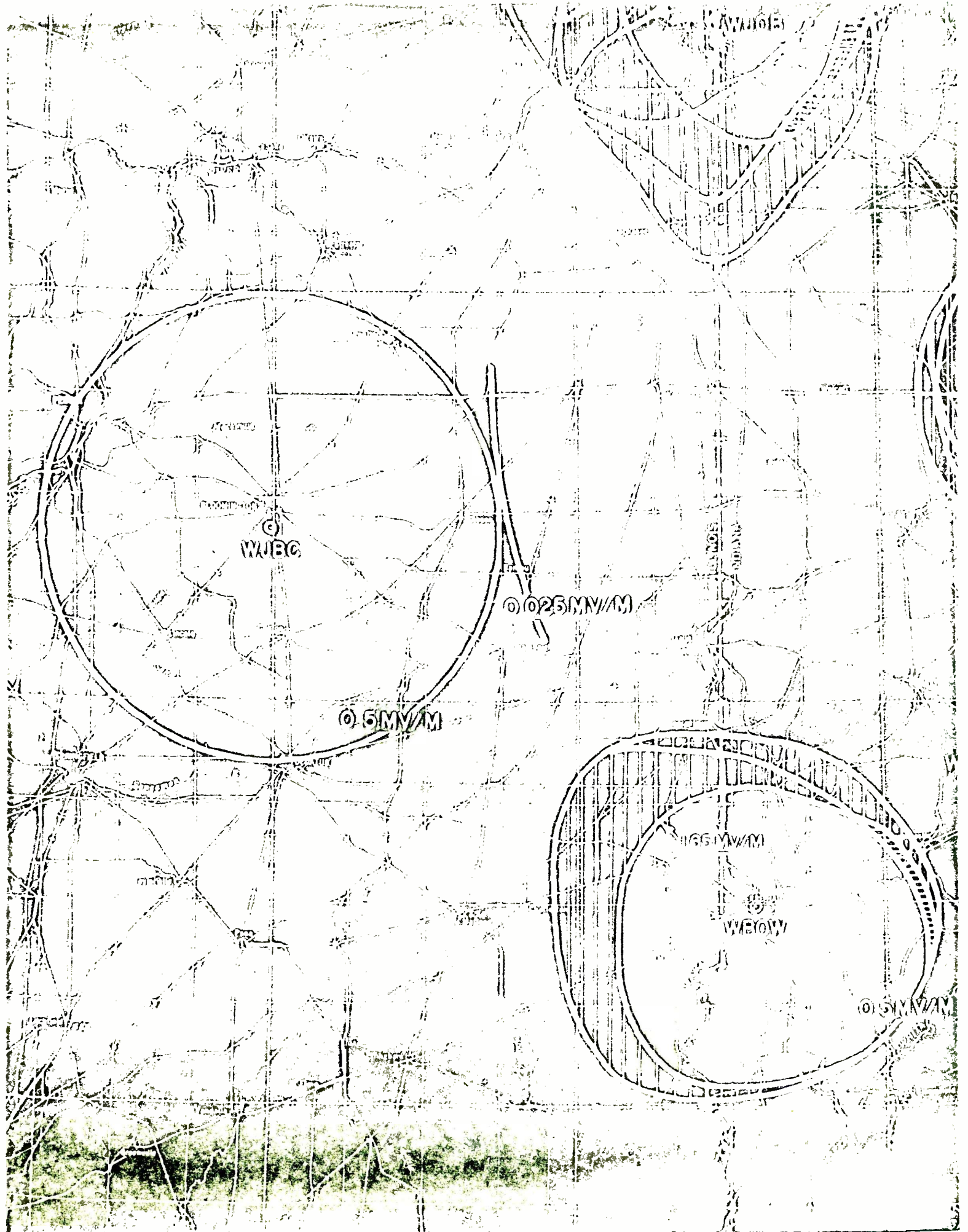
**WJIL**

1000 WATTS  
4 TOWER POWER

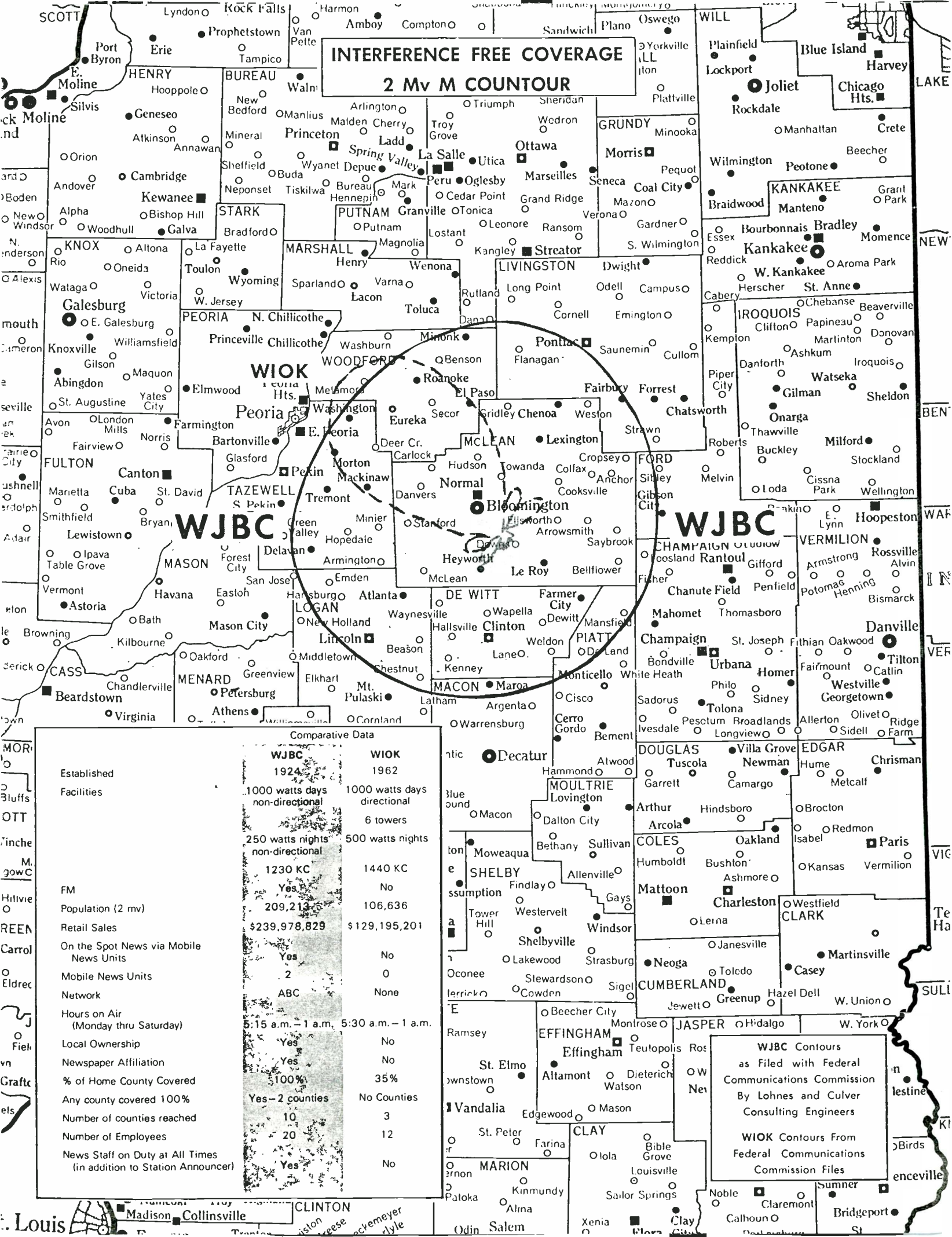
1550

ST. LOUIS

WJBC - 1230 Bloomington, Illinois 250 watts AND (COMPARISON)  
WBCW - 1230 Terre Haute, Indiana 250 watts.



**INTERFERENCE FREE COVERAGE  
2 Mv M COUNTOUR**

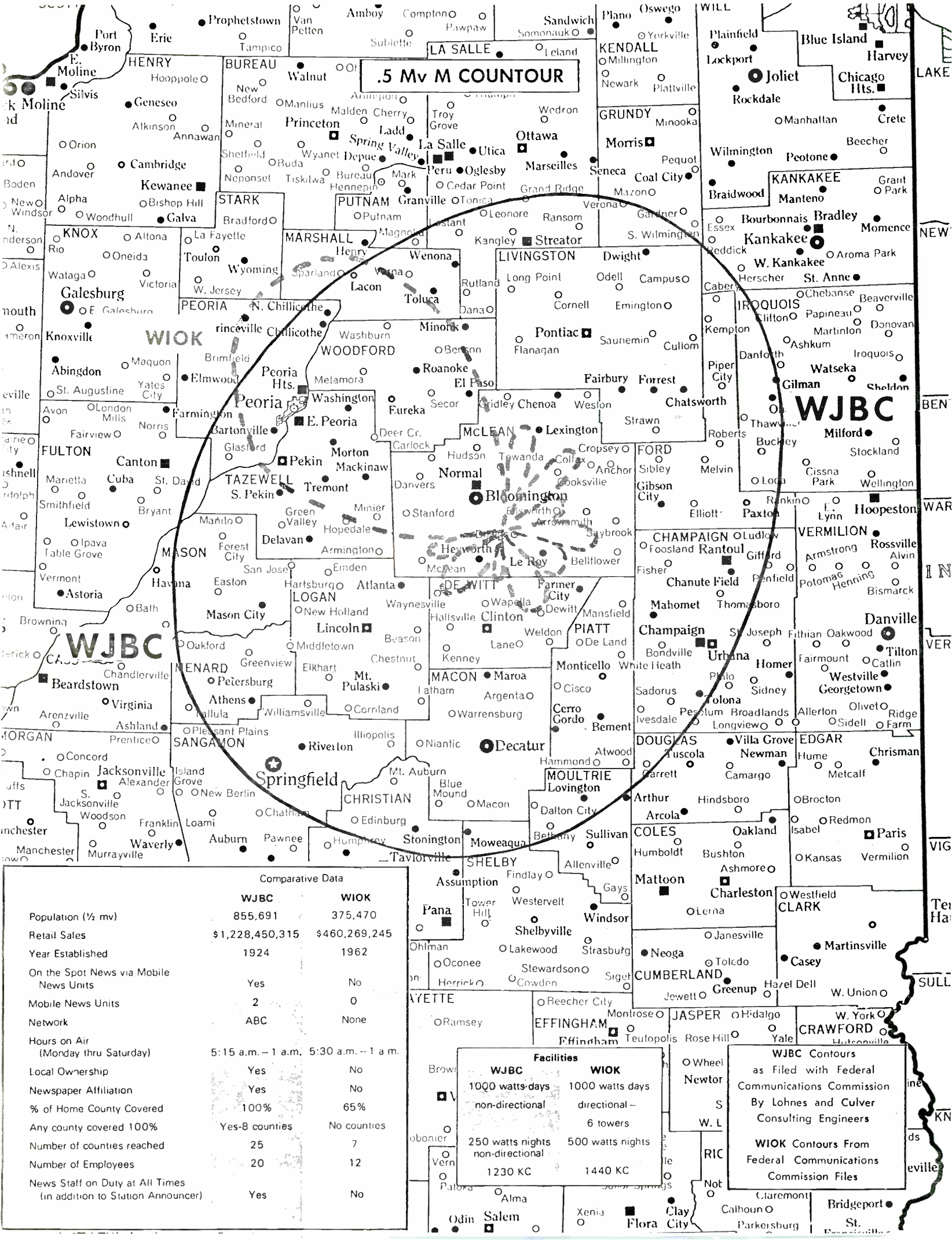


Comparative Data

	WJBC 1924	WIOK 1962
Established Facilities	1000 watts days non-directional	1000 watts days directional
	250 watts nights non-directional	500 watts nights
	1230 KC	1440 KC
FM	Yes	No
Population (2 mv)	209,213	106,636
Retail Sales	\$239,978,829	\$129,195,201
On the Spot News via Mobile News Units	Yes	No
Mobile News Units	2	0
Network	ABC	None
Hours on Air (Monday thru Saturday)	5:15 a.m. - 1 a.m.	5:30 a.m. - 1 a.m.
Local Ownership	Yes	No
Newspaper Affiliation	Yes	No
% of Home County Covered	100%	35%
Any county covered 100%	Yes - 2 counties	No Counties
Number of counties reached	10	3
Number of Employees	20	12
News Staff on Duty at All Times (in addition to Station Announcer)	Yes	No

WJBC Contours as filed with Federal Communications Commission By Lohnes and Culver Consulting Engineers

WIOK Contours From Federal Communications Commission Files

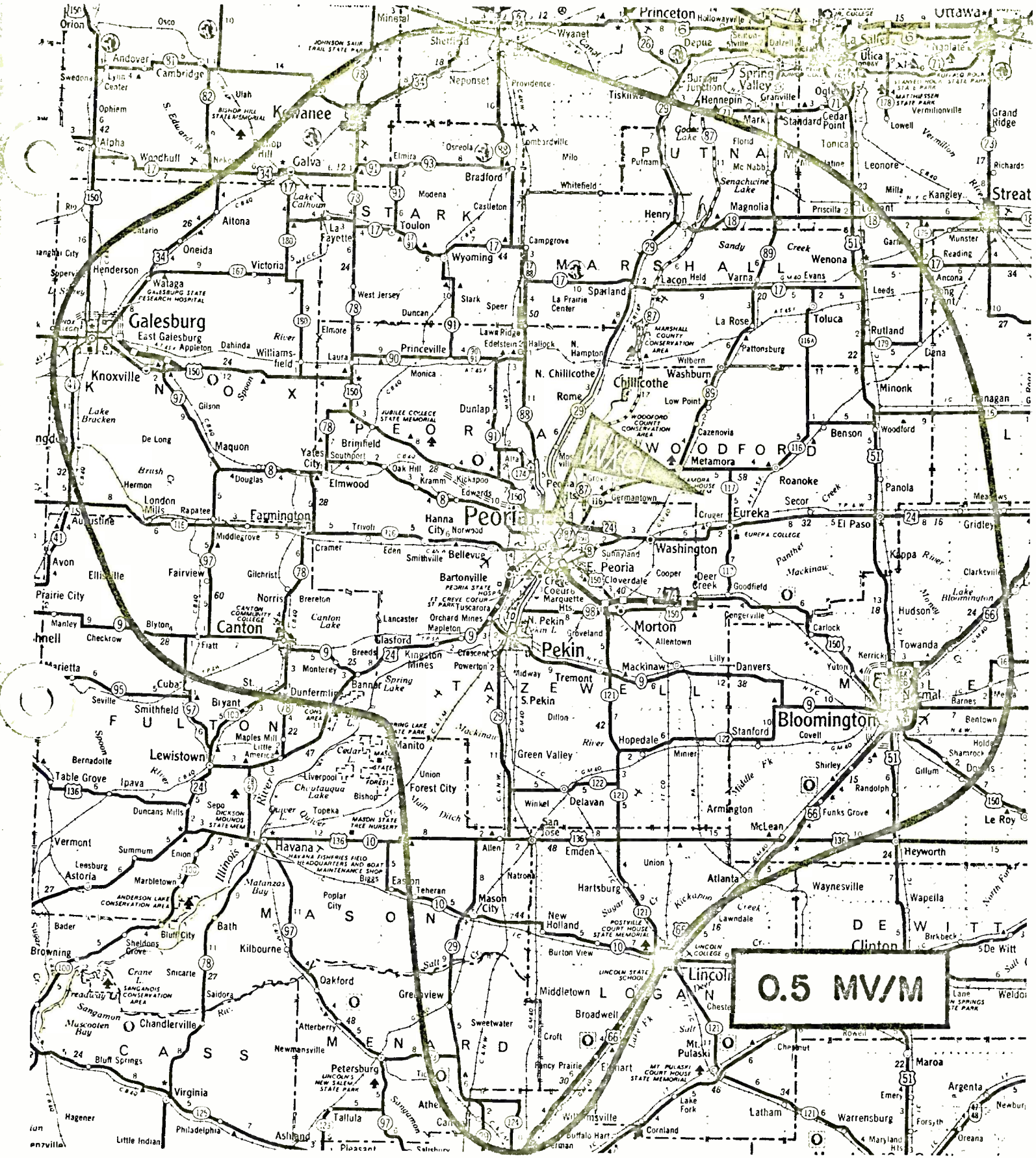


**150 Mv M CONTOUR**

	WJBC	WIOK
Population (1/2 mv)	855,691	375,470
Retail Sales	\$1,228,450,315	\$460,269,245
Year Established	1924	1962
On the Spot News via Mobile News Units	Yes	No
Mobile News Units	2	0
Network	ABC	None
Hours on Air (Monday thru Saturday)	5:15 a.m. - 1 a.m.	5:30 a.m. - 1 a.m.
Local Ownership	Yes	No
Newspaper Affiliation	Yes	No
% of Home County Covered	100%	65%
Any county covered 100%	Yes-8 counties	No counties
Number of counties reached	25	7
Number of Employees	20	12
News Staff on Duty at All Times (in addition to Station Announcer)	Yes	No

Facilities	
WJBC	WIOK
1000 watts-days non-directional	1000 watts days directional -
250 watts nights non-directional	6 towers
1230 KC	500 watts nights
	1440 KC

WJBC Contours as Filed with Federal Communications Commission  
 By Lohnes and Culver Consulting Engineers  
 WIOK Contours From Federal Communications Commission Files



**1350 KC**  
**1000 WATTS DA-2**

REPRESENTED NATIONALLY BY  
**GILL-PERNA, INC.**

**WXCL**

MID-WEST TIME SALES  
 in  
 St. Louis and Kansas City, Mo.

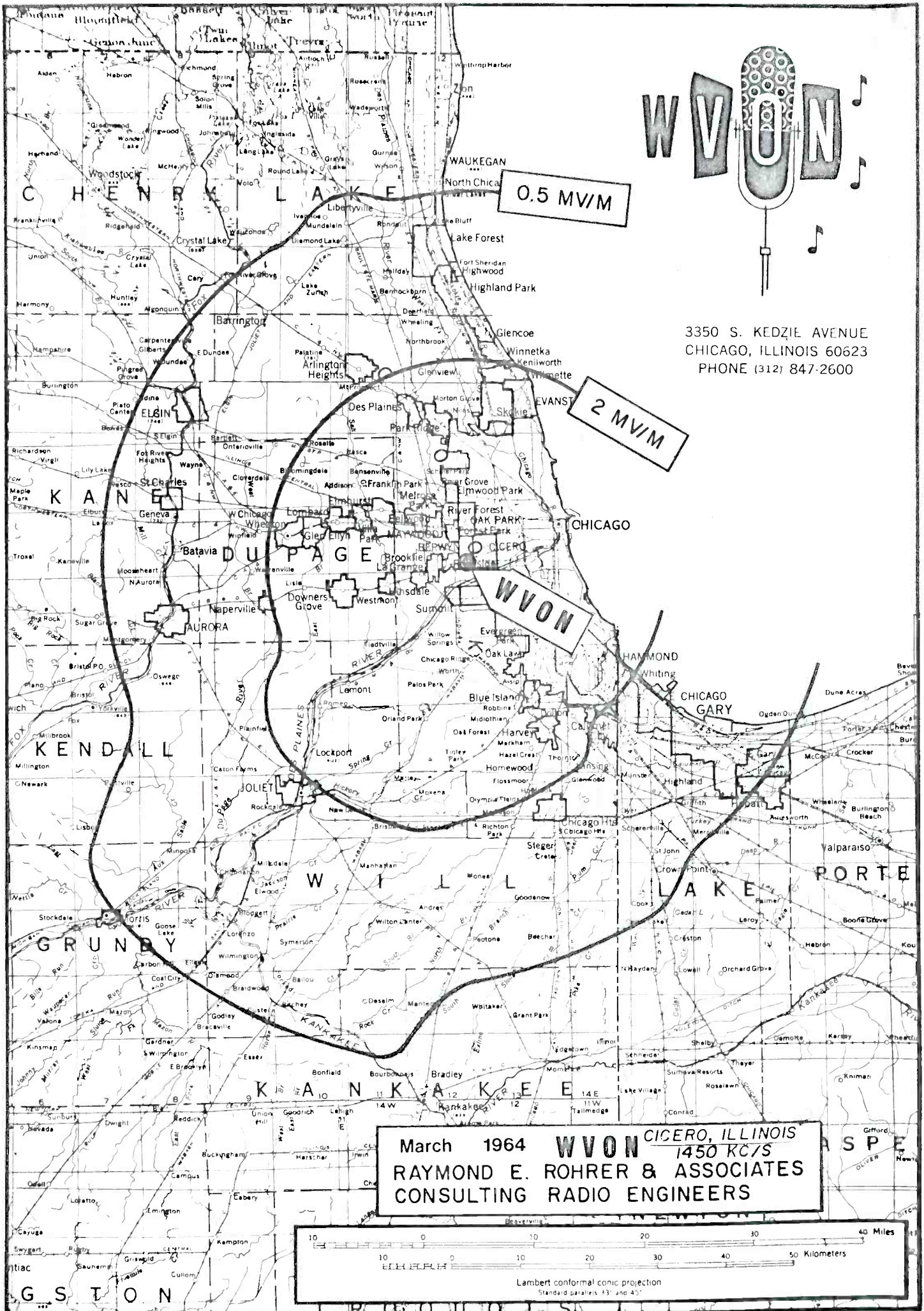
**PEORIA, ILLINOIS**

326 S. W. ADAMS STREET  
 Telephone 674-9113

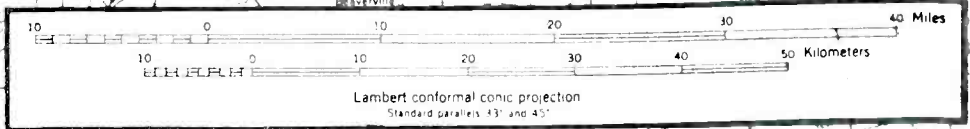




3350 S. KEDZIE AVENUE  
CHICAGO, ILLINOIS 60623  
PHONE (312) 847-2600



March 1964 **WVON** CIGERO, ILLINOIS  
1450 KC/S  
RAYMOND E. ROHRER & ASSOCIATES  
CONSULTING RADIO ENGINEERS



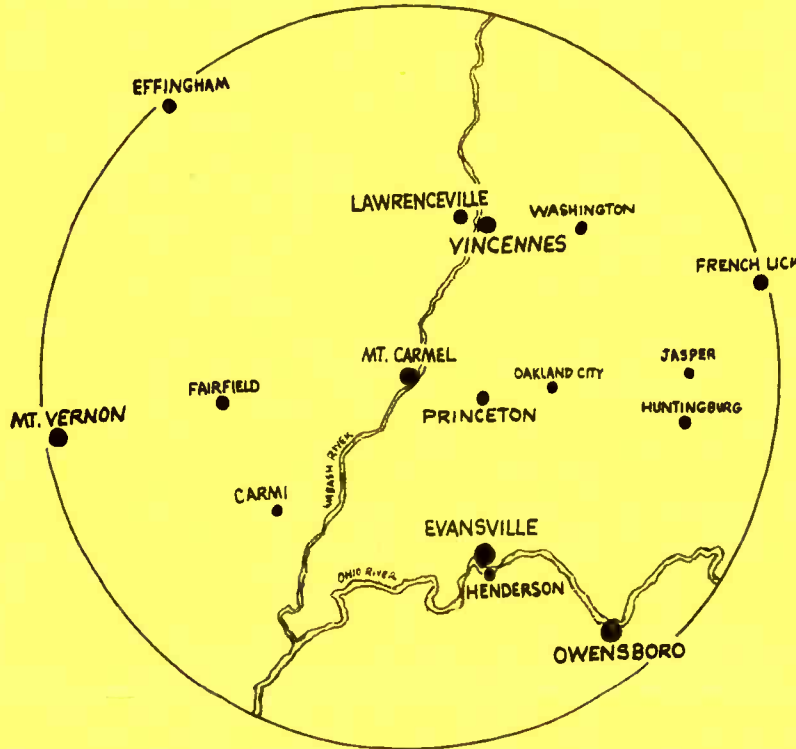
**WVMC** AM  
**WSAB** FM

AM-1360 Khz 500 Watts—FM 94.9 Mhz, 37,400 Watts

*Jel-Co Radio Inc.*

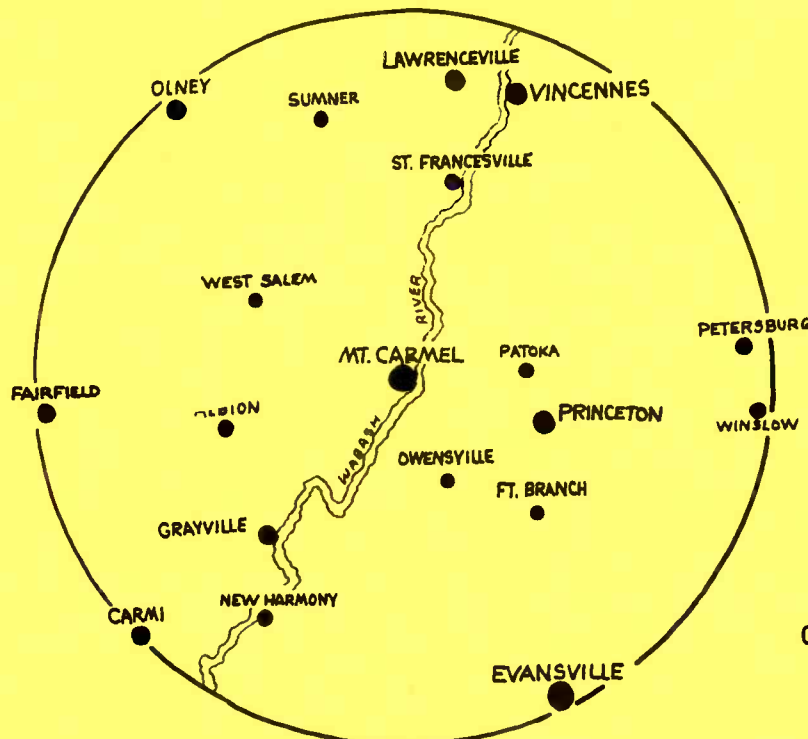
P.O. BOX 553 PHONE 618-262-5111  
 MT. CARMEL, ILL. 62863

**WSAB**



50 UV COVERAGE AREA

**WVMC**



0.5 MVM COVERAGE AREA

(OVER FOR RATES)





AM-1360 Khz 500 Watts—FM 94.9 Mhz, 37,400 Watts

*Jel-Co Radio Inc.*

P.O. BOX 553 PHONE 618-262-5111  
MT. CARMEL, ILL. 62863

# ADVERTISING RATES

## WVMC

### SPOT ANNOUNCEMENTS – Annual Contracts

Length	1 X	520 X	780 X	1040 X	1560 X
60 Sec	\$3.75	\$3.45	\$3.15	\$2.85	\$2.50
45 Sec.	3.40	3.15	2.85	2.55	2.25
30 Sec	3.00	2.75	2.50	2.25	2.00
20 Sec	2.50	2.35	2.20	2.00	1.75

### SELL-SATIONAL WEEKLY PACKAGES

To be used in one week's time.

