

1360 K. C.

WMOV

1000 Watts

Phone 273-2544

RAVENSWOOD, W. VA.

Established 1956

Covering the Rich Coal, Oil and Gas Fields of West Virginia, plus the Greater Ohio Valley Region.

Contours Indicate Primary and Secondary Signal Areas Based on Regular Reception Reported By Mail, Telephone and Direct Response As Well As Other Regular Audience Measurements.

WE REACH 'EM!!

Coverage

WE SELL 'EM!!



1360 K. C.

WMOV

1000 Watts

Phone 273-2544

RAVENSWOOD, W. VA.

Established 1956

GENERAL INFORMATION

Operates on Eastern Standard Time. Sign On 6 A. M. to Local Sunset. AFFILIATED: Associated Press News Service. Featuring the "New Sound In Radio." Local News Coverage 10 Times Daily, On The Spot Mobile News Reports, Personality Announcers, Time and Weather Jingles and Production Commercials. Complete Coverage Of All National, W. Va. and Ohio Local Sports Events, Plus 10 Daily Sports Casts.

MARKET DATA

POPULATION: Primary Area 150,124; Secondary Area 105,026
Total: 255,150

ANNUAL RETAIL SALES: Over \$400,000,000.

RETAIL RATE SCHEDULE—Effective January 1, 1956

No. Times	1 Hr.	½ Hr.	¼ Hr.	10 Mins.	5 Mins.	Spot
1	37.00	23.00	12.75	10.50	8.50	5.50
13	33.95	22.00	11.98	9.95	7.95	4.75
26	32.00	19.95	11.50	9.20	7.50	4.50
52	29.75	17.98	10.75	8.50	6.75	4.00
104	27.75	16.75	9.50	7.95	6.50	3.65
156	24.95	15.50	8.78	7.20	5.95	3.45
260	23.00	13.98	8.20	6.55	5.25	3.00
312	20.75	12.75	7.50	5.75	4.75	2.50
364	18.20	11.20	6.35	5.20	4.20	2.15

OPERATED BY "GOOD NEIGHBORS BROADCASTING, INC.

**This
is**

WBKW

RADIO

34,000 WATTS at 99.5 mc

**BECKLEY
WEST VIRGINIA**

**IN
FULL STEREO**

**BECKLEY'S
ONLY
BEAUTIFUL MUSIC STATION**

Stereophonic Sound
WBKW
99.5 MC

Beckley, West Virginia

Covering an area of over 2,000,000 population with 34,000 watts.

Owned and operated by

Joe L. Smith Jr., Inc.

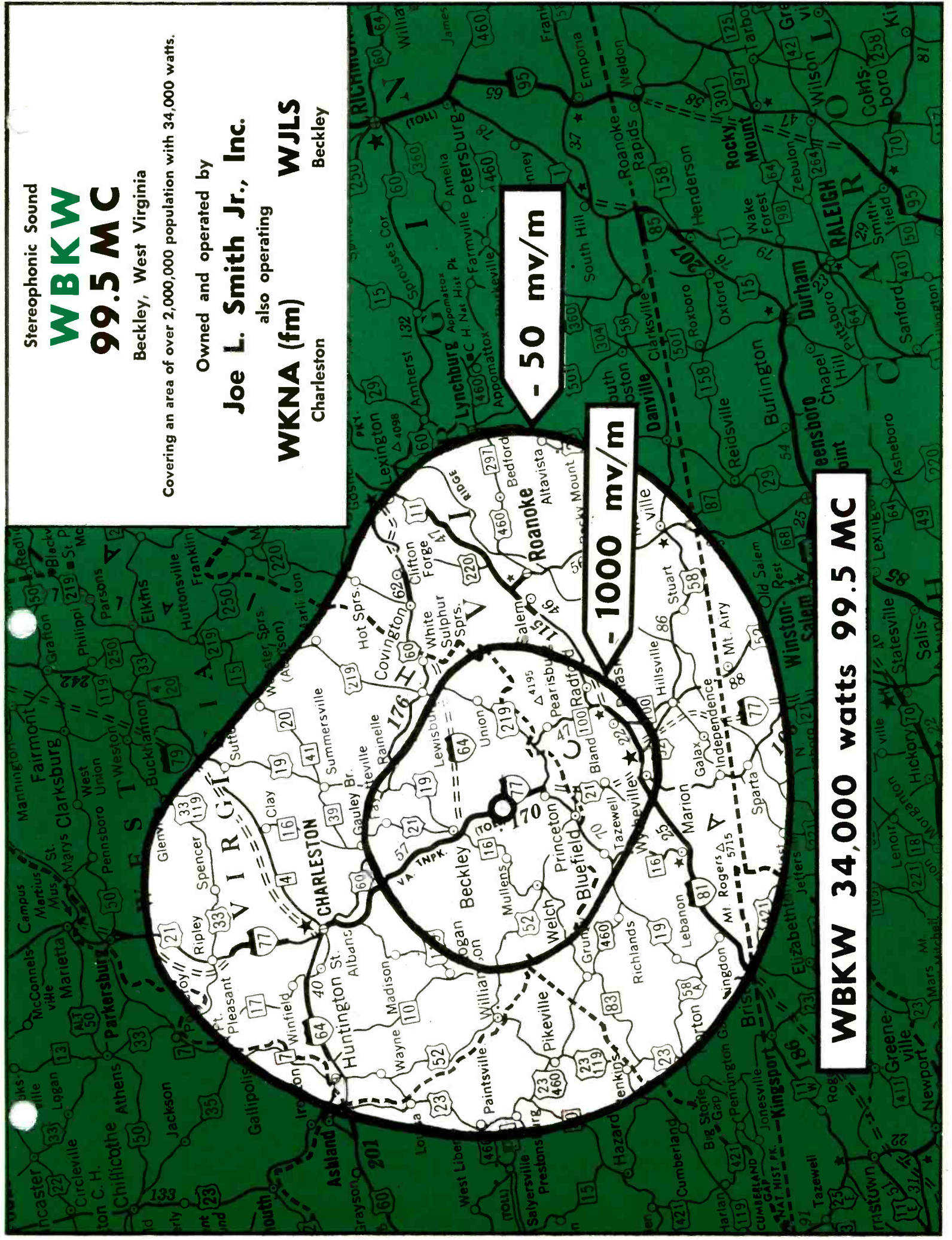
also operating

WKNA (fm)

