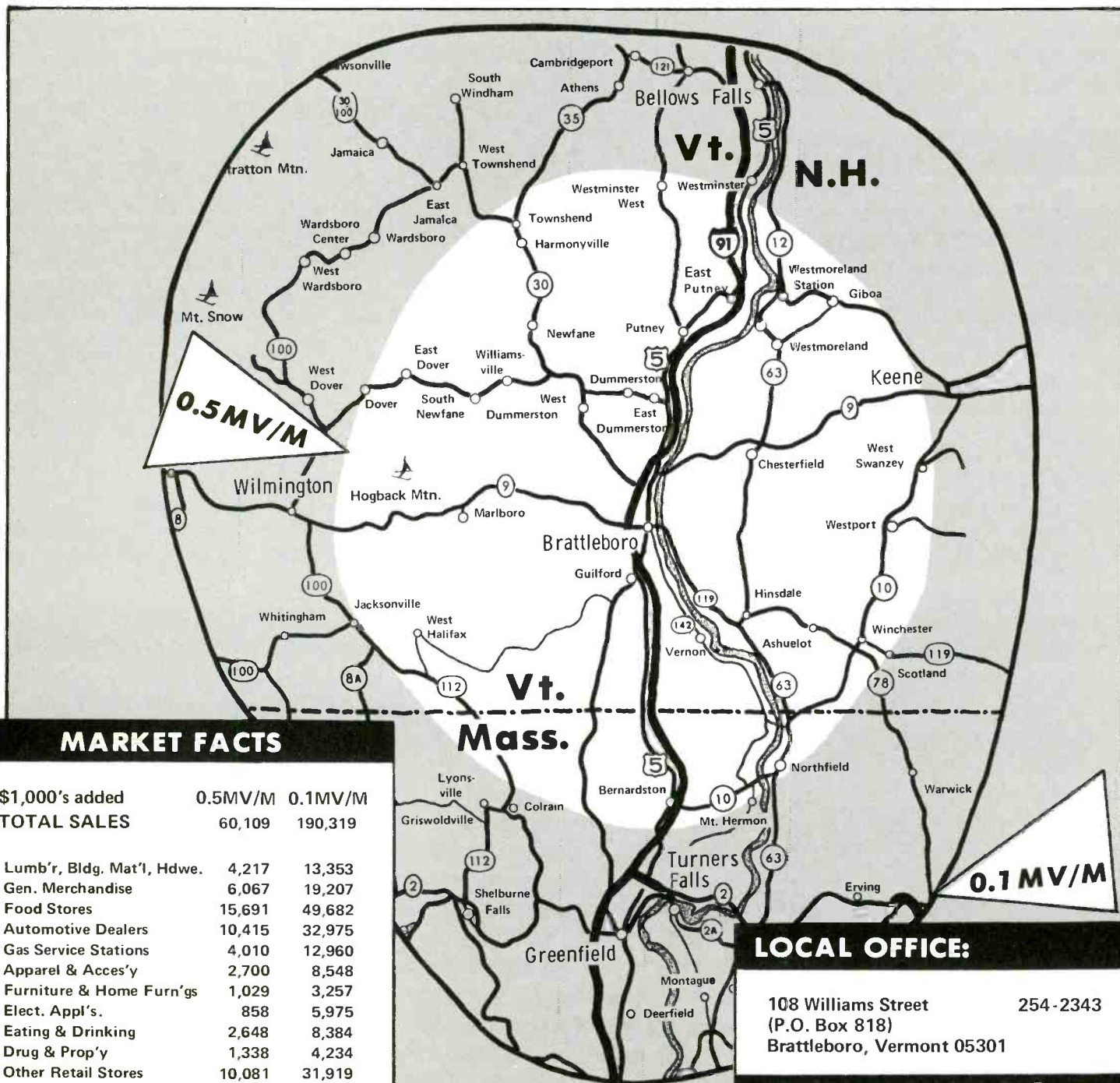


WKVT 1490

Brattleboro, Vermont



MARKET FACTS

\$1,000's added	0.5MV/M	0.1MV/M
TOTAL SALES	60,109	190,319
Lumb'r, Bldg. Mat'l, Hdwe.	4,217	13,353
Gen. Merchandise	6,067	19,207
Food Stores	15,691	49,682
Automotive Dealers	10,415	32,975
Gas Service Stations	4,010	12,960
Apparel & Acces'y	2,700	8,548
Furniture & Home Furn'gs	1,029	3,257
Elect. Appl's.	858	5,975
Eating & Drinking	2,648	8,384
Drug & Prop'y	1,338	4,234
Other Retail Stores	10,081	31,919
Non-Store Retailers	675	2,135
Population	46,780	125,365
Households	14,176	37,989

Market Facts are from the U.S. Census & other sources and are delineated and updated by Ed Felker & Associates.

CBS RAD
AFFILIATE
 1000 WATTS D / 250 WATTS N

LOCAL OFFICE:

108 Williams Street 254-2343
 (P.O. Box 818)
 Brattleboro, Vermont 05301

REGIONAL REPRESENTATIVE:

Harold Segal & Associates

NATIONAL REPRESENTATIVE:

Grant Webb & Company
 Owned & operated by Radio Brattleboro, Inc.

Tops in the Historic Lake Champlain Valley



Joy Drive, Broadcast Park, South Burlington, Vt. 05401 (802) 658-1230

CBS RAD  YOUR TWO-WAY VOICE - 24 HOURS A DAY
AFFILIATE

AM 1230 KC 1000 WATTS
FM 98.9 MC 3100 WATTS ERP **FM BROADCASTS IN FULL-STEREO**

Covering Burlington and 5-County Primary Market with well-rounded Bright and Lively Programming including Complete Local News, Sports, and Weather supplemented by Adult Music.