X/week	Minute	45-Sec	30-Sec	20-Sec
10	\$3.55	\$3.25	\$2.85	\$2.40
15	3.35	3.10	2.70	2.30
20	3.15	2.90	2.50	2.15
30	2.90	2.65	2.25	1.95
40	2.60	2.35	2.00	1.75

ID SPECIAL – to be used in one (1) week's time.  
Approximately 20 words each. 10 - \$16.50;  
15 - \$24.00; 20 - \$31.00; 30 - \$45.00; 40 - \$56.00

**SPECIAL NOTE:** Annual contracts or weekly packages,  
add 10 per cent for guaranteed times.

\*\*\*\*\*

### PROGRAM RATES

1-Hour - \$42.50; ½-Hour - \$25.00; 15-Min. - \$17.50;  
10-Minutes - \$14.00; 5-Minutes - \$8.00

### Program Packages

X/week	3-Months	6-Months	12-Months
1	\$5.00	\$4.80	\$4.60
3	4.80	4.60	4.40
6	4.60	4.40	4.20

**NOTE:** All program time rates include 20 per cent  
talent and/or news charge. 5-minute segments  
of longer programs, add 15 per cent to applic-  
able rate. NAB Code subscriber. Commercial  
time limited to 18 minutes per hour.

**REMOTE RATES:** On request.

All above rates include copy and production service and staff announcers during normal hours of duty. WVMC, affiliated with American Entertainment Network (ABC). WSAB, affiliated with American FM Network (ABC). Stations affiliated with WEIC AM/FM, Charleston, Illinois, UPI and Associated Press. Concurrent WVMC and WSAB schedules may be combined for frequency consideration.

John F. Hurlbut, President      Ken Kessler, Station Manager  
Marv Casteel, Advertising and Marketing

## WSAB

### SPOT ANNOUNCEMENTS – Annual Contracts

Length	1 X	520 X	780 X	1040 X	1560 X
60 Sec	\$3.75	\$3.45	\$3.15	\$2.85	\$2.50
45 Sec	3.40	3.15	2.85	2.55	2.25
30 Sec	3.00	2.75	2.50	2.25	2.00
20 Sec	2.50	2.35	2.20	2.00	1.75

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To be used in one week's time.

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10	\$3.55	\$3.25	\$2.85	\$2.40
15	3.35	3.10	2.70	2.30
20	3.15	2.90	2.50	2.15
30	2.90	2.65	2.25	1.95
40	2.60	2.35	2.00	1.75

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Approximately 20 words each. 10 - \$16.50;  
15 - \$24.00; 20 - \$31.00; 30 - \$45.00; 40 - \$56.00

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add 10 per cent for guaranteed times.

\*\*\*\*\*

### PROGRAM RATES

1-Hour - \$42.50; ½-Hour - \$25.00; 15-Min. - \$17.50;  
10-Minutes - \$14.00; 5-Minutes - \$8.00

### Program Packages

X/week	3-Months	6-Months	12-Months
1	\$5.00	\$4.80	\$4.60
3	4.80	4.60	4.40
6	4.60	4.40	4.20

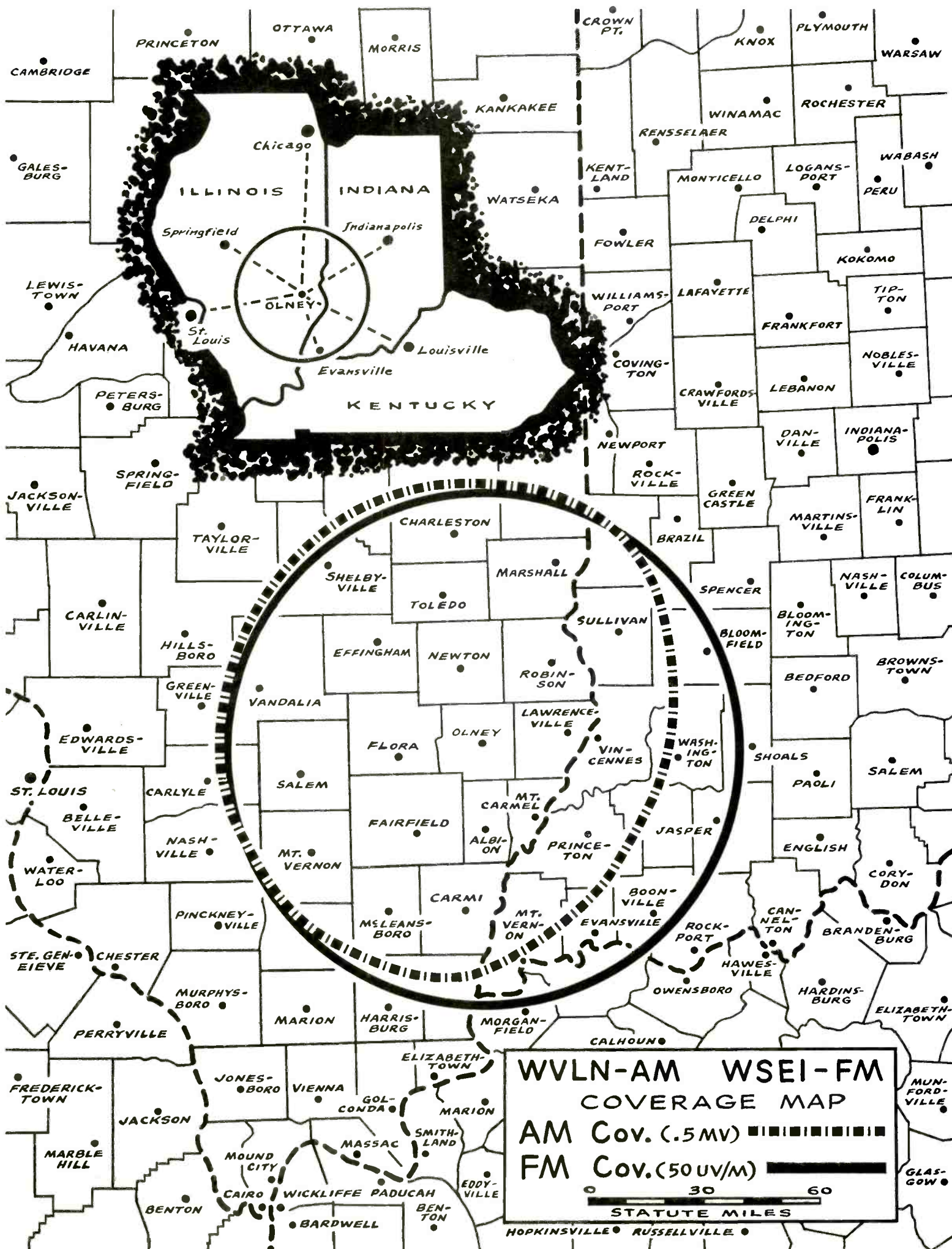
**NOTE:** All program time rates include 20 per cent  
talent and/or news charge. 5-minute segments  
of longer programs, add 15 per cent to applic-  
able rate. NAB Code subscriber, except that  
commercial time is limited to 12 minutes or  
less per hour.



**REMOTE RATES:** On request.

Midnight to 5 A.M. Rates: On request.

PLANALYZED ADVERTISING  
SERVICE

(OVER FOR COVERAGE MAPS)



**WVLN-AM WSEI-FM**  
**COVERAGE MAP**  
 AM Cov. (.5MV)   
 FM Cov. (50UV/M)   
 30 60  
**STATUTE MILES**

CAMBRIDGE PRINCETON OTTAWA MORRIS CROWN PT. KNOX PLYMOUTH WARSAW  
 GALESBURG CHICAGO KANKAKEE WINAMAC ROCHESTER  
 ILLINOIS INDIANA WATSEKA RENSSELAER  
 SPRINGFIELD INDIANAPOLIS KENTLAND MONTICELLO LOGANS-PORT WABASH  
 DELPHI PERU  
 LEWIS-TOWN FOWLER  
 HAVANA ST. LOUIS OLNEY WILLIAMS-PORT LAFAYETTE KOKOMO TIP-TON  
 PETERS-BURG EVANSVILLE LOUISVILLE COVINGTON FRANKFORT NOBLES-VILLE  
 KENTUCKY NEWPORT CRAWFORDS-VILLE LEBANON DAN-VILLE INDIANAPOLIS  
 JACKSONVILLE SPRINGFIELD ROCK-VILLE GREEN CASTLE MARTINS-VILLE FRANKLIN  
 TAYLOR-VILLE CHARLESTON MARSHALL SPENCER NASH-VILLE COLUMBUS  
 CARLINVILLE SHELBY-VILLE TOLEDO SULLIVAN BLOOMING-TON BEDFORD BROWNS-TOWN  
 HILLS-BORO EFFINGHAM NEWTON ROBINSON BLOOM-FIELD  
 GREENVILLE VANDALIA LAWRENCE-VILLE VIN-CENNES WASHINGTON SHOALS SALEM  
 EDWARDS-VILLE FLORA OLNEY MT. CARMEL PRINCETON JASPER ENGLISH CORY-DON  
 ST. LOUIS CARLYLE SALEM FAIRFIELD ALBION MT. VERNON BOON-VILLE  
 BELLE-VILLE NASH-VILLE MT. VERNON CARMI MT. VERNON EVANSVILLE ROCK-PORT CANNEL-TON BRANDEN-BURG  
 WATER-LOO PINCKNEY-VILLE MCLEANS-BORO HAWESVILLE OWENSBORO HARDINS-BURG ELIZABETH-TOWN  
 STE. GEN-EIEVE CHESTER MURPHYS-BORO MARION HARRIS-BURG MORGAN-FIELD CALHOUN  
 PERRYVILLE PERRYVILLE  
 FREDERICK-TOWN JONES-BORO VIENNA GOL-CONDA MARION  
 MARBLE HILL JACKSON MOUND CITY MASSAC SMITH-LAND  
 BENTON CAIRO WICKLIFFE PADUCAH EDDY-VILLE  
 BARDWELL BENTON  
 HOPKINSVILLE RUSSELLVILLE  
 MUN-FORD-VILLE GLAS-GOW

General Manager and Sales Manager L. W. BEABOUT

WALTON BROADCASTING SALES  
Represented Nationally By



This rate card is published for the convenient reference of advertisers and agencies and is not to be considered as an offer of facilities.

Effective Date, November 1, 1971

**RATE CARD No. 6**

P. O. Drawer "L"  
OLNEY, ILLINOIS - 62450

ILLINOIS BROADCASTING COMPANY  
Established 1947

WVLN-AM 740 khz  
WSEI-FM 92.9 mhz

SERVED BY ABC INFORMATION NETWORK

WVLN-AM

WSEI-FM



American  
Information  
Radio Network

**GENERAL INFORMATION**

- FREQUENCY** — WVLN's assigned frequency is 740khz, WSEI's is 92.9 mhz. Sold separately. Operate on Central Time. Broadcasting hours for WSEI are 6 a. m. to 11 p. m. Monday through Saturday, 7 a. m. sign on Sunday. (WVLN, daytime regulations.)
- LENGTH OF COMMERCIAL COPY** — Conforms to Standards of Practice of the NAB Radio Code.
- NEWS SERVICE** — Associated Press, local news department. and ABC Information Network.
- MUSIC CLEARANCE** — BMI, ASCAP and SESAC licenses; no extra charge for music licenses.
- TALENT** — Upon request, station will provide information as to talent availability and rates. Normal time rates include the services of one staff announcer working in shift.
- TRANSCRIPTIONS** — 33, 45 and 78 r. p. m. lateral reproductions available.
- TAPE EQUIPMENT** — Station has tape cartridge system and can accept 1/4 inch tapes at 7 1/2 and 15 IPS.

All rates net to WVLN or to WSEI. Agency commissions, talent fees, etc. must be added.

WVLN earned rate may be used on FM purchases.

Spots on FM may not be combined for WVLN frequency discounts.

No.	Times	Hour	Rate	Hour	Rate	Hour	Rate	Hour	Rate
1	1	1	\$17.75	1	\$10.15	1	\$6.50	1	\$4.80
13	1	1	17.25	1	9.75	1	6.25	1	4.65
26	1	1	16.75	1	9.40	1	6.00	1	4.50
52	1	1	16.25	1	9.00	1	5.75	1	4.35
104	1	1	15.75	1	8.65	1	5.50	1	4.20
156	1	1	15.25	1	8.25	1	5.25	1	4.10
260	1	1	14.75	1	7.90	1	5.00	1	3.90
312	1	1	14.25	1	7.50	1	4.75	1	3.75
1	1	1	11.75	1	7.20	1	4.50	1	3.60
13	1	1	11.25	1	6.85	1	4.25	1	3.45
26	1	1	10.75	1	6.50	1	4.00	1	3.30
52	1	1	10.25	1	6.15	1	3.75	1	3.15
104	1	1	9.75	1	5.80	1	3.50	1	3.00
156	1	1	9.25	1	5.45	1	3.25	1	2.85
260	1	1	8.75	1	5.10	1	3.00	1	2.70
312	1	1	8.25	1	4.75	1	2.75	1	2.55
1	1	1	6.25	1	4.25	1	2.25	1	2.00
13	1	1	5.75	1	3.90	1	2.00	1	1.90
26	1	1	5.25	1	3.55	1	1.75	1	1.80
52	1	1	4.75	1	3.20	1	1.50	1	1.70
104	1	1	4.25	1	2.85	1	1.25	1	1.60
156	1	1	3.75	1	2.50	1	1.00	1	1.50
260	1	1	3.25	1	2.15	1	0.75	1	1.40
312	1	1	2.75	1	1.80	1	0.50	1	1.30
1	1	1	2.25	1	1.45	1	0.25	1	1.20
13	1	1	1.75	1	1.10	1	0.00	1	1.10
26	1	1	1.25	1	0.75	1	0.00	1	1.00
52	1	1	0.75	1	0.40	1	0.00	1	0.90
104	1	1	0.25	1	0.05	1	0.00	1	0.80
156	1	1	0.00	1	0.00	1	0.00	1	0.70
260	1	1	0.00	1	0.00	1	0.00	1	0.60
312	1	1	0.00	1	0.00	1	0.00	1	0.50

**WSEI BROADCASTING RATES**

Effective February 1, 1963

No.	Times	Hour	Rate	Hour	Rate	Hour	Rate	Hour	Rate
1	1	1	\$35.50	1	\$20.25	1	\$13.00	1	\$9.60
13	1	1	34.50	1	19.50	1	12.50	1	9.30
26	1	1	33.50	1	18.75	1	12.00	1	9.00
52	1	1	32.50	1	18.00	1	11.50	1	8.70
104	1	1	31.50	1	17.25	1	11.00	1	8.40
156	1	1	30.50	1	16.50	1	10.50	1	8.10
260	1	1	29.50	1	15.75	1	10.00	1	7.80
312	1	1	28.50	1	15.00	1	9.50	1	7.50
1	1	1	27.50	1	14.25	1	9.00	1	7.20
13	1	1	26.50	1	13.50	1	8.50	1	6.90
26	1	1	25.50	1	12.75	1	8.00	1	6.60
52	1	1	24.50	1	12.00	1	7.50	1	6.30
104	1	1	23.50	1	11.25	1	7.00	1	6.00
156	1	1	22.50	1	10.50	1	6.50	1	5.70
260	1	1	21.50	1	9.75	1	6.00	1	5.40
312	1	1	20.50	1	9.00	1	5.50	1	5.10
1	1	1	19.50	1	8.25	1	5.00	1	4.80
13	1	1	18.50	1	7.50	1	4.50	1	4.50
26	1	1	17.50	1	6.75	1	4.00	1	4.20
52	1	1	16.50	1	6.00	1	3.50	1	3.90
104	1	1	15.50	1	5.25	1	3.00	1	3.60
156	1	1	14.50	1	4.50	1	2.50	1	3.30
260	1	1	13.50	1	3.75	1	2.00	1	3.00
312	1	1	12.50	1	3.00	1	1.50	1	2.70
1	1	1	11.50	1	2.25	1	1.00	1	2.40
13	1	1	10.50	1	1.50	1	0.50	1	2.10
26	1	1	9.50	1	0.75	1	0.00	1	1.80
52	1	1	8.50	1	0.00	1	0.00	1	1.50
104	1	1	7.50	1	0.00	1	0.00	1	1.20
156	1	1	6.50	1	0.00	1	0.00	1	0.90
260	1	1	5.50	1	0.00	1	0.00	1	0.60
312	1	1	4.50	1	0.00	1	0.00	1	0.30

**WVLN BROADCASTING RATES**

Effective June 1, 1952

No.	Times	Hour	Rate	Hour	Rate	Hour	Rate	Hour	Rate
1	1	1	\$35.50	1	\$20.25	1	\$13.00	1	\$9.60
13	1	1	34.50	1	19.50	1	12.50	1	9.30
26	1	1	33.50	1	18.75	1	12.00	1	9.00
52	1	1	32.50	1	18.00	1	11.50	1	8.70
104	1	1	31.50	1	17.25	1	11.00	1	8.40
156	1	1	30.50	1	16.50	1	10.50	1	8.10
260	1	1	29.50	1	15.75	1	10.00	1	7.80
312	1	1	28.50	1	15.00	1	9.50	1	7.50
1	1	1	27.50	1	14.25	1	9.00	1	7.20
13	1	1	26.50	1	13.50	1	8.50	1	6.90
26	1	1	25.50	1	12.75	1	8.00	1	6.60
52	1	1	24.50	1	12.00	1	7.50	1	6.30
104	1	1	23.50	1	11.25	1	7.00	1	6.00
156	1	1	22.50	1	10.50	1	6.50	1	5.70
260	1	1	21.50	1	9.75	1	6.00	1	5.40
312	1	1	20.50	1	9.00	1	5.50	1	5.10
1	1	1	19.50	1	8.25	1	5.00	1	4.80
13	1	1	18.50	1	7.50	1	4.50	1	4.50
26	1	1	17.50	1	6.75	1	4.00	1	4.20
52	1	1	16.50	1	6.00	1	3.50	1	3.90
104	1	1	15.50	1	5.25	1	3.00	1	3.60
156	1	1	14.50	1	4.50	1	2.50	1	3.30
260	1	1	13.50	1	3.75	1	2.00	1	3.00
312	1	1	12.50	1	3.00	1	1.50	1	2.70
1	1	1	11.50	1	2.25	1	1.00	1	2.40
13	1	1	10.50	1	1.50	1	0.50	1	2.10
26	1	1	9.50	1	0.75	1	0.00	1	1.80
52	1	1	8.50	1	0.00	1	0.00	1	1.50
104	1	1	7.50	1	0.00	1	0.00	1	1.20
156	1	1	6.50	1	0.00	1	0.00	1	0.90
260	1	1	5.50	1	0.00	1	0.00	1	0.60
312	1	1	4.50	1	0.00	1	0.00	1	0.30

- RECORDING FACILITIES** — Station is equipped to make magnetic tape recordings in the studio or in the field. Prices will be quoted to specification on request.
- REMOTE BROADCASTS** — Programs can be broadcast from any location outside the station studios by line or relay unit. Prices will be furnished on application.
- POLITICAL** — This published card's rates apply in all instances. Payment must be made in advance. Political waiver form must be furnished station in advance of broadcast. Copy of political addresses may be required where speaker is not the actual candidate.
- BILLING AND CONTRACTS** — Bills are rendered monthly. Maximum length of contract **One Year**. Rates are guaranteed for duration of an active contract.

**SATURATION BROADCAST RATES**

Effective January 1, 1964

No. Of Times	15	21	27	36
1 Minute	\$45.00	\$57.75	\$67.50	\$81.00
1/2-Minute	30.00	38.85	45.90	55.80
10-Seconds	19.50			

(All announcements must be used within 3-day period)

# C W T I M

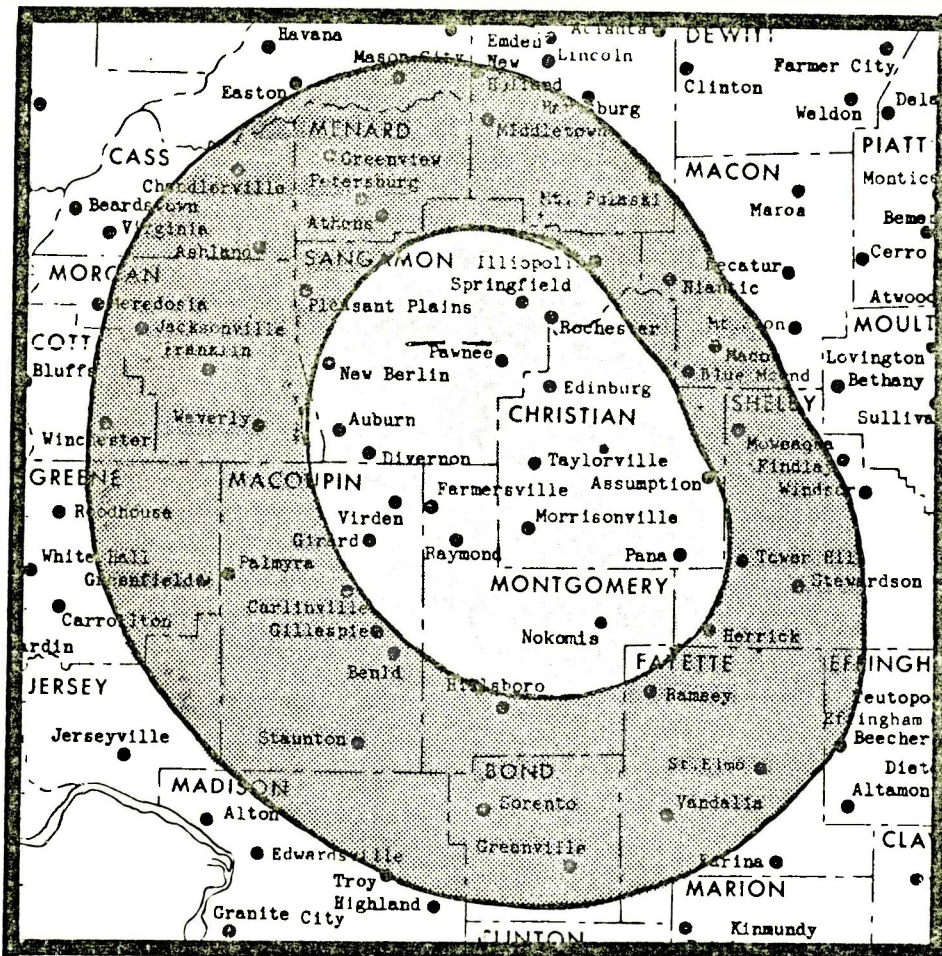
TAYLORVILLE, ILLINOIS

## FEATURING:

- 10 LOCAL NEWS AND SPORTSCASTS DAILY
- SPORTS PLAY-BY-PLAY
- COUNTY FARM AND HOME ADVISERS
- GOOD MUSIC PROGRAMMING
- MANY INFORMATIVE PROGRAMS

1000 watts 1410 kc.

