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

500 copies, reproduced in black on white 20-lb. bond 9½ x 11 inch size, with panel of basic data for the coverage area, are priced at $55., including copyright in your own name. Extra hundreds at $25.00. If data panel is omitted, deduct $15.00. For printing in any single color, add $10.00.

This includes every cost of preparation and production.

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

* * *

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

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

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

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

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

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

IN WISCONSIN TOO

Markets are People

Here are two additional maps of Wisconsin at different scales — too in fact at the low situations one programmed for the counties of people — this data makes it possible to see in a more detailed manner the social structure of people in each map.

WEMP

Milwaukee

In Wisconsin, the upper end of the market is the city itself, in or close to 600,000 people, in the immediate primary radius coverage.

Compared with the 90-mile radius circles and squares of U.S. Census, we have drawn the coverage areas by a 90-mile and 150-mile radius circle, together with the counties that fall within the area.

And with the lowest rates of any Milwaukee Station, WEMP now can be considered one of the best places to advertise in all Wisconsin markets.


Comparative Market Coverages

<table>
<thead>
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<th>Network</th>
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<th>List Price</th>
<th>City</th>
<th>List Price</th>
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</tbody>
</table>

 WWNC

ASHEVILLE, N. C.

570 KC. 1000 WATTS

Colonnade Broadcasting System

There were no designated by the C.B.S.

Research Bureau, and are listed on a

special map and map of \textit{The Asheville Leader.}

and \textit{The Asheville Citizen.}

Owned and Operated by

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

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

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

WALTER P. BURN & ASSOCIATES, INC.
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