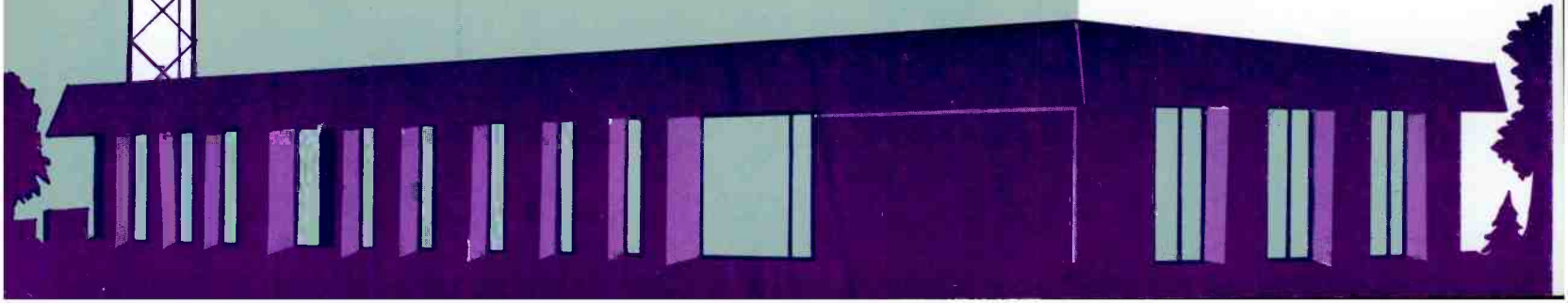
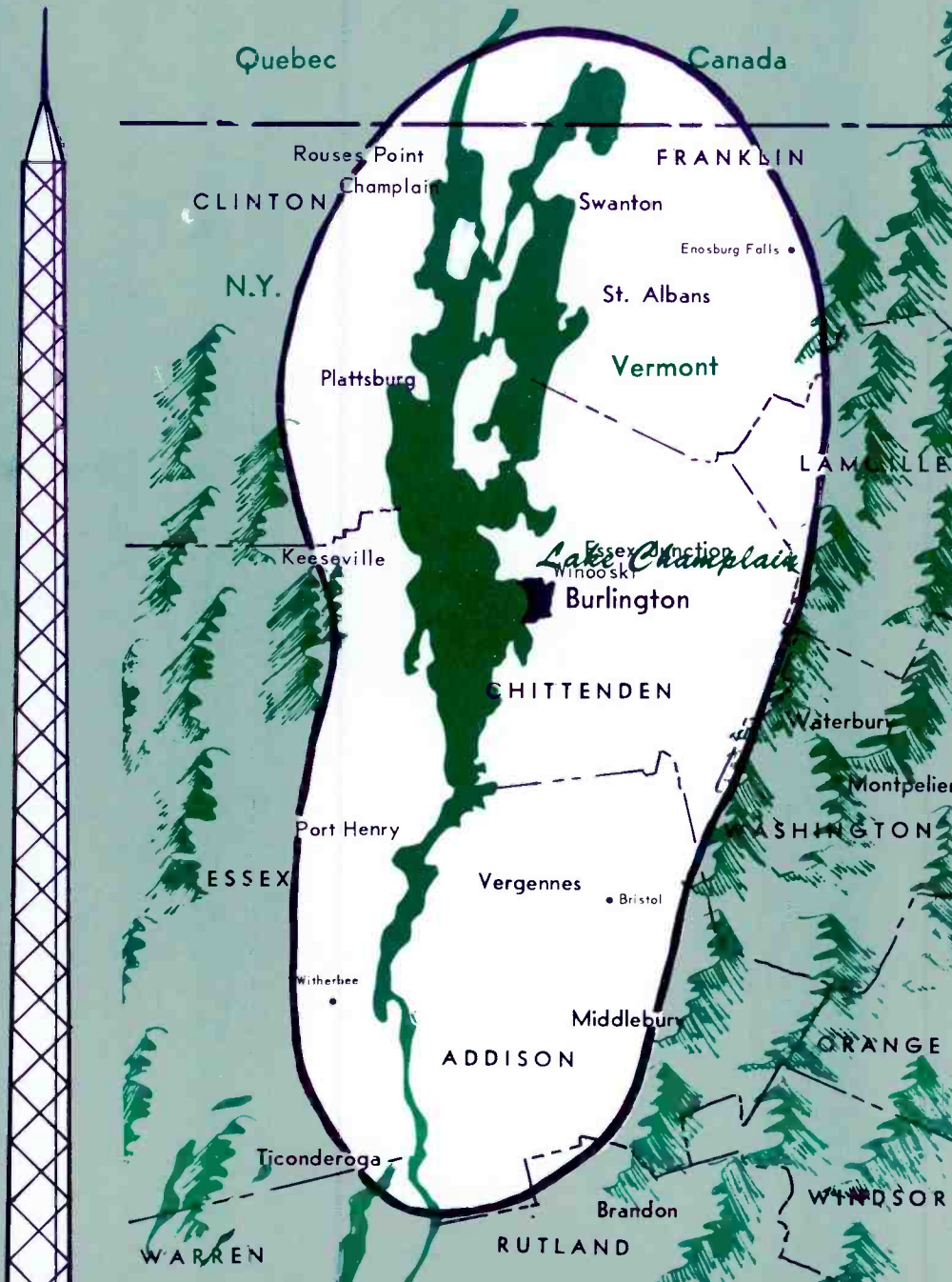
WJOY AM and FM delivers a ONE-TWO PUNCH in the Primary \$405,000,000 Market in Retail Sales.

MARKET FACTS

\$1,000's added	0.5mv/m
TOTAL SALES	405,054
Lumb'r, Bldg. Mat'l, Hdwe.	30,613
Gen. Merchandise	36,738
Food Stores	101,789
Automotive Dealers	76,084
Gas Service Stations	27,528
Apparel & Acces'y	17,659
Furniture & Home Furng's	8,381
Elec. Appl's	5,249
Eating & Drinking	20,715
Drug & Prop'y	9,539
Other Retail Stores	64,827
Non-store Retailers	5,932

Population 268,278
Households 81,297

All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, Inc., P. O. Box 141, Ambler, Pa. 19002 (215) 643-0637 6/1/69

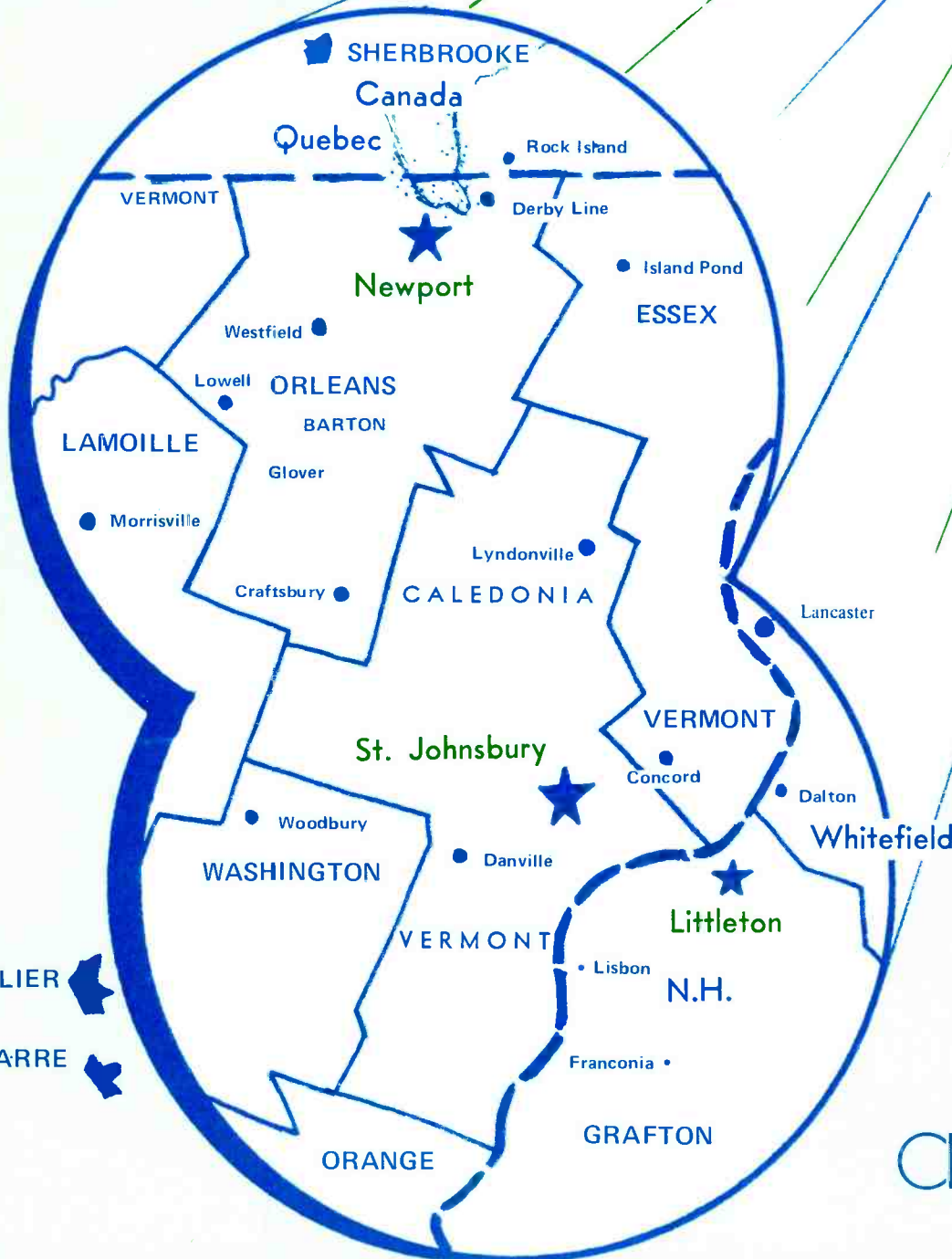
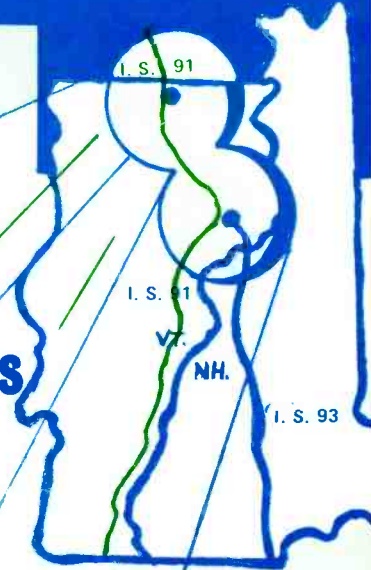