SERVING CHRISTIAN COUNTY AND CENTRAL ILLINOIS SINCE 1952



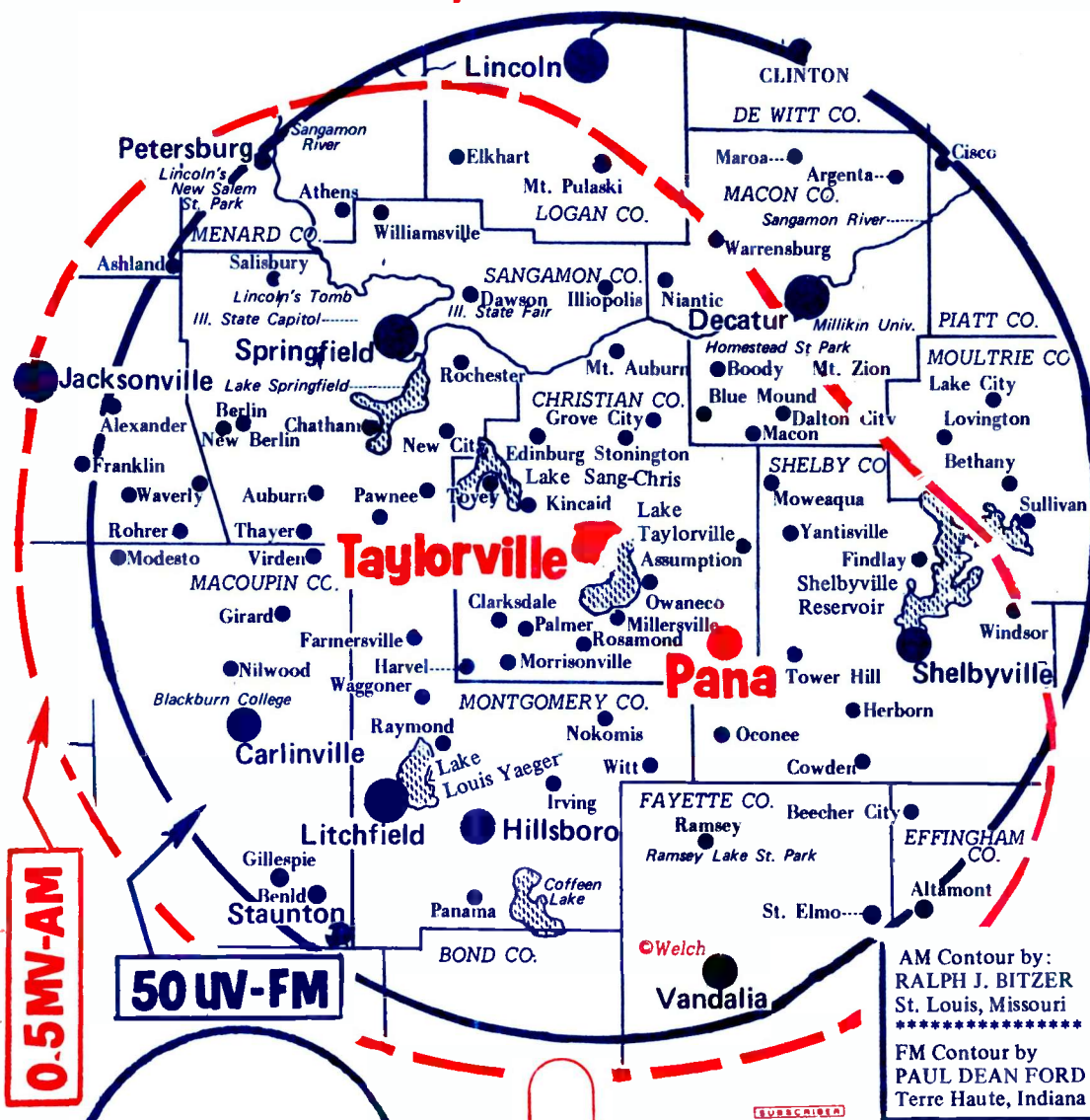
### MARKET DATA - 1962

	2.0 m/v Intensive coverage area	0.5 mv/m Primary coverage area
Population (1-1-63)	188,100	387,600
Households (1-1-63)	61,200	123,400
Radio Homes (1-1-63)	56,900	115,100
Passenger Cars (1-1-63)	72,247	144,600
CONSUMER SPENDABLE INCOME	\$ 384,950,000	\$ 756,574,000
TOTAL RETAIL SALES	\$ 319,051,000	\$ 548,416,000
Food Stores	68,842,000	126,911,000
Drug Stores	9,134,000	16,880,000
General Merchandise	23,604,000	42,214,000
Apparel Stores	19,819,000	35,237,000
Home Furnishings	13,120,000	21,668,000
Automotive Sales	49,949,000	104,550,000
Filling Stations	25,938,000	50,101,000
FARM DATA:		
Farm Population (1-1-63)	19,600	61,900
Gross Farm Income	\$ 89,349,000	\$ 270,171,000

SOURCE: SRDS Consumer Market Data, Sept. 1963

# "A Community-Involved Radio Station"

# MARKET PROFILE—



Taylorville, county seat of Christian County, is located in the center of the state. With a population exceeding 12,000 — the city is served by Illinois Highways 29,48, and 104; Norfolk & Western, Chesapeake & Ohio, B & O, and the Chicago & Midland railroads plus 10 motor freight lines.

Taylorville was selected as an "ideal Middle-American community" to be the television hometown of CBS-TV's "The Sandy Duncan Show."

Major industries include Allied Mills (soybeans), Alma Plastics Co., Baughman & Oster, Inc., Commonwealth-Edison Power Co., Circle Steel Corporation, Georgia-Pacific's Hooper Paper Division, Peabody Coal Co., Rothley Manufacturing Co., Sangamon Greeting Card Co., Specialized Metal Products Co. and the Holland Dairy.

Pana, "Rose Capital of the World" is served by WTIM. Pana is the center of the Tri-County area of southern Christian county, Shelby and Montgomery counties. Pana, with a population of 6,000—grows roses that are shipped around the world. Industries: Illinois Roses Ltd., Webb Greenhouses, Air-Conditioned Roses, Inc., Roses Ltd., Pana Refining Co., National Greenhouses, Mallory Timers, Lecos Candy Company, Sugar Creek Foods — Prairie Farms Dairy.

Serving Central Illinois since 1952 — WTIM RADIO's business is to build your business through community - involvement radio!

Member  
Illinois  
Radio Network

Nationally Represented by:  
**Walton Sales**  
Offices in Chicago and New York

**WTIM**  
AM 1410 / FM 92.7



Member: Illinois Broadcasters Association

Christian County Radio

**AM 1000 Watts**  
**6 AM to Sunset**  
**FM Stereo**  
**18 hours daily**

Postal Box 387  
Phone (217) 824-3366  
Taylorville, Illinois 62568

## MARKET DATA

	0.5 MVM Coverage	50 U V M Coverage
Population .....	434,820	522,190
Households .....	145,290	174,820
Radio Homes .....	(AM) 143,890	(FM) 91,090
Auto Owners .....	193,820	242,910
Farm Population .....	56,230	64,230
Spendable Income ...	\$1,369,142,000	1,788,215,000
Total Retail Sales ...	\$ 834,225,000	1,115,933,000
Food Stores .....	\$ 173,225,000	204,599,000
Drug Stores .....	\$ 25,921,000	31,920,000
Department Stores ...	\$ 100,004,000	133,451,000
Apparel Shops .....	\$ 36,858,000	44,497,000
Homefurnishings .....	\$ 32,110,000	39,295,000
Auto Sales .....	\$ 152,885,000	193,920,000
Service Stations .....	\$ 69,820,000	78,491,000
Farm Income .....	\$ 382,094,000	388,281,000
Source: SRDS Consumer Data 1972. ©		

Prepared by:  
**RADIO** Unlimited  
Pueblo, Colorado

# Robinson WTAY - Serving Southeastern Illinois and the Wabash Valley

Center of downstate Illinois and Indiana Oil Fields, Farming and Manufacturing.

WTAY is . . .

- . . . 240 miles South of Chicago
- . . . 120 miles West of Indianapolis
- . . . 160 miles Northeast of St. Louis

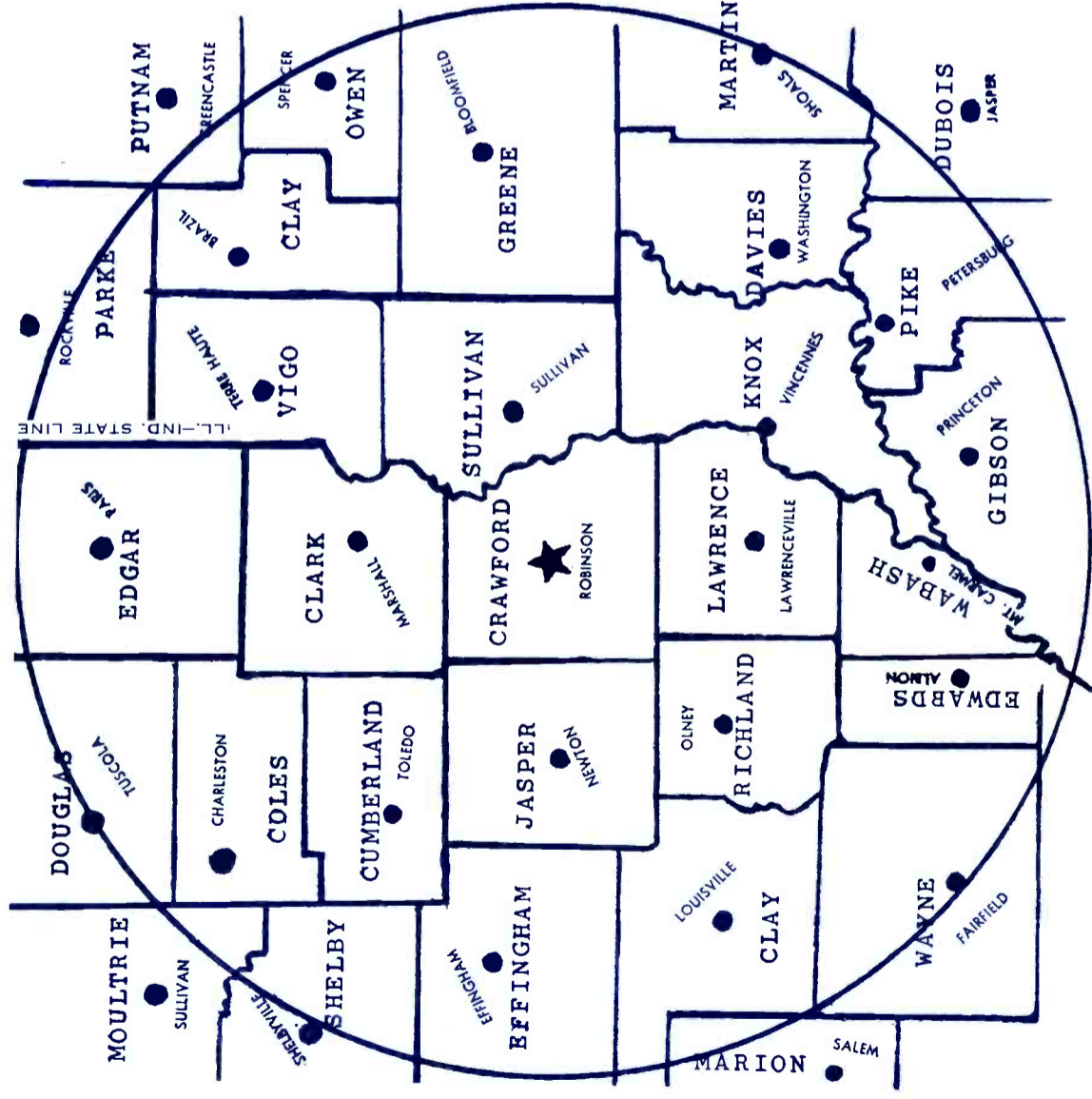
WTAY is a BIG "local station" Buy

WTAY is a "local" station that combines over a dozen "small" communities, into a market of over a quarter of a million consumers who earn and spend "BIG": 10% above National Average Income (SRDS)

MUSIC - NEWS - MUSIC - NEWS  
Programs of interest to the Heart of Hometown America \*

**FARM MARKET BONUS:**

WTAY's coverage includes over 60,400 farm population who farm land in the nation's rich Corn Belt and silt rich soil of the Wabash Valley, many of whom also have additional royalty income from producing oil wells on their farms, making them above average farm customers for cars, trucks, tractors, and farm implements, not to mention daily necessities and luxuries.



CIRCLE REPRESENTS .1MV

1956 MARKET DATA	
<b>MARKET DATA</b>	<b>.5 MV AREA</b>
Population	278,100
Radio Homes	89,323
Auto Radios	61,215
Consumer Spendable Income	\$392,896,000
Retail Sales	\$278,056,000
<b>FARM MARKET</b>	
Population	60,400
Radio Homes	21,742
Farm Income	\$91,228,000
<b>OIL PRODUCTION</b>	
1956 Production	16,183,000 Millions of Barrels
Production Income	\$45,150,570.00
3 of nation's major pools are in WTAY's .5MV. Coverage—6,692 producing wells in Crawford County alone.	
Source—SRDS—Sales Management — American Petroleum Institute—U. S. Census of Population and Housing 1950.	

# WTAY Program Schedule + Spring, 1957

HOME TOWN WTAY can sell more for you.  
+ In Robinson people earn, more because the World is our market.  
+ Where people earn more they spend more.



## TEMPCO

Manufactured by  
MODERN BUILDING SPECIALTIES  
ROBINSON, ILLINOIS

**NORRIS BOTTLES**  
Oil Well Pumping Equipment  
ROBINSON, ILL.  
PAUL NORRIS

**HEATH**  
Ice Cream, Cream, Milk, Butter, Cream  
L. S. HEATH & SONS INC. • PRODUCT OF ROBINSON • ILLINOIS

**SANFORD TRANSFER CO.**  
Area served by ROBINSON, ILL. PHONE 381

**50th ANNIVERSARY**  
BRADFORD SUPPLY COMPANY  
ADVANCE TO THE OIL AND GAS INDUSTRY  
BRADFORD, PENNSYLVANIA

**Case**  
POTTERY  
ROBINSON, ILLINOIS

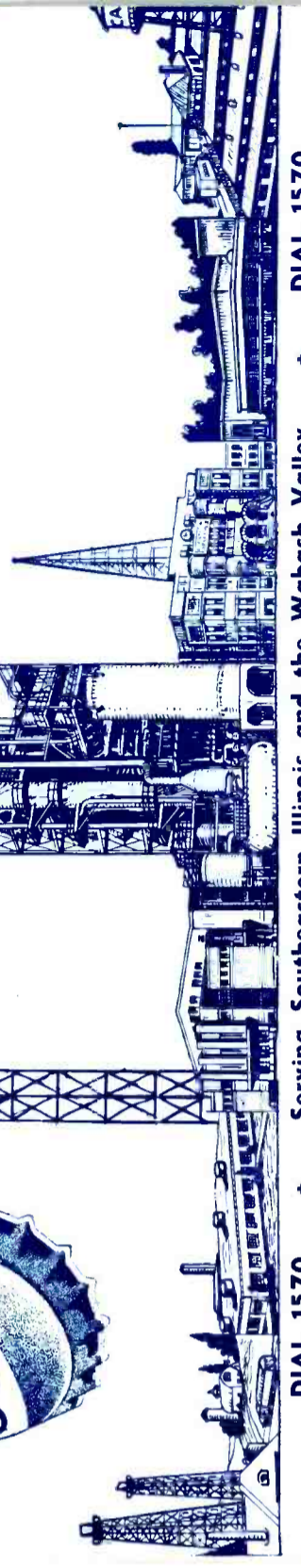
**VOGUE Enterprises Inc.**  
ROBINSON, ILLINOIS  
MANUFACTURING  
ADVERTISING PROMOTIONS  
NOVELTIES AND SPECIALTIES

**Step Master SHOES**  
for boys and girls  
ETTLBRICK SHOE CO.

**MARATHON**

OHIO OIL CO. REFINERY

**PRIE ARMS CREAMERY**



# WTAY

## Morning

### 1570

# WTAY

## Afternoon

### 1570

### NEWS . . . MUSIC . . . SPORTS -- ALL DAY EVERY DAY

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
:58		Sign On	Sign On	Sign On	Sign On	Sign On	Sign On
6:00		NEWS WORLD	NEWS WORLD	NEWS WORLD	NEWS WORLD	NEWS WORLD	NEWS WORLD
:05		Dawn Patrol	Dawn Patrol	Dawn Patrol	Dawn Patrol	Dawn Patrol	Dawn Patrol
:25		NEWS FARM	NEWS FARM	NEWS FARM	NEWS FARM	NEWS FARM	NEWS FARM
:30		Dawn Patrol	Dawn Patrol	Dawn Patrol	Dawn Patrol	Dawn Patrol	Dawn Patrol
7:00	NEWS WORLD	NEWS STATE	NEWS STATE	NEWS STATE	NEWS STATE	NEWS STATE	NEWS STATE
:05	Country Jamboree	Tic Toc Time	Tic Toc Time	Tic Toc Time	Tic Toc Time	Tic Toc Time	Tic Toc Time
:45	Country Jamboree	WE THE PEOPLE	WE THE PEOPLE	WE THE PEOPLE	WE THE PEOPLE	WE THE PEOPLE	WE THE PEOPLE
:50	Country Jamboree	SPORTS REVELLE	SPORTS REVELLE	SPORTS REVELLE	SPORTS REVELLE	SPORTS REVELLE	SPORTS REVELLE
:55	Country Jamboree	WEATHER TIME	WEATHER TIME	WEATHER TIME	WEATHER TIME	WEATHER TIME	WEATHER TIME
8:00	Window On The World	NEWS MORN. ED.	NEWS MORN. ED.	NEWS MORN. ED.	NEWS MORN. ED.	NEWS MORN. ED.	NEWS MORN. ED.
:15	Social Security	Tic Toc Time	Tic Toc Time	Tic Toc Time	Tic Toc Time	Tic Toc Time	Tic Toc Time
:30	Children's Hour	Tic Toc Time	Tic Toc Time	Tic Toc Time	Tic Toc Time	Tic Toc Time	Tic Toc Time
9:00	NEWS REGIONAL	NEWS REGIONAL	NEWS REGIONAL	NEWS REGIONAL	NEWS REGIONAL	NEWS REGIONAL	NEWS REGIONAL
:05	Music in the Morning	Coffee Time	Coffee Time	Coffee Time	Coffee Time	Coffee Time	Coffee Time
:15	Music in the Morning	Morning Meditations	Morning Meditations	Morning Meditations	Morning Meditations	Morning Meditations	Morning Meditations
:30	Music in the Morning	Coffee Time	Coffee Time	Coffee Time	Coffee Time	Coffee Time	Coffee Time
:45	Music in the Morning	LADIES MAGAZINE	LADIES MAGAZINE	LADIES MAGAZINE	LADIES MAGAZINE	LADIES MAGAZINE	LADIES MAGAZINE
10:00	NEWS STATE	NEWS MID MORN.	NEWS MID MORN.	NEWS MID MORN.	NEWS MID MORN.	NEWS MID MORN.	NEWS MID MORN.
:05	Sunday Musicale	If Pays To Listen	If Pays To Listen	If Pays To Listen	If Pays To Listen	If Pays To Listen	If Pays To Listen
11:00	NEWS LOCAL	NEWS LOCAL	NEWS LOCAL	NEWS LOCAL	NEWS LOCAL	NEWS LOCAL	NEWS LOCAL
:05	Sunday Musicale	OPENING MARKETS	OPENING MARKETS	OPENING MARKETS	OPENING MARKETS	OPENING MARKETS	OPENING MARKETS
:10	Sunday Musicale	Party Line	Party Line	Party Line	Party Line	Party Line	Party Line
:45	Sunday Musicale	Civic Interest	Civic Interest	Civic Interest	Civic Interest	Civic Interest	Civic Interest

#### SPONSOR NOTE:

Programs written in caps are sold as units only.  
 Programs written in bold are public service.  
 Others are sold on participating basis.

#### WTAY'S NEWS:

We feature 18 newscasts throughout our 12 hour broadcast day, all compiled in WTAY's news room, from the wires of Associated Press. All local news is gathered and compiled by our own news staff and editor . . . to make sure we are the first with the news . . . whenever and wherever it happens!

### NEWS . . . MUSIC . . . SPORTS -- ALL DAY EVERY DAY

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12:00	NEWS HOME EDITION	NEWS HOME EDITION	NEWS HOME EDITION	NEWS HOME EDITION	NEWS HOME EDITION	NEWS HOME EDITION	NEWS HOME EDITION
:15	This is Our Music	R F D 1570	R F D 1570	R F D 1570	R F D 1570	R F D 1570	R F D 1570
:30	Music for Dining	R F D 1570	R F D 1570	R F D 1570	R F D 1570	R F D 1570	R F D 1570
1:00	Proudly We Hail	NEWS AT ONE	NEWS AT ONE	NEWS AT ONE	NEWS AT ONE	NEWS AT ONE	NEWS AT ONE
:05	Proudly We Hail	Open House	Open House	Open House	Open House	Open House	Open House
:30	Music Memories	Open House	Open House	Open House	Open House	Open House	Open House
2:00	NEWS HEADLINES	NEWS REGIONAL	NEWS REGIONAL	NEWS REGIONAL	NEWS REGIONAL	NEWS REGIONAL	NEWS REGIONAL
:05	Sunday Serenade	Open House	Open House	Open House	Open House	Open House	Open House
:30	Sunday Serenade	Open House	Open House	Open House	Open House	Open House	Open House
3:00	NEWS HEADLINES	NEWS HEADLINES	NEWS HEADLINES	NEWS HEADLINES	NEWS HEADLINES	NEWS HEADLINES	NEWS HEADLINES
:01	Sunday Serenade	Open House	Open House	Open House	Open House	Open House	Open House
:30	Sunday Serenade	Open House	Open House	Open House	Open House	Open House	Open House
4:00	NEWS WORLD	NEWS WORLD	NEWS WORLD	NEWS WORLD	NEWS WORLD	NEWS WORLD	NEWS WORLD
:05	Sunday Serenade	Open House	Open House	Open House	Open House	Open House	Open House
:30	Sunday Serenade	Open House	Open House	Open House	Open House	Open House	Open House
5:00	NEWS FINAL	NEWS FINAL	NEWS FINAL	NEWS FINAL	NEWS FINAL	NEWS FINAL	NEWS FINAL
:15	Highway Express	SPOTLIGHT ON SPORTS	SPOTLIGHT ON SPORTS	SPOTLIGHT ON SPORTS	SPOTLIGHT ON SPORTS	SPOTLIGHT ON SPORTS	SPOTLIGHT ON SPORTS
:30	Highway Express	Highway Express	Highway Express	Highway Express	Highway Express	Highway Express	Highway Express
6:00	Sign Off	Sign Off	Sign Off	Sign Off	Sign Off	Sign Off	Sign Off

#### PROGRAM NOTE:

"Dawn Patrol" and "RPD 1570" feature the top thirty Country, Western and Gospel tunes, with items of particular interest to the farm listeners. The remainder of the programs feature the tops in pops and standard music.

#### LEADERSHIP IN LISTENERSHIP:

Radio Station WTAY leads throughout our entire area in southeastern Illinois and the Wabash Valley because of the best in music, news programming, tailored to the tastes of the small communities making up a market of over a quarter of a million above average wage earners.

WTAY's daily program schedule is highlighted with frequent taped, live, or remote on-the-scene reports of particular, timely interest throughout our listening area.

WTAY's listeners know "If it happens today, you'll hear it on W-TAY."

