

# WCDDQ 1220

# Gold Radio

473 DENSLow HILL ROAD

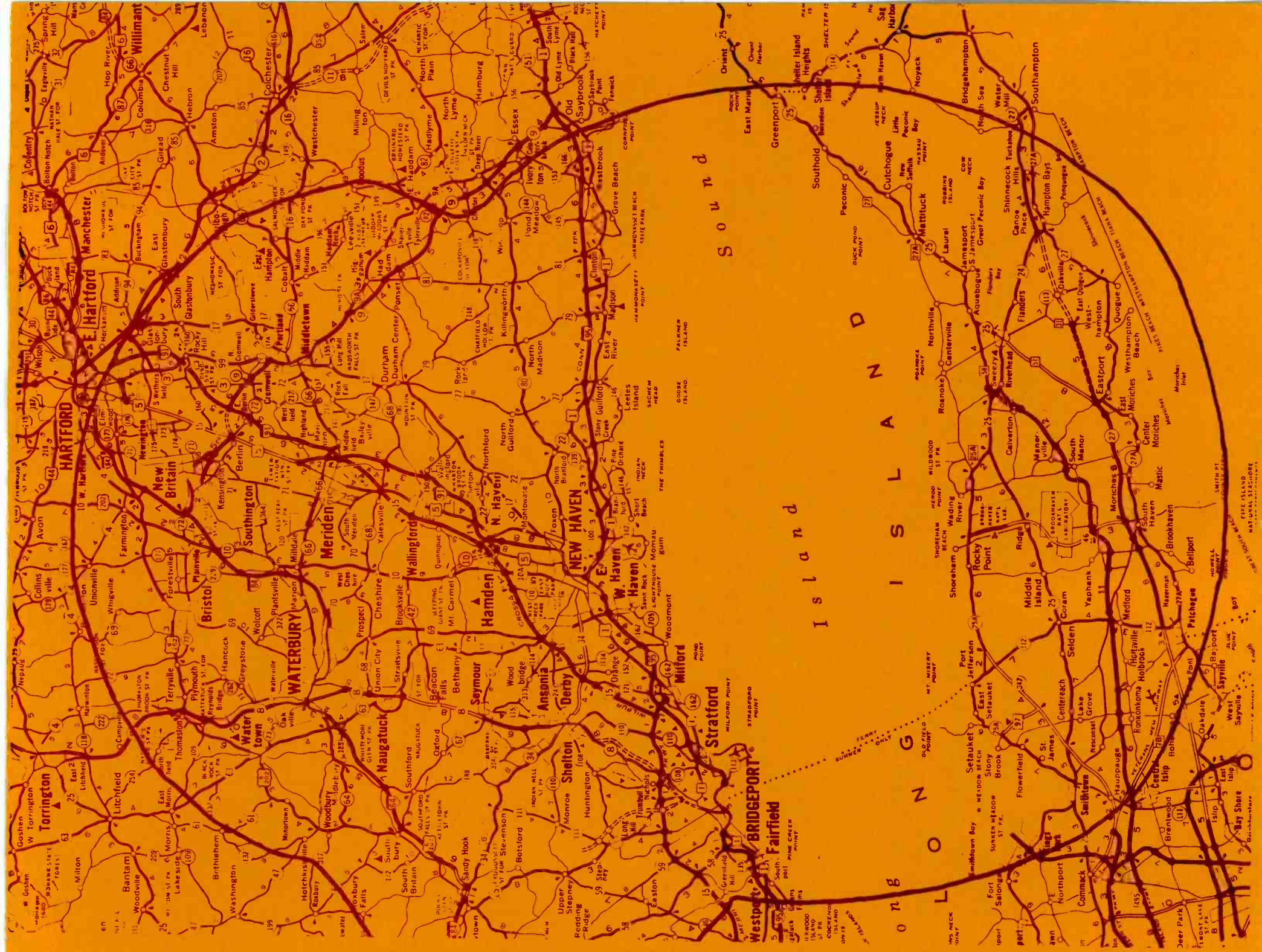
HAMDEN, CONN.

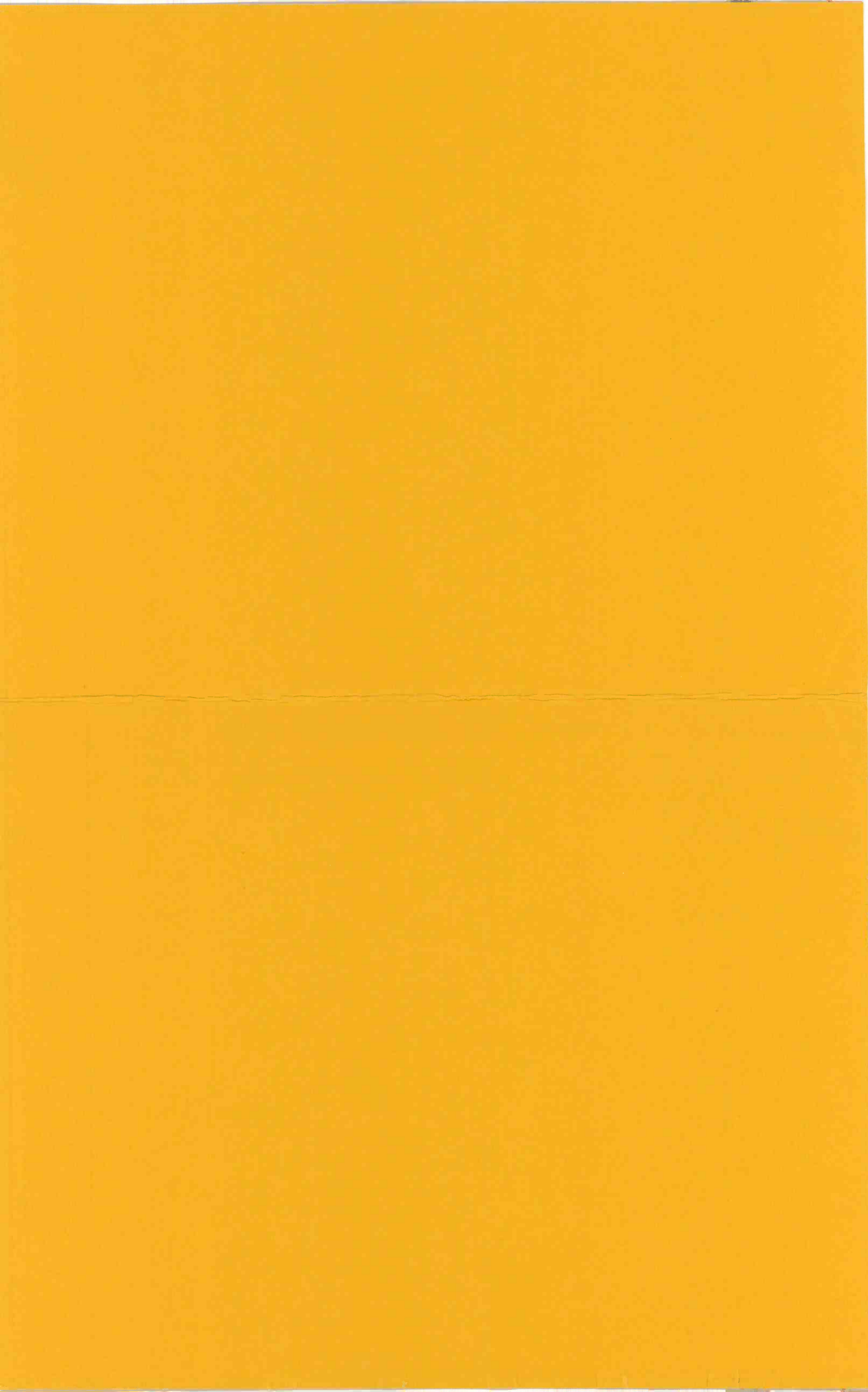
(203) 288-3561

## ALL OLDIES - ALL THE TIME

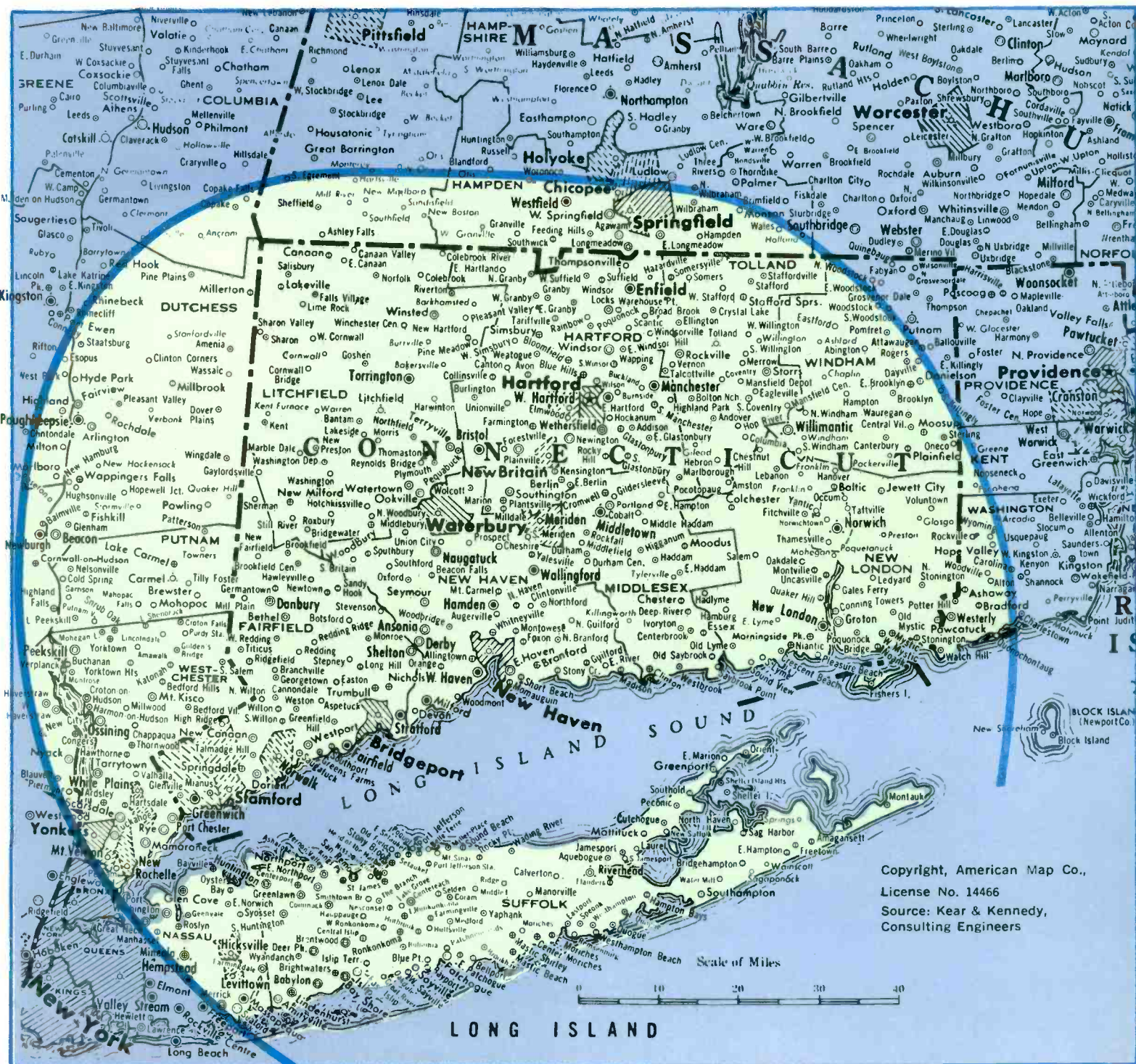
### NEW HAVEN COUNTY STATISTICS — S.R.D.S.