North Country Radio

ST JOHNSBURY VERMONT NEWPORT VERMONT

WTWN • WIKE

1340 KHz 1000 WATTS 1490 KHz 1000 WATTS



CBS RAD

ALL YEAR ROUND TOURIST AND RECREATION CENTER

CBS RADIO IN THE PROGRESSIVE CHAMPLAIN VALLEY

A Profile of --- MIDDLEBURY Vermont

MIDDLEBURY is the county-seat of Addison County. Farm income in Addison County is in excess of \$136,931,000!

MIDDLEBURY is the home of Middlebury College which was established in 1800 — one of the most highly-rated private co-ed liberal arts colleges in America — with top-rated language schools. It has a full-time enrollment exceeding 1600 — Summer school of 1500 — plus its famous Bread Loaf Campus Writers Conference which attracts an additional 250 graduate students and their families.

ADDISON COUNTY'S effective buying income for 1969 was \$58,099,030, an increase of 32% over 1966 — and the highest percent of change in Vermont!

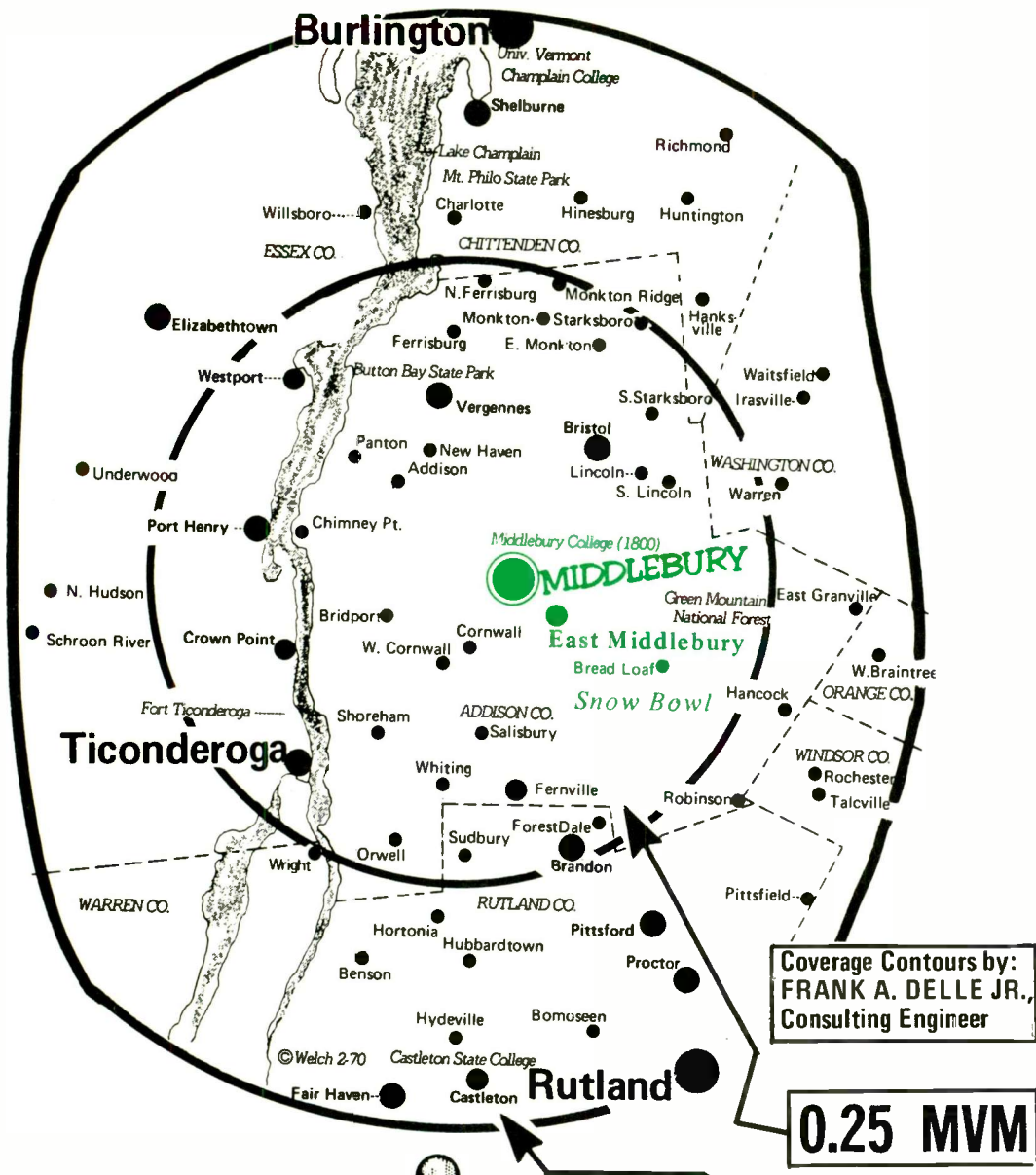
WFAD RADIO is the prime news and advertising medium in Addison County — the fastest-growing county in the state — with a 1960-69 population growth of 18% — the highest in Vermont!

the voice of
MIDDLEBURY

WFAD RADIO covers one of the finest recreation areas in New England. Year-round attractions offer tourists boating and fishing on Lake Champlain, Lake Bomoseen and Lake Dunmore — Fall foliage tours — excellent hunting, and skiing at the Middlebury Snow Bowl — rated as one of the best ski areas in New England --- and the finest camping facilities in the Green Mountain National Forest.

Nationally Represented by:
AAA REPRESENTATIVES
Offices in Major Cities
In Boston —
New England Spot Sales, Inc.

Prepared by: RADIO Unlimited



WFAD



1490 RADIO
1000 Watts Days
250 Watts Nights

0.25 MVM

0.5 MVM

The bright sound of
Middlebury, Vermont

WFAD RADIO is programmed primarily for adults — with middle-of-the-road and bright contemporary music — national and local news on-the-hour — plus farm coverage.