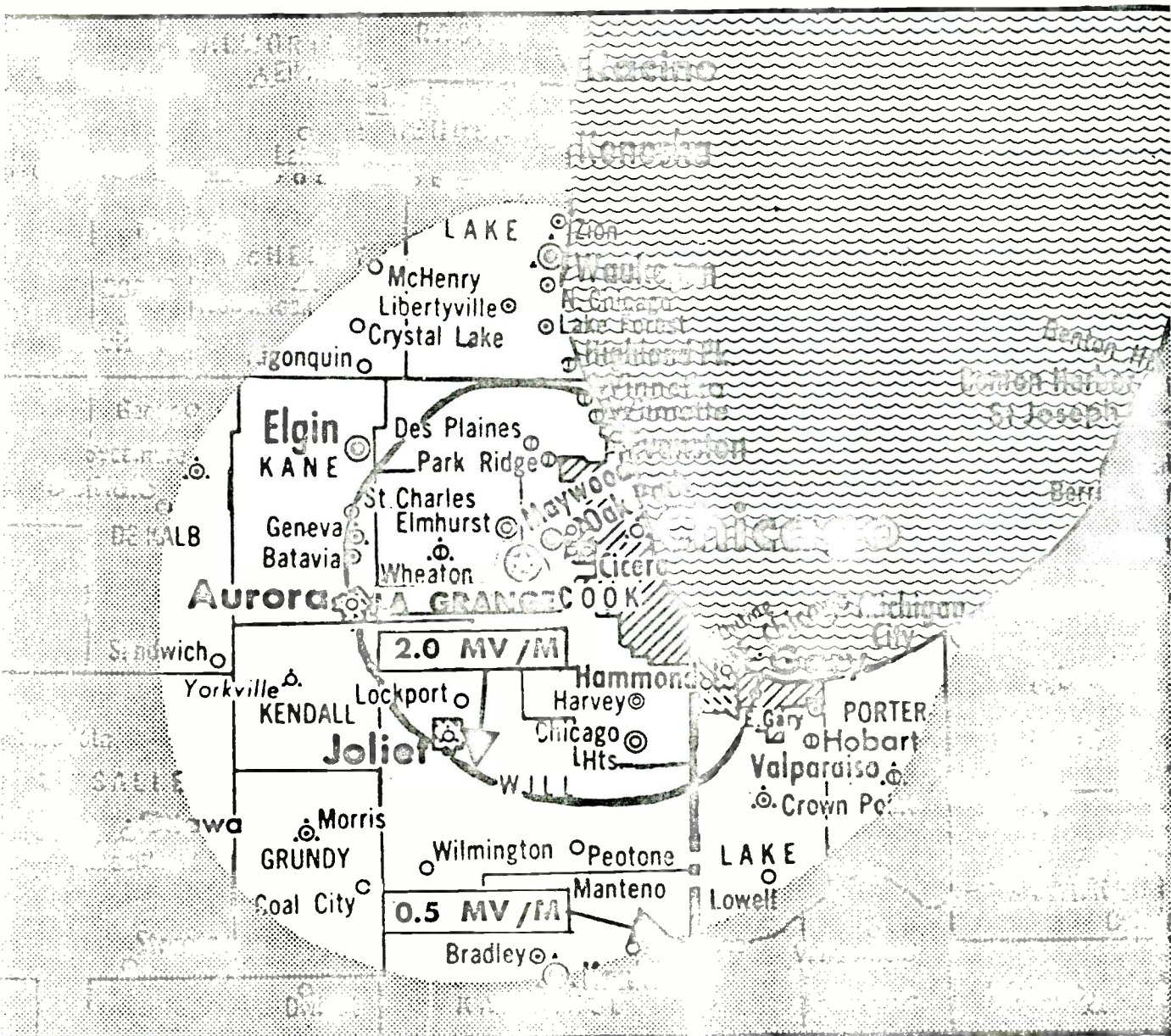
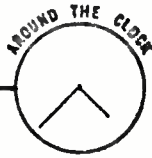
# POWERFUL & POPULAR



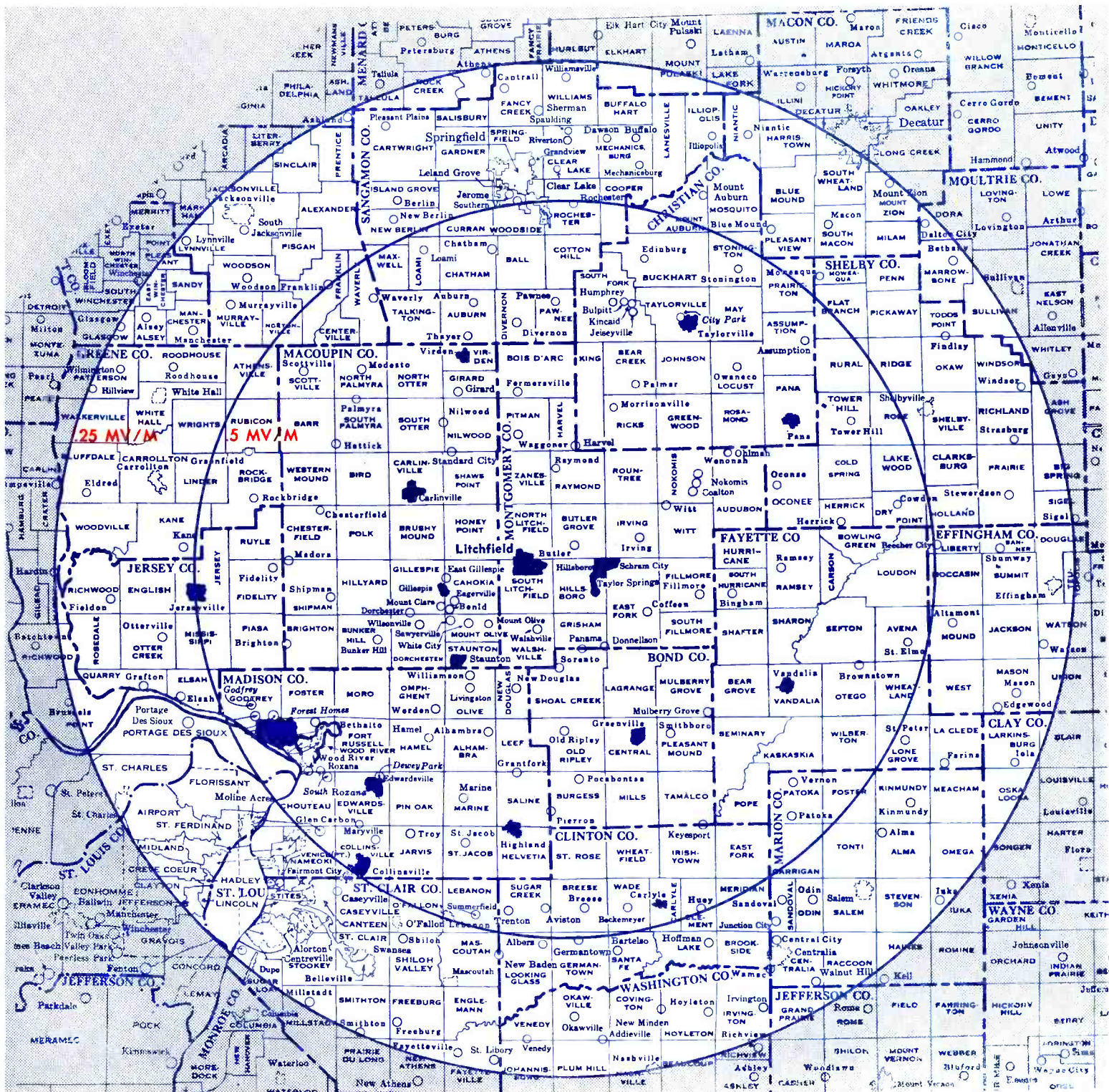
1300 kc LaGrange, Ill.

WVTA

Chicago's Personality Station







# W S M I

"Serving Mid-Illinois"

**Our Business Is Helping Make Your Business Better**

— AFFILIATE OF MUTUAL BROADCASTING SYSTEM AND ILLINOIS RADIO NETWORK —

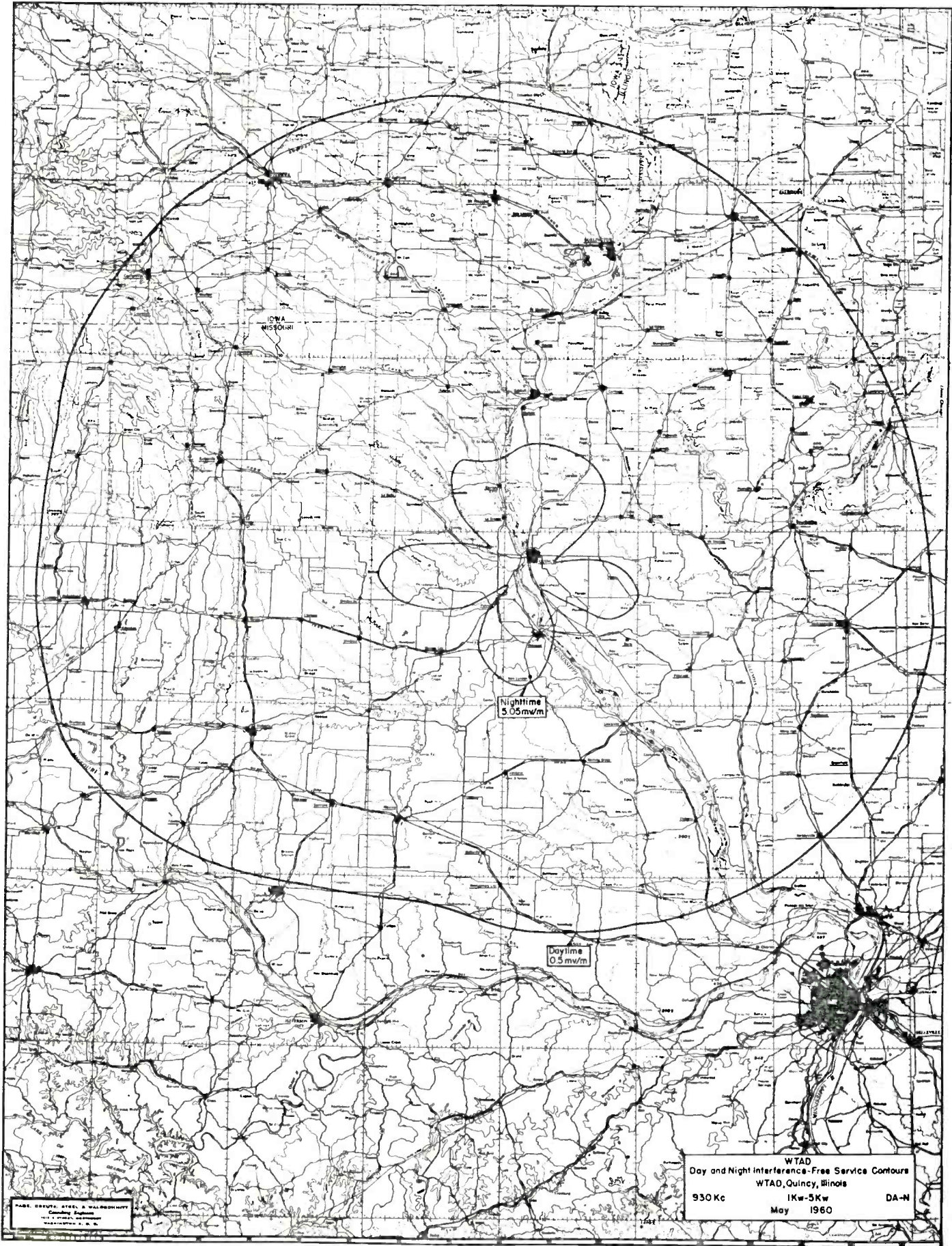
STUDIOS AND OFFICES:

**LITCHFIELD**  
(217) 324-2345

**HILLSBORO**  
(217) 532-2066

**CARLINVILLE**  
(217) 854-8565

**GREENVILLE**  
(618) 664-3232



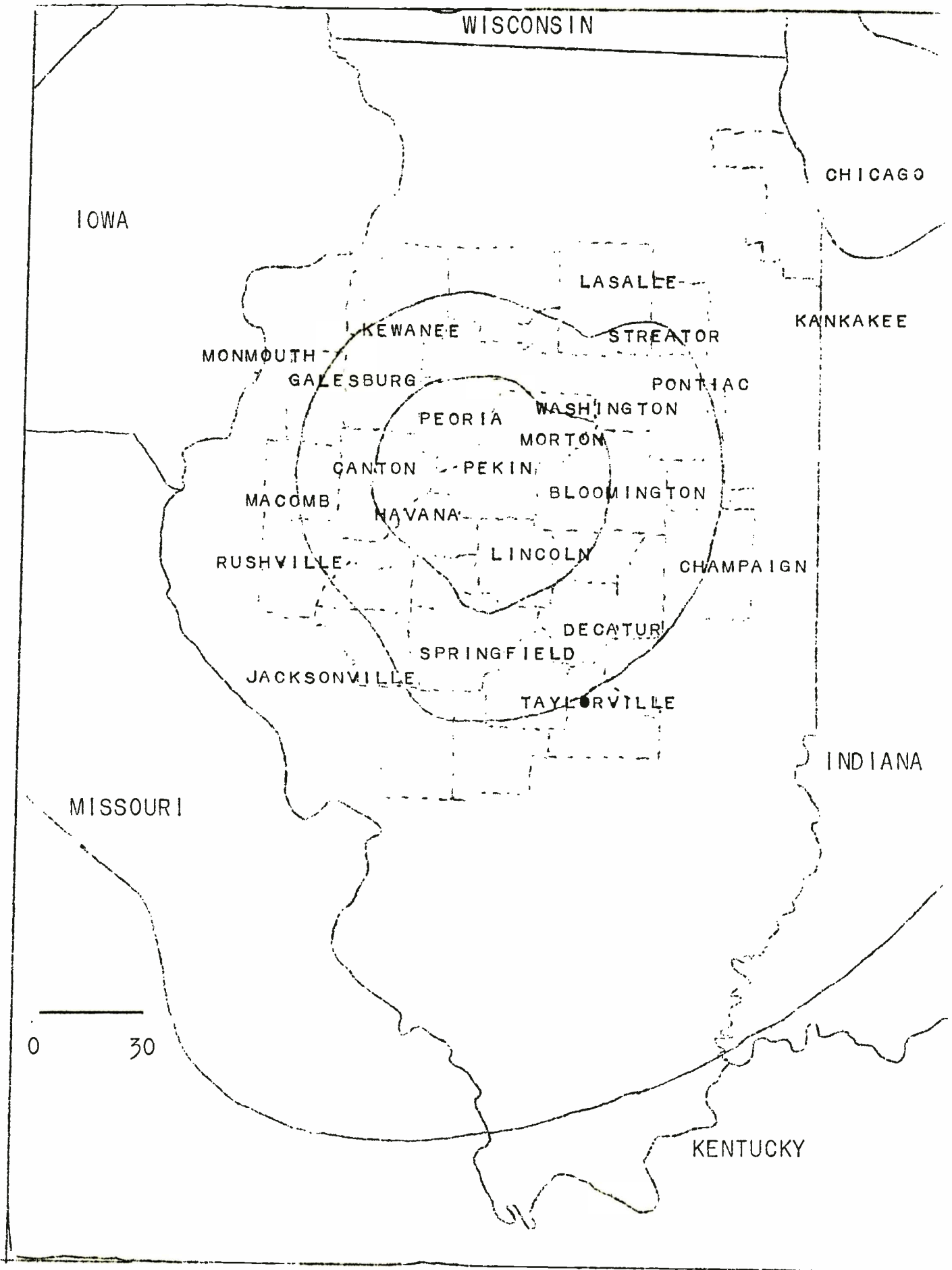
FARR, CRUMP, AT&T, & WALLBROUGHT  
Geophysical Engineers  
1111 J STREET, N.W.  
WASHINGTON, D. C.

WTAD  
Day and Night Interference-Free Service Contours  
WTAD, Quincy, Illinois  
930 Kc 1Kw-5Kw DA-N  
May 1960

WSIV

COVERAGE

CONTOURS



5000 WATTS

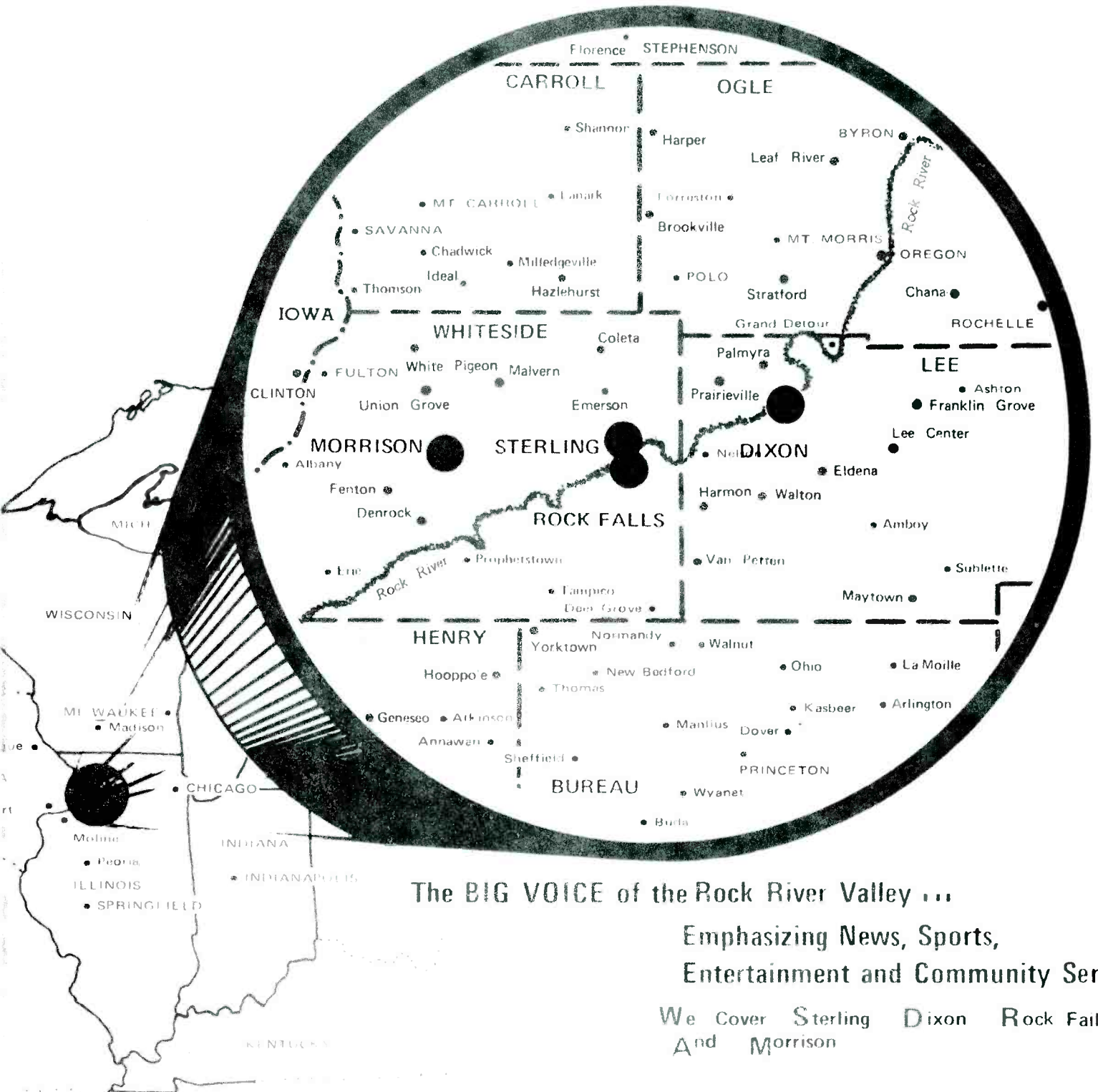
1140 KCS

# WSDR

RADIO 1240 KHz  
STERLING -- DIXON -- ROCK FALLS  
and MORRISON, ILLINOIS

NO. 1 IN LISTENERSHIP

Reaches More People, More Times,  
More Effectively Per Dollar Spent  
Than All Other Media in the Rock River Valley



The BIG VOICE of the Rock River Valley ...

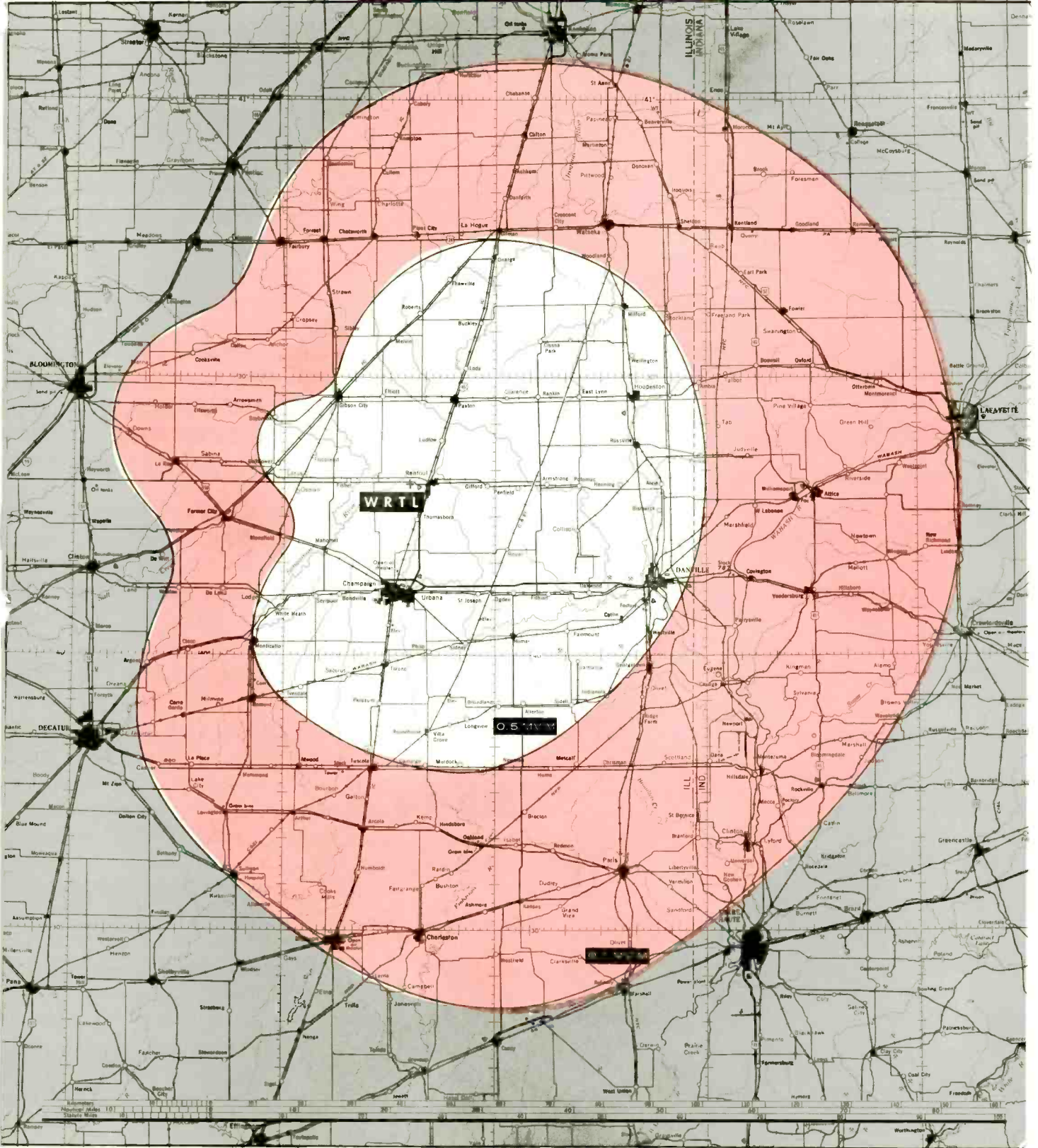
Emphasizing News, Sports,  
Entertainment and Community Service