Population	754,400	C. S. I.	\$2,649,412,000
Households	229,510	C. S. I. (Per Household)	\$11,544
Total Retail Sales	\$1,300,971,000	Average Income over \$10,000	48%









Copyright, American Map Co.,  
 License No. 14466  
 Source: Kear & Kennedy,  
 Consulting Engineers

**SALES AREA**

**8**

**WNHC-TV**

Hartford-New Haven







# WTIC FM

**QUALITY BROADCASTING  
IN RICH, RICH  
SOUTHERN NEW ENGLAND**

## FREQUENCY

96.5 MegaHertz

## ERP

15,000 watts horizontal\*

13,000 watts vertical\*

## ANTENNA HEIGHT

810 feet above average terrain\*

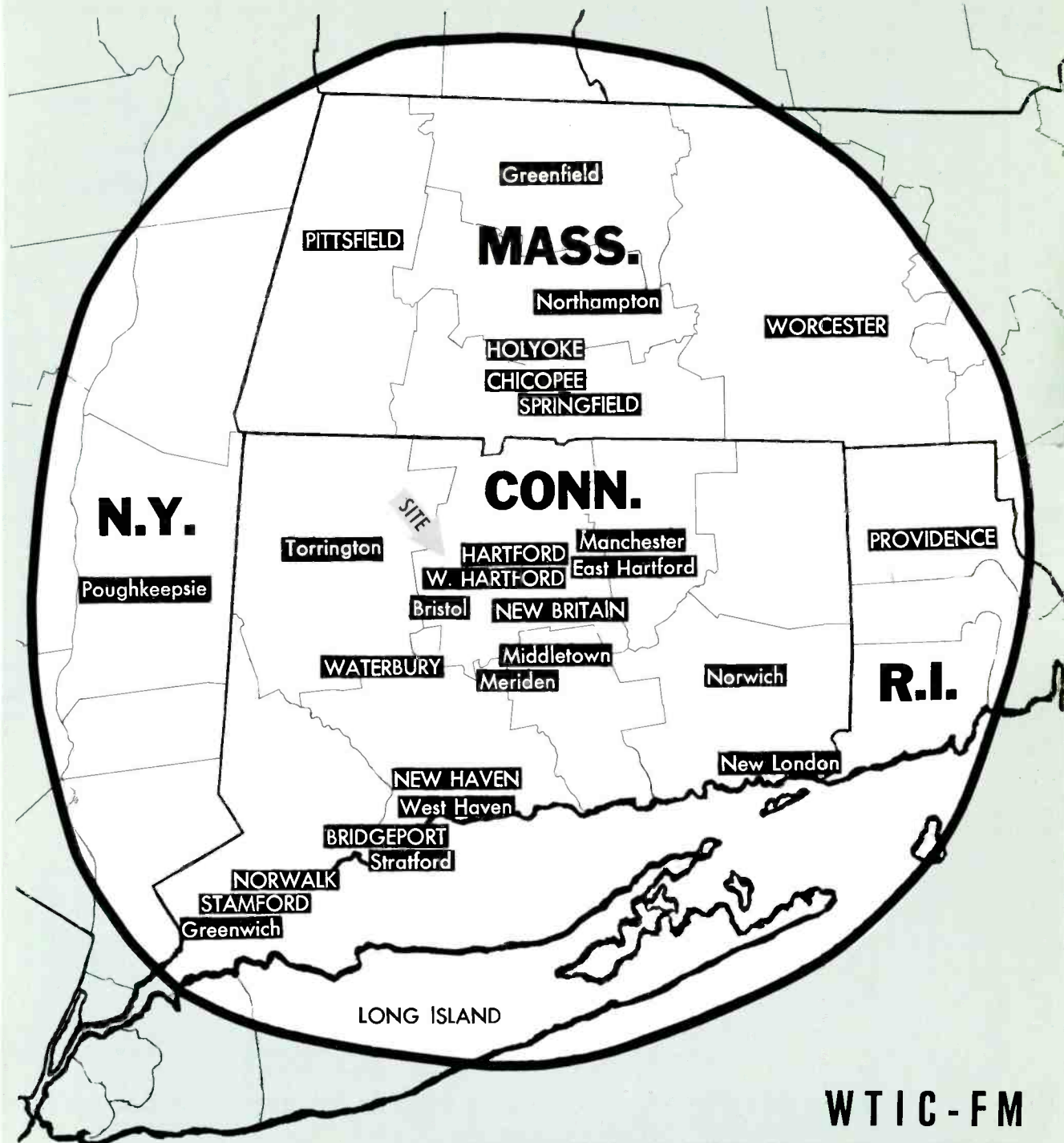
\*equivalent to 50,000 watts at  
500 feet above average terrain

## BROADCAST HOUSE

3 CONSTITUTION PLAZA  
HARTFORD, CONN. 06115

TELEPHONE: (203) 525-0801

REPRESENTED NATIONALLY BY  
THE HENRY I. CRISTAL COMPANY



**WTIC-FM  
COMPUTED 50 MICROVOLTS CONTOUR**

BROADCAST-PLAZA, Inc. HARTFORD, CONNECTICUT

# WTIC - FM

## HARTFORD, CONNECTICUT GENERAL ADVERTISING RATES

### PROGRAMS

No. Times	1 Hour	½ Hour	¼ Hour	10 Minutes	5 Minutes
1	\$60.00	\$36.00	\$24.00	\$20.00	\$15.00
26	\$58.50	\$35.10	\$23.40	\$19.50	\$14.63
52	\$57.00	\$34.20	\$22.80	\$19.00	\$14.25
104	\$55.50	\$33.30	\$22.20	\$18.50	\$13.88
156	\$54.00	\$32.40	\$21.60	\$18.00	\$13.50
260	\$52.50	\$31.50	\$21.00	\$17.50	\$13.13
312	\$51.00	\$30.60	\$20.40	\$17.00	\$12.75

Rates for periods longer than one hour are in exact proportion to the one-hour rate.  
Additional Discounts allowed on base rates (Programs only).

### WEEKLY QUANTITY DISCOUNTS

	13 Wks.	26 Wks.	39 Wks.	52 Wks.
2 Pgms Wkly	5%	10%	15%	20%
3 Pgms Wkly	10%	15%	20%	25%
5 Pgms Wkly	15%	20%	25%	30%
6 or more Pgms Wkly	20%	25%	30%	35%

### ANNOUNCEMENTS

No. Times	One-Minute	20-Seconds
1	\$8.00	\$6.00
50	\$7.20	\$5.40
100	\$6.40	\$4.80
200	\$5.60	\$4.20
400	\$4.80	\$3.60
600	\$4.00	\$3.00
or more		

Programs and announcements may not be combined for discount purposes.