VOICE OF MIDDLEBURY, INC.
Frank A. Delle Jr., President
Donald G. Fisher,
General and Commercial Manager
P. O. Drawer 1490
Phone (802) 388-2490
Middlebury, Vermont
05753

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population	65,830	168,790
Households	18,040	50,230
Radio Homes	17,870	49,040
Spendable Income \$	156,862,000	435,788,000
Total Retail Sales \$	99,286,000	334,280,000
Food Stores \$	25,178,000	77,281,000
Drug Stores \$	3,588,000	8,299,000
Department Stores \$	10,094,000	44,882,000
Apparel Shops \$	3,993,000	19,838,000
Homefurnishings \$	3,136,000	11,338,000
Auto Dealers \$	22,011,000	77,038,000
Service Stations \$	8,745,000	22,887,000
Auto Ownership . . .	22,890	66,380
Farm Population . . .	6,860	11,860
Gross Farm Income \$	34,573,000	48,885,000
Source: SRDS Consumer Data 1970. ©		

Rate Card

Rates Effective:
January 1, 1970

**W
F
A
D
RADIO**

SPOT RATES:

TIMES:	60 Seconds	30 Seconds	15 Seconds
1	\$ 4.00	\$ 3.00	\$ 2.00
50	3.75	2.75	1.75
100	3.50	2.50	1.50
150	3.25	2.25	1.25
200	3.00	2.00	1.00

PROGRAM RATES:

SEGMENT:	1 Time	13 Times	26 Times	52 Times	260 Times
60 Minutes	\$45.00	\$40.00	\$38.00	\$36.00	\$30.00
30 Minutes	\$30.00	28.50	27.00	25.50	21.00
15 Minutes	17.00	16.00	15.50	15.00	13.50
10 Minutes	12.00	11.50	11.00	10.50	9.00
5 Minutes	8.00	7.50	7.00	6.75	6.00

(Weekly Cost for 7 Per Week)

	13 Weeks	26 Weeks	52 Weeks
5-Minute Newscast —			
1-Time Rate = \$8.00	\$36.00	\$32.50	\$28.00
New England Weathervane —			
1-Time Rate = \$6.00	\$30.00	\$26.00	\$22.00

WFAD RADIO is dedicated to serving all advertisers. If you don't see a rate or plan above that fits your specific advertising needs, please contact us for a "Custom-Service Plan" which will help you increase your sales!

NATIONAL REPRESENTATIVES:

AAA REPRESENTATIVES with offices in Brooklyn, Hollywood, Chicago, Atlanta, San Francisco and Dallas.

IN BOSTON — New England Spot Sales (Phone 617 — 482-4370)



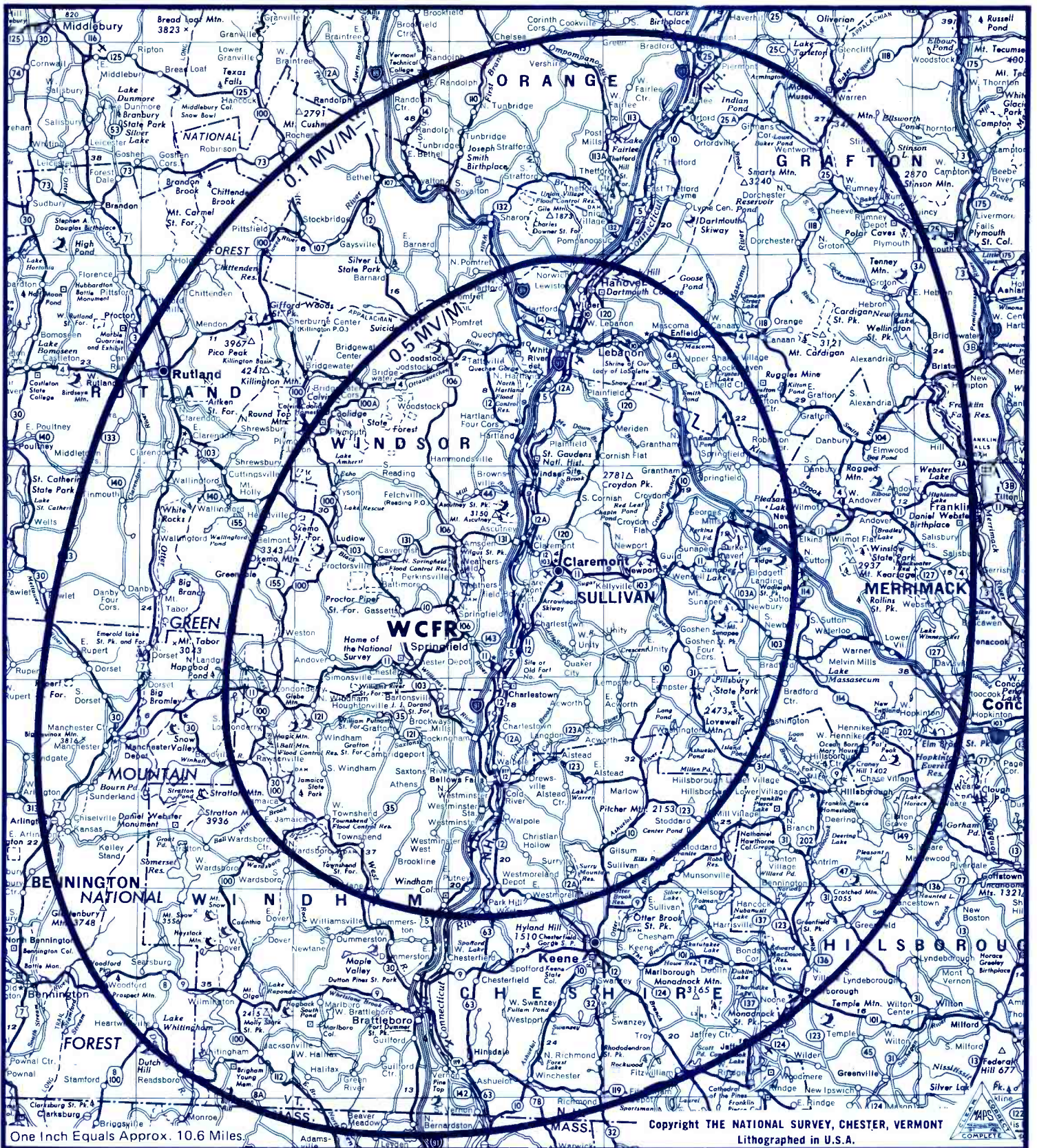
WFAD RADIO

P. O. Drawer 1490

Middlebury, Vermont 05753

Phone (802) 388-2490

**1
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WCFR

Springfield, Vermont

5000 W-Day 1480 KHZ

WCFR is your key to the industrial heart of Vermont. Covering four counties in Vermont and New Hampshire WCFR's audience shows the highest per capita income in both states and second highest in New England.

THE CONNECTICUT VALLEY BROADCASTING CO., INC.