We Cover Sterling Dixon Rock Falls  
And Morrison

\*According to Pulse, ABB and Medostat - details on request

# WRTL

RANTOUL, ILLINOIS  
1460 KCS. . . 500 WATTS, DA-D



CONTOUR  
0.5 mv/m  
0.1 mv/m

PERSONS  
269,479  
537,634

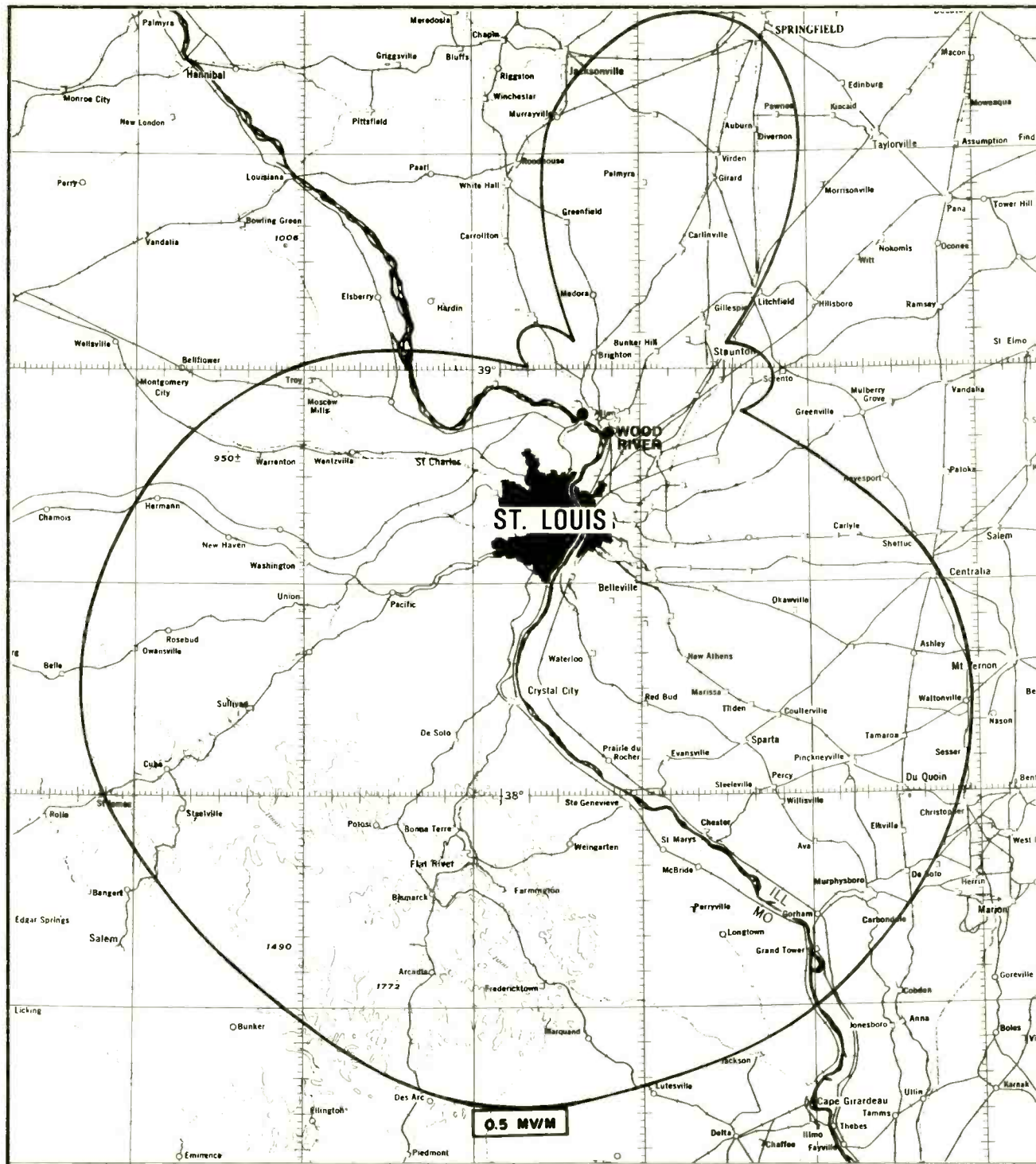
ROBERT JONES  
CONSULTING ENGINEER  
LA GRANGE, ILLINOIS

JAN. 1963



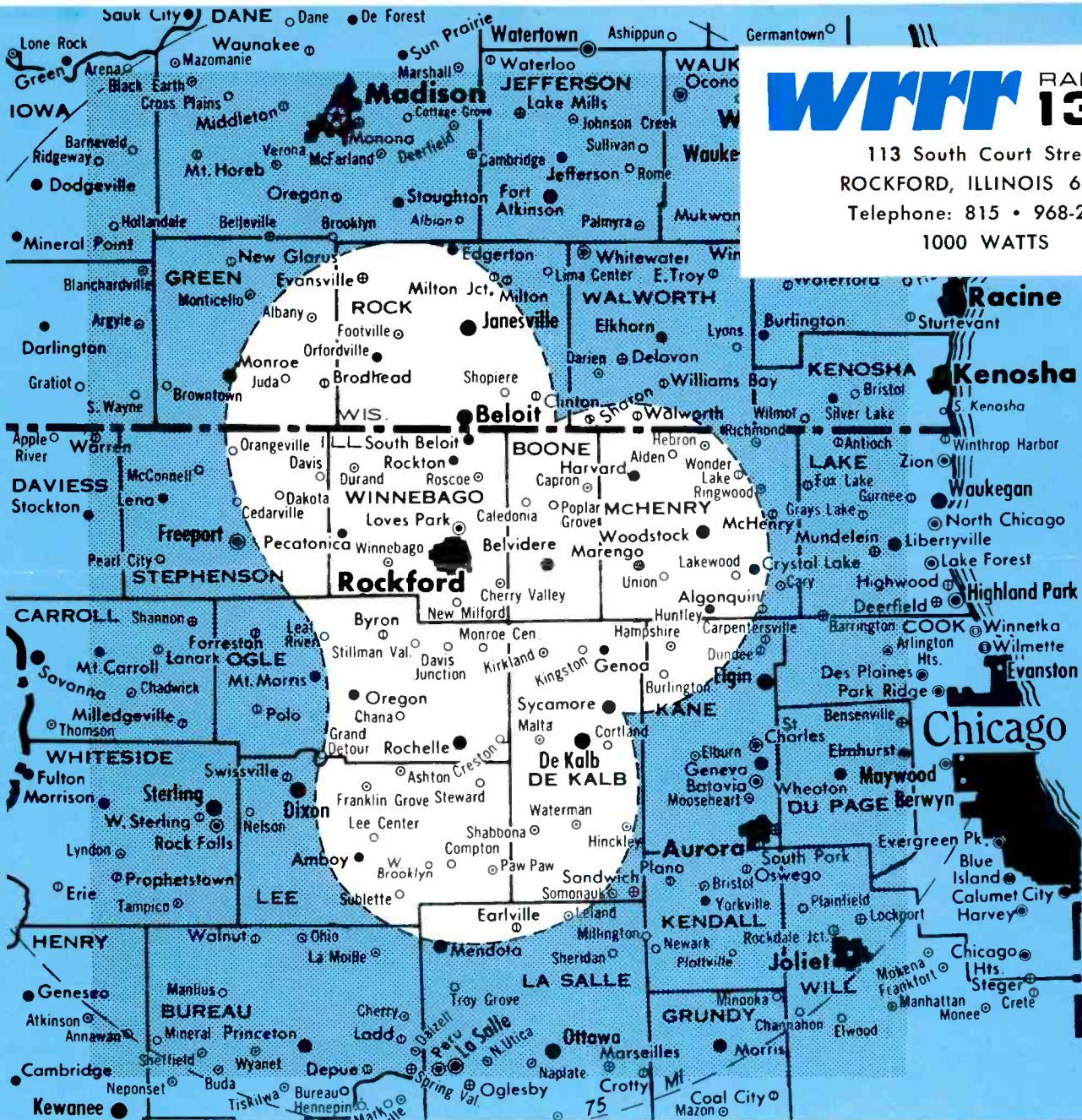
**TOTAL COVERAGE OF AMERICA'S  
#10 MARKET**

The powerful, high-fidelity WRTH primary coverage signal reaches an audience of 2.2 million, including 683,600 households in the Greater St. Louis area with retail sales in excess of **3 billion dollars annually**. Secondary coverage extends far beyond this — 66 miles to the north, 111 miles to the south, and a maximum of 120 miles from east to west, offering advertisers an additional bonus of thousands of households with millions of dollars to spend in the WRTH coverage area.



# WRRR RADIO 1330

113 South Court Street  
 ROCKFORD, ILLINOIS 61101  
 Telephone: 815 • 968-2263  
 1000 WATTS



## WRRR MARKET DATA

	NINE-COUNTY COVERAGE	METROPOLITAN MARKET	RANK IN UNITED STATES
Population	712,000	269,500	115th
Households	211,950	81,260	110th
Consumer Spendable Income	\$2,021,591,000	\$802,502,000	98th
C.S.I. per Household	\$9,208	\$9,876	55th
Retail Sales	\$1,267,266,000	\$496,804,000	96th
Retail Sales per Household	\$5,999	\$6,114	40th

Source—SRDS Consumer Market Data—'68

**INDEPENDENT RADIO FOR THE TRI-STATE**

# WROY

**Carmi, Illinois**

**NEWS** — 31 daily newscasts . . . regional, local, plus UPI world news in depth.

**WEATHER** — Reports every half-hour by U. S. Weather Bureau.

**SPORTS** — Southeastern Illinois' most-listened-to sports-casts . . . basketball and football games from throughout listening area, live and direct . . . play-by-play.

**FARM** — 8 daily programs . . . news, markets, farm advisor, home advisor, farm swap-shop.

**MUSIC** — Planned and controlled for adults.

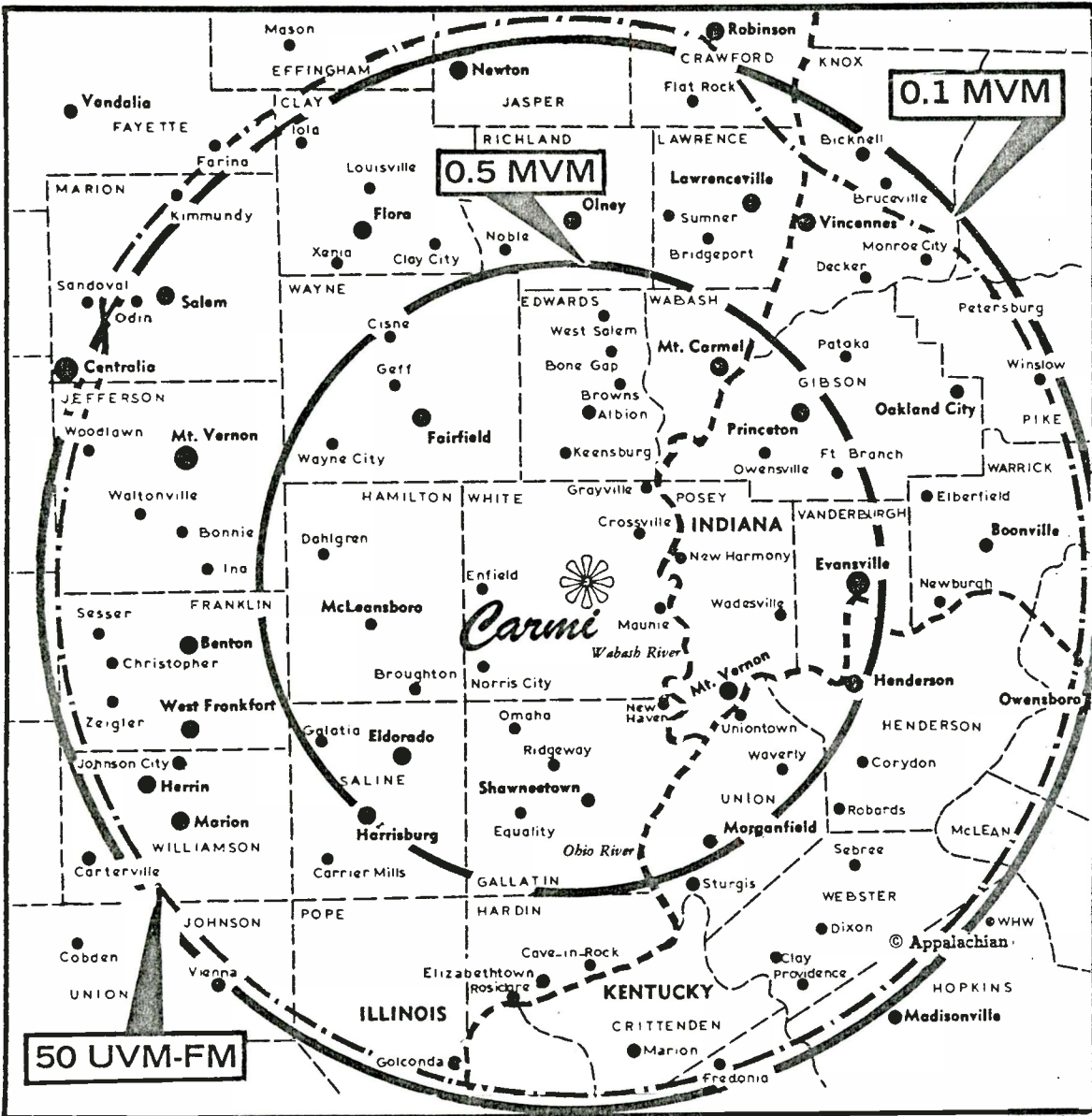
*W<sup>re</sup>Roy*

**CARMI BROADCASTING COMPANY**

**P. O. Box 31**

**Phone 382-4161**

**Carmi, Illinois**



# WROY <sup>am</sup>/<sub>fm</sub>

**Carmi, Illinois**

**1460 KC**  
**1000 Watts**  
**97.3 MC**  
**11,000 Watts**

**Over 74% of**  
**Homes**  
**Have FM!**

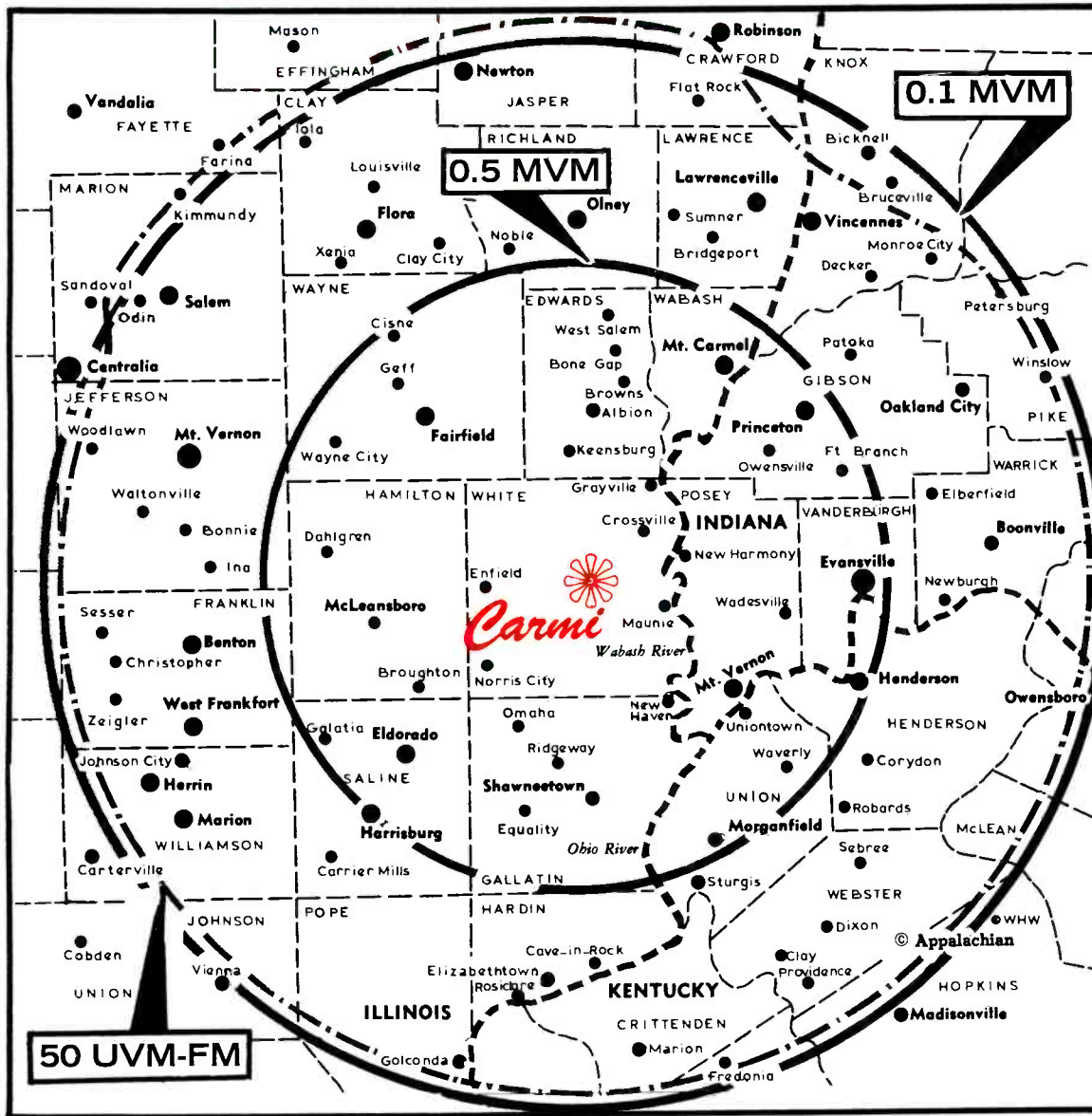
<b>MARKET DATA:</b>	<b>0.5 MVM Coverage</b>	<b>0.1 MVM Coverage</b>
Total Population . . . . .	330,600	789,200
Households . . . . .	105,240	250,850
Radio Homes . . . . .	102,350	246,890
Automobiles . . . . .	109,180	269,260
Consumer Income . . . . .	\$572,782,000	1,304,646,000
<b>RETAIL SALES:</b>		
Food Stores . . . . .	\$ 98,883,000	224,295,000
Drug Stores . . . . .	\$ 15,891,000	30,468,000
General Merchandise . . . . .	\$ 40,232,000	89,459,000
Apparel Stores . . . . .	\$ 30,947,000	59,552,000
Home Furnishings . . . . .	\$ 20,662,000	43,797,000
Auto Sales . . . . .	\$ 80,060,000	177,370,000
Service Stations . . . . .	\$ 40,929,000	88,721,000
<b>TOTAL RETAIL SALES . . . . .</b>	<b>\$414,256,000</b>	<b>915,289,000</b>
<b>FARM DATA:</b>		
Farm Population . . . . .	46,500	132,600
Gross Farm Income . . . . .	\$110,597,000	282,674,000

SOURCE: SRDS Consumer Market Data 1963.

Prepared by Market Data Associates



**INDEPENDENT RADIO FOR THE TRI-STATE**



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fm  
Carmi, Illinois**

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*W<sup>ro</sup>Roy*

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P. O. Box 31  
**Carmi, Illinois**  
Phone 382-4161

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Prepared by Market Data Associates

ELGIN BROADCASTING COMPANY, INC.



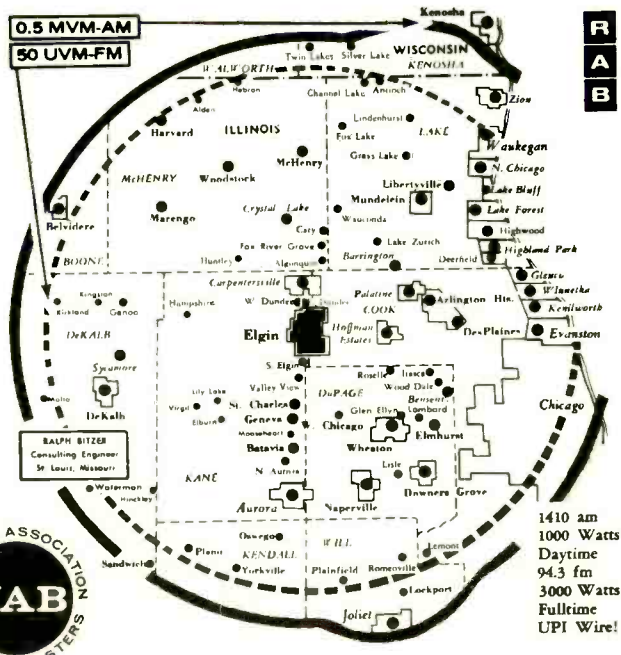
# WRMN

# WRMN

ELGIN BROADCASTING COMPANY, INC.

A respected community servant for almost two decades . . . WRMN presents award-winning local news coverage 20 times daily . . . plus worldwide UPI News coverage . . . adult music, conversation and phone shows . . . daily remote newscasts direct from neighboring communities, local sports remote broadcasts plus our beautiful high fidelity FM music!

**TURN PRODUCTS TO PROFITS... ON**  
**WRMN... "The Sound That Sells!"**



**R**  
**A**  
**B**



# WARMN

# am fm RADIO

## AM LOCAL RATE CARD...NET TO STATION

### PROGRAM RATES---13 WEEKS

	1 time per week	3 times per week	5 times per week
1 Hour .....	\$ 65.50	\$ 59.50	\$ 49.50
30 Minutes .....	49.50	42.95	39.25
15 Minutes .....	53.25	23.95	21.95
5 Minutes .....	16.95	12.95	10.90

Less than 13 weeks---add 15% to above

### MINUTE SPOTS---13 WEEK CONTRACT

1 Minute .....	\$10.15
1 Minute 3 times per week .....	7.75
1 Minute 5 times per week .....	6.95

Less than 13 weeks---add 15% to above

### HALF-MINUTE SPOTS---13 WEEK CONTRACT

½ Minute .....	\$ 8.20
½ Minute---3 times per week .....	5.85
½ Minute---5 times per week .....	5.25

Less than 13 weeks--- add 15% to above

### 7 DAY PACKAGE PLANS

10 PER WEEK	25 PER WEEK	50 PER WEEK	75 PER WEEK
1 Minute...\$7.30	1 Minute...\$6.75	1 Minute...\$6.10	1 Minute...\$5.75
½ Minute... 5.95	½ Minute... 5.50	½ Minute... 4.90	½ Minute... 4.55
	10 Seconds.. 4.00	10 Seconds.. 3.70	10 Seconds.. 3.45

### YEARLY CONTRACTS

MINUTES		HALF-MINUTES	
10 per week .....	\$ 5.40	10 per week .....	\$ 4.50
20 per week .....	5.10	20 per week .....	4.10
30 per week .....	4.75	30 per week .....	3.85
40 per week .....	4.55	40 per week .....	3.65
50 per week .....	4.35	50 per week .....	3.40

### POLITICAL AND TRANSIT PAYABLE IN ADVANCE

Terms: Net 10 days---2% service charge per month thereafter

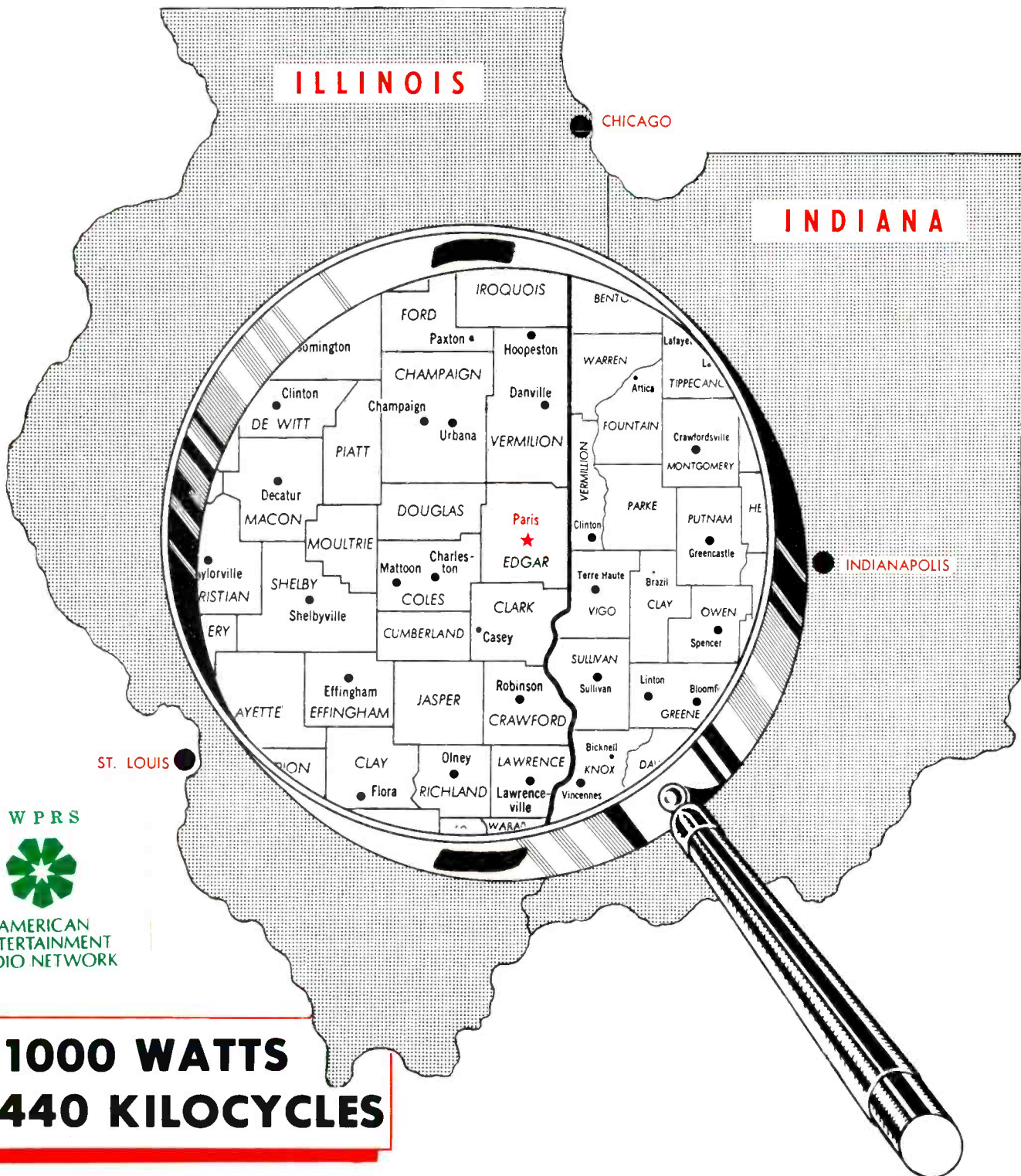
Effective November 1, 1970

**ELGIN BROADCASTING COMPANY, INC.**  
DOUGLAS AVENUE • ELGIN, ILLINOIS 60120 • 312-741-7700



# WPRS - RADIO

## The Station With Adult Appeal



WPRS  
  
AMERICAN  
ENTERTAINMENT  
RADIO NETWORK

**1000 WATTS**  
**1440 KILOCYCLES**

# PARIS BROADCASTING CORPORATION

Established - 1951

**WPRS** — Adlai C. Ferguson, Jr., General Manager

PARIS, ILLINOIS 61944

Phone 217 - 465-0153

## RATE CARD EFFECTIVE AUGUST 1, 1956

	1 time	13 times	26 times	52 times	100 times	260 times	312 times
<b>1 HOUR</b>	<b>\$59.40</b>	<b>\$56.45</b>	<b>\$53.45</b>	<b>\$50.40</b>	<b>\$47.50</b>	<b>\$44.55</b>	<b>\$42.53</b>
<b>1/2 HOUR</b>	<b>35.10</b>	<b>33.35</b>	<b>31.60</b>	<b>29.85</b>	<b>28.10</b>	<b>26.35</b>	<b>25.30</b>
<b>1/4 HOUR</b>	<b>20.25</b>	<b>19.25</b>	<b>18.25</b>	<b>17.20</b>	<b>16.20</b>	<b>15.20</b>	<b>14.85</b>
<b>10 MIN.</b>	<b>14.85</b>	<b>14.10</b>	<b>13.40</b>	<b>12.65</b>	<b>11.90</b>	<b>11.15</b>	<b>10.65</b>
<b>5 MIN.</b>	<b>10.15</b>	<b>9.65</b>	<b>9.15</b>	<b>8.70</b>	<b>8.25</b>	<b>7.85</b>	<b>7.45</b>
<b>1 MIN.</b>	<b>6.75</b>	<b>6.40</b>	<b>6.10</b>	<b>5.80</b>	<b>5.50</b>	<b>5.20</b>	<b>4.95</b>
<b>30 SECS.</b>	<b>5.80</b>	<b>5.50</b>	<b>5.23</b>	<b>5.03</b>	<b>4.73</b>	<b>4.53</b>	<b>4.25</b>
<b>20 SECS.</b>	<b>4.85</b>	<b>4.60</b>	<b>4.35</b>	<b>4.15</b>	<b>3.95</b>	<b>3.75</b>	<b>3.55</b>

## GENERAL INFORMATION

### 1. FREQUENCY POWER — TIME:

Call Letters - WPRS.