QUALITY BROADCASTING IN RICH, RICH SOUTHERN NEW ENGLAND

# "A Metro Market in Motion"

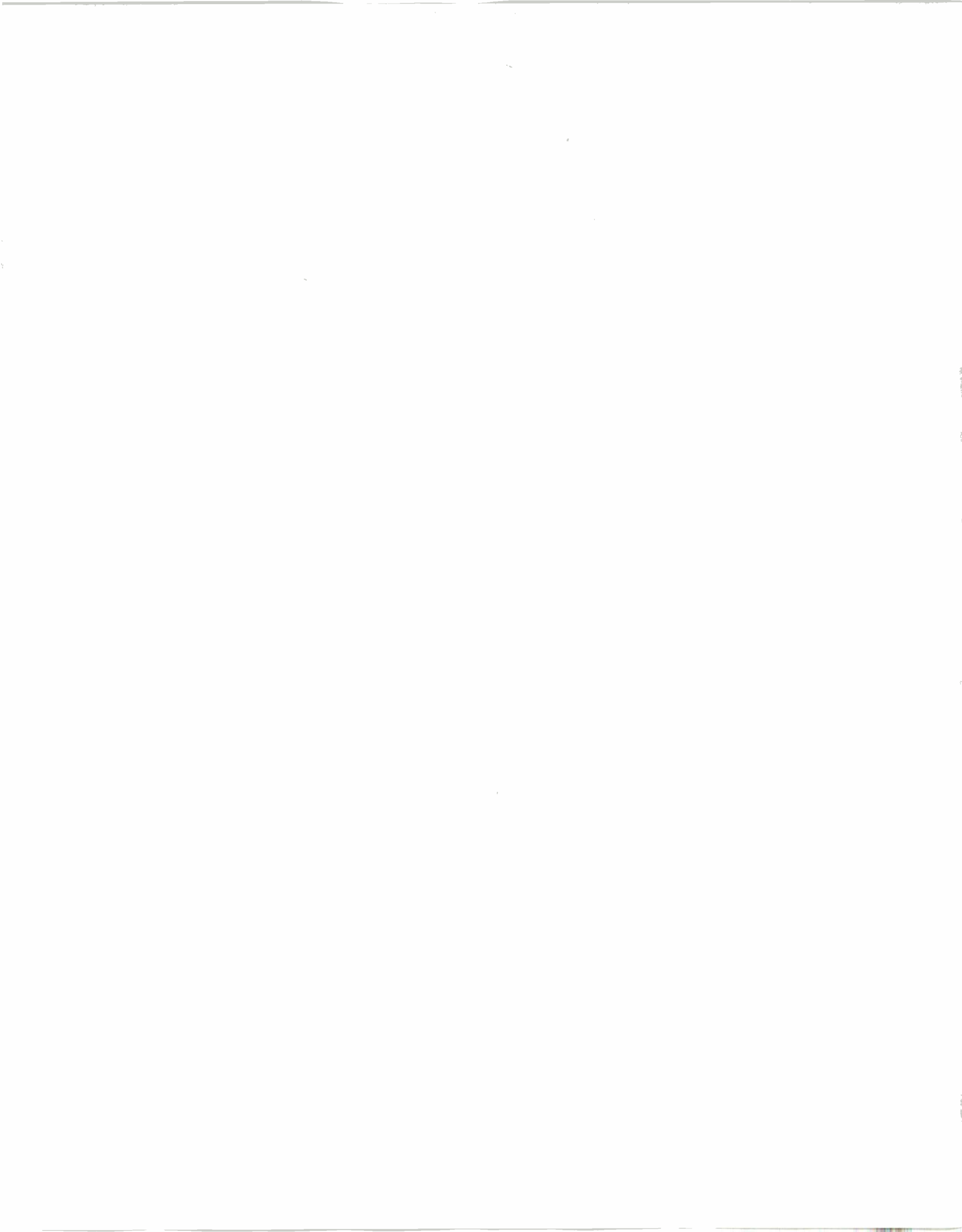
AT 1240 ON YOUR DIAL - 24 HOURS A DAY

# WWCO

AT THE CROSSROADS OF  
CONNECTICUT



A MERV GRIFFIN GROUP STATION





**WTOR**  
**TORRINGTON, CONN.**

**REGIONAL 610 K.C. Fulltime**

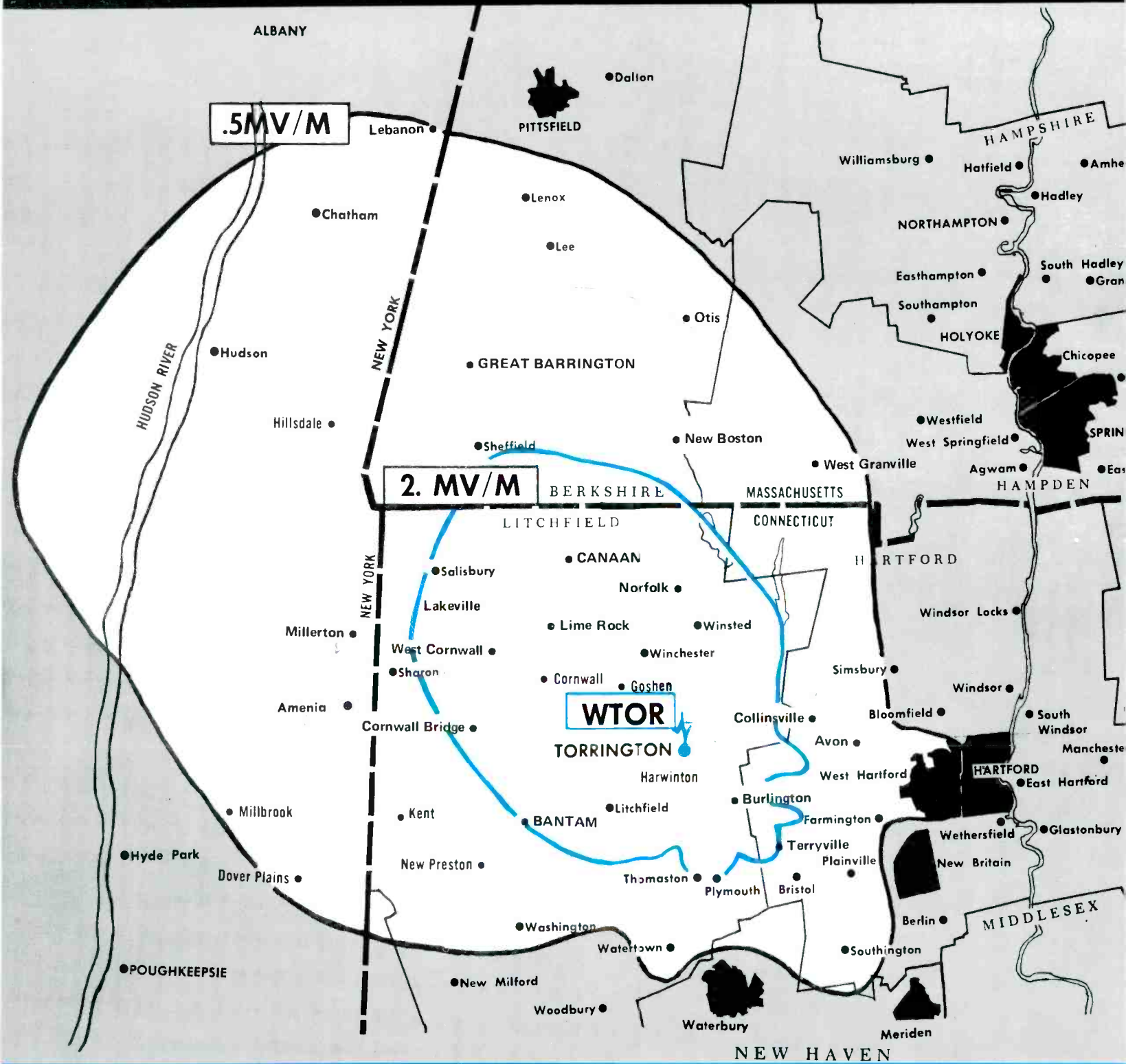
**1,000 Watts Day**

**500 WATTS NIGHT**

**Mutual and Connecticut State Networks**

Est. 1948

• QUALITY NEWS • SPECIAL EVENTS • SPORTS • GOOD MUSIC



**WTOR Serving N.W. Connecticut, S.W. Massachusetts, E. New York State**

**Tri-State Areas Only FULL TIME Radio Service**

**The Only Advertising Medium To Cover this Rich Market With a Single Buy**

# WTOR-- MARKET FACTS

\$1,000's

	2. MV/M	0.5MV/M
<b>TOTAL SALES</b>	357,323	667,806
Lumber, Building Matl.	21,519	40,217
General Merchandise	33,541	62,685
Food Stores	94,140	175,940
Automotive	52,623	98,348
Gas Stations	22,165	41,424
Apparel	24,707	46,181
Furniture, Housing Furn'g	19,313	36,095
Eating & Drinking	25,389	47,451
Drug & Prop'y	12,608	23,564
Other Retail	45,248	84,565
Non-store Retailers	6,213	11,610
<hr/>		
Population	279,909	523,125
Households	83,413	155,892

You have an additional 0.1 MV/M Market that is a worthwhile bonus to your advertisers. It covers a population of 808,000 (267,000 Households) that spend more than \$927,000 in Retail Sales.

All figures are from the U.S. Census and from other Federal and State Agencies and are delineated and updated by Ed Felker & Associates, Inc., Box 141, Ambler, Pa. 19002 (215) 643-0637 — 9/15/68

## RADIO STATION



Regional 610 K.G.

FULLTIME

PRES. & GEN'L. MGR.

**Edmund Wm. Waller**

STA. MGR. — COMM. MGR.

**Alfred G. Eyre**

NATIONAL REP.

**Jack Masla Co., Inc.**

NEW ENGLAND REP.

**Kettell-Carter**

BOSTON, MASS.

**TORRINGTON**

**BROADCASTING COMPANY**

DOWNTOWN SHOPPING CENTER

P.O. BOX 657 52 SOUTH MAIN STREET

TORRINGTON, CONNECTICUT 06790

**TEL. (203) 489-4181**

### STATION PROGRAMMING DESCRIPTION

WTOR is programmed to area and community interests.

WORLD AND NATIONAL NEWS AT THE HOUR AND HALF HOUR

6 - 10:30 AM - MORNING SHOW - MOR Music, Weather, Area, State & World News - Time Reminders.

10:35 - 11:00 AM - Women's Program, Guests, (In person, on phone & taped) - Book & Theater Reviews.

11:05 AM - 12:30 PM - SOUND OFF - Telephone Talk Show, with personality on topics of local and area interest. Guests also take calls from listeners.

12:30 - 1:00 PM - Noon News Roundup - Stocks, Area - Sports - Obits - Weather.

1:05 - 1:30 PM - Public Affairs Programs, Travel, Performing Arts, Religion, Chamber of Commerce, Ecology

1:35 - 4:00 PM - 610 Sound Stage - MOR Music, World & State News, Area Weather Reports & Time

4:05 - 5:30 PM - DIALOGUE - Telephone Talk Show with Studio Guests

5:30 - 6:00 PM - News & Swap Shop.

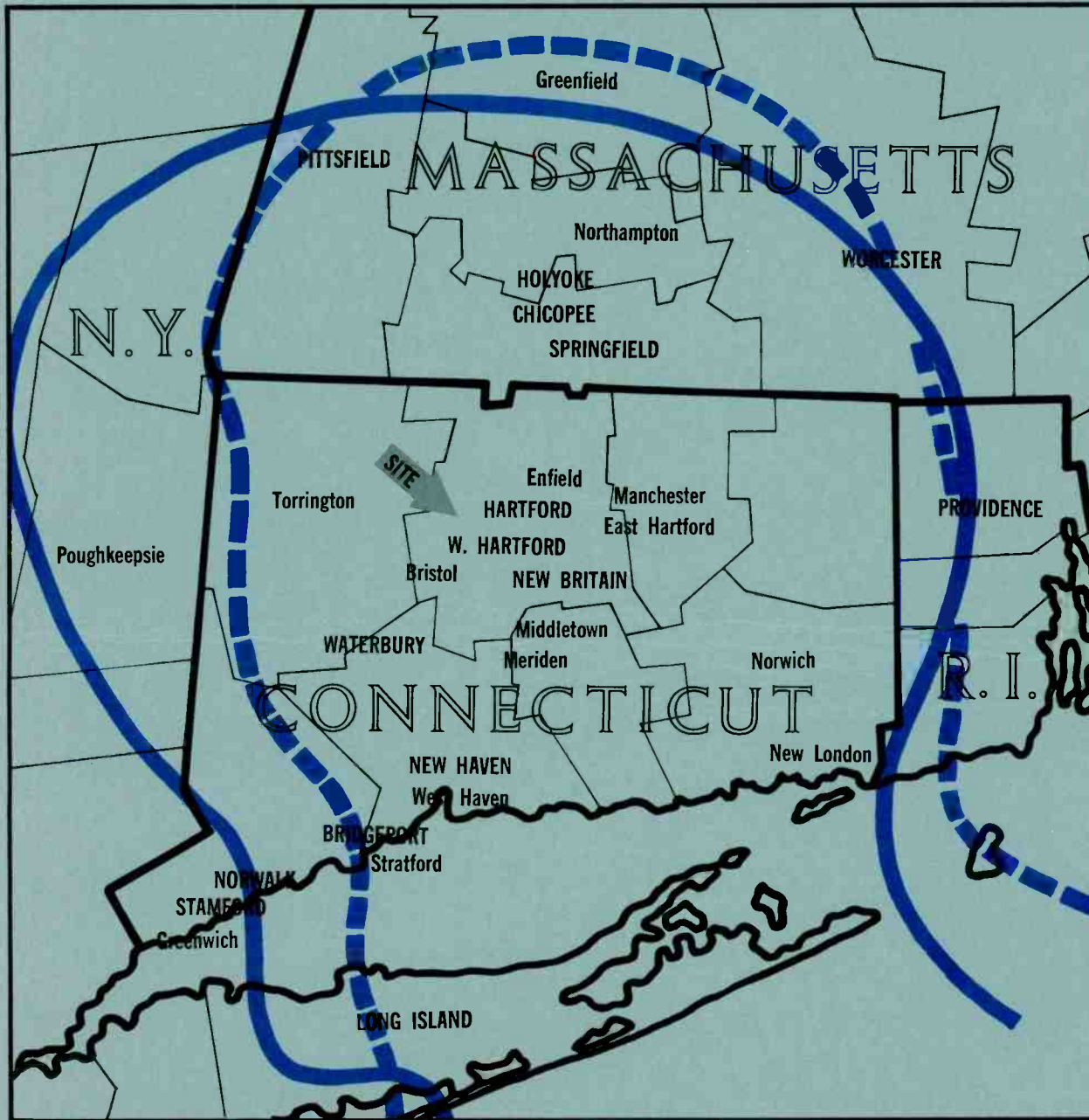
6:00 - 6:30 PM - Evening News Roundup.