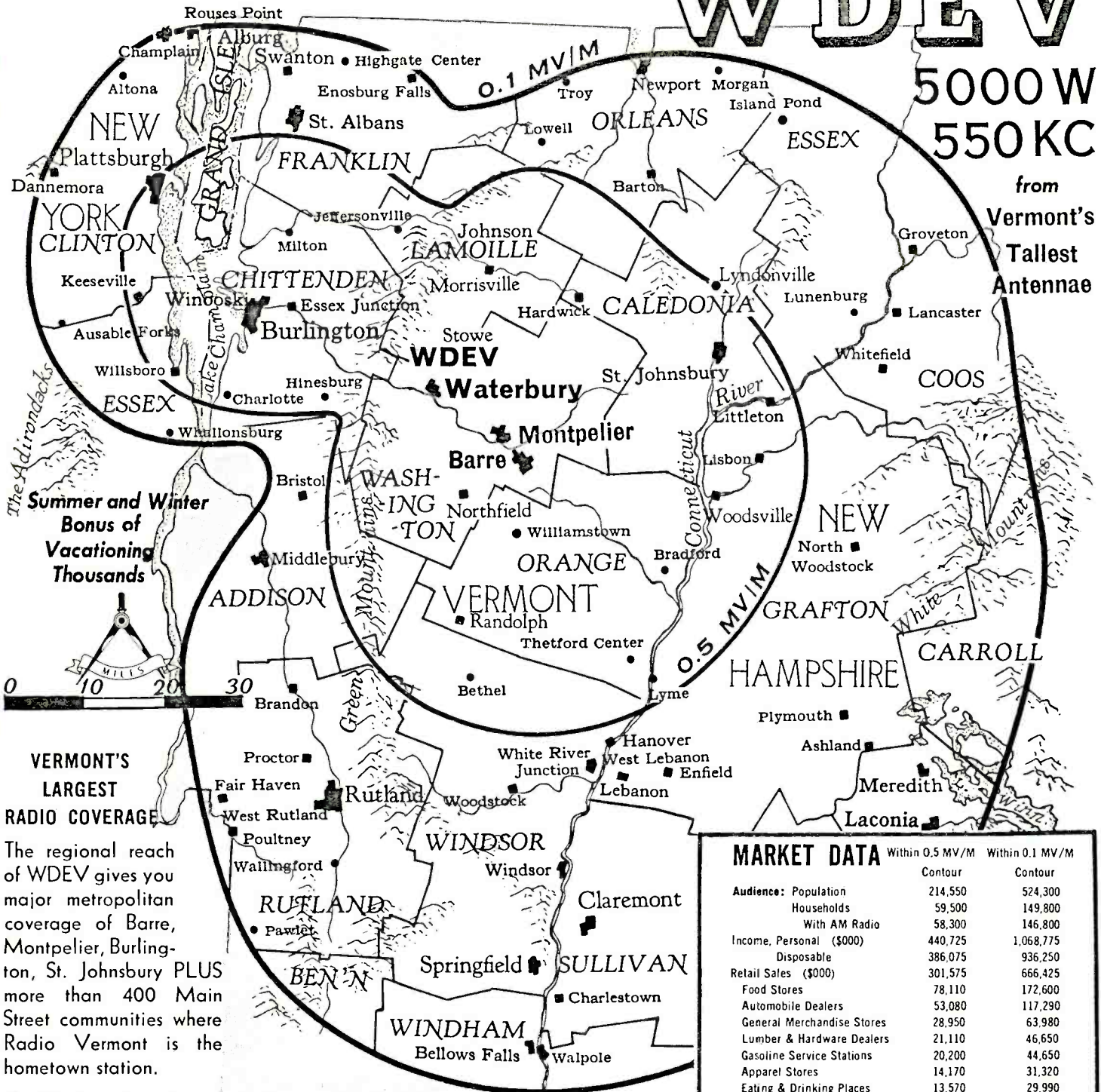
Carlo F. Zezza, Pres. and Gen. Mgr.

Craigie Hill -- Springfield, Vermont 05156 -- P.O. Box 800
Telephone (802) 885-4555

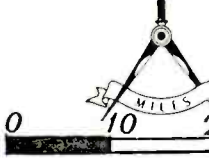
Radio VERMONT WDEV

**5000 W
550 KC**

from
Vermont's
Tallest
Antennae



Summer and Winter
Bonus of
Vacationing
Thousands



**VERMONT'S
LARGEST
RADIO COVERAGE**

The regional reach of WDEV gives you major metropolitan coverage of Barre, Montpelier, Burlington, St. Johnsbury PLUS more than 400 Main Street communities where Radio Vermont is the hometown station.

The ideal combination of 5,000 watts plus 550 kc. means best coverage for this mountainous terrain.

REGIONAL COVERAGE—REGIONAL PROGRAMMING

Montpelier—Barre—Waterbury
Established 1931

National Representatives: Walker-Rawalt Co.
New York, Chicago, Los Angeles
Kettell-Carter, Boston