Charleston

WJLS

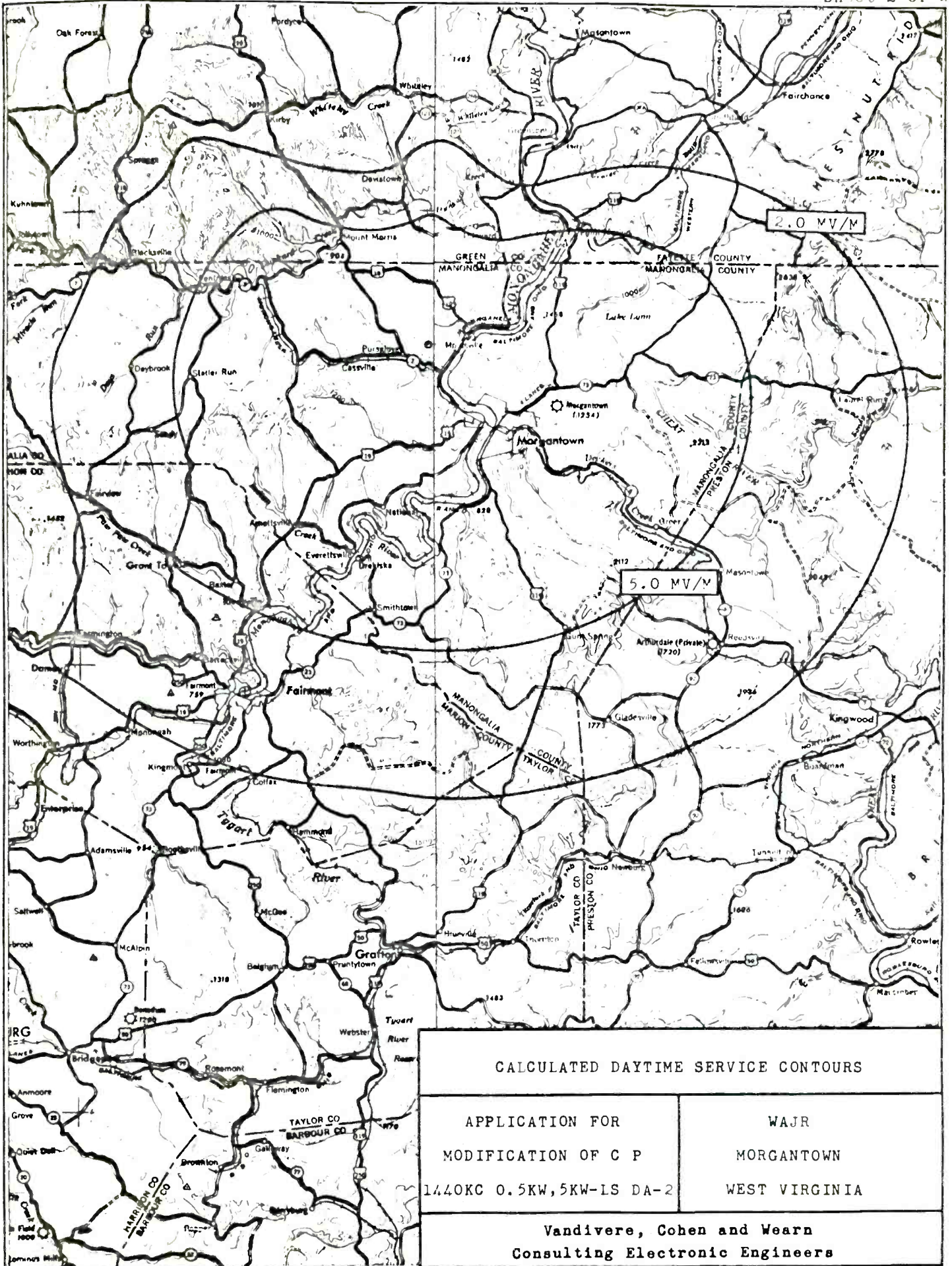
Beckley

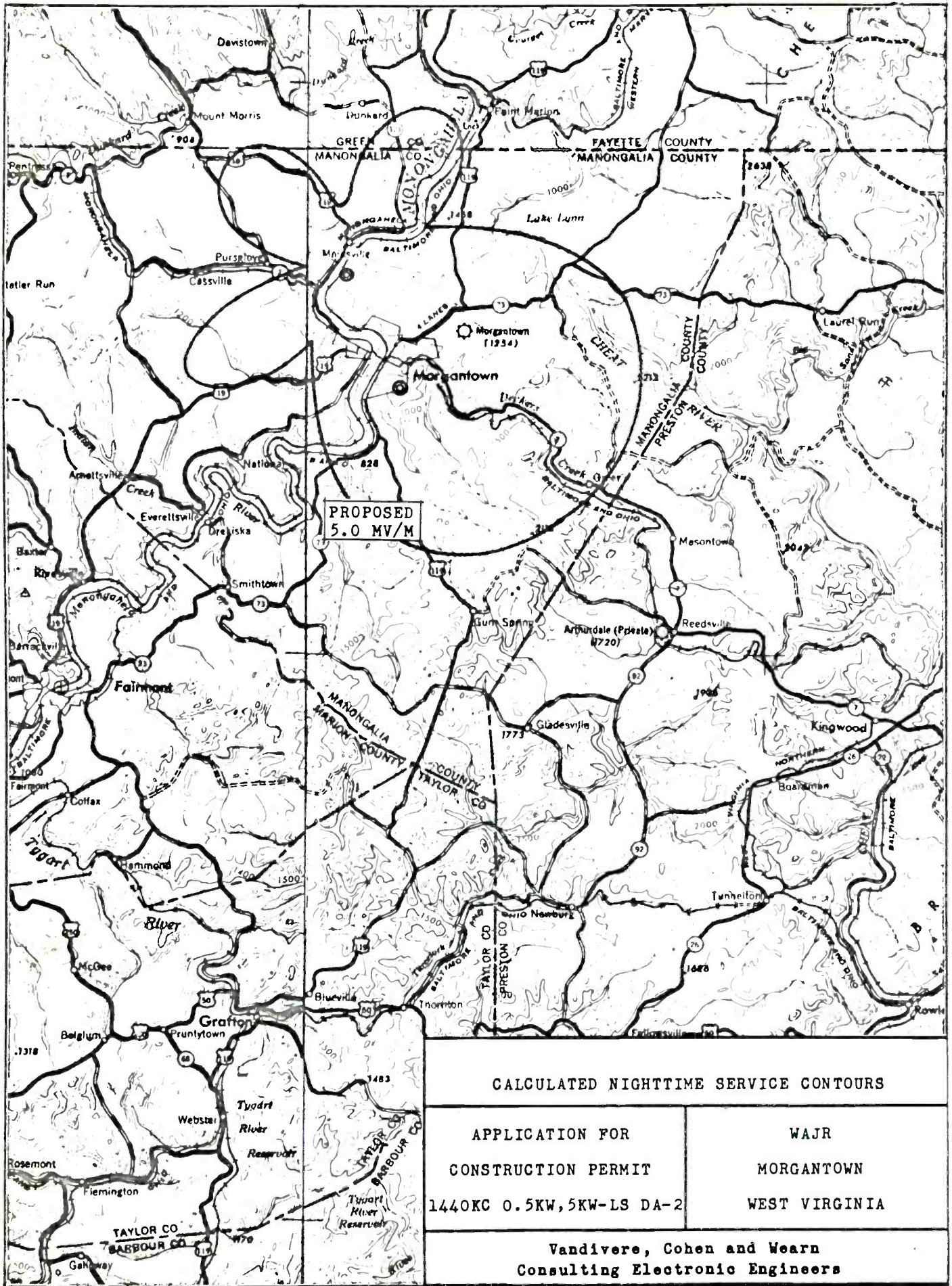


WBKW 34,000 watts 99.5 MC

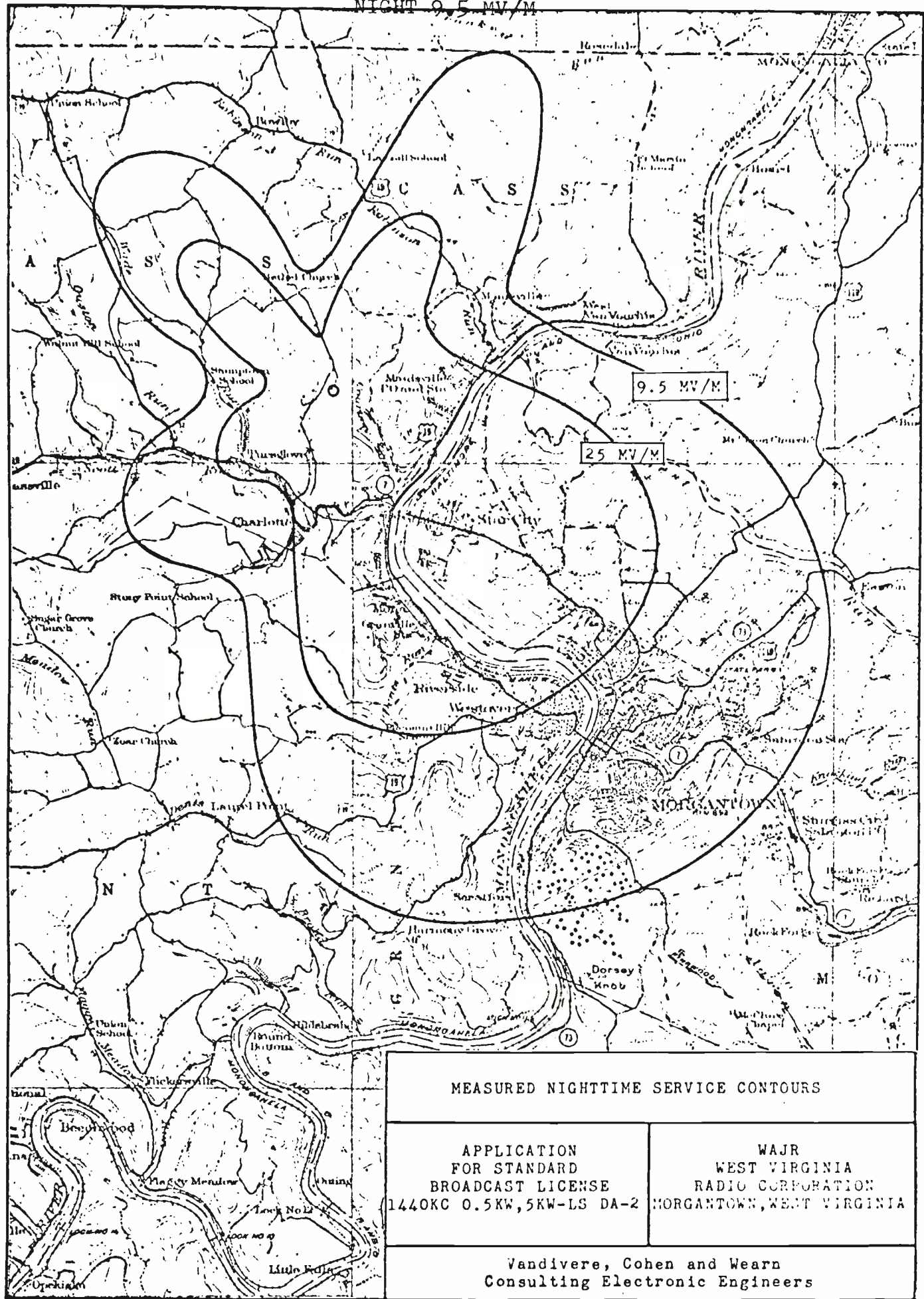
- 1000 mv/m

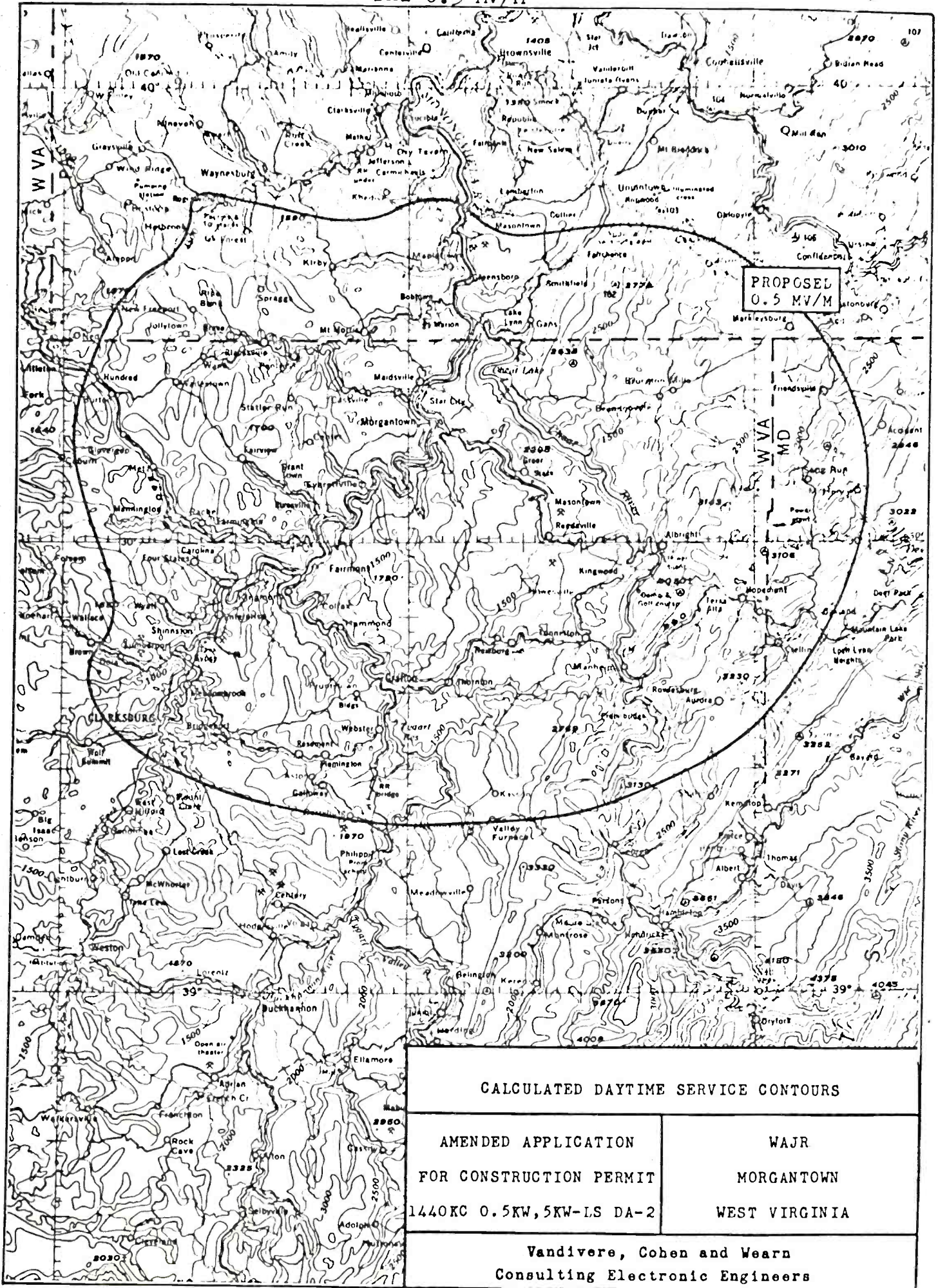
- 50 mv/m





NIGHT 0.5 MV/M





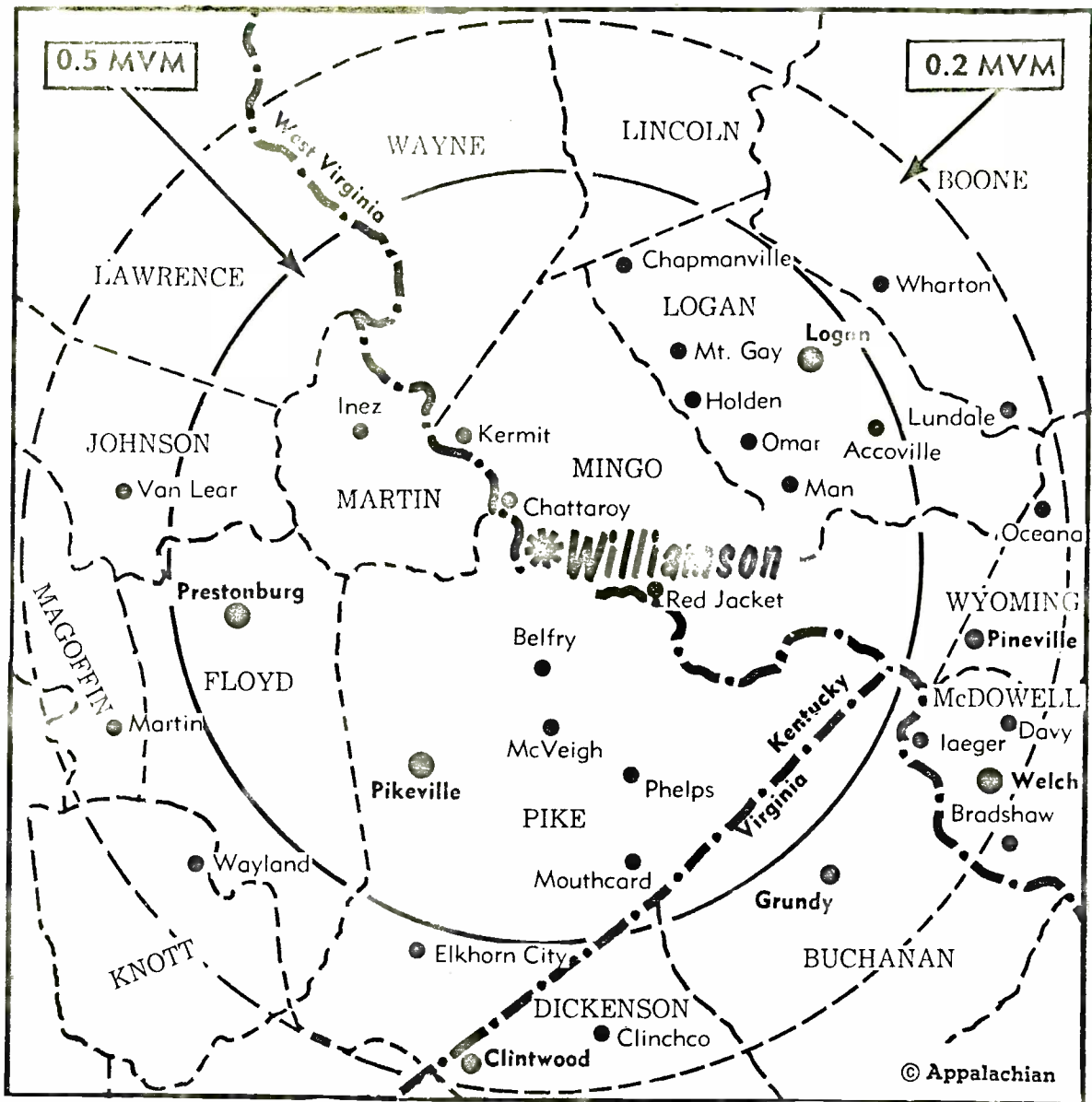
**W
B
T
H**

**THE
HAPPIEST,
SELLINGEST
SOUND
AROUND**

**WILLIAMSON,
WEST VIRGINIA**



1000 WATTS



MARKET DATA:

	0.5 MVM Coverage	0.2 MVM Coverage
Total Population	118,200	278,100
Total Households	28,110	66,480
Radio Homes	27,870	65,190
Passenger Cars	28,040	67,550
Spendable Income	\$134,921,000	313,326,000

RETAIL SALES:

Food Stores	\$ 21,913,000	53,925,000
Drug Stores	\$ 1,288,000	3,611,000
General Merchandise	\$ 10,178,000	27,212,000
Apparel Stores	\$ 5,169,000	12,203,000
Home Furnishings	\$ 4,103,000	9,135,000
Auto Sales	\$ 12,733,000	32,746,000
Filling Stations	\$ 6,754,000	17,737,000
Building Materials	\$ 4,275,000	8,525,000
TOTAL RETAIL SALES	\$ 70,680,000	178,821,000

FARM DATA:

Farm Population	35,200	84,800
Farm Households	7,990	20,260
Farm Radio Homes	7,810	20,090
Gross Farm Income	\$ 3,242,000	6,947,000

SOURCE: SRODS Consumer Data; REA Farm Survey Reports; RETMA. (1962-63)

Design by Appalachian Advertising Associates

W B T H

Featuring
News & Views - - - - Plus Interviews!
Temperature & Weather - - All Together!
Music for Real - - - - With Adult Appeal!
All Sports - - - - - Complete Reports!

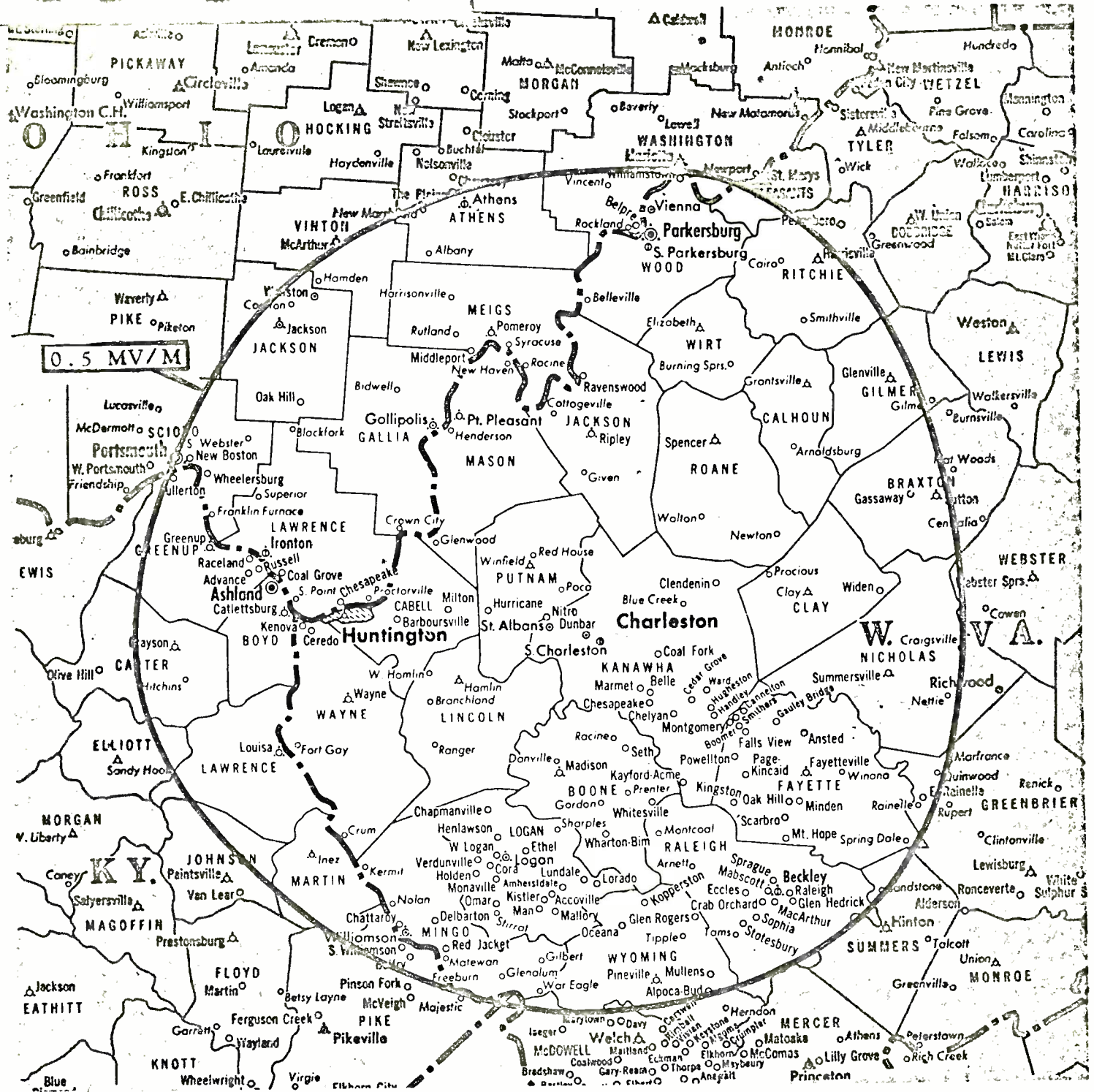


SERVING THREE GREAT STATES!

ROBERT B. HARVIT, GENERAL MANAGER
P. O. Box 261 Phone 235-3600
Williamson, West Virginia

WCHS

... a Rollins station



WCHS - News Radio For Metro Charleston, W. Va.

5000 WATTS 580 KC CBS 1111 VIRGINIA ST E CHARLESTON W VA 25324 PHONE 304-342-8131



A Division of Rollins, Inc.

REPRESENTED NATIONALLY BY

THE *John Blair* COMPANY

LEGEND

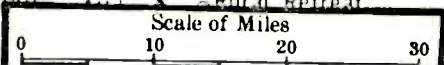
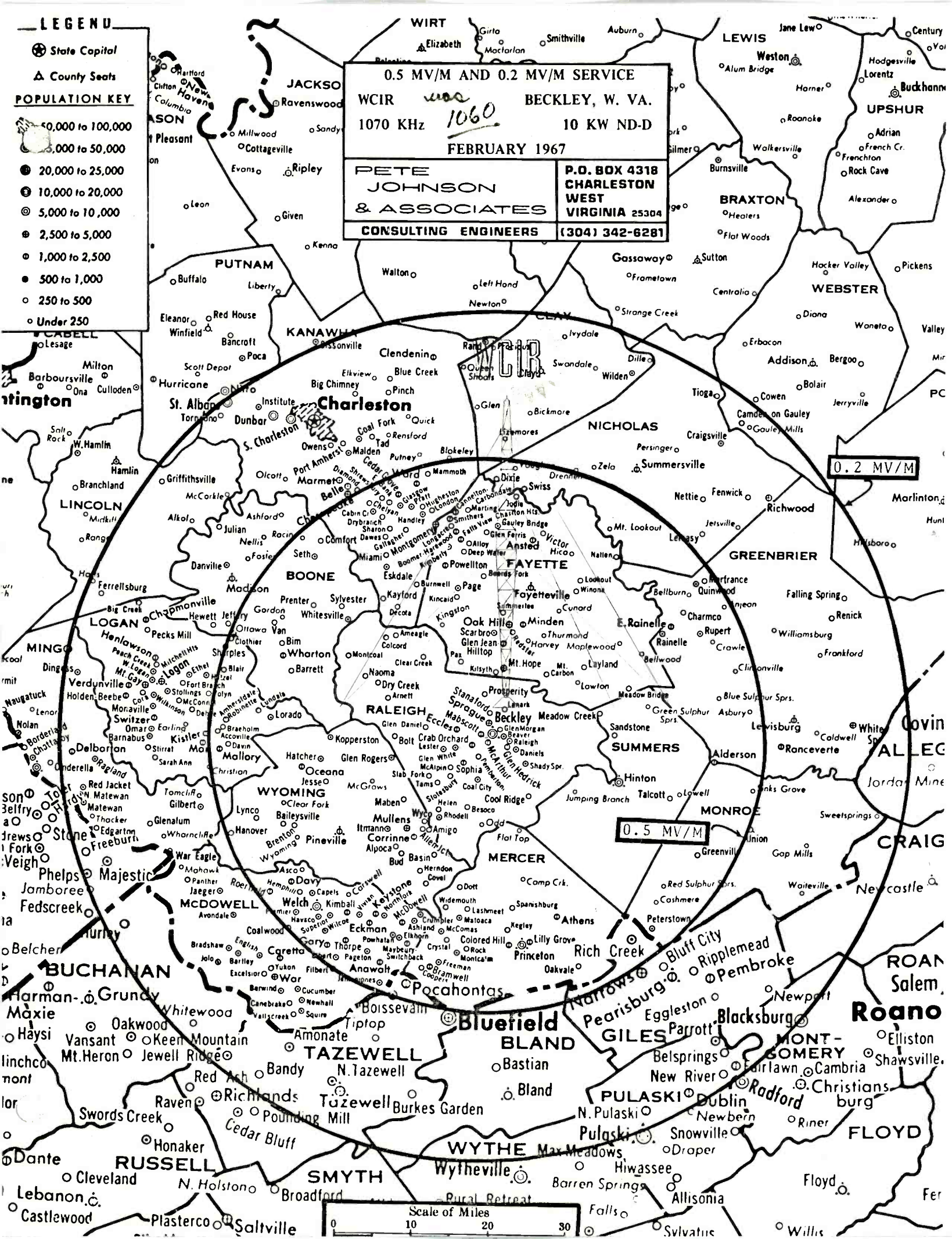
State Capital

County Seats

POPULATION KEY

- 50,000 to 100,000
- 25,000 to 50,000
- 20,000 to 25,000
- 10,000 to 20,000
- 5,000 to 10,000
- 2,500 to 5,000
- 1,000 to 2,500
- 500 to 1,000
- 250 to 500
- Under 250

0.5 MV/M AND 0.2 MV/M SERVICE	
WCIR 1070 KHZ	BECKLEY, W. VA. 10 KW ND-D
FEBRUARY 1967	
PETE JOHNSON & ASSOCIATES	P.O. BOX 4318 CHARLESTON WEST VIRGINIA 25304
CONSULTING ENGINEERS	(304) 342-6281



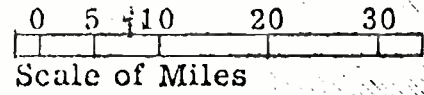
W C L G

1300 KC

1000 WATTS

MORGANTOWN, W. VA.