7:00 - 9:00 PM - 610 Sound Stage.

9:05 - 12:00 M - Nocturne Six-One - Big Band Sounds - Easy Listening - Instrumentals - Vocals

Sports - Pro Baseball - Football - Basketball - (Participating Availabilities) - Contact Representatives

for further details



# WTIC RADIO

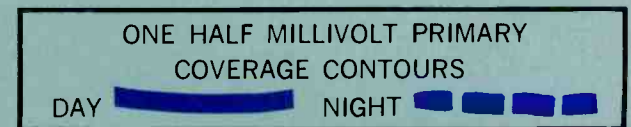
**50,000 WATTS**

***RESPONSIBLE RADIO  
SINCE 1925***

**BROADCAST-PLAZA, INC.  
BROADCAST HOUSE  
3 CONSTITUTION PLAZA  
HARTFORD, CONN. 06115**

**TELEPHONE (203) 525-0801**

**REPRESENTED NATIONALLY BY  
THE CRISTAL CO.**





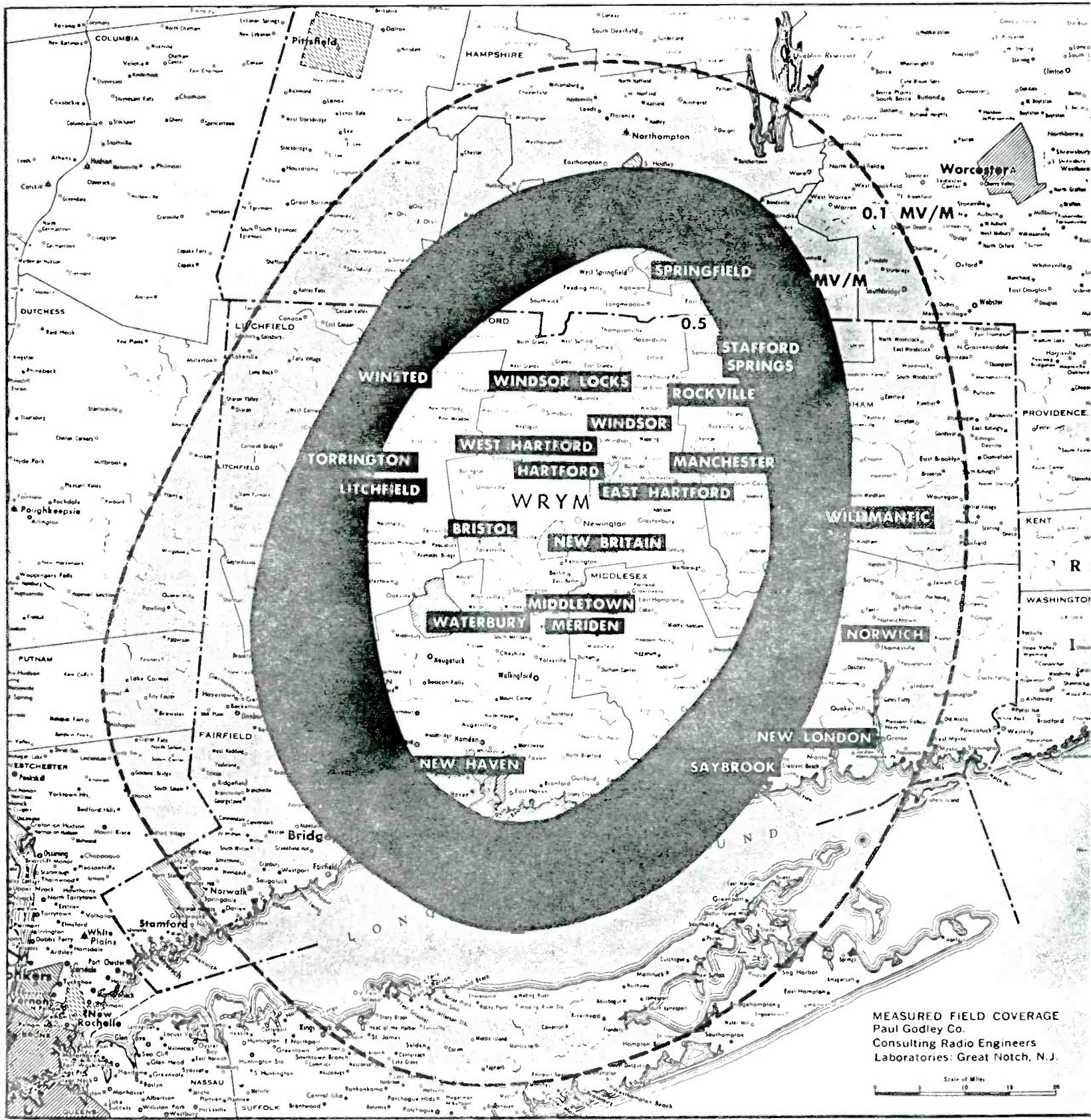
# WTIC RADIO AREA MARKET INFORMATION

BASED ON SALES MANAGEMENT SURVEY OF BUYING POWER JUNE 10, 1970

FURTHER REPRODUCTIONS NOT LICENSED.

County	Population	Households	1969 Effective Buying Income Total Net	1969 Total Retail Sales	Food Sales	General Merchandise	Furniture Household Appliances	Auto- motive	Drugs
			\$000	\$000	\$000	\$000	\$000	\$000	\$000
<b>CONNECTICUT</b>									
HARTFORD	822,400	253,700	3,032,547	1,598,839	344,946	321,324	80,834	279,474	58,967
LITCHFIELD	142,900	45,000	464,451	250,876	62,372	24,565	10,746	58,252	8,234
MIDDLESEX	113,100	34,000	368,368	185,632	46,807	26,111	8,027	31,822	7,006
NEW HAVEN	741,200	231,000	2,468,710	1,354,512	327,290	222,643	78,694	217,802	40,557
NEW LONDON	228,600	63,900	686,284	353,038	78,892	56,939	19,462	64,437	9,487
TOLLAND	98,000	26,400	305,106	110,958	29,443	5,683	2,583	29,670	4,985
WINDHAM	82,400	26,100	231,147	141,697	38,301	23,050	5,459	24,251	2,820
	<u>2,228,600</u>	<u>680,100</u>	<u>7,556,613</u>	<u>3,995,552</u>	<u>928,051</u>	<u>680,315</u>	<u>205,805</u>	<u>705,708</u>	<u>132,056</u>
<b>MASSACHUSETTS</b>									
HAMPDEN	442,900	138,600	1,280,747	842,273	185,869	166,290	38,377	139,100	28,415
HAMPSHIRE	117,600	32,500	328,511	165,896	42,772	24,282	5,267	26,789	5,712
FRANKLIN	59,400	18,900	158,098	95,477	20,810	12,958	3,535	18,465	2,766
BERKSHIRE	148,700	47,400	457,575	269,961	67,633	41,117	13,021	42,293	7,633
	<u>768,600</u>	<u>237,400</u>	<u>2,224,931</u>	<u>1,373,607</u>	<u>317,084</u>	<u>244,647</u>	<u>60,200</u>	<u>226,647</u>	<u>44,526</u>
<b>TOTALS</b>	<u>2,997,200</u>	<u>917,500</u>	<u>9,781,544</u>	<u>5,369,159</u>	<u>1,245,135</u>	<u>924,962</u>	<u>266,055</u>	<u>932,355</u>	<u>176,582</u>