Phone Montpelier 233-5266
Area Code 802

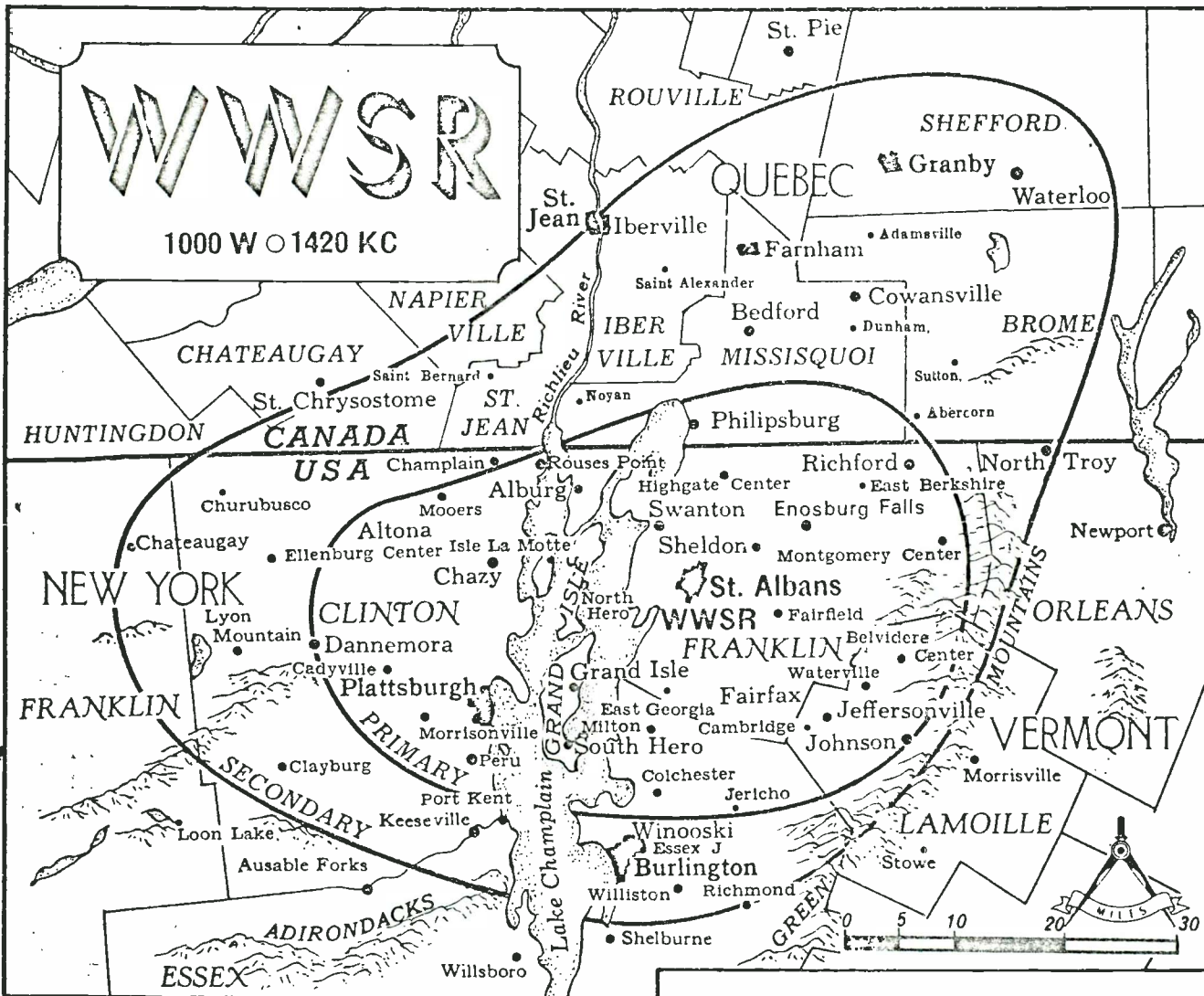
MARKET DATA

	Within 0.5 MV/M	Within 0.1 MV/M
	Contour	Contour
Audience: Population	214,550	524,300
Households	59,500	149,800
With AM Radio	58,300	146,800
Income, Personal (\$000)	440,725	1,068,775
Disposable	386,075	936,250
Retail Sales (\$000)	301,575	666,425
Food Stores	78,110	172,600
Automobile Dealers	53,080	117,290
General Merchandise Stores	28,950	63,980
Lumber & Hardware Dealers	21,110	46,650
Gasoline Service Stations	20,200	44,650
Apparel Stores	14,170	31,320
Eating & Drinking Places	13,570	29,990
Furniture & Appliance Stores	11,160	24,660
Drug Stores	7,540	16,660
Wholesale Sales (\$000)	212,975	407,900
Merchant Wholesalers	116,500	223,120
Selected Service Receipts (\$000)	34,250	86,125
Personal Services	7,430	18,690
Auto Repair Services	5,690	14,300
Total Number of Farms	6,720	14,770
Commercially Operated	5,070	11,140
Farm Population	23,720	52,140
Farm Cash Marketings (\$000)	65,650	152,700
Farm Purchases (\$000)	30,200	70,240
Average Gross Income per Farm (\$)	12,950	13,700

SOURCE: 1950 and 1960 Population Census, and 1954 and 1958 Agriculture and Business Census, U. S. Department of Commerce. Area data derived and projected to 1961, by

NEW ENGLAND RESEARCH, INC.





ST. ALBANS, VT.

*Transportation Center for
Northern Vermont and Southern Quebec*

Franklin is the Leading Dairy County of New England

St. Albans its Shipping Point and Shopping Center

Extensive Industry and Payrolls spread Buying Power

Outstanding Local and Regional Programming

CONTOURS: Modified by Station Mail, both
PRIMARY and SECONDARY are contained
within original computed 0.5 MV/M Contour

.....*.....

Robert I. Kimel, General Manager

75 North Main St., St. Albans LAkeview 4-2157

Affiliated with WSNO in Barre.

National Representative: Breen & Ward, New York
New England Representative: Eckels & Co., Boston

MARKET DATA

	PRIMARY	TOTAL U.S.	TOTAL CANADA
Audience Population	92,100	177,400	154,400
Households	24,370	46,800	35,050
With AM Radio	23,500	44,900	28,570
Automotive Vehicles Registered	31,900	61,800	-
Expendable Income, \$000	120,500	244,000	144,500
Market TOTAL RETAIL SALES	92,700	191,600	101,000
Food Store Sales	26,480	47,700	26,300
Restaurants, Drinking Places	5,110	10,090	4,950
Drug Stores	2,140	4,350	1,180
General Merchandise Stores	10,180	22,300	10,030
Apparel Stores	4,510	10,660	3,070
Home Furnishings Stores	2,260	8,550	5,020
Automotive Sales Outlets	14,880	31,700	19,450
Gasoline Service Stations	6,890	12,600	6,800
Hardware & Building Supplies	5,130	10,770	3,950
TOTAL SERVICE RECEIPTS	7,570	17,370	Not
Personal Service Shops	1,980	4,280	Available
Garage Services	970	2,030	Included
TOTAL WHOLESALE SALES	53,600	131,500	Not
Merchant Wholesalers	23,900	68,600	Available
All Other Types	29,700	62,900	
Farm Total Audience-Farm Type	COMMERCIAL	RURAL-HOME	TOTAL
Number Operated	3,500	1,490	9,640
Population Living on Farms	21,400	5,900	40,800
Occupied Dwellings With AM	3,520	1,460	
Sales of Farm Products \$000	37,840	560	Not
Farm Supplies Purchased \$000	17,000	520	Available
Gross Income per Farm \$	11,300	890	

WSYB

IT'S IN THE GREAT RUTLAND REGION

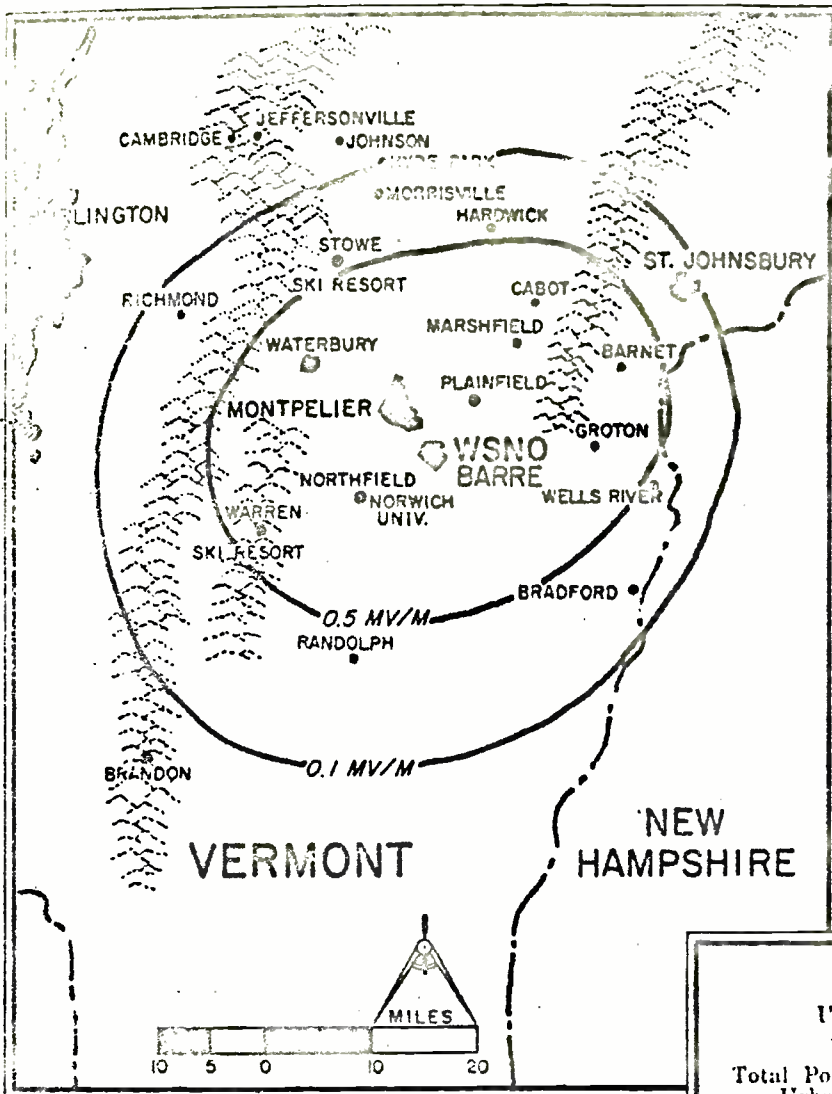
WITH TOTAL RADIO
IN NEW ENGLAND'S
MOST DIVERSIFIED MARKET AND
ALL-YEAR ROUND VACATION AREA

RUTLAND, VERMONT



Affiliated with
 WTRN - Ticonderoga, N.Y.
 WDOE - Delhi, N.Y.
 WWYD - Co., Pa.