Operating Power - 1000 Watts A M.

1440 Kilocycles.

License to operate daytime only.

### 2. NEWS SERVICE:

Leased wire teletype service. Associated Press. Local news gathering facilities.

### 3. REMOTE CONTROL:

Special charge will be added for all programs originating outside main studios.

### 4. POLITICAL:

Frequency rate applies.

### 5. CONTRACT REQUIREMENTS:

A. Program material and commercial copy should be submitted at least 48 hours in advance of broadcast.

B. All rates, on Contract, guaranteed for one year from date of first broadcast.

C. Maximum length contract — one year. All contracts subject to Government regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. All programs must conform to the standards of W P R S. Publicity talks accepted only when subject is of public interest and service in the opinion of the Station Director. Bills rendered first of each month, due and payable on the 10th.

### 6. BROADCASTING MORE THAN 50 FARM PROGRAMS PER WEEK.

W P R S



AMERICAN  
ENTERTAINMENT  
RADIO NETWORK

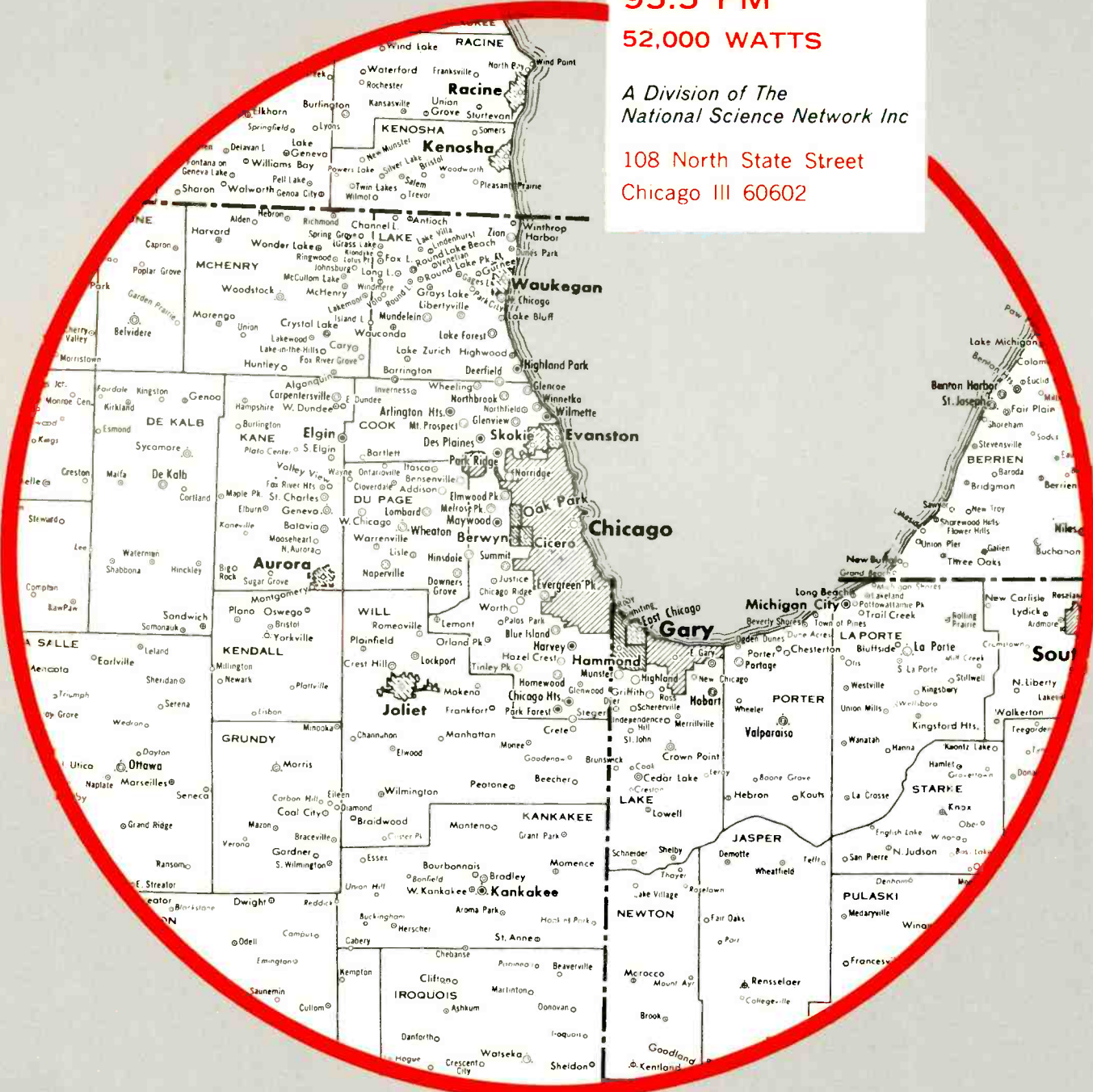
**WDHF**

**95.5 FM**

**52,000 WATTS**

*A Division of The  
National Science Network Inc*

**108 North State Street  
Chicago Ill 60602**



**COVERAGE MAP**

Northern Illinois' Pioneer Full Stereo FM Station ---

# WJOL

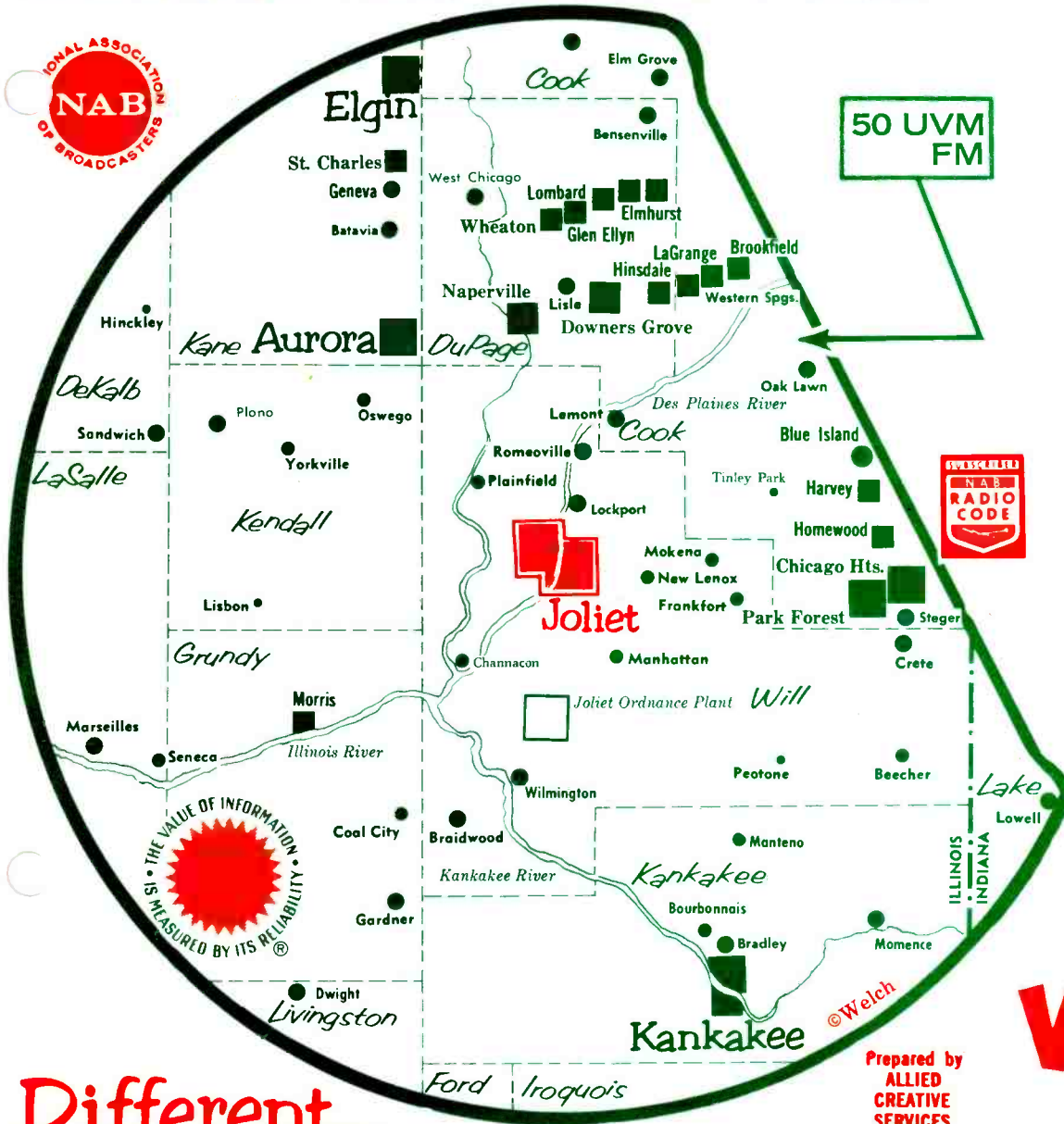
Joliet, Illinois

JOLIET has an ABC City Zone population of 111,750. Will County ABC population is 218,000.

JOLIET is a highly integrated industrial center with century-old barge transportation north via the Des Plaines River to Chicago and Lake Michigan or southwest via the Illinois river to the Mississippi and the Gulf.

Aurora, with an ABC City Zone population of 87,000 . . . with 30,000 industrial workers, is the next largest city within our primary coverage.

The Area comprised of Will, Grundy, Kendall and Kane counties report over 618 industrial plants. The average CSI-per-household is \$8,893.



# WJOL FM

STEREO

Different...

# WJOL<sup>f</sup>m

**96.7 FM RADIO**

24 Hours every day,  
17 Hours daily in  
FULL Stereo!  
3000 Watts

Publishing Enterprises, Inc.  
Phone (815) 726-4761  
Postal Box 430

**Joliet, Illinois 60434**

**MARKET DATA: 50 UVM-FM Coverage**

Population	4,478,900
Households	1,382,500
"FM" Radio Homes	683,920
Spendable Income	\$12,843,048,000
Total Retail Sales	\$ 9,936,312,000
Food Stores	\$ 2,345,888,000
Drug Stores	\$ 576,532,000
Gen'l Merchandise	\$ 1,478,563,000
Apparel Stores	\$ 614,393,000
Home Furnishings	\$ 609,522,000
Auto Sales	\$ 2,058,793,000
Service Stations	\$ 914,569,000
Private Autos	2,185,460
Farm Population	61,900
Farm Households	15,930
Gross Farm Income	\$ 462,883,000
SOURCE:	SRDS Consumer Data 1968.

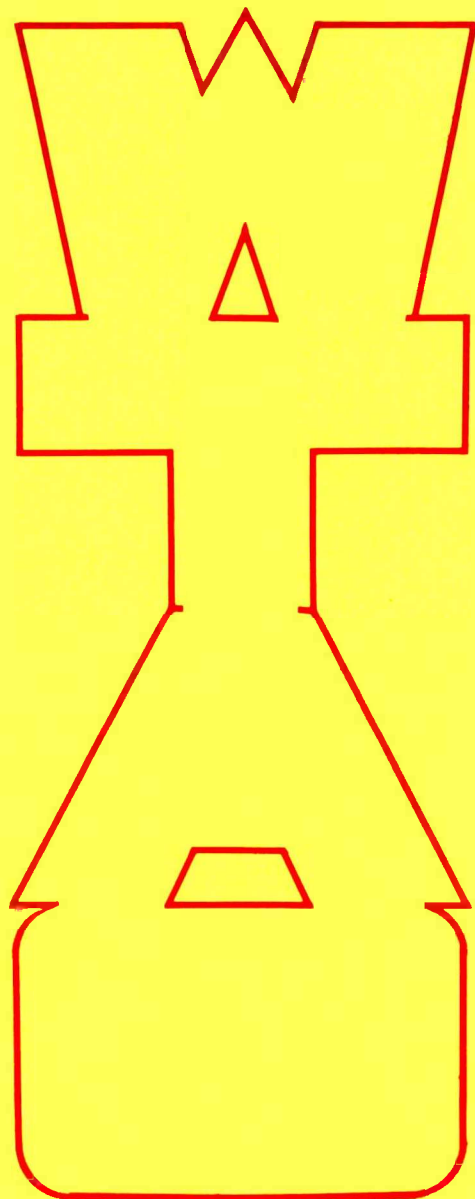
WJOL-FM RADIO is the pioneer full-stereo station in northern Illinois.

WJOL-FM RADIO operates 24 hours every day with 17 hours in full stereo!

WJOL-FM RADIO presents a three-minute newscast on-the-hour, every hour of the day.

WJOL-FM RADIO presents play-by-play coverage of area sports events.

that's  
**WJOL-fm**

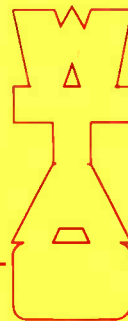


full  
STEREO FM 104.9

SUNSHINE BROADCASTING  
CORP.

Serving Murphysboro, Carbon-  
dale and all of Southern Illinois

Route 2, Box 165  
Murphysboro, Illinois 62966  
(618) 687-2000



\_\_\_\_\_ RATE CARD  
EFFECTIVE MAY 1, 1972

programs \_\_\_\_\_

1 hour	.....	\$50.00
30 minutes	.....	\$35.00
15 minutes	.....	\$22.00
5 minutes	.....	\$12.00

\_\_\_\_\_ spot announcements

times per week				
6 times	12 times	18 times	24 times	30 times
\$8	\$7	\$6	\$5	\$4

annual plan \_\_\_\_\_

times	1500	.....	\$3.00
	1000	.....	\$4.00
	500	.....	\$5.00
	250	.....	\$6.00

\_\_\_\_\_ limited commercial policy

WTAO programs only 8 commercial announcements per hour and none on Sunday. WTAO programs commercial units that do not exceed 60 seconds and on a ROS basis (run of station). Program content and advertising copy must meet WTAO standards and be received 48 hours before day of broadcast.

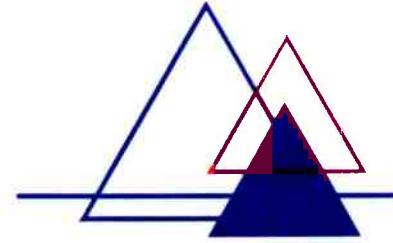
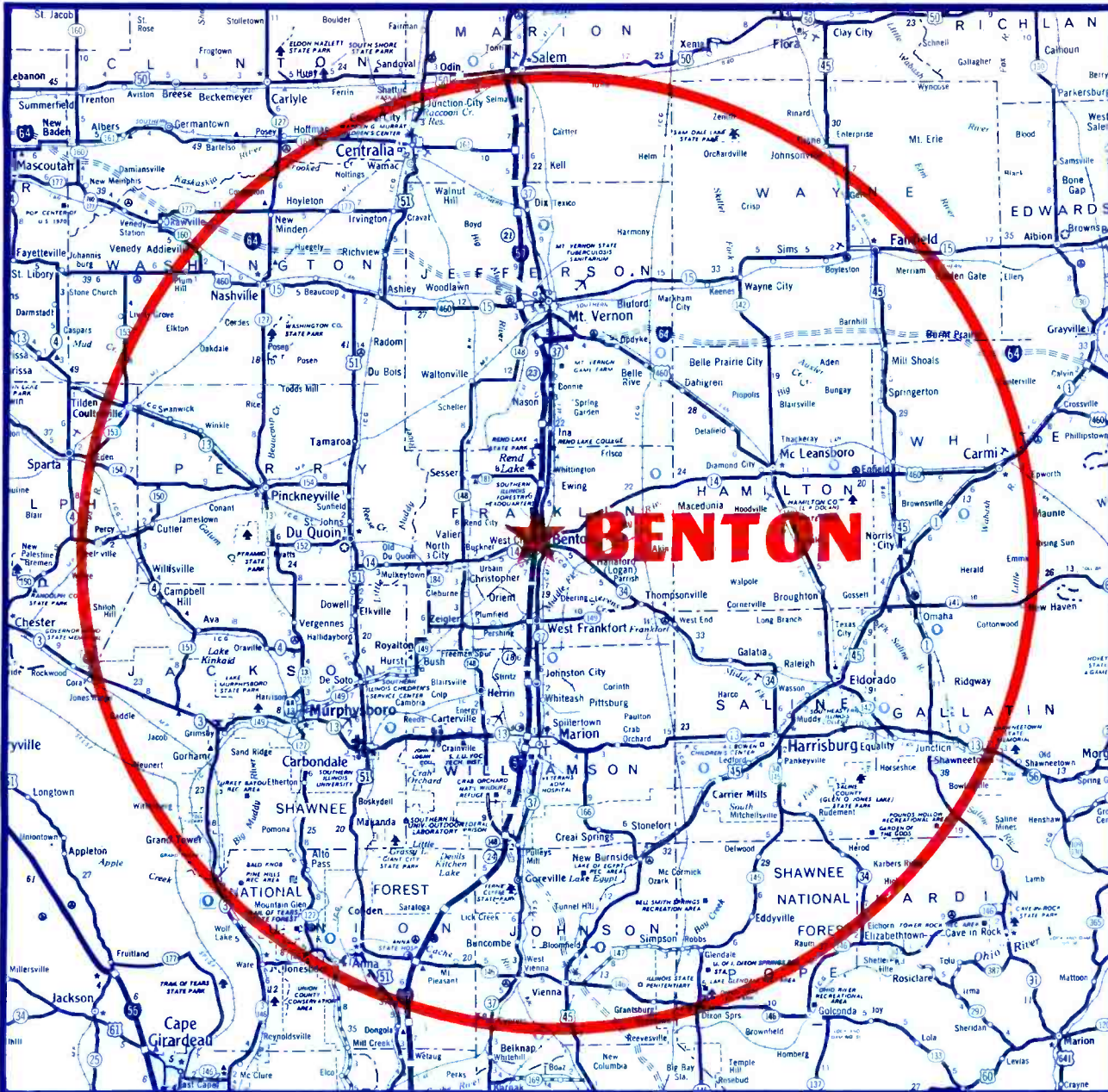




the world of  
**sunshine**  
BROADCASTING CORPORATION  
WTAO 104.9 FULL STEREO



Stereo 106



**W**  
**Q**  
**R**  
**X**

**WQRX is capable of reaching listeners in 20 counties**  
**(ROUGHLY 60 MILES) in Southern Illinois. (IN ANY DIRECTION)**

**Reception reports compiled from automobile and home units.**

Benton, Illinois

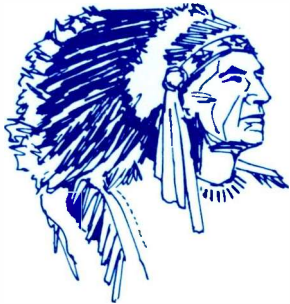
## SPORTS

WQRX is one of the leading sports voices in Southern Illinois. With the addition of the Chicago Cubs professional baseball network, WQRX now is able to offer to listeners, sports ranging from area high schools to professional baseball nation-wide.

### CHICAGO CUBS



**BENTON RANGERS**



**REND LAKE WARRIORS**

All sports programs are available for sponsor purchases and may be bought in a package price or per game. Whether it's area high school, Rend Lake College, or Chicago Cub sports, you'll find more of it on WQRX than any other station in Southern Illinois. WQRX-bringing you the sports you want to hear!

## NEWS & WEATHER

UNITED PRESS INTERNATIONAL and WQRX have teamed up to make this area one of the best news informed regions in the state. United Press audio world news is available for sponsors every hour on the hour and Illinois and local news direct from the WQRX news desk is available throughout the day. WQRX also features special events, on the spot coverage of news in Southern Illinois, and United Press news features, all available to sponsors. If it's news, national or local, you'll hear it first on WQRX.

### RATES

WQRX offers you advertising that literally speaks for itself. All copy is written by our own staff and there is never any fear of duplication for any two competing businesses. We feel it's our personal attention that our sales personnel give to each account that bring those results in for the advertiser.

If spot advertising is not your game, try any of our special feature programs at a cost you can afford. They're real attention getters and are sure to keep your name before the public.

15 second spot . . . . .	\$1.25
30 second spot . . . . .	\$2.00
60 second spot . . . . .	\$3.00
News casts . . . . .	\$5.00

## MUSIC

WQRX rounds out its total sound with music that is sure to please every listener. We at WQRX believe that if you listen you will hear something you like, we change our music that often. From country-western and gospel music in the morning to soft classical and easy listening in the afternoon, to the rock that is the young sound of today in the evening, you will enjoy our programming. When we say music for everyone at WQRX, we mean you. Tune in at stereo 106 and enjoy the best music selection in Southern Illinois.



MEMBER NATIONAL ASSOCIATION OF BROADCASTERS

WQRX Is Owned And Operated By The **REND LAKE BROADCASTING COMPANY**

Offices Are Located At  
SUITE 315, WOOD BUILDING  
BENTON, ILLINOIS 62812

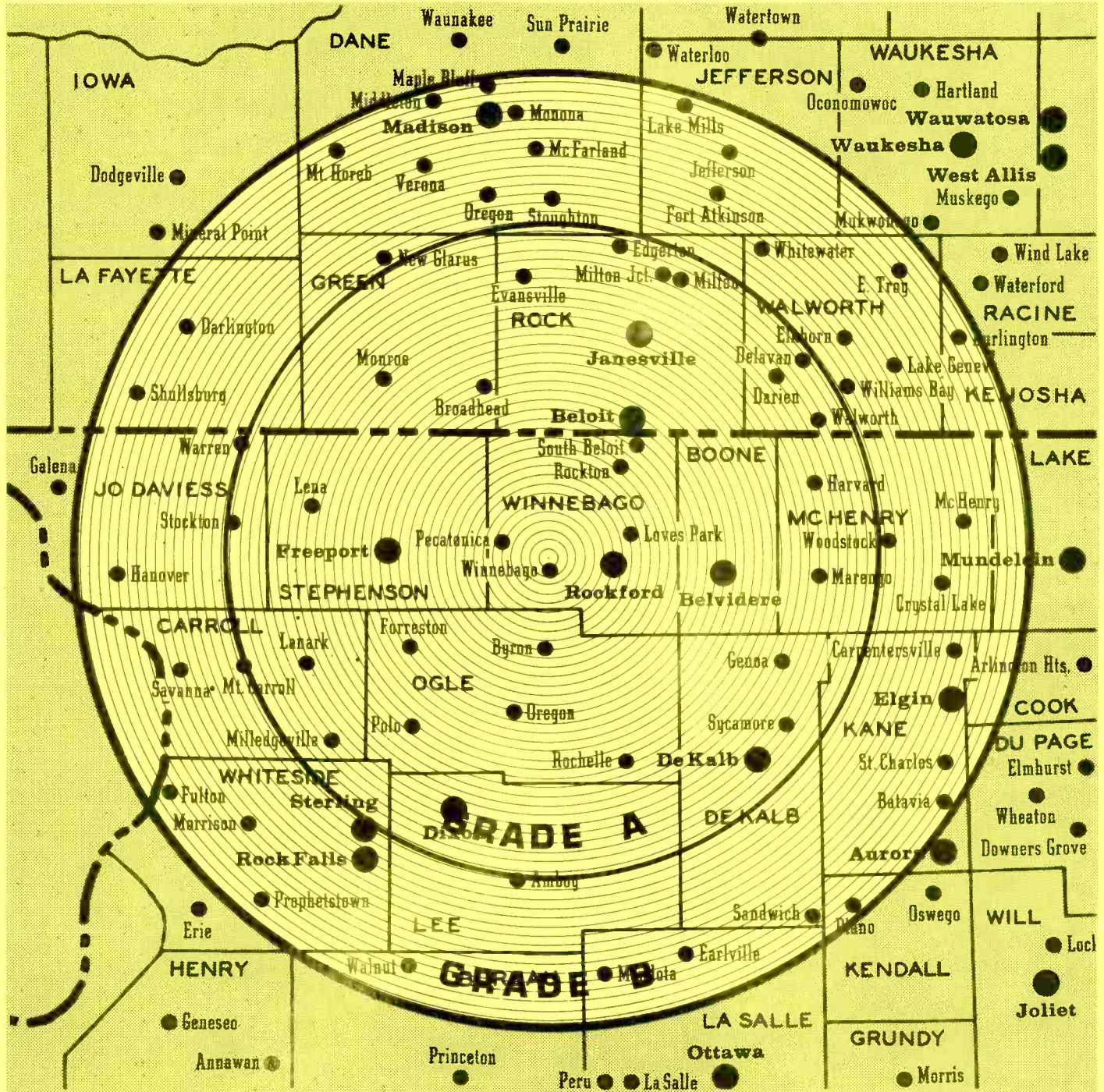
Telephone (618) 439-3286

**6,000 WATTS OF POWER**

WQRX Tower And Transmitter  
Are Located Two Miles East Of Benton.