# RADIO **WRYM** COVERS RICH URBAN AND IN



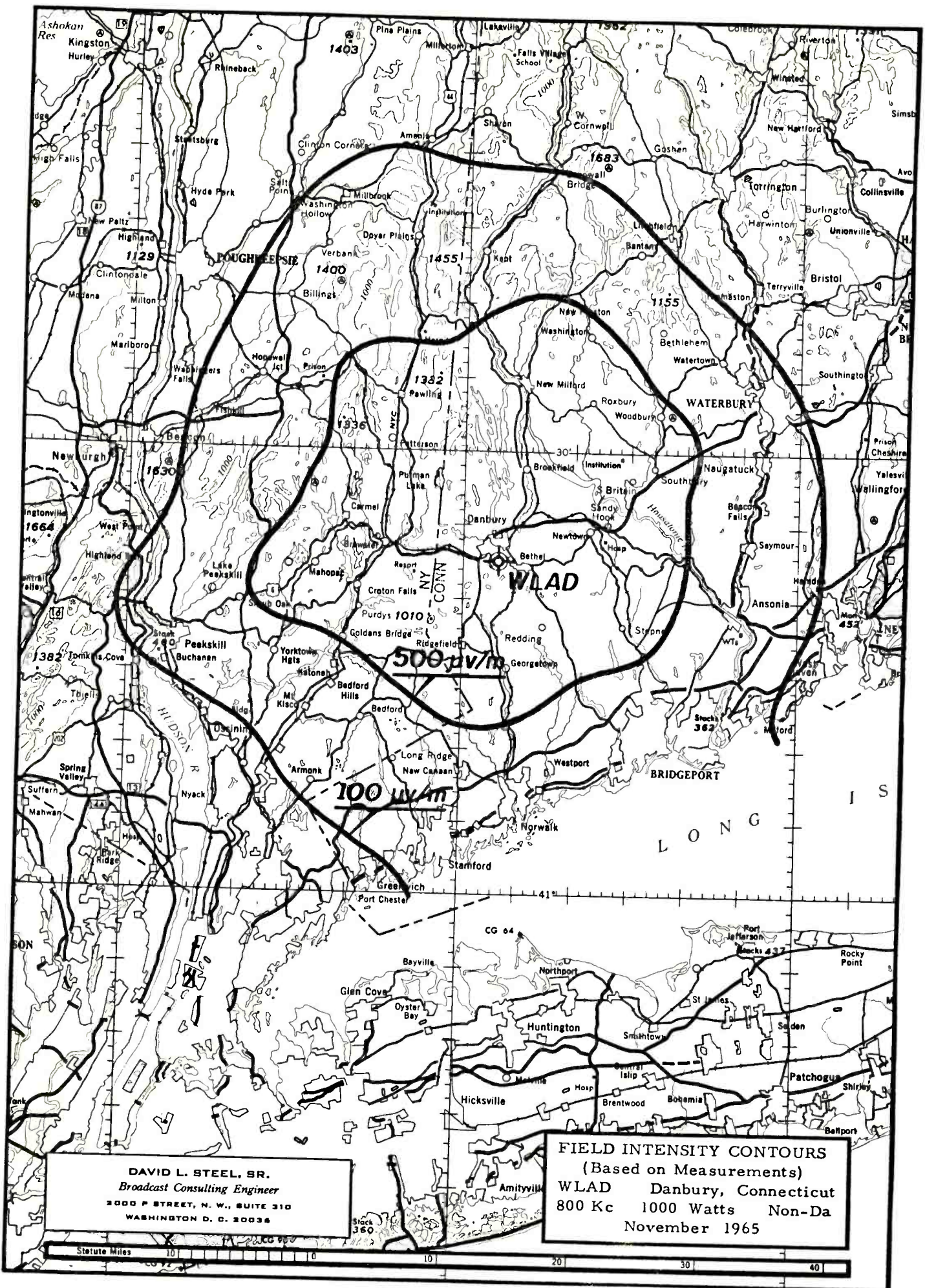
MEASURED FIELD COVERAGE  
 Paul Godley Co.  
 Consulting Radio Engineers  
 Laboratories: Great Notch, N.J.

840 - New Britain

**WRYM** is a 1000 Watt non-directional clear channel radio station.







DAVID L. STEEL, SR.  
 Broadcast Consulting Engineer  
 2000 P STREET, N. W., SUITE 310  
 WASHINGTON D. C. 20036

FIELD INTENSITY CONTOURS  
 (Based on Measurements)  
 WLAD Danbury, Connecticut  
 800 Kc 1000 Watts Non-Da  
 November 1965





The TREND in . . . . .

The Waterbury Metro and Western Connecticut Markets

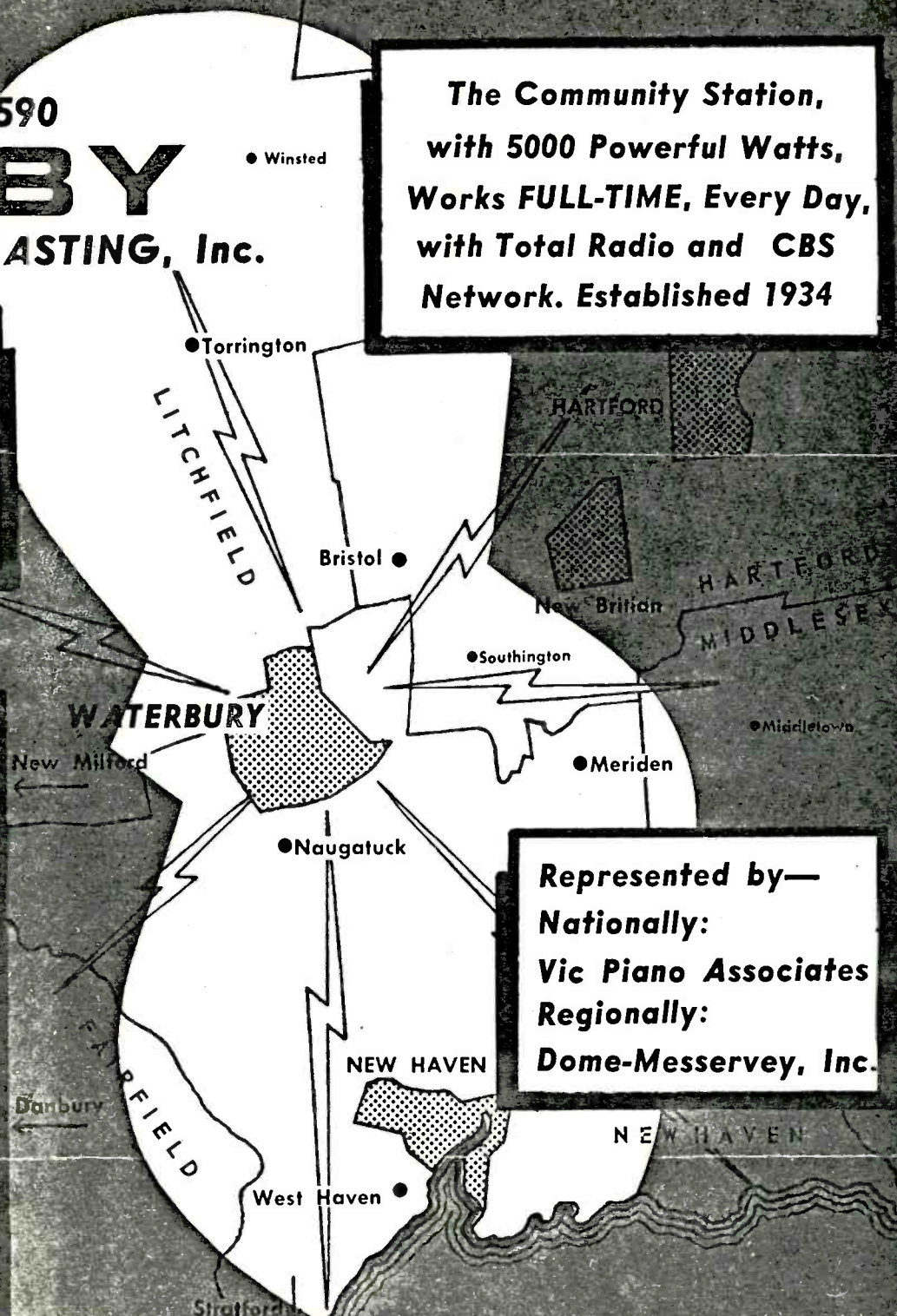
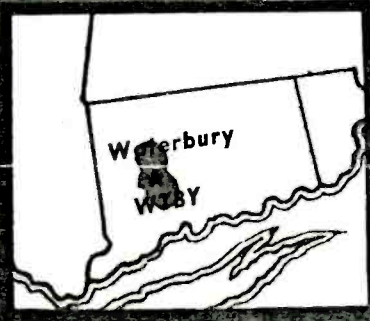
is ..

Radio 1590

**WTBY**

TREND BROADCASTING, Inc.

The Community Station,  
with 5000 Powerful Watts,  
Works FULL-TIME, Every Day,  
with Total Radio and CBS  
Network. Established 1934



**MARKET FACTS**

WTBY Radio, Waterbury, Conn.

\$1,000's added	AM
	0.5MV/M
<b>TOTAL SALES</b>	1,870,002
Lumbr, Bldg. Matl., Hdwe.	90,894
Gen. Merchandise	211,665
Food Stores	477,185
Automotive Dealers	320,674
Gas Service Stations	118,019
Apparel & Acces'y	121,179
Furniture & Home Furng's	56,762
Electrical Appliances	32,041
Eating & Drinking	131,784
Drug & Proprietary	62,782
Other Retail Stores	206,064
Non-store Retailers	40,954
-----	
Population	1,005,596
Households	304,726

All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, Inc. Box 141, Ambler, Pa. 19002 (215) 643-0637 11/1/68

Represented by—  
Nationally:  
Vic Piano Associates  
Regionally:  
Dome-Messervey, Inc.

**WTBY, Waterbury, Connecticut Delivers, in both width and Depth, the Waterbury Metro and Western Connecticut Markets of \$1,000,000,000 in Retail Sales**





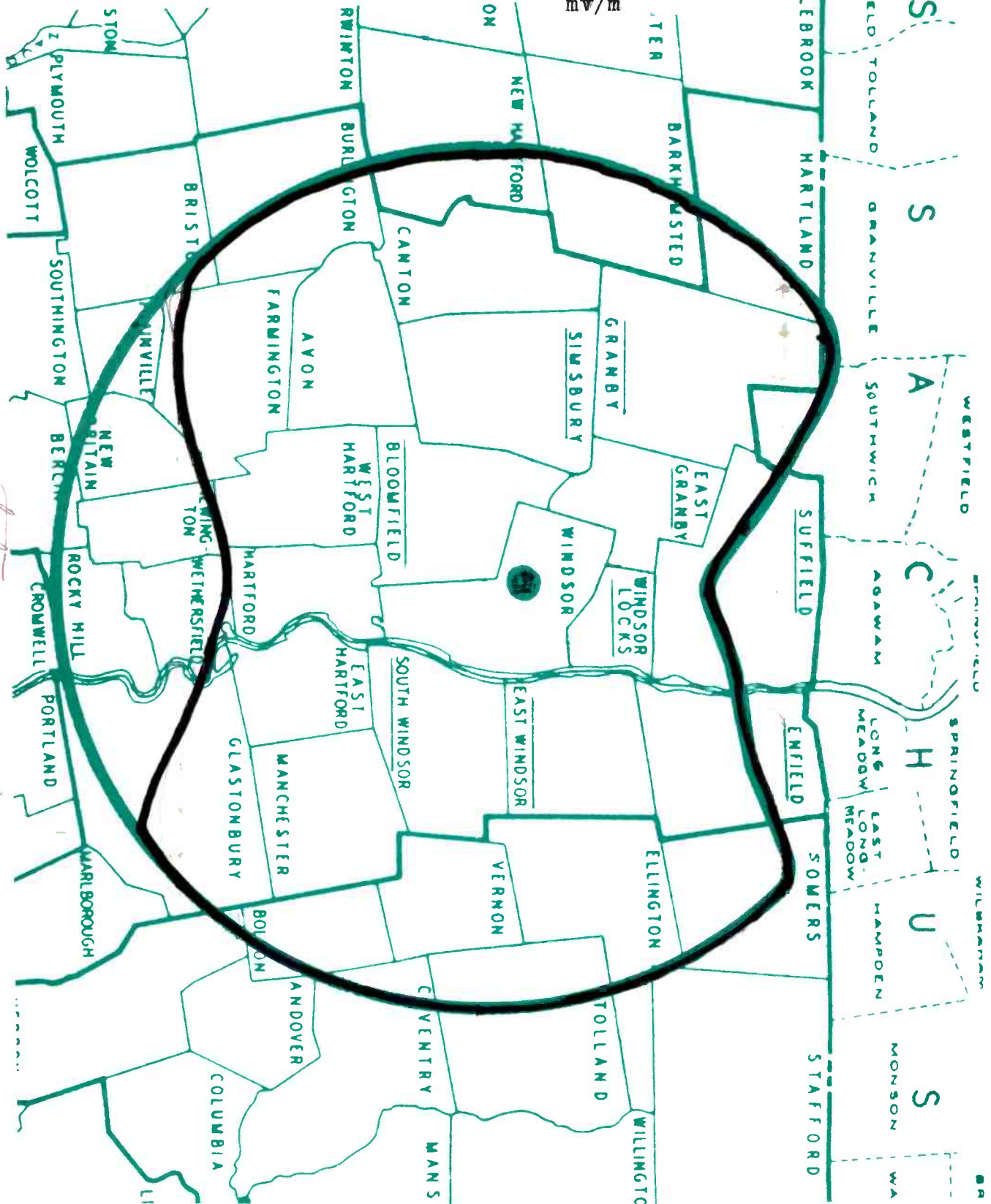
500 watts day.....