WVMJ - Burlington, Vt.
 WIOU - Bellefontaine, Ohio



WSNO

CBS RADIO

for

BARRE-MONTPELIER, VERMONT

FULLTIME — 1000 Watts — Day
250 Watts — Night

Alan H. Noyes — Station Manager
Studios — Jacques St., P. O. Box 1,
Barre, Vermont
Phone 476-4168

VERMONT'S
NUMBER ONE MARKET
in
Household Buying Income

MARKET DATA

URBAN - RURAL POPULATION STATISTICS

	Primary Zone (.5 MV/M)	Secondary Zone (.1 MV/M)
Total Population	70,185	118,714
Urban	22,100	22,100
Rural	48,085	96,614

BUYING INCOME AND RETAIL SALES (Primary Zone Only)

	Washington County	Orange County	Total
Effective Buying Income	\$75,513,000	\$24,288,000	\$99,801,000
Total Retail Sales	53,857,000	18,614,000	72,501,000
Per Household Retail Sales	4,491	4,230	4,426

THE BARRE-MONTPELIER MARKET

Sizable paychecks from the GRANITE INDUSTRY, from STATE GOVERNMENT, and from a booming RECREATION BUSINESS combine to make BARRE-MONTPELIER . . .

VERMONT'S #1 MARKET In Household Income

	Barre-Montpelier Average	Vermont Average	New England Average
Per Household Buying Income	\$7,222	\$5,969	\$6,781
Per Capita Buying Income	2,110	1,670	1,978
Quality Index of Retail Sales	120	92	108
Index of Sales Activity	153	100	108

(Sources: U.S. Census 1960 — Sales Management 1961)

Vermont's Annual Tourist and Recreation Business

Summer and winter — all year round — visiting skiers and sport fans, summer campers, tourists and vacationists combine to bring consumer dollars to Vermont in excess of \$100-million per year . . . and WSNO SERVES THE HEART OF VACATION-LAND.

WSNO Introduces Your Product

to the Greatest Number of Homes . . .
at the Lowest Cost-Per-Thousand . . .
in a "selling atmosphere" of adult listeners

MUSIC: No formula or Top Forty station, WSNO offers a planned musical menu of bright and bouncy — light and lively — but never loud and raucous music. "We like the music" is the comment most often heard in describing WSNO Radio.

NEWS: CBS News brings top coverage of national and world events, AP's wire service covers late-breaking state and regional news, and the alert WSNO News Staff keeps up-to-the-minute on local happenings. Two-way radio gives a sense of "urgency" to the local coverage. Over 4½ hours daily is devoted to news and weather.

SPORTS: Much could be said, but listener response tells it all! WSNO's sports team is, without question, the most-listened-to in the area. Football, baseball, basketball, racing's famed Triple Crown, professional golf — it's all there on "the sports station for Central Vermont."

MERCHANDISING: WSNO does whatever it can to assist advertisers with mailings, on-the-air promotion, in-store display, etc. WSNO's job is to sell goods, and this we attempt to do in any possible way.

WSKI

GREEN MT. BROADCASTING
CO., INC.

Studios and Offices
18 No. Main St., Barre, Vt.
94 Main St., Montpelier, Vt.

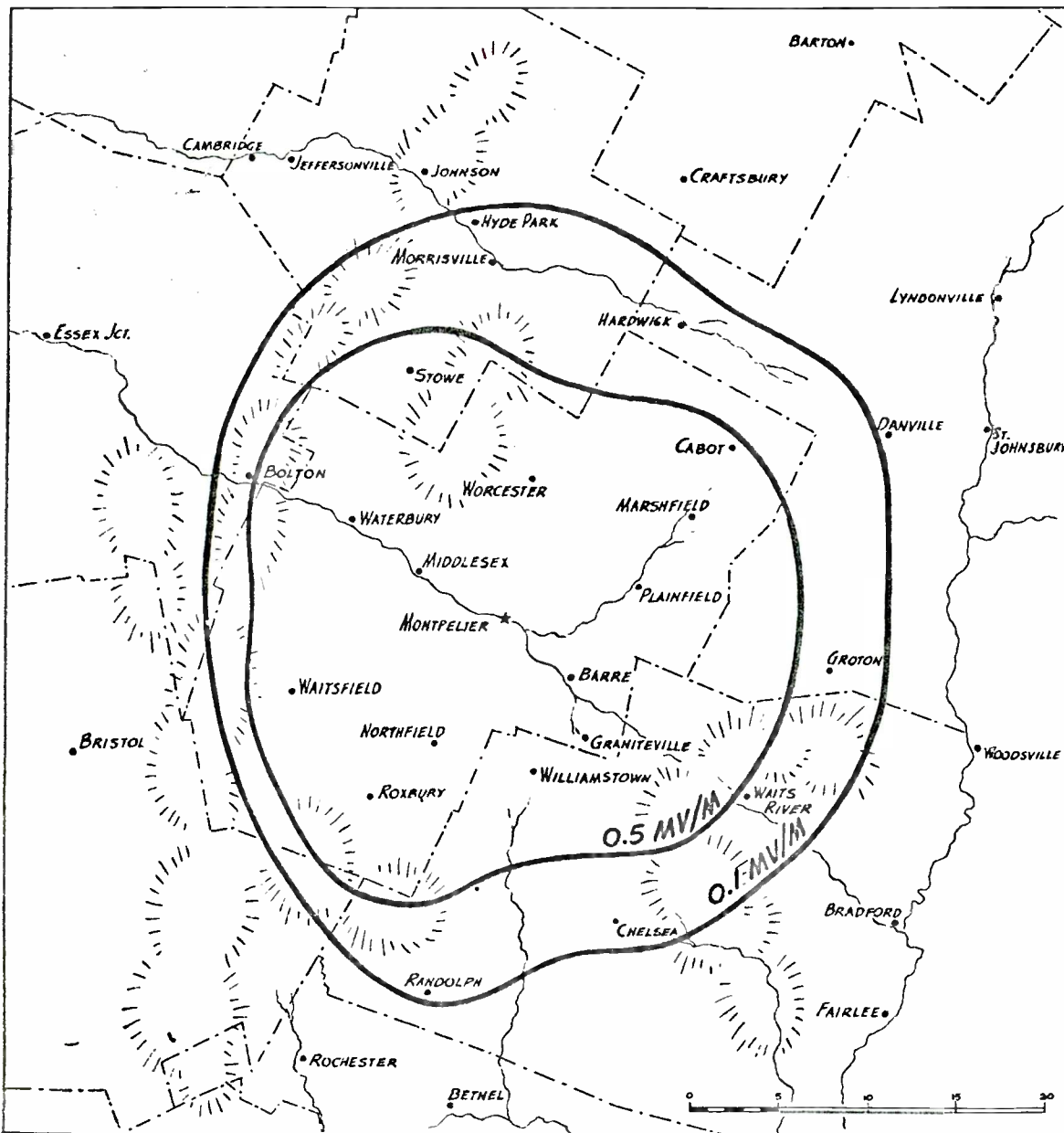
TELEPHONE
BARRE — 476-5221
MONTPELIER — 223-5275

**1000 WATTS
DIAL 1240**

STATION FACILITIES

- Four Broadcast Studios
- Recording Studio
- Mobile News Car
- Associated Press News
- ABC Radio Network
- Copywriting Dept.
- Loud Speaker Equipment
- 3 Remote Units

Represented by
BILL CREED ASSOC.
BOSTON, MASS.