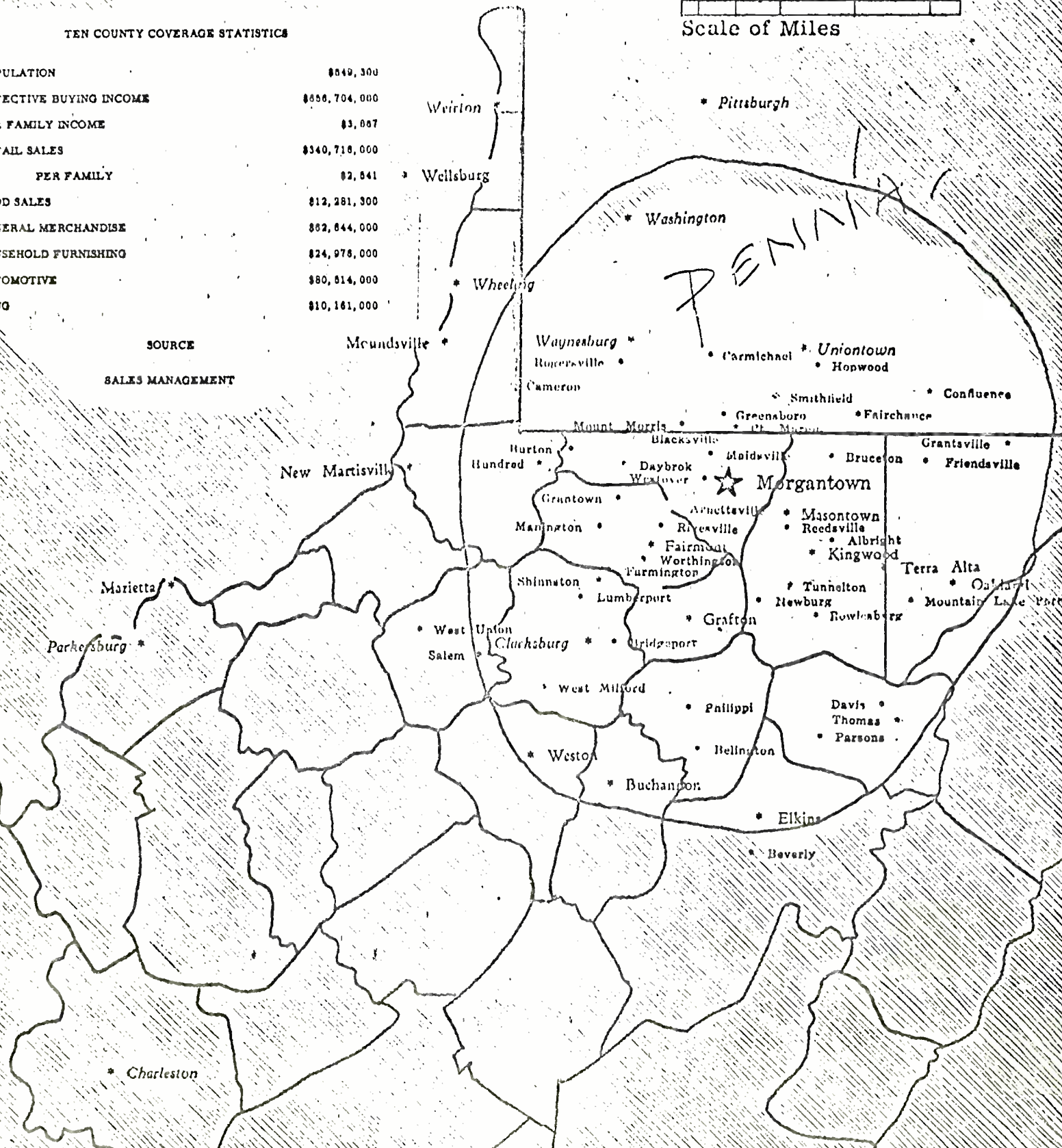
W C L G



TEN COUNTY COVERAGE STATISTICS

POPULATION	\$849,300
EFFECTIVE BUYING INCOME	\$856,704,000
PER FAMILY INCOME	\$3,067
RETAIL SALES	\$340,718,000
PER FAMILY	\$2,841
FOOD SALES	\$12,261,300
GENERAL MERCHANDISE	\$62,844,000
HOUSEHOLD FURNISHING	\$24,978,000
AUTOMOTIVE	\$60,514,000
DRUG	\$10,161,000

SOURCE
SALES MANAGEMENT



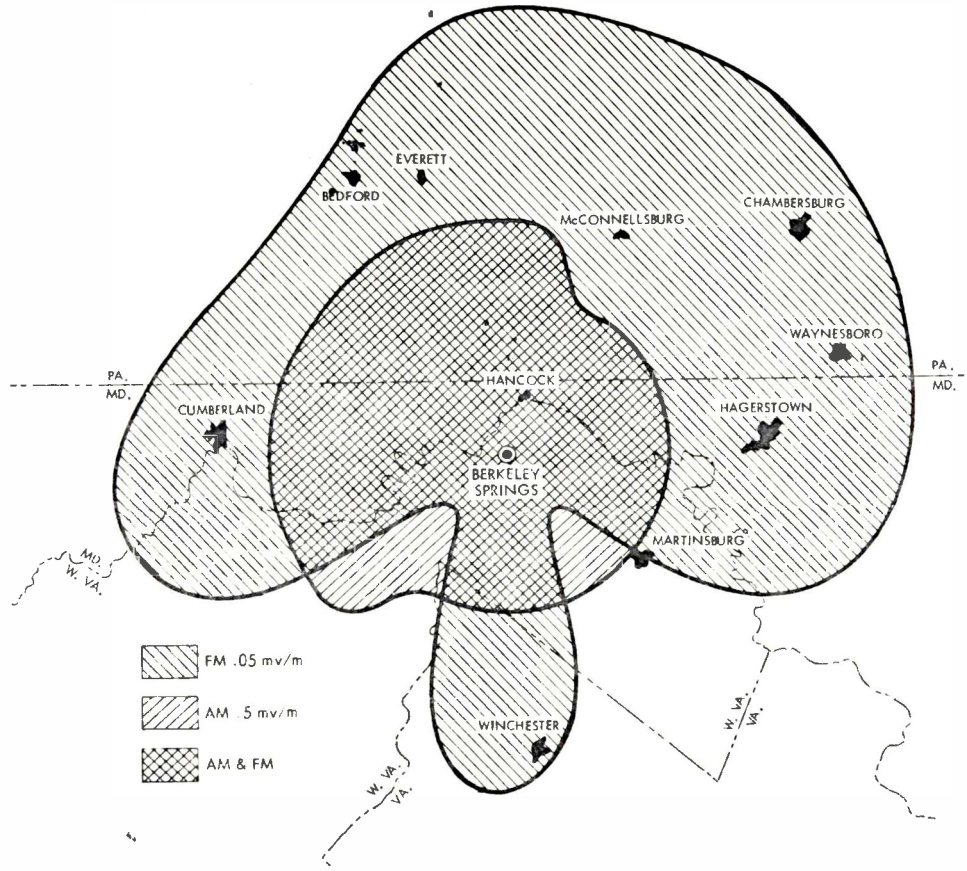
WCST




1010 KC
250 W

**BERKELEY SPRINGS
WEST VIRGINIA**

WCST-FM

93.5 MC
3,000 W
ANT. +70 FT.



-  FM .05 mv/m
-  AM 5 mv/m
-  AM & FM

COVERAGE

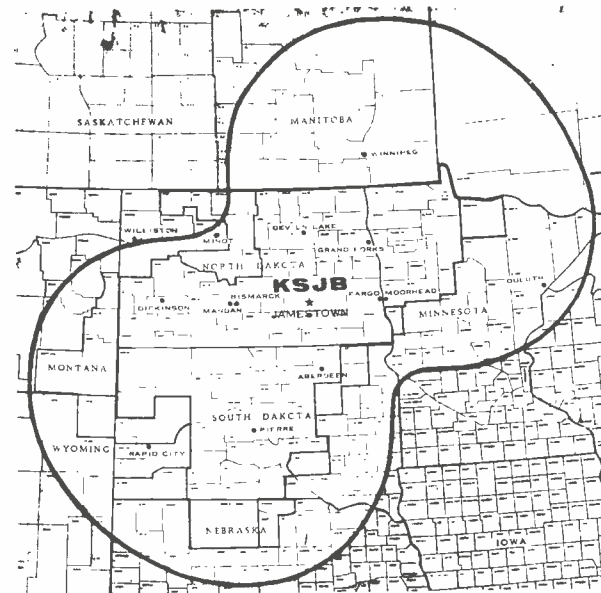
As computed by **GEORGE C. DAVIS**
Consulting Engineer
Washington, D.C.

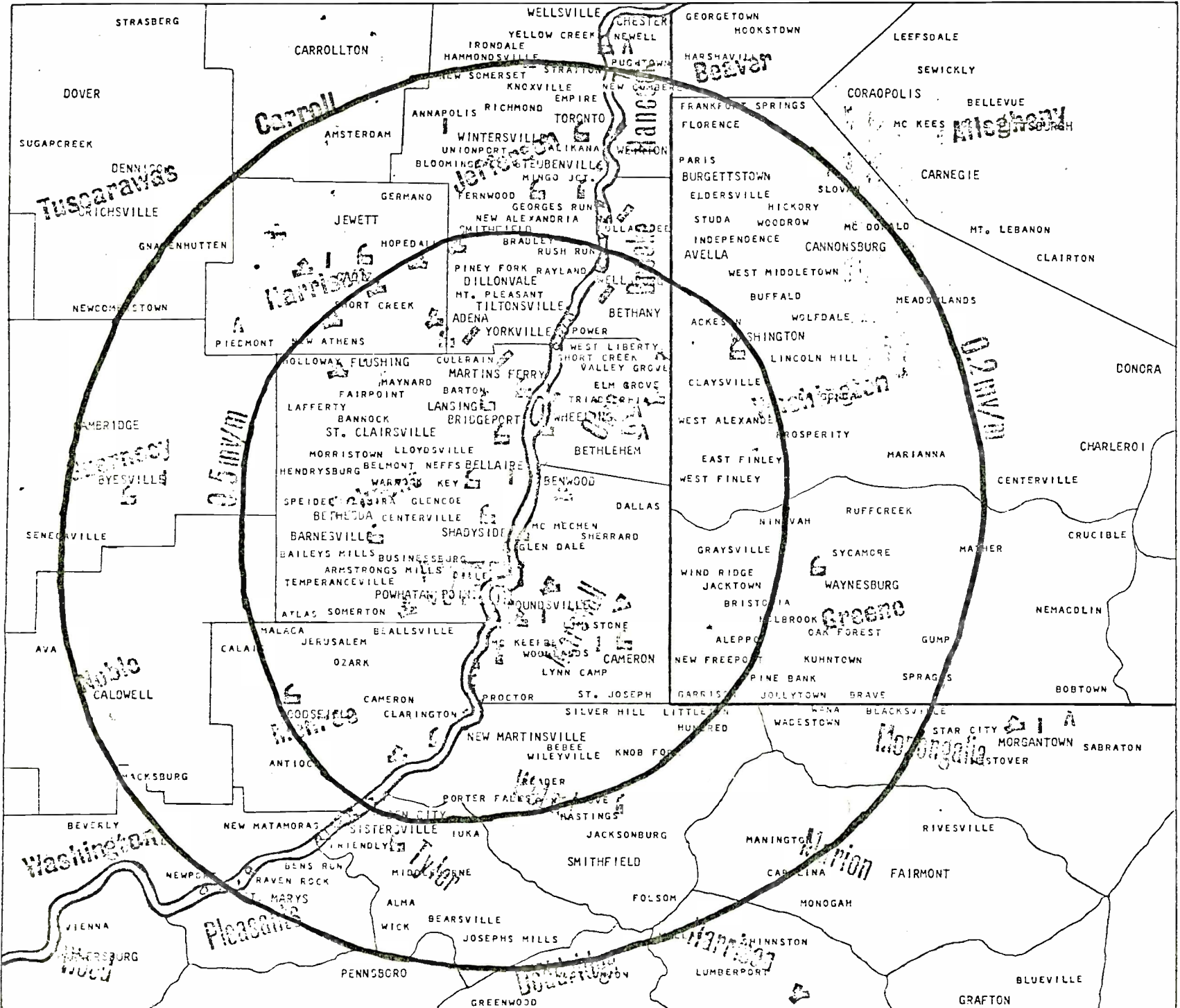
RATES ON REVERSE SIDE



King of the Dakotas

5000 Watts 600 KC





WE97
GREWE RADIO
1370
 Moundsville, W. Va.

map **legend**

- manufacturing
- steel
- coal
- chemicals
- fuel
- pottery
- glassware
- parks

miles 10 15

WEIF-1370...
Action Audio in
step with the
Action Area!