# WSOR

...1480 kilocycles

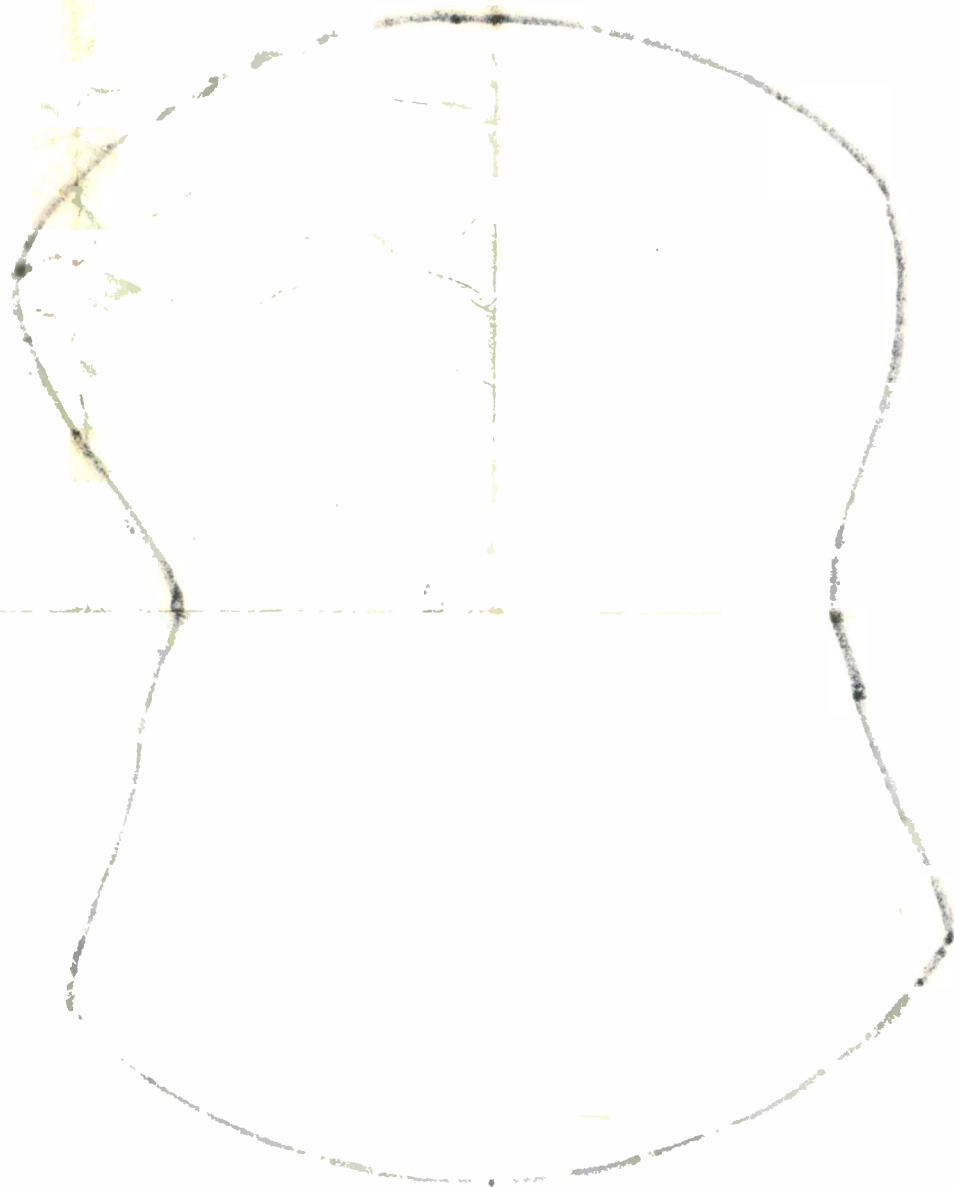
Windsor, Connecticut

COVERAGE/CONTOUR  $5 \text{ mv/m}$

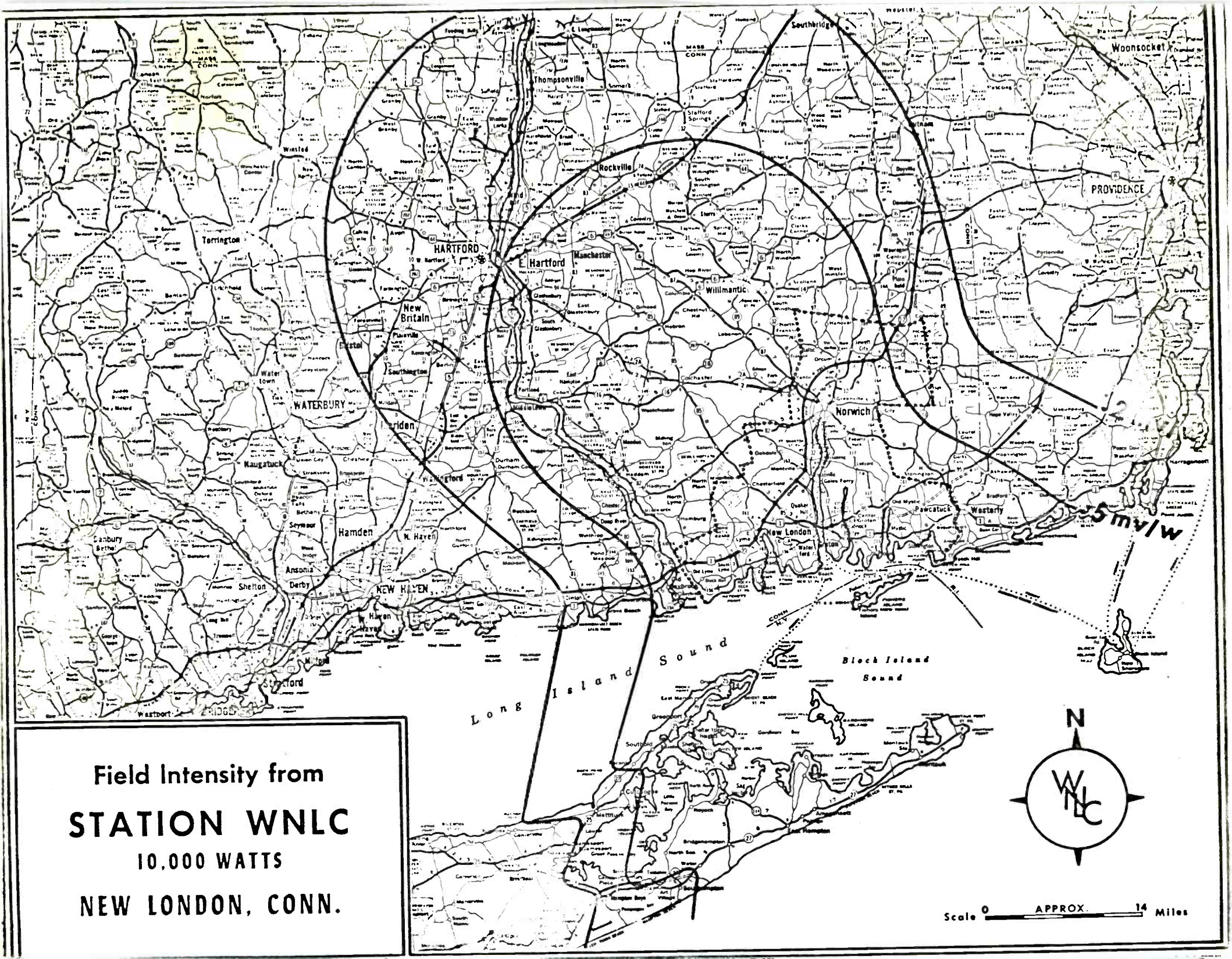


*postfeeding WMAW (1970)*

*postfeeding  