*WREX-TV delivers VHF coverage, BIG circle penetration!*  
*Serving Northern Illinois and Southern Wisconsin...*  
**GROWING ROCKFORD\* MARKET**

\*(SECOND LARGEST CITY IN ILLINOIS)



**GILMORE BROADCASTING GROUP**

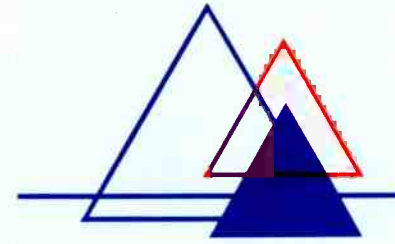
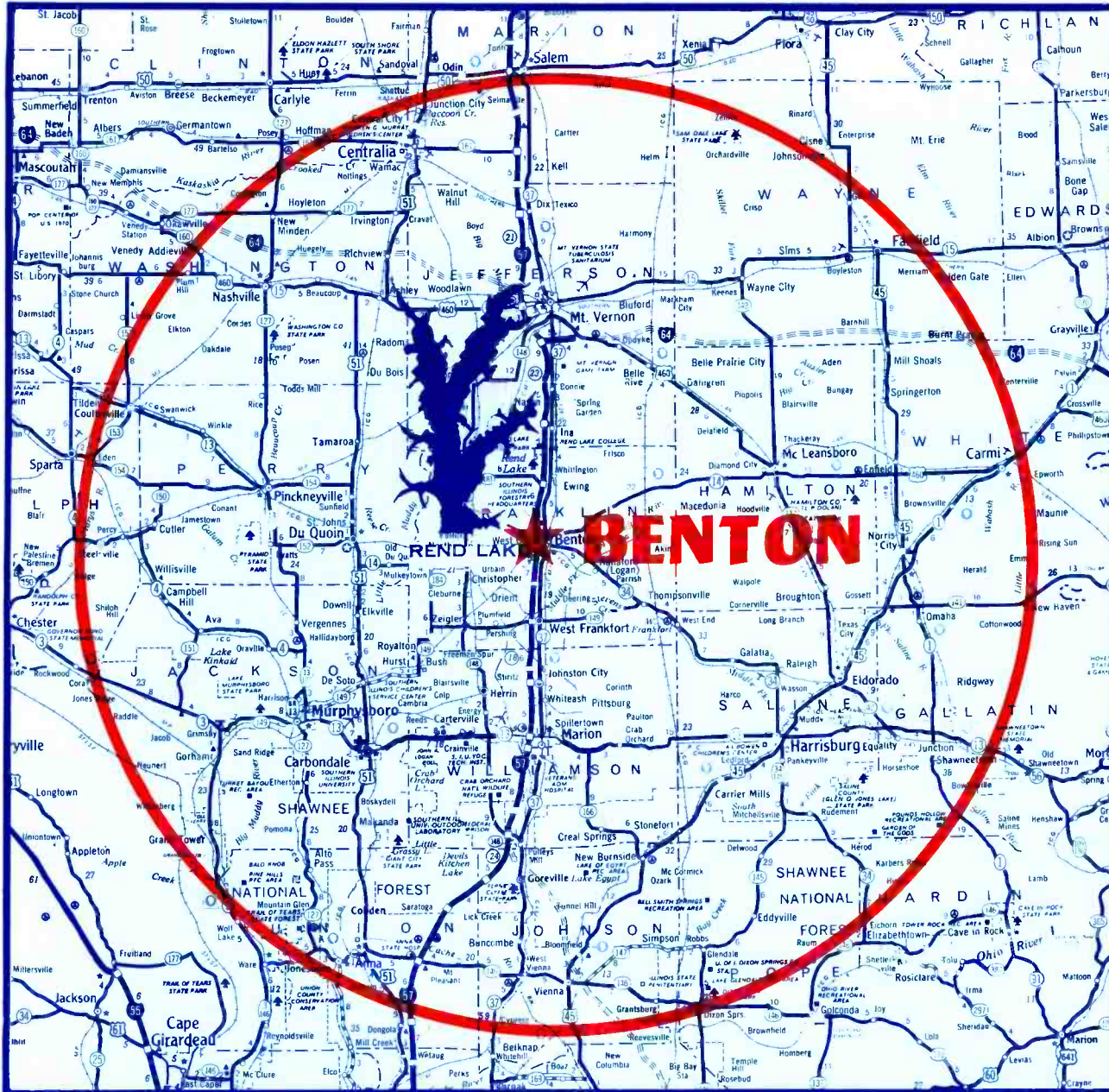
**WREX-TV**  
Rockford, Illinois

**WEHT-TV**  
Evansville, Indiana

**KODE-TV-AM**  
Joplin, Missouri

**WSVA-TV-AM-FM**  
Harrisonburg, Virginia

Stereo 106



**W  
Q  
R  
X**

**WQRX is capable of reaching listeners in 20 counties  
(ROUGHLY 60 MILES) in Southern Illinois. (IN ANY DIRECTION)**

**Reception reports compiled from automobile and home units.**

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15 second spot	\$ 3.00
30 second spot	\$ 4.00
60 second spot	\$ 6.00
News casts	\$10.00

*10% Discount for 13 Week Schedule  
20% Discount for 13 to 52 Week Schedule*

## MUSIC

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MEMBER NATIONAL ASSOCIATION  
OF BROADCASTERS

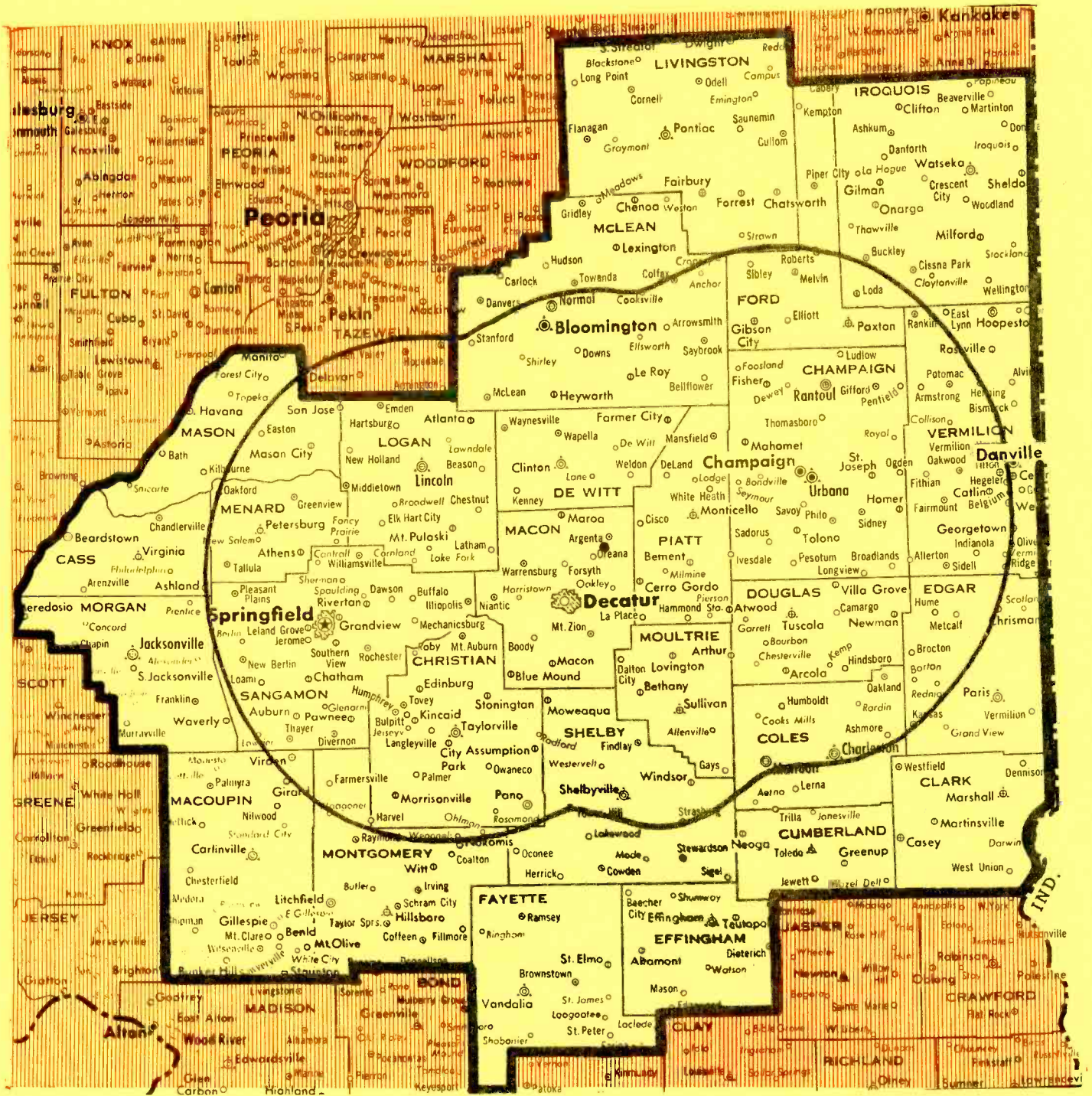
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Telephone (618) 439-3286

**6,000 WATTS OF POWER**

WQRX Tower And Transmitter  
Are Located Two Miles East Of Benton.



*Serving*  
**CHAMPAIGN  
 DECATUR  
 SPRINGFIELD  
 DANVILLE**  
*from the inside out*





# WXFM/105.9

333 N. MICHIGAN AVENUE • CHICAGO, ILLINOIS 60601 • 943-7474



FM RADIO provides a significant unduplicated audience... 51% cannot be reached by AM Radio.

MEASURED by advertising revenue, Chicago is by far the largest FM RADIO market in the country.

BASED on a composite of individual studies of FM RADIO conducted by Audits and Surveys Company; by SRDS Data on behalf of the National Association of FM Broadcasters, and an early 1968 unbiased survey by The American Broadcasting Company... the following is a Profile of multi-market FM RADIO audience characteristics.



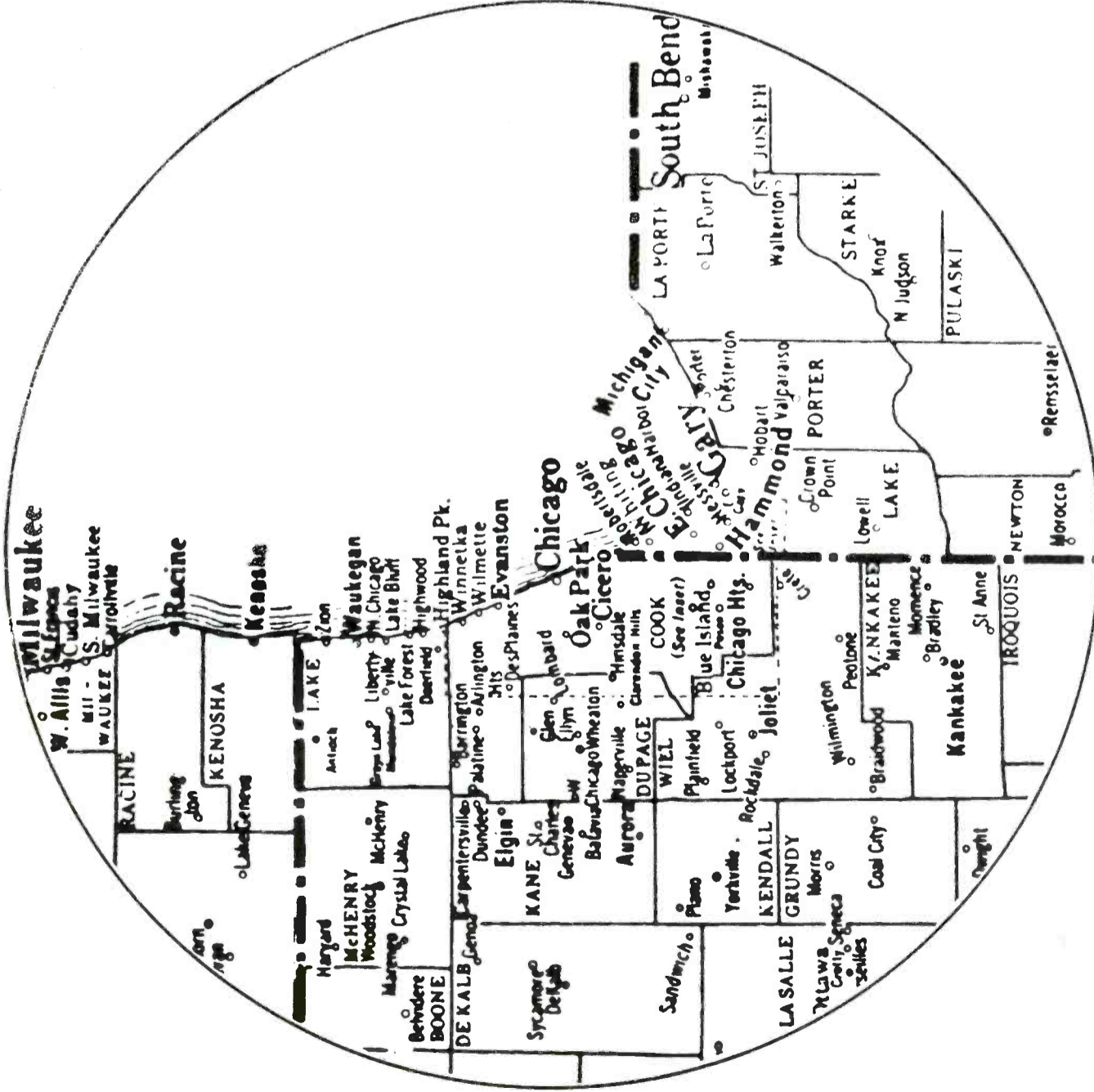
## A PROFILE OF FM RADIO

In 1965, it was estimated there were 7.5 million FM Radios in use, and that FM Radios in Automobiles were a rarity.

Today, there are more than 1,800 FM Radio stations in the U.S. and the number of FM Radio sets ranks with those figures of yesterday, (the pre-TV era), often quoted as the number of strictly AM radio sets. A safe estimate would be that there is at least ONE FM Radio for every TWO families in the United States.

In support of this statement is the fact that in 1967, there were over 941,000 FM Radios either as standard equipment in new autos or ordered for owners of older automobiles. Also, more than 80% of all console or component phonographs now have either stereo or mono FM Radio as a standard feature.

FM Radio penetration today, has reached the 60-70% figure in many major markets.



# WXFM 105.9 CHICAGO

## THE FM RADIO LISTENER

Based on information gathered by RADAR, BRAND RATING INDEX, and ABC RADIO . . . . . and presented to FM broadcasters at the NAFMB Chicago convention in 1968;

THESE are the characteristics of the FM RADIO LISTENER.

During the average quarter-hour Monday thru Sunday from 6 a. m. to midnight, over two million adults (18 years or older) listen to FM RADIO. AM Radio's quarter-hour audience is 14.5 million. Put another way, for every one hundred adults listening to AM radio, 15 are tuned to FM RADIO.

In terms of cumulative, unduplicated listening, about 32 million different adults listen to FM RADIO during the seven day, 6 a. m. - midnight period. This compares with 118 million listeners to both AM and FM RADIO. FM RADIO then garners 27% of the unduplicated audience to all radio.

FM RADIO's highest average quarter-hour adult audience is from 9 a. m. to 4 p. m., with an average of 2.5 million listeners. The average quarter-hour audience in the evening (6 p. m. to midnight) is 1.5 million.

FM RADIO also earns a substantial share of the drive-time audience; 2.3 million listeners during the morning traffic period (6 to 9 a. m.) and 2.4 million listeners in the afternoon period (4 to 7 p. m.)

The average adult FM RADIO listener spends 7 hours 20 minutes a week with the medium.

The ABC study shows that FM RADIO listeners are more affluent than the average listener to radio (AM and FM). With the help of BRI data, it may be concluded that FM RADIO listeners are likely to drink more diet soft drinks, consume more domestic and foreign wines, buy more soap for automatic dishwashers (which means they are more likely to own automatic dishwashers), and purchase more beauty soap.

MALE FM RADIO listeners, the study shows are more likely to own a high-priced car, to own two or more cars, to buy their car new, and to use their car more than the average radio listener.

THE FM RADIO LISTENER. . . both male and female. . . is likely to travel more, rent more cars, use more travelers' checks, and have more credit cards.

THE INESCAPABLE CONCLUSION, the study says, is that FM RADIO families are larger, have more money, and are more willing to spend what they have.



THE FM RADIO ADVERTISING DOLLAR

Unlike AM Radio, which depends on the action of big agencies, in major markets. . . . "FM RADIO's main penetration is into the smaller markets, adapting it's programming to the logic, rationale and thinking people it serves."\*\*

Accordingly, FM RADIO stations in markets the size of Chicago, tend to direct their programming and commercial continuity towards that smaller, specialized audience, for the local advertisers. Few small market and local advertisers have the kind of budget that can sustain a public image campaign. FM RADIO today, therefore, tailors it's continuity to the individual advertiser and to the individual listener.

In the words of one local advertiser in a major market, . . . . "I use FM RADIO exclusively because FM RADIO offers a justifiable reason for spending my budget - all or part of it - because FM RADIO tells me what I want to hear, illustrates how it can be done, and produces tangible results."

FM RADIO is disproving the previously accepted fact that . . . "lack of rating information contributes to rack and ruin. . ."

Today, FM RADIO offers ". . . the magnetism of enthusiastic personal selling - - door to door advertiser and agency selling. . .", and local management, ". . . cannot wait to tell the (agency) estimator and time buyers, that the purchase of FM RADIO is justified."\*\*\*

\*\*\* Chas. M. Stone, NAB Vice Pres.

## "THE SOUND FOR YOUNG MODERNS"

In the latter part of 1966, WXXFM acquired tower rights and studios in the 333 building on north Michigan Avenue in downtown Chicago. The FCC in Washington, D.C. granted WXXFM a power increase to 50,000 watts ERP. With the new prestige offices and studios, the transmitter and facilities in downtown Chicago, and a new tower height of over 500 feet, WXXFM's broadcast capabilities cover more than three states.

The commercial continuity policy of WXXFM strives to give it's audience "more music per hour" and follows a strict routine of only eight commercial minutes per hour. WXXFM also has a policy against "AM Radio type" commercialism with loud, raucous noises and hard sell pitches. All copy is delivered by competent, professional staff announcers.

The production department at WXXFM has qualified professionals to write, and produce your individual message in the best of taste and sellable manner, with complete production music and special effects if so desired.

### SOME OTHER FACTS ABOUT WXXFM. . . . .

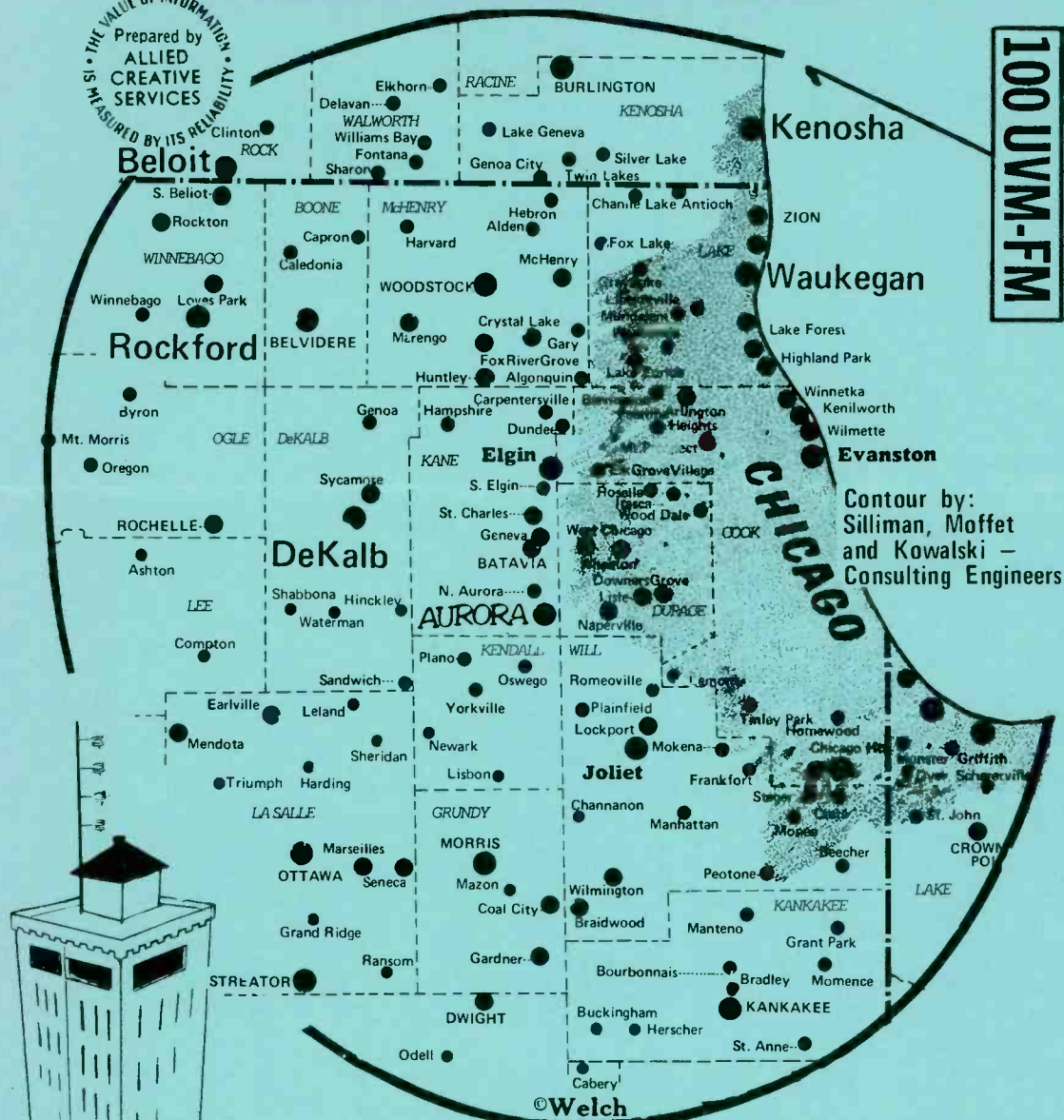
- DIAL POSITION: 105.9mc.
- EFFECTIVE RADIATED POWER: 50,000 watts
- TRANSMITTER LOCATION: 333 N. Michigan Ave., Chicago
- STUDIO LOCATION: Elmwood Park, Ill. and 333 N. Michigan Ave., Chicago
- ANTENNA HEIGHT: 547 Feet
- EFFECTIVE RANGE: NORTH: Past Kenosha, Wisconsin  
WEST: To Rockford, Illinois  
SOUTH: To Kankakee, Illinois  
EAST: Across Lake Michigan
- BROADCAST HOURS: 24 Hours Daily, Seven Days A Week.
- TYPE OF PROGRAMMING: Jazz, Popular, Broadway Show Tunes, Light Classics, Big Band, Classical, Opera Excerpts
- COMMERCIAL LOAD: Average of eight (8) minutes of commercial programming per hour with an average of fifty-two (52) minutes of music per hour.



# Chicagoland's Most Powerful Stereo Station!

Prepared by  
**ALLIED  
CREATIVE  
SERVICES**  
THE VALUE OF INFORMATION  
MEASURED BY ITS RELIABILITY

**100 UVM-FM**



Contour by:  
Silliman, Moffet  
and Kowalski -  
Consulting Engineers

# WAUR

BRILLIANT FM STEREO

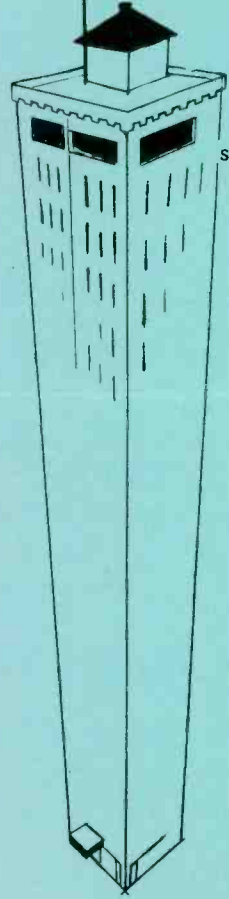
A Station whose Personality is its Wonderful  
World of Good Music -

Vincent G. Cofey, President  
Ray L. Sherwood, General Manager  
Postal Box 1563  
AURORA, ILL. 60507  
PHONE (312) 897-3559

**31,000 WATTS**

VERTICAL AND HORIZONTAL

**at 107.9 FM (Top o' the Dial)**



ANTENNA ATOP  
THE 20 STORY  
LELAND BLDG.

WAUR-FM serves all of Northern Illinois — modern equipment provides 31,000 watts power in a horizontal plane as well as 31,000 watts in a vertical plane — guaranteeing static-free, distortion-free reception in both homes and cars in a 12,000 square-mile coverage!

WAUR-FM is programmed to the world's finest music — in full-dimensional stereo-phonetic sound — 18 hours per day — 7 days a week!