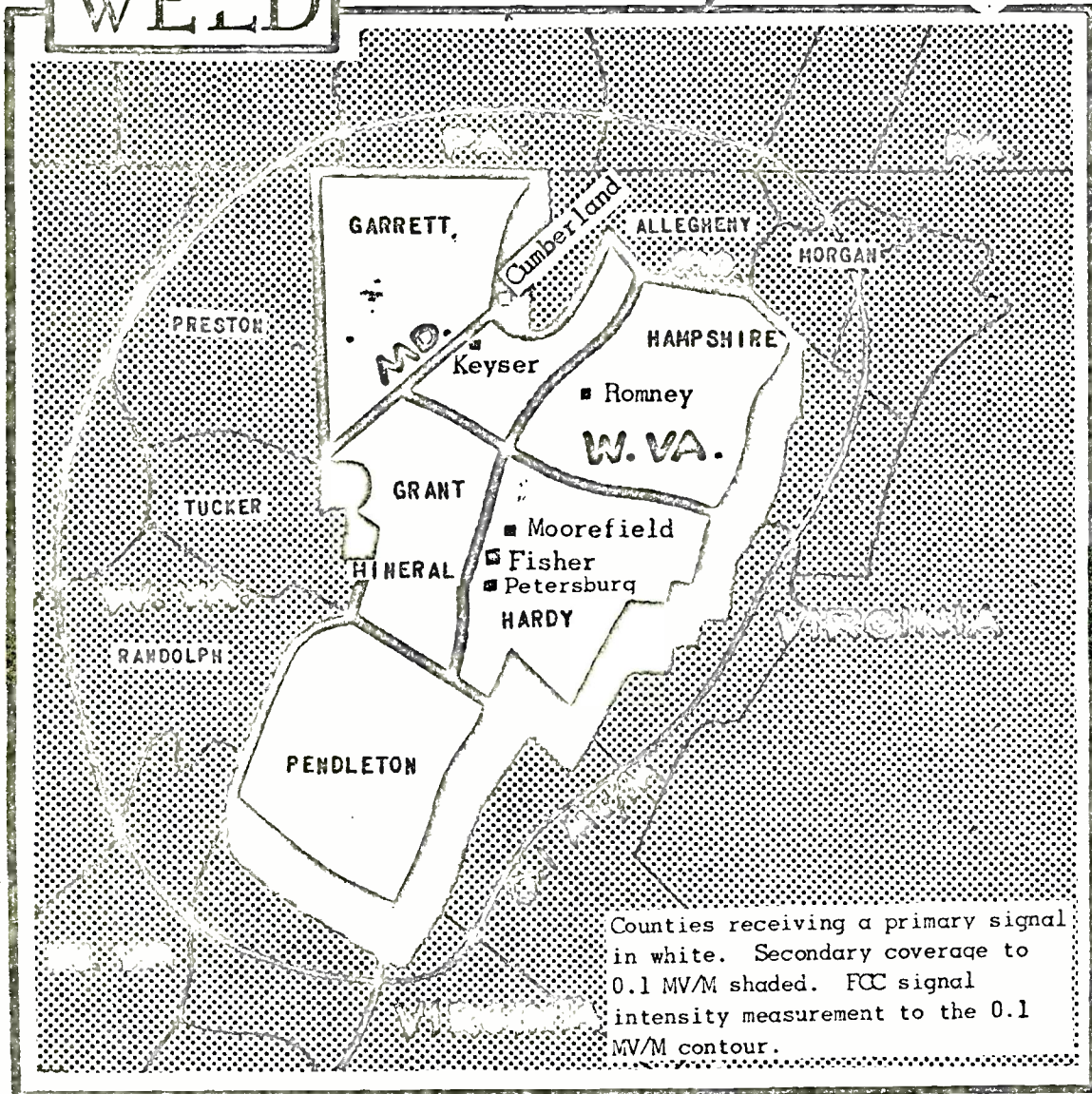


CONTOURS CALCULATED
 -GH22367-

WELD

The "Country Music" Station of the Green Valley Group

90 KCS
500 WATTS
DAYTIME
INDEPENDENT



WELD FACT FILE

WELD is situated in the heart of a great poultry, beef raising and lumbering area which also attracts the fishing, hunting and tourist trade in season. Newspaper coverage is limited to local weeklies and television reception is spotty. Radio in many cases offers the only daily medium offering news and entertainment. WELD provides this important news coverage with Associated Press news plus area reports gathered by WELD staff correspondents. This is the only daily news coverage this area has ever known. Country and western music programming is slanted to maintain audience attraction for the rural listener, balanced with current popular hits slanted to the tastes of the town and teen audience.

MARKET SUMMARY

	Within 0.5 MV/M Coverage
TOTAL POPULATION	57,900
TOTAL HOMES	15,040
RADIO HOMES	13,200
RETAIL SALES	\$ 37,381,000
AUTO SALES	\$ 9,624,000
FILLING STATION SALES	\$ 7,518,000
FOOD SALES	\$ 7,130,000
DRUG SALES	\$ 950,000
GROSS FARM INCOME	\$ 25,752,000

WELD

FISHER

(Moorefield - Petersburg Area)

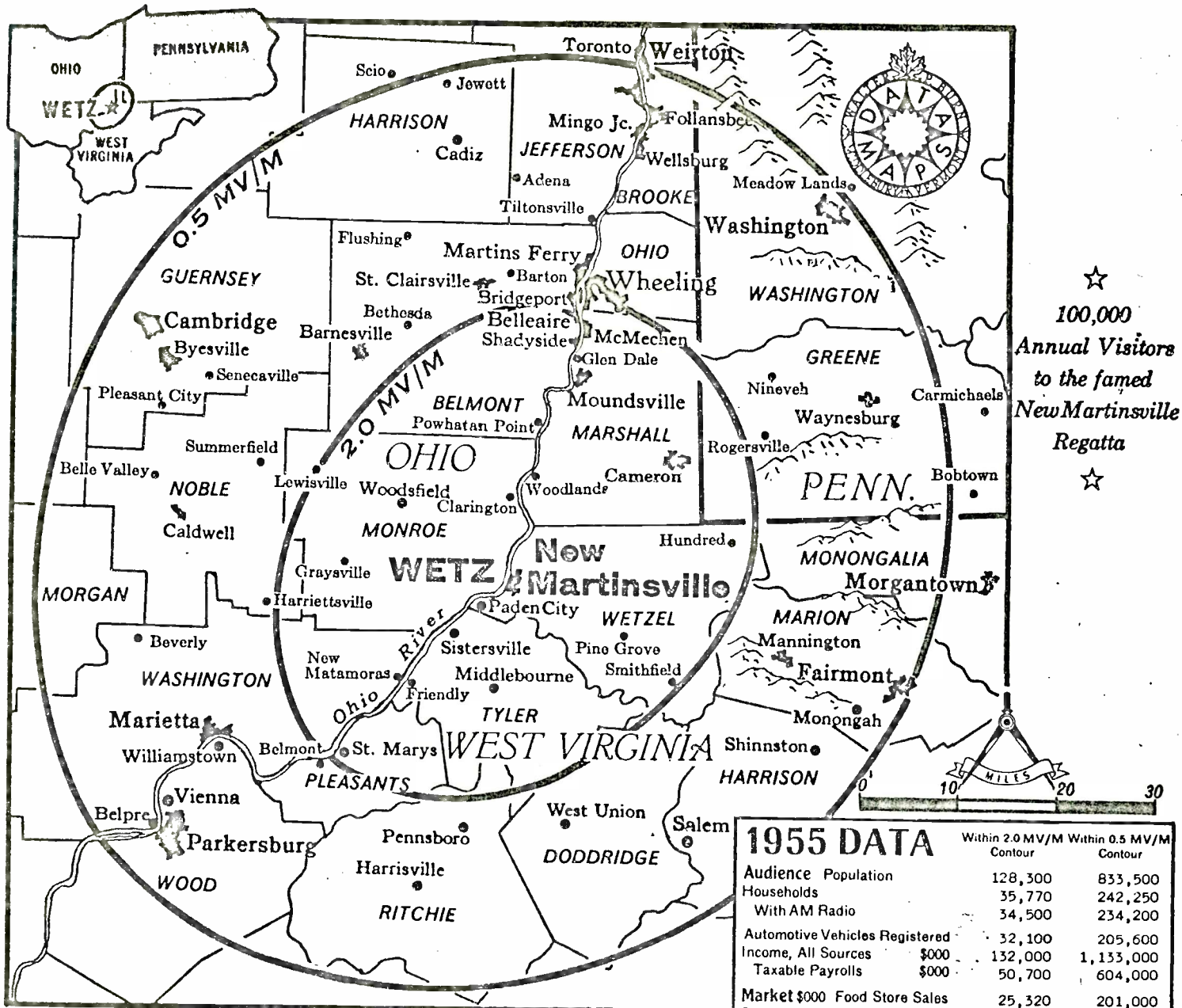
WEST VIRGINIA

~~KIMBERLEY JOHNSON, MGR.~~

Phone: LEhigh 8-6062

~~FRANK DEANELL, MGR.~~

WELD IS THE ONLY SINGLE ADVERTISING MEDIUM BLANKETING THE RICH POULTRY, LIVESTOCK AND GENERAL FARMING AREA OF WEST VIRGINIA'S EASTERN DANHANDLE



★
100,000
Annual Visitors
to the famed
New Martinsville
Regatta
★

WETZ 1000 W 1330 KC
Affiliated with
Beacom Broadcasting Enterprises
WVW - WJPB-TV - WBUT

Delivers the Audience of the Booming Mid-Ohio Valley
with its *only* Primary Signal

A Great and Growing New Chemical Center
more than \$250,000,000 spent in new plant construction
in the past five years

Varied Industry and Prosperous Farms
assure steady, high-percapita Incomes

MAGNOLIA BROADCASTING COMPANY, INC.

Harry G. Bright, Pres. & Gen. Mgr. George K. Eubanks, Cml. Mgr.
Radio Park Telephone: 1000

NEW MARTINSVILLE, W.VA.

National Representatives: GILL-PERNA, Inc.
New York Chicago Los Angeles San Francisco

1955 DATA

	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour
Audience Population	128,300	833,500
Households	35,770	242,250
With AM Radio	34,500	234,200
Automotive Vehicles Registered	32,100	205,600
Income, All Sources \$000	132,000	1,133,000
Taxable Payrolls \$000	50,700	604,000
Market \$000 Food Store Sales	25,320	201,000
Restaurants, Drinking Places	5,700	46,500
Hotels, Tourist Cabins	450	5,240
General Merchandise Stores	6,710	80,500
Apparel Stores	3,350	40,550
Personal Service Shops	1,880	19,060
Hardware & Building Supplies	5,860	52,600
Home Furnishings Stores	3,890	37,800
Repair Services	490	6,660
Automotive Sales Outlets	14,400	134,100
Gasoline Service Stations	8,300	47,400
Garages, Auto Repair Shops	990	7,370
Drug Stores	1,730	15,550
All Other Retail Stores	6,940	56,400
Amusements	710	7,330
TOTAL RETAIL SALES	82,200	712,400
TOTAL SERVICE RECEIPTS	4,520	45,660
WHOLESALE SALES	37,630	460,000
Farm Market Total Farm Audience Within 0.5 MV/M Contour		
Type of Farm	COMMERCIAL	RURAL-HOME
Number Operated	14,200	19,910
Population Living on Farms	71,380	79,500
Occupied Dwellings, 93% Radio	16,800	21,780
Other Income more than Farm, %	16.3	73.7
Sales of Farm Products \$000	58,500	6,860
Farm Supplies Purchased \$000	18,100	4,300
Gross Income per Farm, \$	4,660	890

SOURCES: Census of Population & Housing, 1950; Business, 1949; Agriculture, 1950; interim measurements, taxes and estimates, Federal & State, 1949 to date; extension, coordination by WALTER P. BURN, Middlebury, Vermont.