WTXL (1990)*

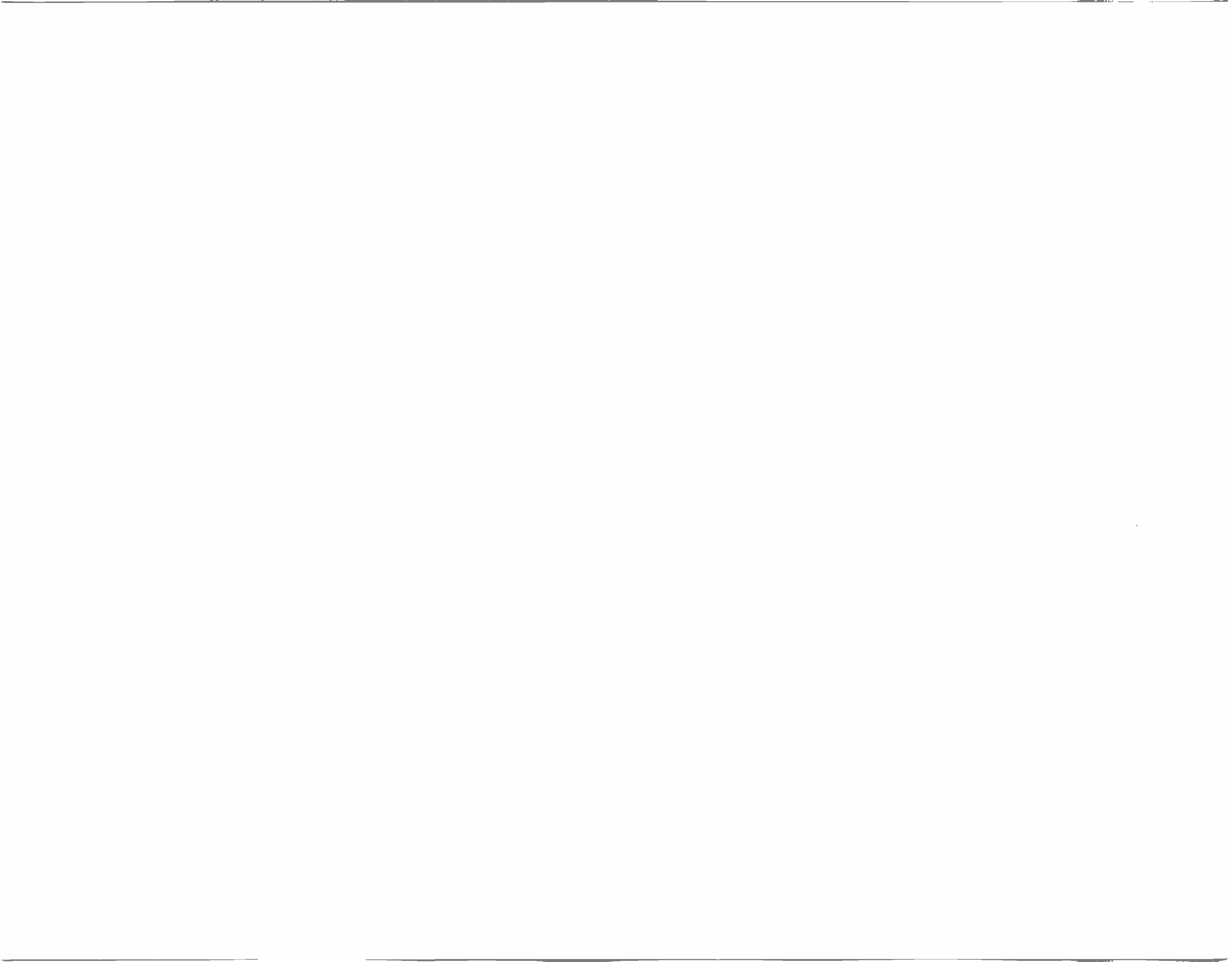




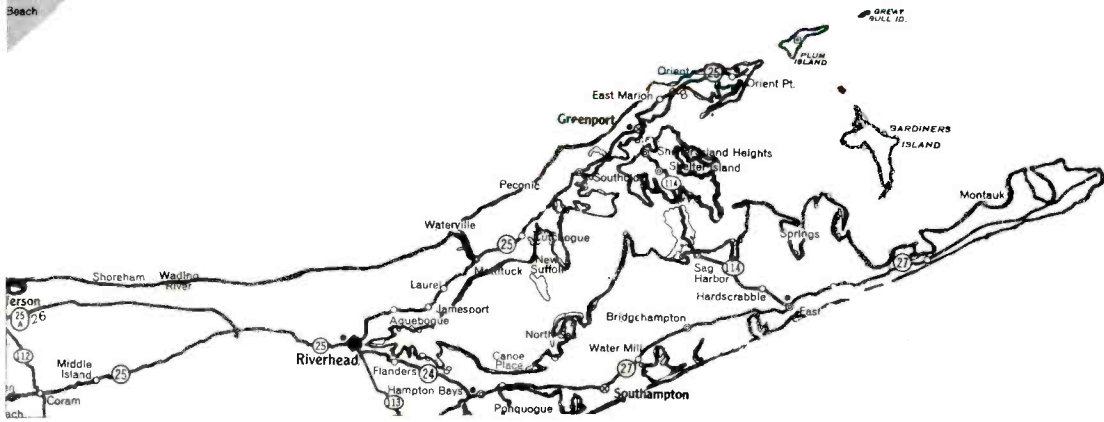
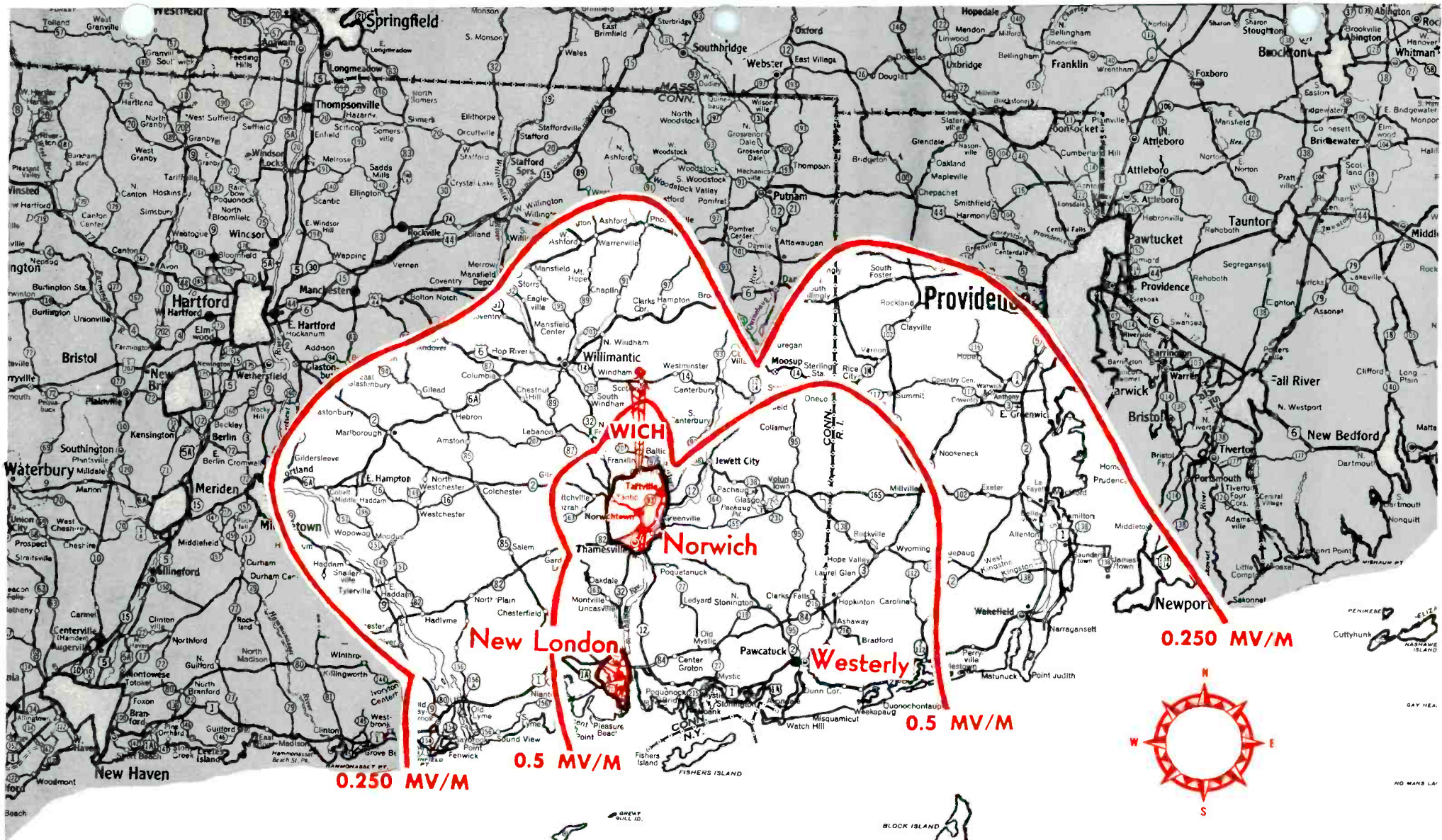


Field Intensity from  
**STATION WNLC**  
10,000 WATTS  
NEW LONDON, CONN.