WAUR-FM's broadcast day is divided into hour-long programs of quality music — each selection especially classified to make each hour a planned program — a program designed to offer the utmost in listening pleasure — not just a disc jockey's collection of his favorite tunes!

WAUR-FM's fine music is presented in a balanced tempo — lively music when you need it — classics and dinner music at the appropriate times — plus music to relax by when your day's work is done!

WAUR-FM adheres to a strict commercial practice — each hour brings 58 minutes of music with just five 45-second interruptions for ad spots — listeners are kept informed with late news headlines on-the-hour!

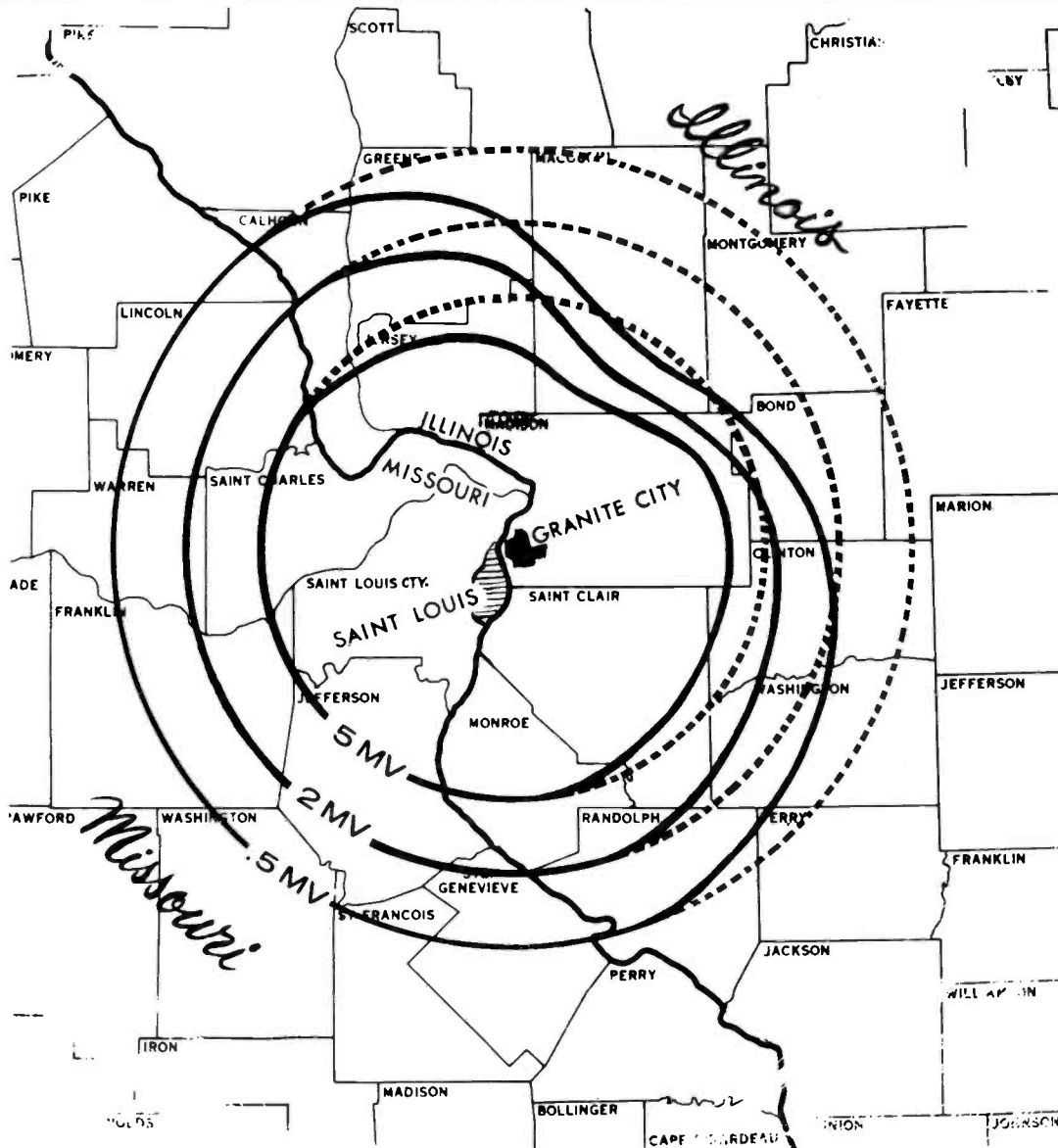
WAUR-FM serves the state's highest-income-area — with its good music programming designed for modern adults — the people you want to reach — the people with the money to buy your products!

WAUR-FM can tell your complete story to a select, high-income audience at a surprisingly low cost — since there's no double or triple spotting your message is remembered!

WAUR-FM's representative is available to show you more about our quality format for a quality audience — he'll show you typical programs made up from a library of over 30,000 of the world's finest musical selections — carefully planned by experts with more than 40 years background in planning good-music radio programs!

# WAUR — BRILLIANT FM STEREO — from Aurora

WITHIN 5 MV. CONTOUR . . . 3,000,000 POPULATION  
 WITHIN 1/2 MV. CONTOUR . . . 4,500,000 POPULATION



— WGNU Coverage  
 - - - WGNU-FM Coverage

WG  
 NU  
 CO  
 VE  
 RA  
 GE  
 WG  
 NU  
 -  
 FM

# the modern country stations

**WGNU**  
920 KC



and

**WGNU-FM**

50,000 WATTS

106.5 MC

92 NAMEOKI STATION  
GRANITE CITY, ILLINOIS  
62040

ST. LOUIS ADDRESS  
P. O. BOX 178  
ST. LOUIS, MO. 63166  
(618) 451-9950

RATE CARD NO. 3  
EFFECTIVE JUNE 1, 1969

## 30-Second Announcements

WGNU, WGNU-FM Simulcast

Times Per Week	Drive	Swing	Weekend	FM Only FM
1	8.00	7.20	6.00	4.00
6	6.60	5.60	5.00	2.80
12	6.40	5.40	4.80	2.60
24	6.20	5.20	4.60	2.40
36	6.00	5.00	4.40	2.20
48	5.80	4.80	4.20	2.00

60 Second Announcements: Add 25% to above

10 Second Announcements: Deduct 25%

5 Minute Newscaſt: Twice above

Non-Pre-emptible Announcements: Add 50% to above

May combine classifications to arrive at total price

PROGRAMS: 1 hr. \$80.00 1 1/2 hr. \$50.00 1/4 hr. \$30.00

## Time Classifications

Drive: 7-9 AM, 4-6 PM

Swing: 6-7 AM, 9 AM - 4 PM  
6 PM - AM sign off

Mon  
Thru  
Fri

Weekend: AM sign on to  
AM sign off, Sat - Sun

PM: AM sign off to 6 AM, Mon - Sun

## DISCOUNTS

5% - 13 consecutive weeks

10% - 26 consecutive weeks

Same Package -

Credit as Earned



# WXRT

STEREO 93.1 FM  
50,000 WATTS CIRCULAR

*classical rock program*

## RATE CARD

effective 8-1-72

TELEPHONE: (312) 777-1700  
WSBC BROADCASTING CO.  
4949 W. BELMONT AVE.  
CHICAGO, ILLINOIS 60641



WXRT COVERAGE





# WXRT

## TIME CLASSIFICATIONS

AA	12 MIDNIGHT	TO	3:00 AM
A	3:00 AM	TO	6:00 AM

60 SECOND ANNOUNCEMENT  
TIMES PER WEEK

	1	6	12	18
AA	20.00	18.00	15.00	12.00
A	18.00	15.00	12.00	10.00

All announcements are subject to  
availability

30 second announcements 80 % of  
minute rate

10 second announcements 50 % of  
minute rate

20% premium for  
specific scheduling

*WXRT's daily programming consists of a selective blending of all music styles. Though based on a rock music format, it is the intention of this station to present as broad a scope of music as possible to our audience with the hope that it will not only give them listening pleasure in familiar forms but also acquaint them with other styles.*

*Commercialization of program time is limited to eight (8) minutes per hour and is tastefully presented on a level specifically intended for our mature audience.*

*The unique use of stimulating copy, coordinated with effective scheduling assures our clients of a solid advertising investment.*

*Our format, coupled with the finest stereo signal in Chicago extends over portions of a five state area and is scheduled seven nights a week.*

*Daniel R. Lee*  
GENERAL MANAGER



WEEKLY SATURATION PLAN I (\*AAA & AA)

	60's	30's	15's
13	\$6.00	\$5.00	\$3.00
25	5.70	4.70	2.85
40	5.40	4.40	2.70
70	5.10	4.10	2.55

\*Announcements distributed Run-of-Schedule at best time available in AAA & AA segments - Maximum 7 day period.

WEEKLY SATURATION PLAN II (\*AAA-AA-A)

	60's	30's	15's
13	\$5.50	\$4.50	\$2.75
25	5.20	4.20	2.60
40	4.90	3.90	2.45
70	4.60	3.60	2.30

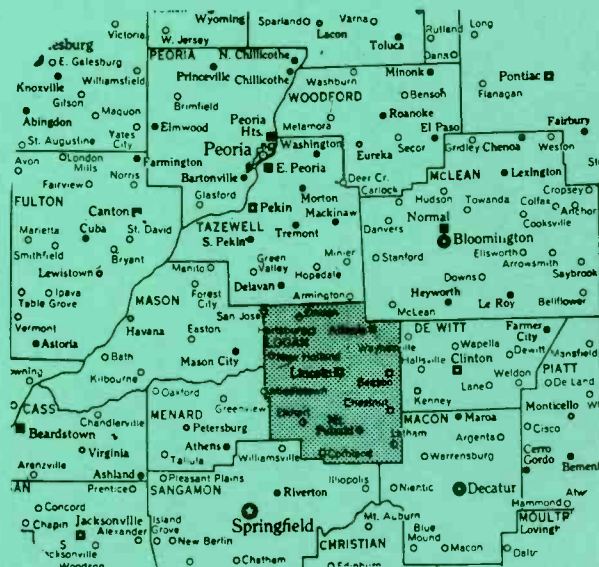
\*Announcements distributed Run-of-Schedule at best time available in AAA-AA & A segments - Maximum 7 day period.

SPECIAL YEARLY CONTRACTS

<u>PLAN I</u>		60's	30's
2700	2/3 AAA (1800)	\$3.20	\$2.90
	1/3 AA ( 900)		
<u>PLAN II</u>		60's	30's
2700	1/3 AAA (900)	\$2.90	\$2.60
	1/3 AA (900)		
	1/3 A (900)		

**WPRC**  
**SERVING ILLINOIS**

1370 AM 1000 WATTS  
100.1 FM 3000 WATTS



**THE BIG CIRCULATOR**  
Servicing The Greater  
Logan County Area

**RATE CARD NO.6**  
**APRIL 1, 1974**

**WPRC**

1370 AM 1000 WATTS  
100.1 FM 3000 WATTS

JOHN L. O'DONNELL . . . . . General Manager

ADDRESS . . . . . P.O. Box 190, Lincoln, Illinois 62656

TELEPHONE . . . . . (A.C. 217) 735-2337

Members: NAB, IBA, RAB, INN



CLASS AAA

6:00 A.M. - 1 P.M. -- DAILY  
(Except Viewpoint & Radio Trader Segments)

	<u>60's</u>	<u>30's</u>	<u>15's</u>
1	\$7.50	\$6.50	\$3.75
52	7.20	6.20	3.60
156	6.90	5.90	3.45
260	6.60	5.60	3.30
312	6.30	5.30	3.15
520	6.00	5.00	3.00
780	5.70	4.70	2.85
1040	5.40	4.40	2.70
1560	5.10	4.10	2.55

CLASS AA

1:00 P.M. - 6 P.M. -- DAILY

	<u>60's</u>	<u>30's</u>	<u>15's</u>
1	\$6.50	\$5.50	\$3.25
52	6.20	5.20	3.10
156	5.90	4.90	2.95
260	5.60	4.60	2.80
312	5.30	4.30	2.65
520	5.00	4.00	2.50
780	4.70	3.70	2.35
1040	4.40	3.40	2.20
1560	4.10	3.10	2.05

CLASS A

6 P.M. - SIGN OFF -- DAILY

	<u>60's</u>	<u>30's</u>	<u>15's</u>
1	\$5.50	\$4.50	\$2.75
52	5.20	4.20	2.60
156	4.90	3.90	2.45
260	4.60	3.60	2.30
312	4.30	3.30	2.15
520	4.00	3.00	2.00
780	3.70	2.70	1.85
1040	3.40	2.40	1.70
1560	3.10	2.10	1.55

VIEWPOINT & RADIO TRADER

Viewpoint (Part I) Provocative Discussions (Sports - Sat.) ..... 9:30 A.M. - 10:00 A.M.  
 Viewpoint (Part II) Informative Discussions (Sports - Sat.) ..... 10:30 A.M. - 11:00 A.M.  
 Radio Trader ..... 10:00 A.M. - 10:30 A.M.

Monday through Saturday - Balanced Rotation Plan

	<u>60's</u>	<u>30's</u>	<u>15's</u>
Rate - * 13 Weeks .....	\$6.50	\$5.50	\$3.25
26 Weeks .....	6.00	5.00	3.00
52 Weeks .....	5.50	4.50	2.75

\*Minimum 13 Weeks

NEWS-WEATHER-SPORTS-FARM PROGRAMS

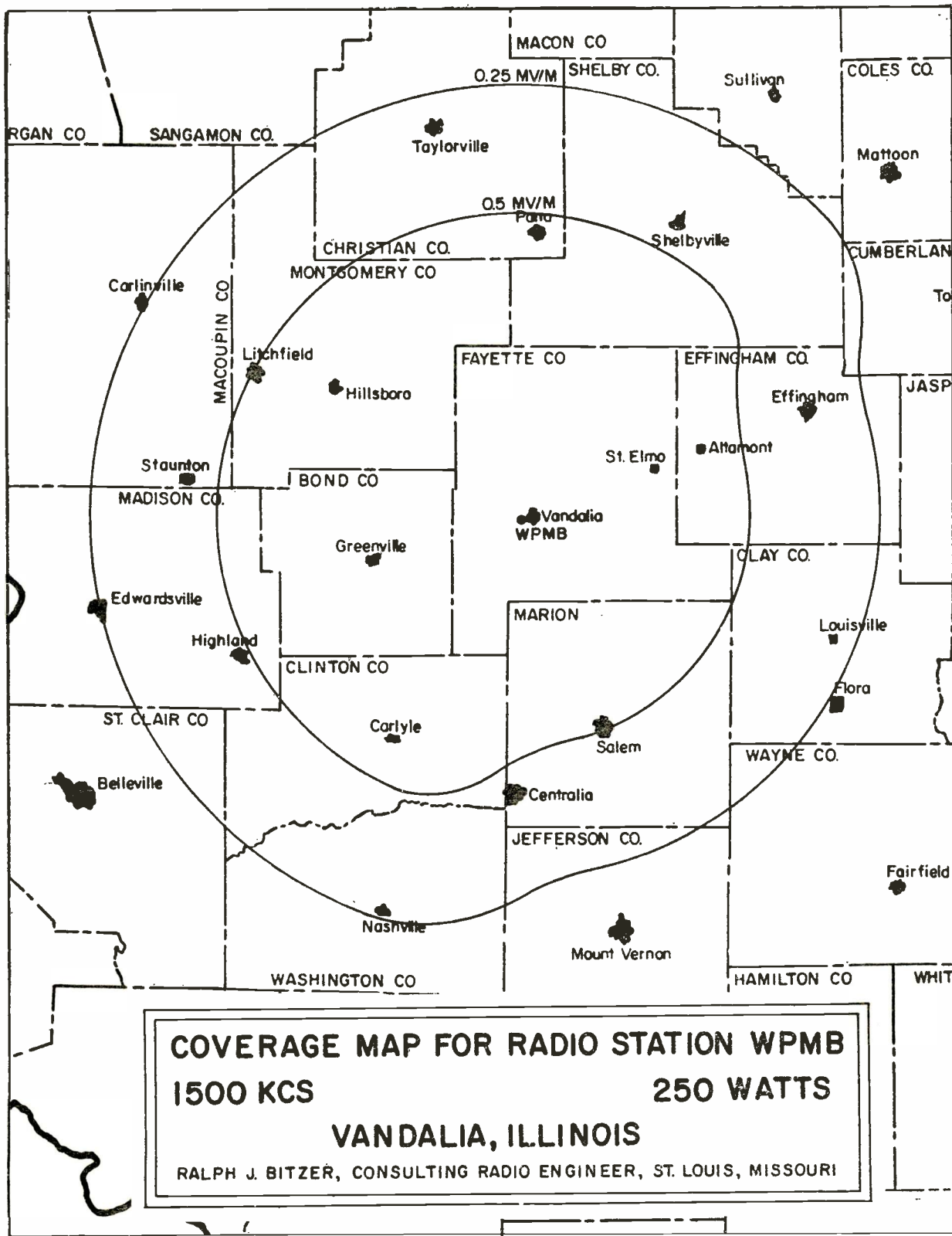
5-Minute Reports - Sponsor receives open and closing I.D., plus commercial (either 60 or 30 seconds)

Rate: Earned minute frequency plus \$1.50 service charge per program.

\*Additional Program Rates on request.

Rates: Net to station. Agencies add Commission.

\*WPRC AM & FM DUPLICATE DURING DAYLIGHT HOURS.



**CLARK COMMUNICATIONS CORP., INC.**

**NEIL F. CLARK, Pres. & Gen'l Mgr.**

**B. JOHN CLARK, Sec.-Treas. & Sales Mgr.**

# **COVERAGE MAP**

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**WPMB RADIO 1500**  
111 South Fifth St.  
Vandalia, Ill. 62471  
Phone 618-283-2325



## GENERAL INFORMATION

**FREQUENCY—POWER:** WLPO-AM is licensed to operate day-time on 1220 kilohertz with a power of 1,000 watts. WLPO-FM is licensed to operate at 99.3 megahertz with a power of 3,000 watts.

**COMMISSIONS, DISCOUNTS, PAYMENTS:** (a) Rates quoted are net cash discount of 2% of net time charges due 10 days from date of billing. (b) 15% of time charges only to advertising agencies recognized by WLPO. (c) Retroactive discounts granted. However, advertisers electing to purchase time on an "as ordered" basis in preference to a specified quantity contract may earn a rate reduction based upon purchases within a 12-month period as indicated by this example: An advertiser scheduling 156 broadcasts increases purchases to 365-time rate and applied to all broadcasts aired during and subsequent to the month the increase becomes firm. (d) Billing on any contract for a specified quantity cancelled before expiration date will be adjusted in accordance with actual earned frequency discount. (e) Rate protection guaranteed for three months from date of change. (f) Frequency discounts of programs apply to both WLPO-AM and WLPO-FM, i. e. Three programs a week on WLPO-AM and three programs a week on WLPO-FM would earn the six times a week or 312-time rate for both AM and FM.

**POLITICAL:** Time sold in conformity with applicable state and federal regulations. Regular rates apply. Cash with order.

**REMOTE BROADCASTS:** Can be made from any point via WLPO Mobile transmitter or special telephone lines.

**SERVICE FACILITIES:** Advisory services of entire staff rendered without additional charge. Special announcer and/or extraordinary services subject to extra charge.

**CONTRACT REQUIREMENTS:** (a) All program matter and commercial copy subject to station approval. (b) No contract accepted for more than 52 weeks. (c) Closing time for commercial copy is 48 hours or two business days in advance of broadcasts. Copy and transcriptions to Traffic Department.

**MUSIC CLEARANCE:** ASCAP, BMI, and SESAC licenses. Rates include music copyright fees.

**MISCELLANEOUS:** (a) Wine and beer advertising accepted. (b) Station reserves right to cancel any broadcasts covered by contract to broadcast a program deemed to be of public importance. Such cancellation will not affect frequency discounts. (c) 30 Seconds will be deducted from each broadcast of five minutes or longer for station break purposes.

## WLPO - FM SPOT "PACKAGE" RATES

SPOTS PER WEEK	1 WEEK	2 WEEKS	13 WEEKS
(21) 30 Second...	(3.45) 72.45	(3.20) 67.20	(2.85) 59.85
(21) 60 Second...	(4.95) 103.95	(4.40) 92.40	(3.95) 103.95
(35) 30 Second...	(3.20) 112.00	(3.05) 106.75	(2.85) 106.75
(35) 60 Second...	(4.40) 154.00	(4.25) 148.75	(4.10) 143.50
(70) 30 Second...	(2.85) 199.50	(2.65) 185.50	
(70) 60 Second...	(3.95) 276.50	(3.75) 262.50	



The **WLPO - FM** area of influence, (within the 50 UV/M Area) covers in excess of 300,000 consumers. Making Your Advertising Dollar stretch further than ever. WLPO RADIO'S Strong, Bright Stereo Sound Reaches more Consumers for Dollars Invested than any other advertising medium in North Central Illinois.

People on the GO, Need your Products and Services — **WLPO FM STEREO** is the most efficient, most economical way to reach them all. **WLPO FM STEREO—Your Station For Sports in North Central Illinois.**

## SERVING NORTH-CENTRAL ILLINOIS

# RADIO

# W

# AM 1220

Established 1947

# L

# P

# O

# FM 99.3

STEREO

Established 1964

**La Salle County Broadcasting Corp.**  
**P. O. Box 215 LA SALLE, ILLINOIS, 61301**  
**DIRECT DIAL—Area Code 815, PHONE 223-3100**

**RATE CARD NO. 9-FM Effective April 1, 1967 is published for the convenient reference of Advertisers and Advertising Agencies and is not to be considered an offer of facilities.**

### WLPO - FM SPOT AND PROGRAM RATES

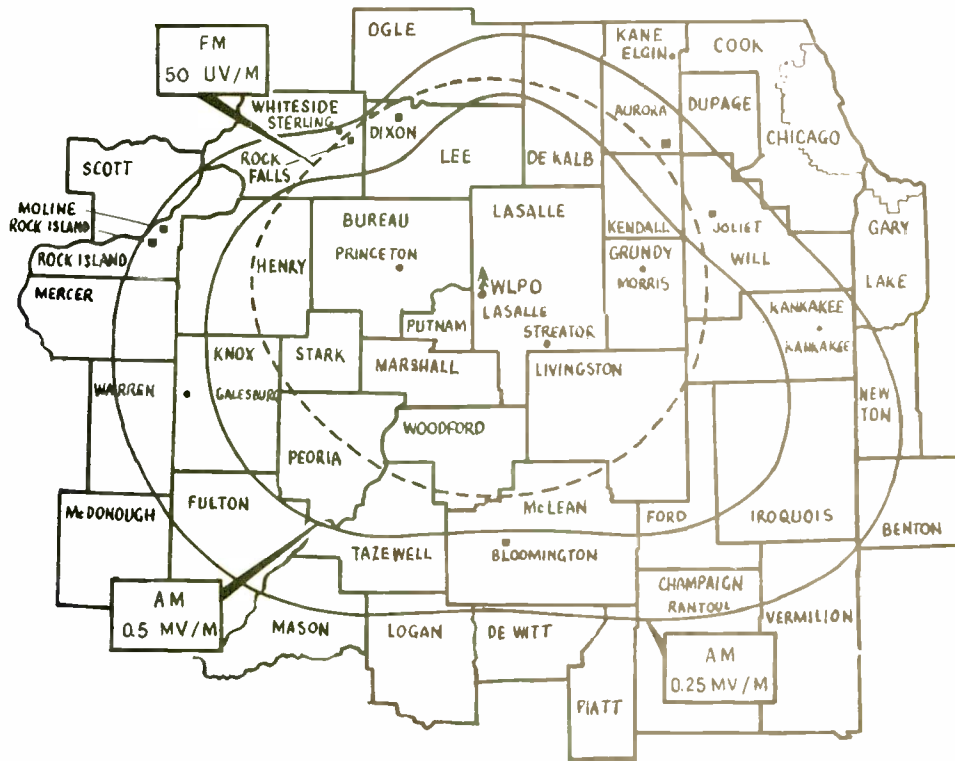
T I M E S	30 S E C O N D	60 S E C O N D	3 M I N U T E	5 M I N U T E	10 M I N U T E	15 M I N U T E	30 M I N U T E
1 ...	3.95	5.90	7.40	9.85	14.75	19.70	29.50
52 ...	3.70	5.30	6.90	8.65	12.75	17.25	25.50
104 ...			6.15	7.70	11.45	15.40	22.90
156 ...	3.45	4.95	5.35	6.60	9.85	13.20	19.70
260 ...	3.10	4.40	5.10	6.40	9.35	12.70	18.75
312 ...			4.85	6.15	9.10	12.30	18.20
365 ...	2.85	3.95	4.30	5.40	7.90	10.80	15.85
500 ...	2.65	3.75	4.10				
1000 ...	2.40	3.50					
2000 ...	2.00	3.10					

SPECIAL SPOT PACKAGE RATES ON **VERSE S**

**NO RETRO-ACTIVE DISCOUNTS ALLOWED**

### WLPO - AM—1220 KHz.—1000 WATTS—DA-D

AM CONTOUR by RALPH J. BITZER, Consulting Radio Engineer



### WLPO - FM STEREO—99.3 MHz.—DUAL POLARIZATION

3000 WATTS, Vertical—3000 WATTS, Horizontal—Antenna Height 305 Feet

FM CONTOUR by JULES COHEN, Consulting Electronic Engineer