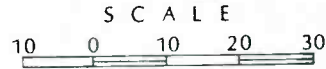
950 AM

WKAZ

97.5 FM



dominating
The Capitol City



**CHARLESTON
COVERAGE AREA**



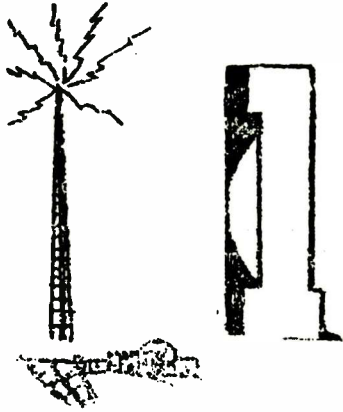
1390 DIAL

1000 WATTS DAYTIME

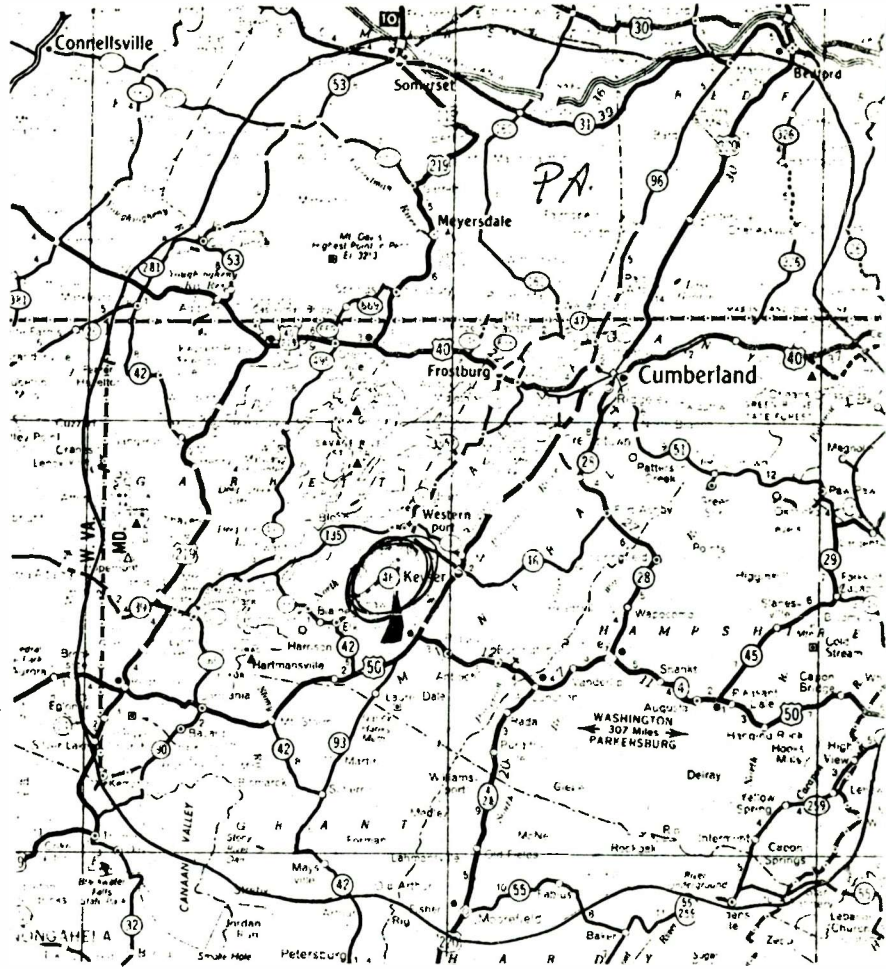
WKLP

POTOMAC BROADCASTING CO., INC.
RADIO PLAZA, KEYSER, WEST VIRGINIA

TELEPHONE 304 - 788-1662



ST IN
NEWS
SPORTS
MUSIC
SERVICE

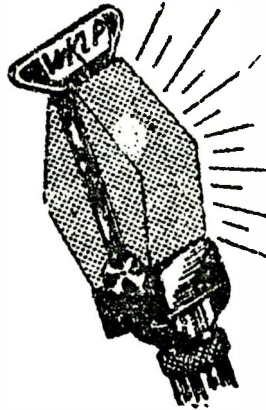


Local--State--National

Covering the Tri-State Area
with radio at its best

IF ITS TOLD
IT IS SOLD-

Advertise with WKLP
and keep your money
at home



Reach more people
for less on Radio

Specializing in Better
Community Service

Radio On The Move For People On The Go

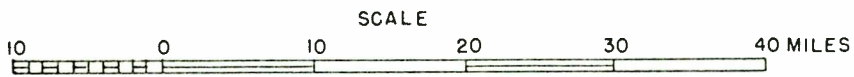
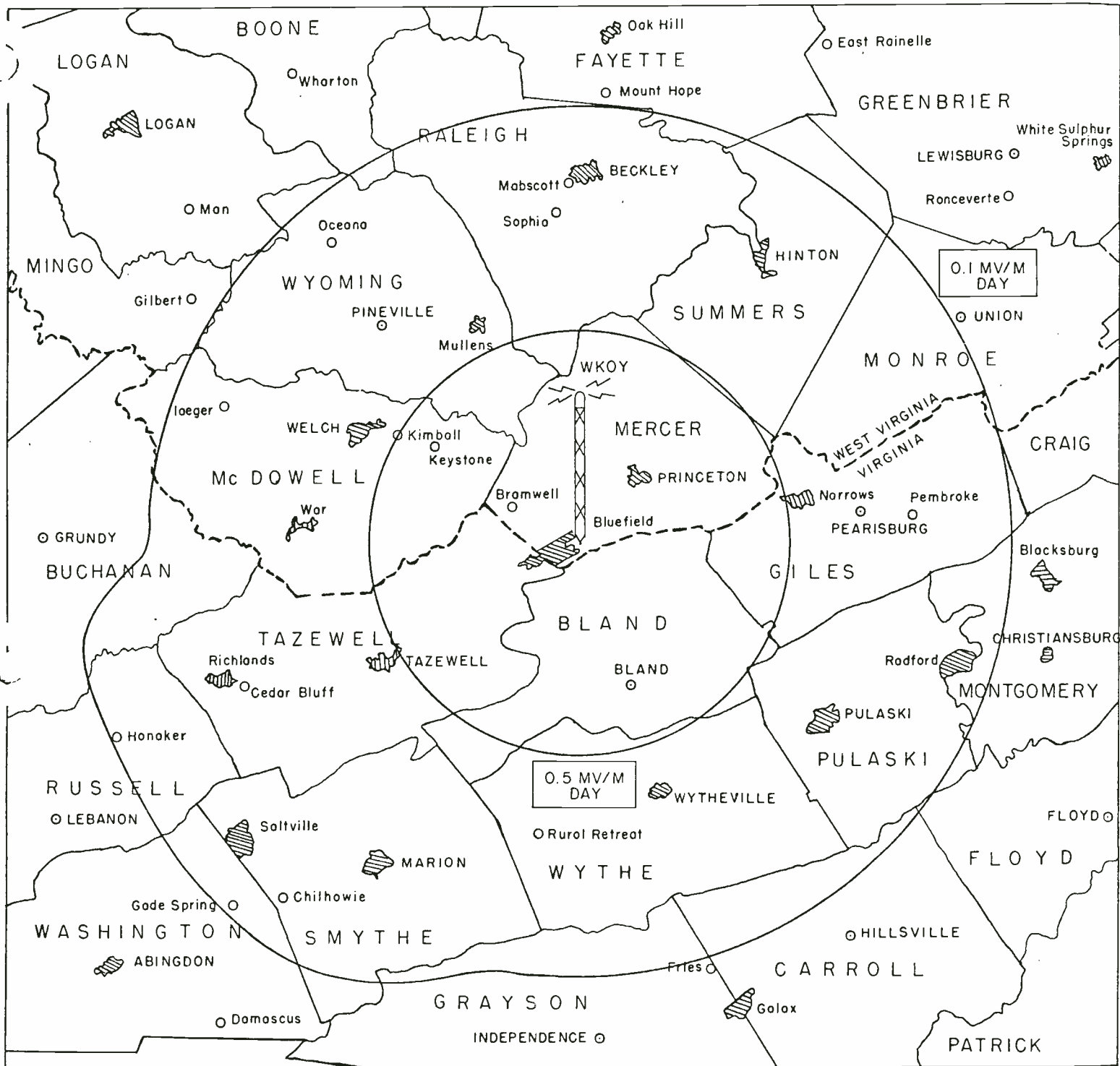
MARKET DATA

Population	294,807
Radio Homes	114,830
Retail Sales	275,382,000
Families	114,830
Retail Stores	2824
Tax Assessment (Mineral Co.)	8,638,810.00

For further information about advertising rates and
other added services please contact-

(Mrs.) Jean M. Johnston Station Manager

Center of rich oil, gas, lumber, farming and industrial sector of
Tri-State Area



623 COMMERCE STREET
P. O. BOX 800

WKOY, INCORPORATED
1240 KC .25 KW-N, 1 KW-D
Bluefield, West Virginia

PHONE: DA 7-6124

Louis A. King-Consulting Radio Engineers-Bristol, Tennessee

1490 KC
250 WATTS

WLOH

JANUARY 1, 1965



PRINCETON, WEST VIRGINIA

(Rate Card No. 7)

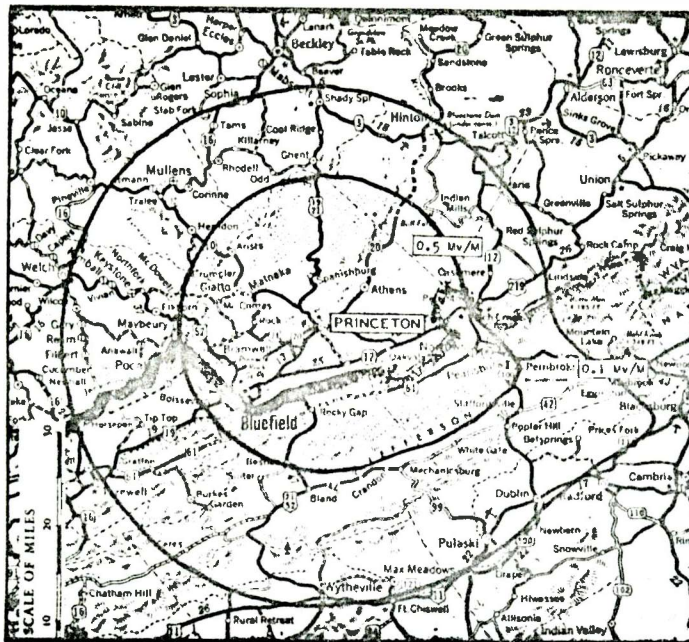
Phone 304-425-2151

LOCAL

More Listeners Than All Radio Stations In Our Area Combined

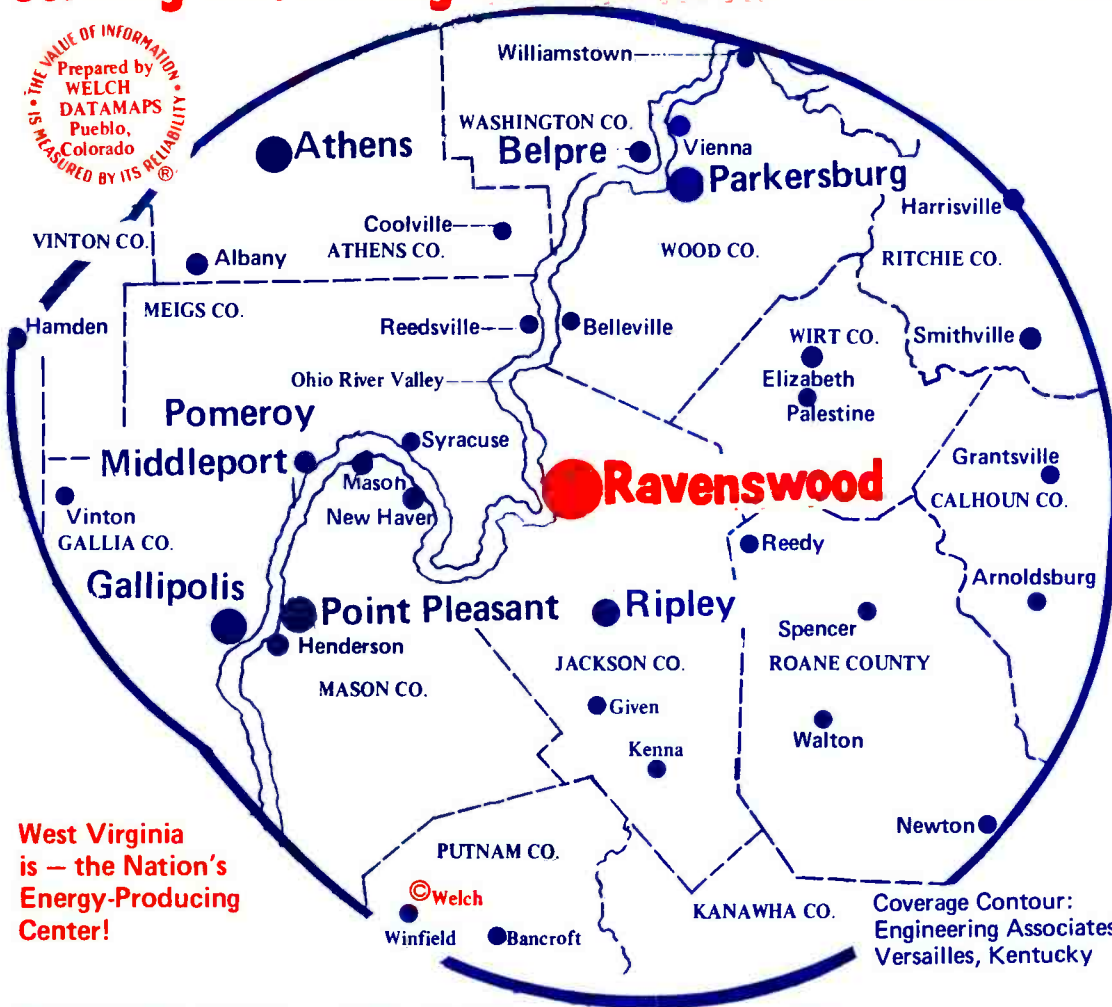
TIMES	1	26	52	104	156	260	312	365	624	1248	3000	5000
1 Hour	30.00	27.50	25.00	22.50	20.00	18.00	16.00	15.00				
30 Minutes	20.00	18.00	15.00	14.00	12.50	11.00	10.00	9.00				
15 Minutes	12.00	11.50	10.00	8.00	7.50	7.00	6.50	6.00				
5 Minutes	5.50	5.25	5.00	4.50	4.25	4.00	3.75	3.50				
1 Minute	3.00	2.50	2.40	2.20	2.00	1.85	1.70	1.65	1.50	1.45	1.25	1.00