Scale 0 APPROX. 14 Miles







**WICH**  
**NORWICH, CONN.**

**1310 KILOCYCLES 1000 WATTS**



C

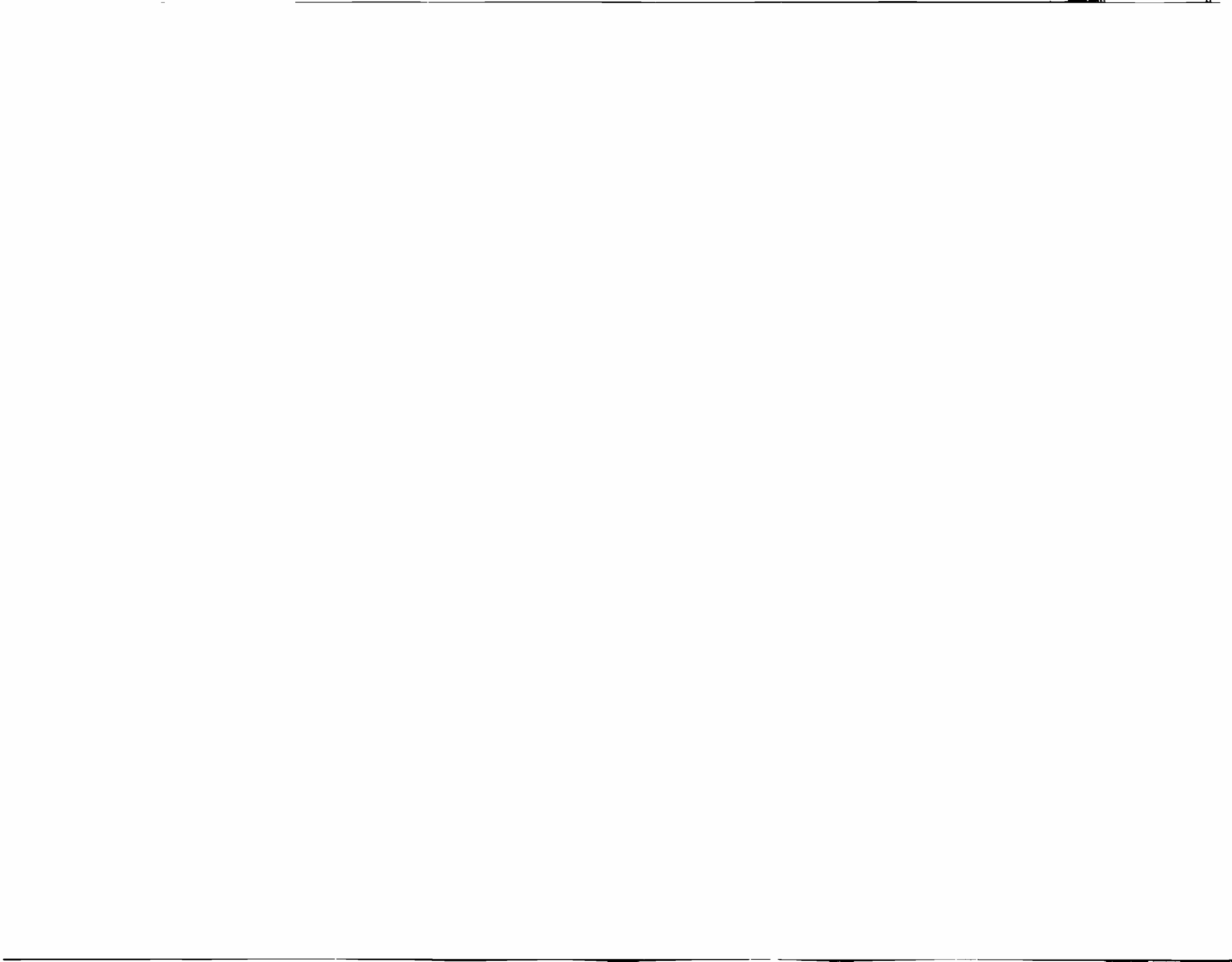
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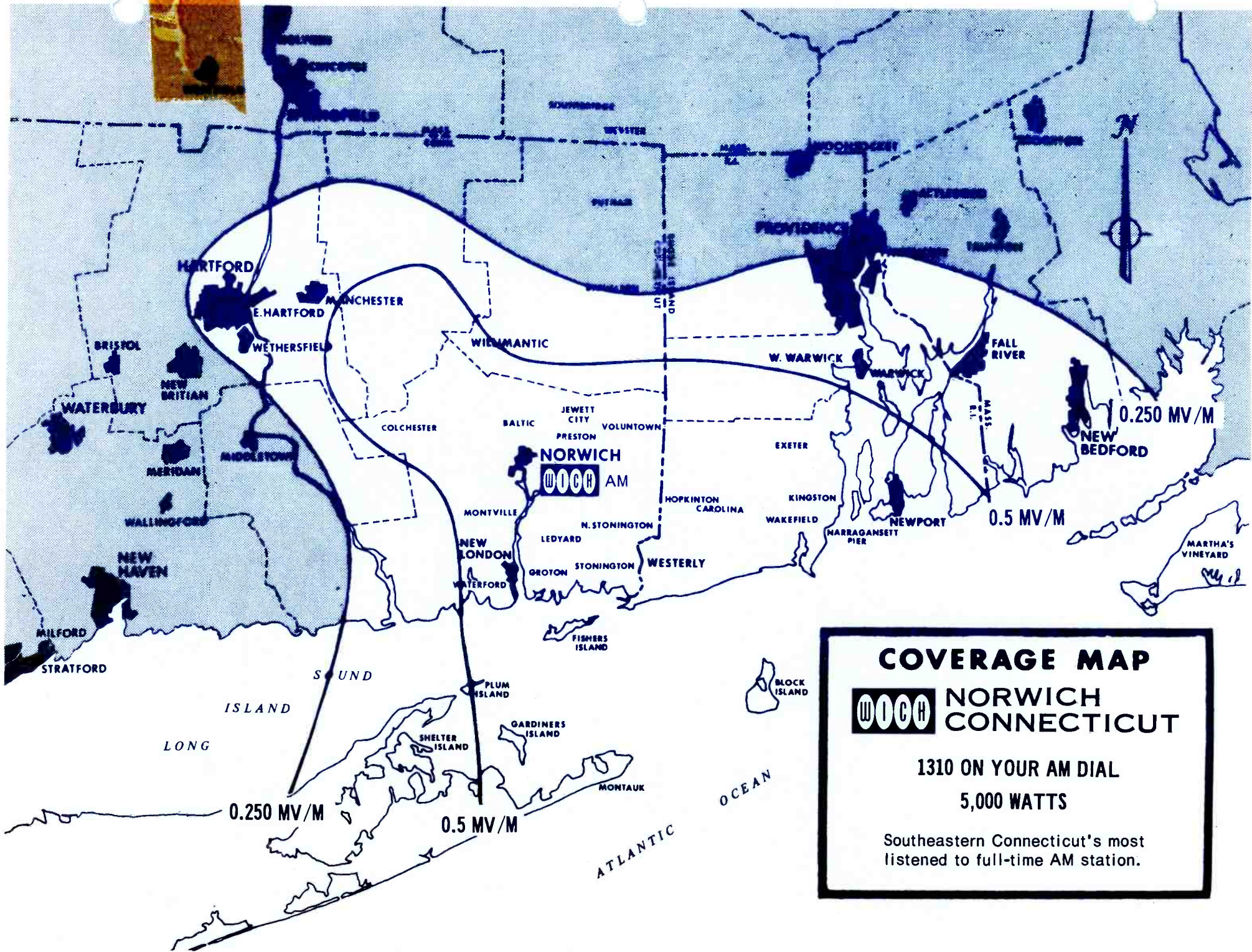
**wknd**  
SOUL

**RADIO 1480**









**COVERAGE MAP**

**WOCH NORWICH CONNECTICUT**

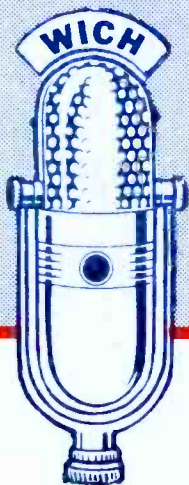
**1310 ON YOUR AM DIAL**

**5,000 WATTS**

Southeastern Connecticut's most listened to full-time AM station.



Serving  
a  
Quarter  
of a  
Billion  
Dollar  
Market



Covering THESE TOWNS  
IN NEW LONDON COUNTY

BOZRAH  
COLCHESTER  
EAST LYME  
FRANKLIN  
GRISWOLD  
GROTON  
LEBANON

LEDYARD  
LISBON  
LYME  
MONTVILLE  
NEW LONDON  
N. STONINGTON  
NORWICH

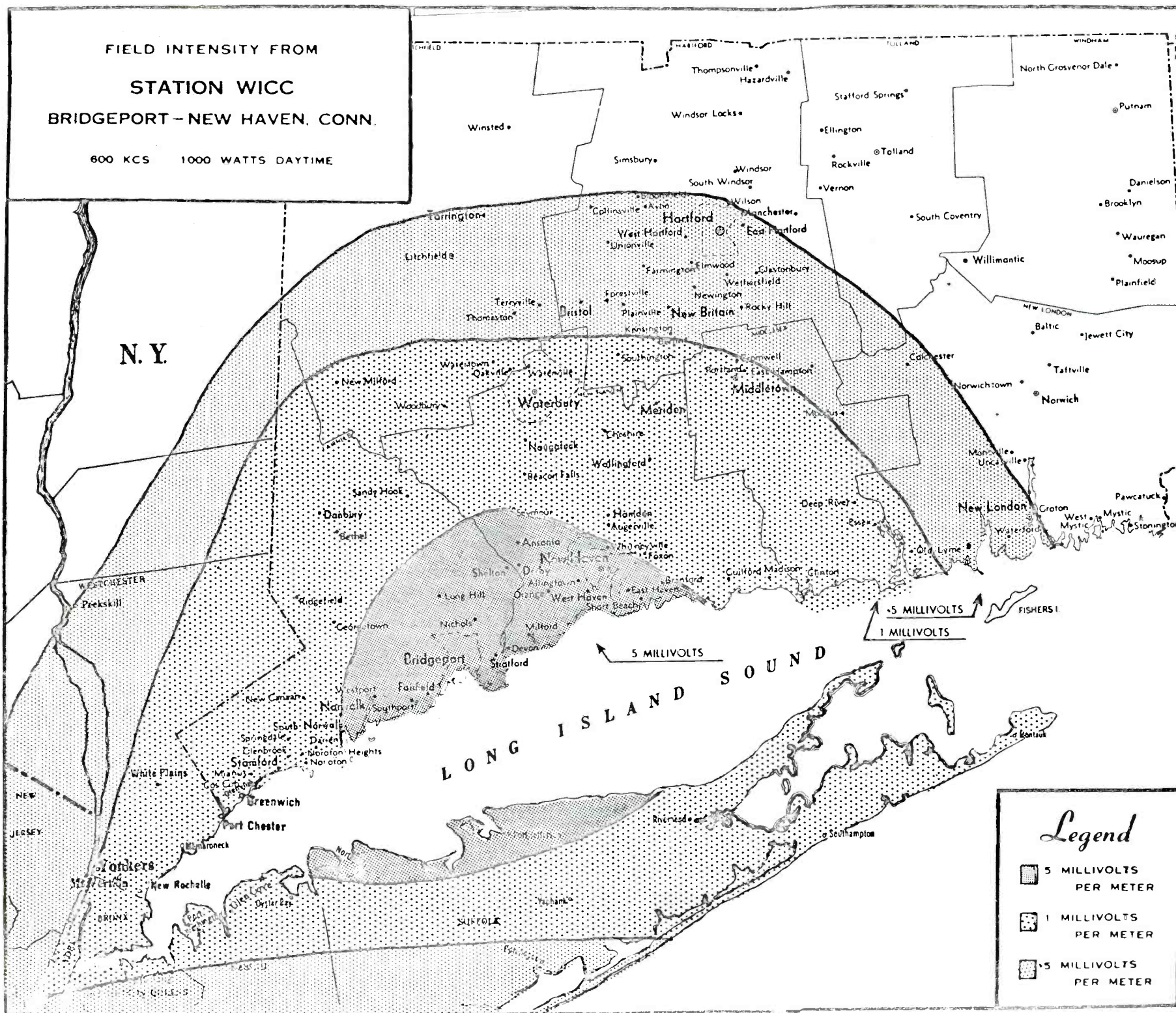
OLD LYME  
PRESTON  
SALEM  
SPRAGUE  
STONINGTON  
VOLUNTOWN  
WATERFORD

**WICH**  
NORWICH  
5000 WATTS  
FULL TIME  
1310  
KILOCYCLES



FIELD INTENSITY FROM  
STATION WICC  
BRIDGEPORT-NEW HAVEN, CONN.

600 KCS 1000 WATTS DAYTIME









**5000 WATTS**

*... When coverage counts... WFIF*

**1500 ON YOUR DIAL**

**this is WFIF country!**  
*a rich growing complex of town, trade and industry*

**5000 WATTS**

**WFIF**

MILFORD

CONNECTICUT

**1500**

Serving  
 Metropolitan Connecticut  
**BRIDGEPORT**  
**NEW HAVEN**  
**WATERBURY**  
 with  
 Town & Country Programming