WSKI BARRE — MONTPELIER

PROGRAM FEATURES

- WSKI LOCAL NEWS
- WSKI WEATHER REPORTS
- WSKI SKI REPORTS
- WSKI LOCAL SPORTS SHOW
- WSKI LOCAL BASKETBALL
- WSKI COLLEGE FOOTBALL
- WSKI HILLBILLY HIT PARADE
- NY YANKEE BASEBALL
- ABC RADIO NETWORK NEWS
- ABC RADIO SPORT SHOWS
- PAUL HARVEY NEWS
- SWAP SHOP
- KEEPING POSTED
- SUNDAY SYMPHONY
- STORK CLUB

AAA REPRESENTATIVES — New York, N. Y.

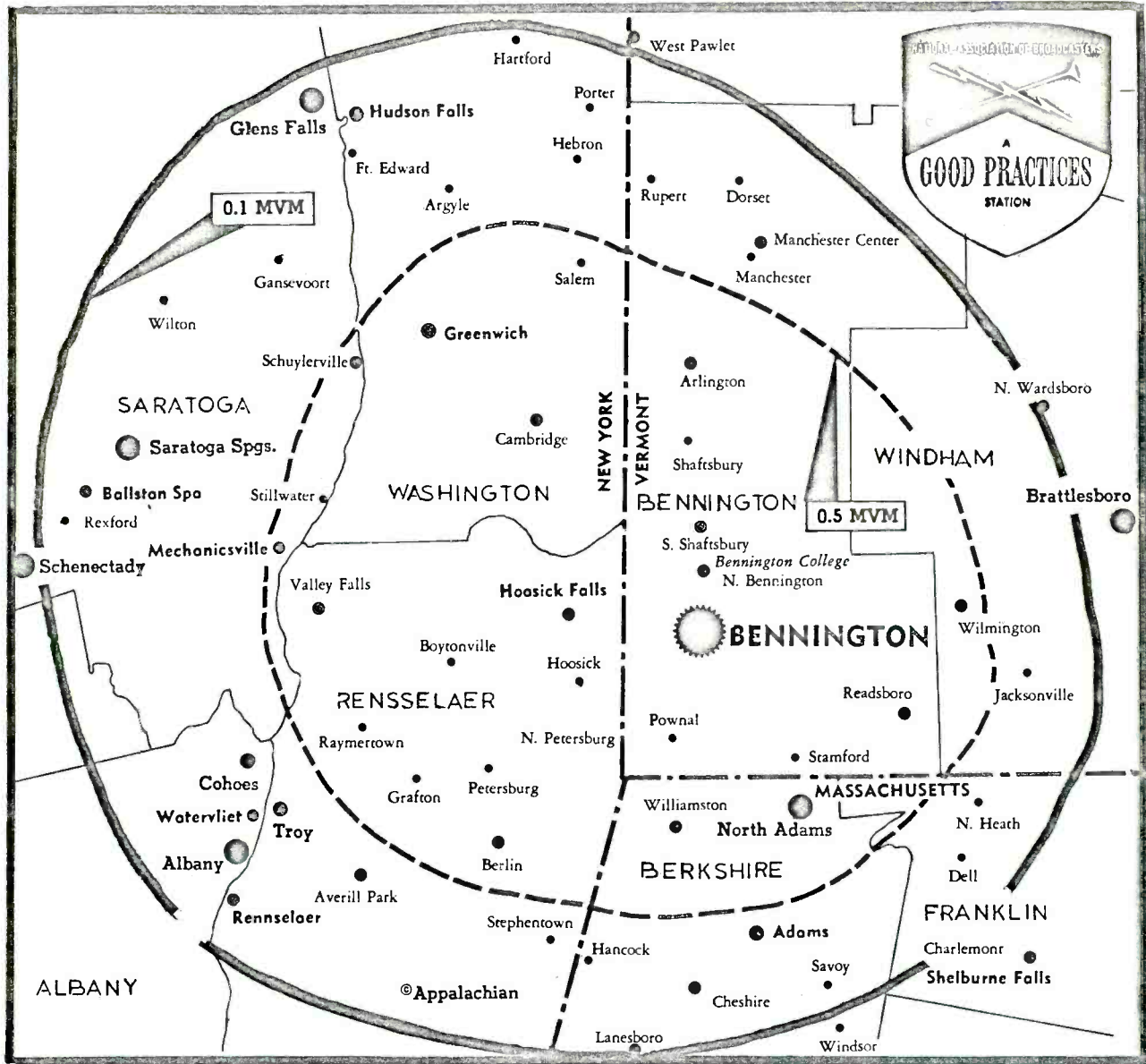
MARKET DATA

	within 0.5 mv/m contour	within 0.1 mv/m contour
Population	57,700	67,800
Households	16,900	17,800
Automobiles	18,100	22,400
Total Retail Sales	\$100,200,000	\$117,300,000
Food Sales	24,000,000	27,200,000
Gen. Mdse. Sales	8,500,000	9,700,000
Apparel Sales	5,700,000	6,750,000
Home Furn. Sales	4,800,000	5,230,000
Automotive Sales	21,300,000	23,500,000
Filling Station Sales	6,820,000	8,100,000
Drug Sales	1,900,000	2,330,000
Farm Population	5,000	6,700
Gross Farm Income	16,800,000	21,100,000

WSKI — FIRST IN BARRE — FIRST IN MONTPELIER — FIRST IN CENTRAL VERMONT

W B T N

1000 Watts
Days
1370 KC
Established 1953
Serving
Southwestern
Vermont
Portions of
New York
and
Massachusetts
with
NEWS
WEATHER
SPORTS
FARM NEWS
MUSIC



MARKET DATA:	0.5 MVM Coverage	0.1 MVM Coverage
Total Population	147,450	746,525
Households	43,765	228,352
Radio Homes	42,490	226,850
Automobiles	44,665	241,085
Consumer Income	\$290,852,000	1,559,409,000
RETAIL SALES:		
Food Stores	\$ 47,945,000	260,010,000
Drug Stores	\$ 5,117,000	29,711,000
General Merchandise	\$ 13,619,000	84,276,000
Apparel Stores	\$ 9,446,000	75,029,000
Home Furnishings	\$ 6,634,000	44,004,000
Auto Sales	\$ 25,762,000	171,442,000
TOTAL RETAIL SALES	\$171,037,000	1,012,812,000
ARM DATA:		
Farm Population	9,250	26,275
Farm Gross Income	\$ 30,882,000	64,072,000
SOURCE: SRDS Consumer Market Data 1963.		

W B T N

in Beautiful Bennington, Vermont

NEWS COVERAGE . . .

Complete local and area coverage plus wire service. Mobile unit with short-wave for on-the-spot reporting, four portable tape recorders.

FARM COVERAGE . . .

County Agent reports. Local and area farm features.

SPORTS COVERAGE . . .

Red Sox Baseball play-by-play. Complete coverage all local and area sports events.

MUSIC FORMAT

Management controlled and planned. Good listening for All age groups.

CATAMOUNT BROADCASTERS, INC.
Mrs. J. Gordon Keyworth, Station Manager
P. O. Box 560 Phone (Area 802) 442-6321
BENNINGTON, VERMONT