Owned and Operated By ROBERT L. HARRISON



Serving and Selling the Wonderful Mid-Ohio Valley from Ravenswood

THE VALUE OF INFORMATION
Prepared by
WELCH
DATAMAPS
Pueblo,
Colorado
IS MEASURED BY ITS RELIABILITY



West Virginia is — the Nation's Energy-Producing Center!

JACKSON COUNTY is in the midst of West Virginia's most progressive areas — the Ohio River Valley — with industry centered around the Kaiser Aluminum and Chemical Corporation plants at Ravenswood — which employs 3,400 men and women — and pours \$80 millions in payrolls annually into the county's economy!

The Ravenswood Kaiser plant is the world's largest integrated ore-processing facility!

Other local industries include a truck bed manufacturing plant, a mobile home manufacturer, a multi-million dollar construction firm, a sportswear plant, Stauffer chemical plant, three power plants producing 4,000,000 kilowatts — and a variety of smaller firms.

WMOV RADIO covers six(6) counties in West Virginia and Ohio with Eyewitness coverage of important news and sports events.

WMOV RADIO is in the midst of the Mid-Ohio Valley's rich coal, oil and gas fields — and is the only West Virginia broadcast facility for the 100-mile stretch of the Ohio Valley between Parkersburg and Huntington, West Virginia.

GOOD DRIVE TIME coverage is assured on **WMOV Radio** — as Jackson County has the longest section of direct interstate highway in West Virginia. Included in the immediate coverage of **WMOV** is the county-seat: Ripley — just 8 air miles from Ravenswood.

One area power plant under construction has more than 3,000 workers employed daily.

"REACHING THEM — FOR YOU!"

WMOV



Member
West Virginia
Broadcasters
Association



Ravenswood, West Virginia

- * Local News and Sports
- * Community Public Service
- * Single Market Station

1360 khz Daytime

1000 WATTS

GOOD NEIGHBOR BROADCASTERS, INC.

Rex Osborne, President

Postal Box 647 Phone (304) 273-2544

Ravenswood, West Virginia

26164

Data:

	0.5 MVM-AM COVERAGE
Population	323,910
Households	99,010
Radio Homes	97,840
Auto Ownership	123,820
Farm Homes	7,040
Spendable Income \$	912,566,000
Total Retail Sales \$	608,235,000
Food Stores	\$ 149,823,000
Drug Stores	\$ 17,888,000
Department Stores \$	93,193,000
Apparel Shops	\$ 26,190,000
Homefurnishings	\$ 25,608,000
Auto Sales	\$ 109,372,000
Service Stations	\$ 49,216,000
Gross Farm Income ... \$	51,576,000
Source: SRDS Consumer Data	

Representatives:

SERVING THE BOOMING MID-OHIO VALLEY SINCE 1935



WPAR

PARKERSBURG, W. VA.

TIME RATES

Rates effective Jan. 1, 1964
One Minute or Less

SPOT ANNOUNCEMENTS:

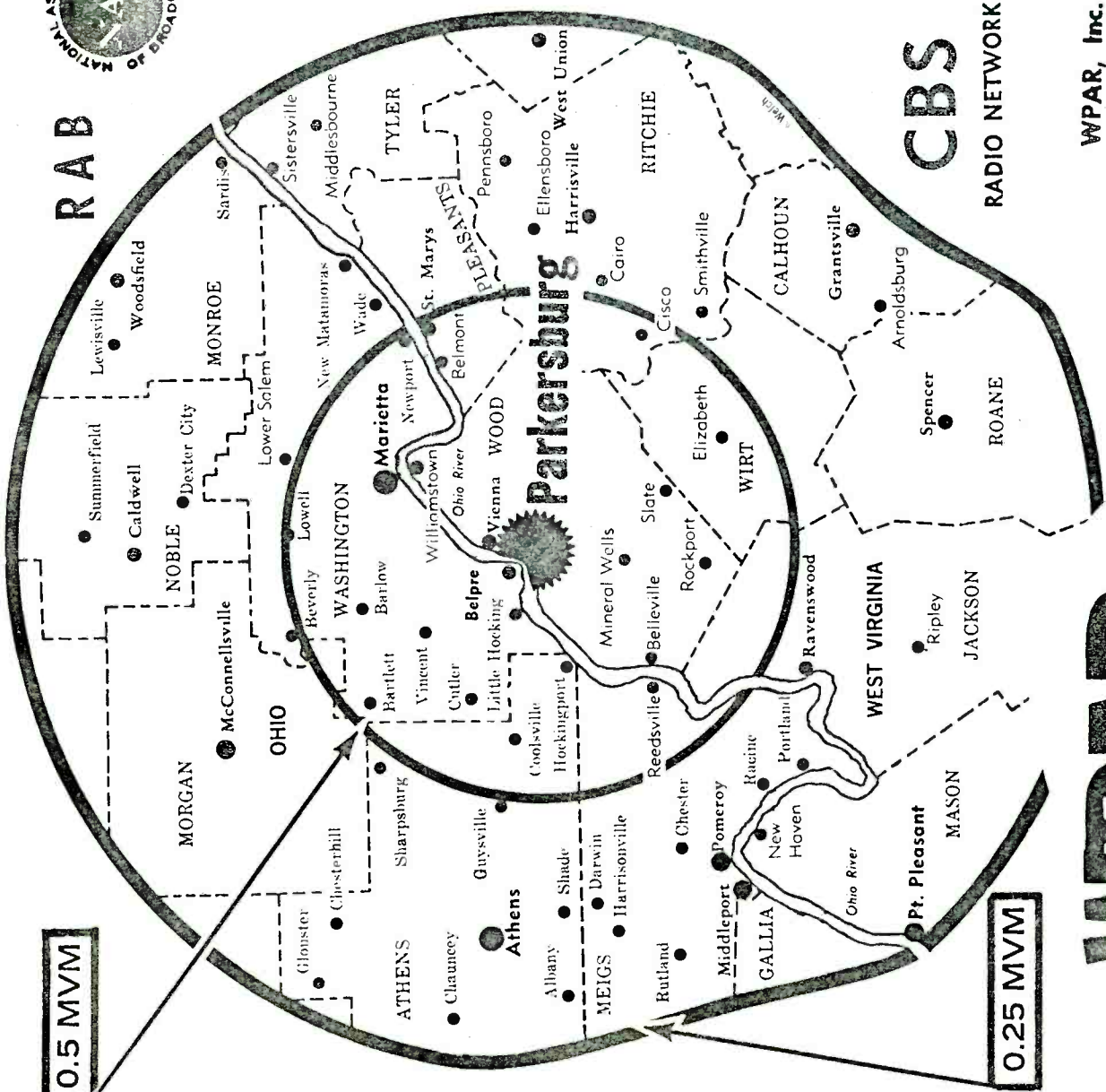
1 time	\$6.00	156 times	\$4.80
26 times	\$5.70	260 times	\$4.20
52 times	\$5.40	312 times	\$3.90
104 times	\$5.10	624 times	\$3.50

10-Second Spots: 60% of Applicable Rates.

PROGRAM RATES:

1 Hr.	\$50.00	1 Hr.	\$20.00	5 Min.	\$10.00
26 times	47.50	1/2 Hr.	\$30.00	10 Min.	9.50
52 times	45.00	1/4 Hr.	28.50		14.25
104 times	42.50		27.00		13.50
156 times	40.00		25.50		12.75
260 times	37.50		24.00		12.00
			22.50		11.25

Industrial Giants and small firms alike Continue to Choose this Area for their Operations



MARKET DATA:	0.5 MVM Coverage	0.25 MVM Coverage
Population	146,200	346,800
Households	43,160	99,730
Radio Homes	39,020	87,910
Automobiles	49,230	108,620
Spensible Income (GSI)	\$256,111,000	537,079,000
RETAIL DATA:		
Food Stores	\$ 41,911,000	83,368,000
Drug Stores	\$ 5,171,000	9,800,000
Gen'l. Merchandise	\$ 25,399,000	41,470,000
Apparel Stores	\$ 8,200,000	14,294,000
Home Furnishings	\$ 8,552,000	14,964,000
Automobile Sales	\$ 30,393,000	66,961,000
Service Stations	\$ 15,592,000	31,644,000
**Total Retail Sales	\$166,941,000	327,068,000
Population	12,700	53,820
Gross Farm Income	\$ 10,264,000	45,548,000

SOURCE: SRDS Consumer Data exclusively.

WPAR, Inc.
Box 449
PHONE
(304) 485-5475
PARKERSBURG,
WEST VIRGINIA

CBS
RADIO NETWORK

WPAR

1000 Watts Day / 1450 / 250 Watts Night
"Music for Adults and Mature Young People"
Nationally Represented by: GILL-PERNA INC.

The Beacon of Dependability over Northern West Virginia

From the Lighthouse at Southgate

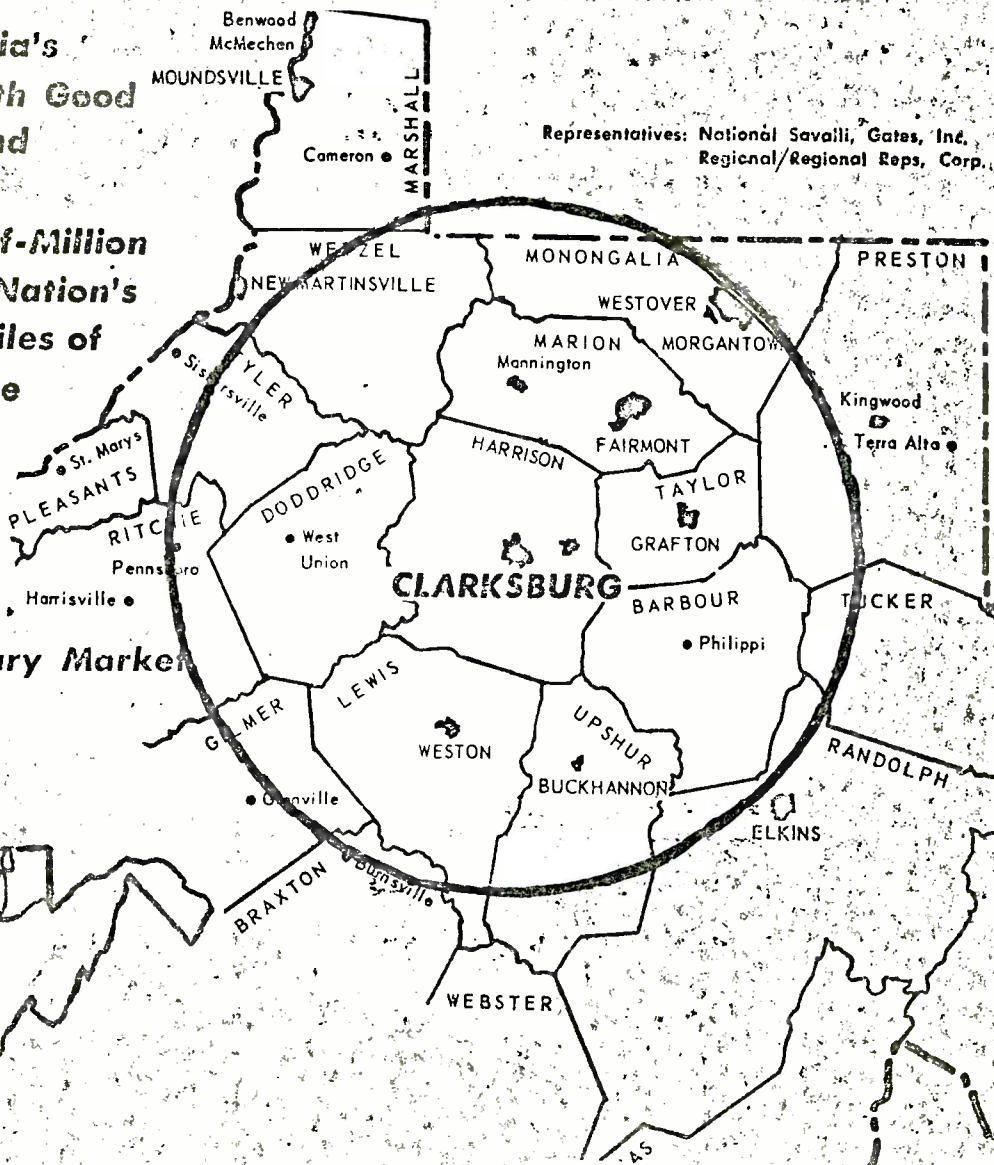
WPDX

750 KC
Clear Channel
1000 Watts
Clarksburg, W. Va.

Serving Northern West Virginia's
Half-Billion Dollar Market with Good
Music-News-Features-Time and
Weather Reports
Setting the Daily Pace for Half-Million
People in 26 Counties of the Nation's
Powerhouse — within 500 miles of
One-Half the Population of the
United States



Primary Market



Representatives: National Savali, Gates, Inc.
Regional/Regional Reps, Corp.

Country Wide — Country and Western

Market Facts

\$1,000's added		Drug & Prop'y	11,797
TOTAL SALES	\$355,867	Other Retail Stores	32,120
Lumbr., Bldg. Mat'l., Hdwe.	18,655	Non-store Retailers	6,379
Gen. Merchandise	48,191		
Food Stores	94,920	Population	332,165
Automotive Dealers	68,364	Households	100,656
Gas Service Stations	29,274		
Apparel & Acces'ry	21,006		
Furniture & Home Furn'g's	10,536		
Elec. Appl's	5,796		
Eating & Drinking	12,909		

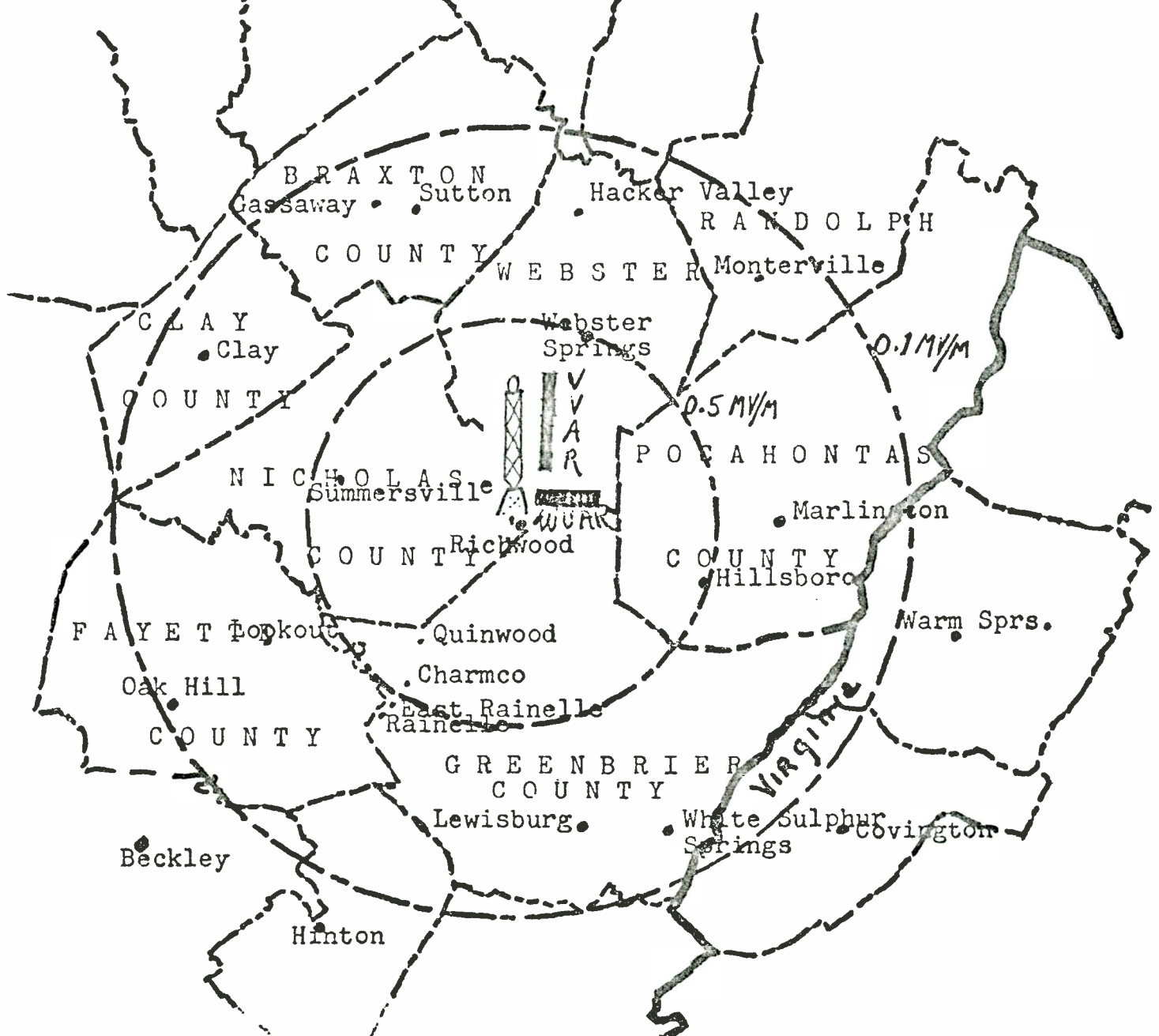
All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, 207 E. Broad St., Primsra, N.J. 07065 2-11-67

Gateway to Travelling America —
Playground for Eastern United States —
Diversified Industrial, Commercial, and
Recreational Primary
to 1970 Market of over
\$355,000,000 in Retail Sales

WV AR RADIO

1280 KC
1000 Watts

RICHWOOD, WEST VIRGINIA



PROVIDING THE ONLY COMPLETE RADIO COVERAGE OF THIS RICH COAL, LUMBER, AND FARMING REGION!

PRIMARY COVERAGE	
POPULATION	45,310
RADIO HOMES	11,040
RETAIL SALES	\$31,263,150

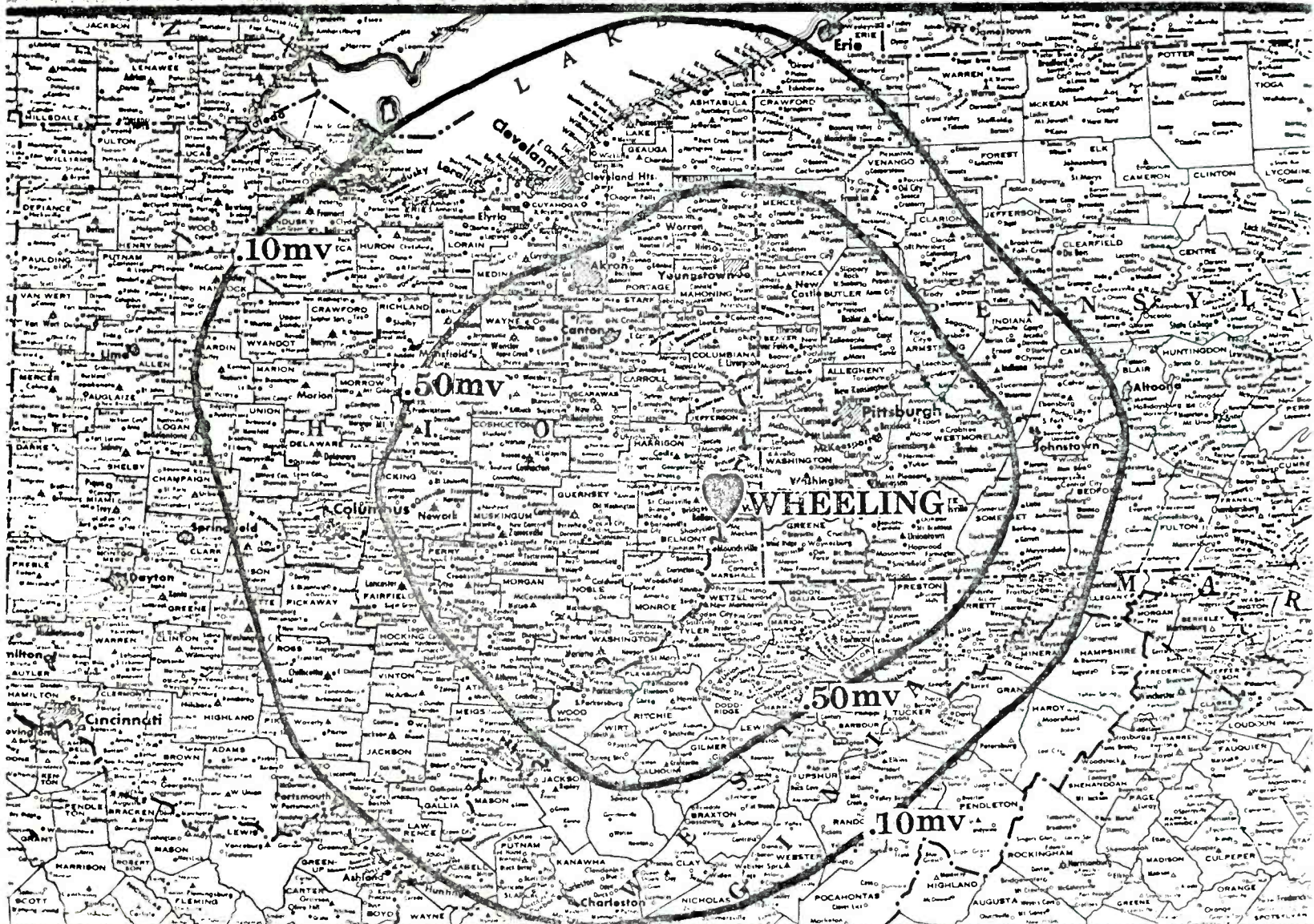
SECONDARY COVERAGE	
POPULATION	192,465
RADIO HOMES	46,620
RETAIL SALES	\$115,671,620

SOUTHEASTERN WEST VIRGINIA'S BEST ADVERTISING BUY

the full

story

The PULSE surveyed area is only a part of the full WWVA story. WWVA serves a rich market of 67 counties within its 0.50mv/m contour. This is an area covering the great tri-state market of the rich Upper Ohio River Valley with a booming industrial expansion and development unequalled in the nation. The WWVA Market ranks with the nation's richest metropolitan markets.



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Primary Market Data

A Rich Market Where 6½ Million People Spend 7 Billion Dollars Annually.



POPULATION 6,581,200	
Households	\$ 1,334,100
Buying Income	\$11,361,632,000
Retail Sales	\$ 7,104,557,000
Food Sales	\$ 1,222,290,000
Drug Sales	\$ 216,594,000
Gen'l Mdse.	\$ 978,168,000
Furn.-Hshd.	\$ 391,402,000
Automotive	\$1,193,958,000