

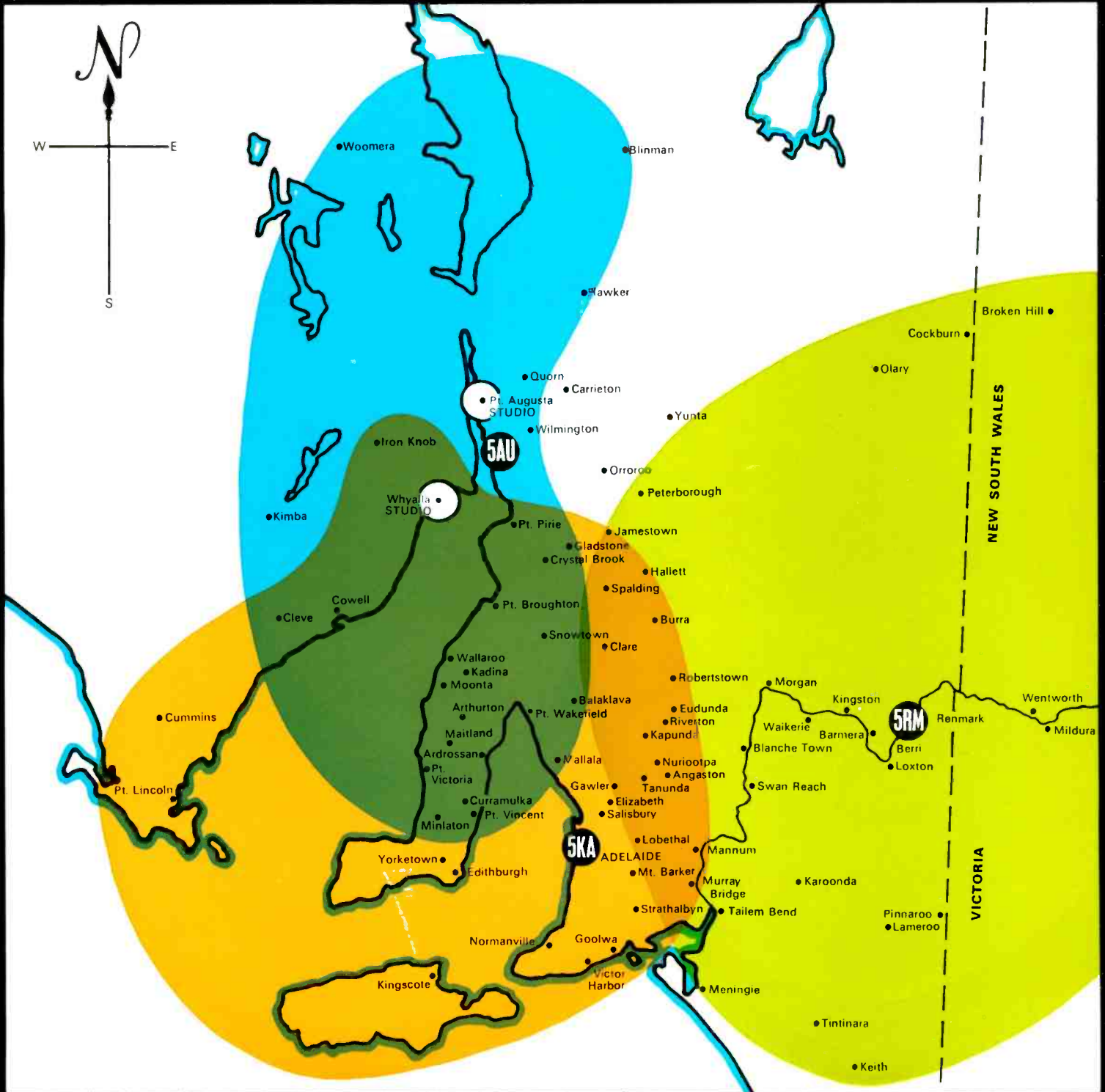
X E K
 5000 Watts 960 Kc.
COVERAGE MAP
 Nvo. Laredo, Tamps.
MEXICO

FIELD STRENGTH MAP

(.5 M/V CURVES)

5KA  **5AU**  **5RM** 

ADELAIDE, PT. AUGUSTA and WHYALLA, BERRI



5KA-1200

5AU-1450

5RM-800

RADIO ADELAIDE

NORTHERN INDUSTRIAL

RIVERLAND

Estimated population in coverage area — 969,850.
 Estimated private dwellings in coverage area — 298,235.
 Number of factories in the Adelaide metropolitan area (1967-68) — 4,369.
 Factory salaries and wages paid (1967-68) — \$265,928,000.
 Value of factory output (1967-68) — \$1,120,163,000.
 Value of factory production (1967-68) — \$496,811,000.
 Estimated number of retail outlets in coverage area — 9,806.
 Estimated value of retail sales in coverage area (excluding motor vehicles, parts, petrol, etc.) — \$606,700,000.
 Estimated value of retail sales of motor vehicles, parts, petrol, etc. \$194,400,000.

Estimated population in coverage area — 102,045
 Estimated private dwellings in coverage area — 30,303
 Estimated population employed in factories (1967-68) — 9,550
 Estimated number of retail outlets in coverage area — 1,391.
 Estimated value of retail sales in coverage area (excluding motor vehicles, parts, petrol, etc.) — \$69,200,000.
 Estimated value of retail sales of motor vehicles, parts, petrol, etc. — \$28,900,000
 Population of major cities and towns in coverage area:
 Pt. Augusta 10,502
 Pt. Pirie 15,865
 Whyalla 28,154
 Wallaroo
 (Municipality) 2,094
 Balaklava (D.C.) 1,950
 Mallala (D.C.) 2,412
 Hawker 550

Estimated population in coverage area — 103,880.
 Estimated private dwellings in coverage area — 30,910.
 Estimated population employed in factories — 8,335.
 Estimated population employed on farms, etc. — 12,555.
 Estimated number of retail outlets in coverage area — 1,298.
 Estimated value of retail sales in coverage area (excluding motor vehicles, parts, petrol, etc.) — \$82,100,000.
 Estimated value of retail sales of motor vehicles, parts, petrol, etc. — \$31,500,000.
 Population of major cities and towns in coverage area:
 Renmark (D.C.) 6,275
 Sunraysia 42,113
 (Municipality)
 Murray Bridge 6,600
 (Municipality) 6,321
 Loxton (D.C.) 1,717
 Pinnaroo (D.C.) 1,717
 Barmera (D.C.) 3,546
 Meningie (D.C.) 4,137

Primary production in coverage area: Wheat, barley, oats, grapes, cattle, sheep, pigs, dairy foods, prawn fishing, poultry. Industries in coverage area: Commonwealth Railways Headquarters, electrical power generation, ship building, lead and zinc smelting, iron ore mining, soft-drink manufacturing, copper mining, brick works, timber milling, flour milling, super-phosphate fertiliser production, fibrous plaster manufacture, fish processing, milk factories, clothing manufacture, tourism (Pt. Augusta, Whyalla and Flinders Ranges).

Primary production in coverage area: Wheat, barley, oats, grapes, cattle, sheep, pigs, dairy foods, prawn fishing, poultry. Industries in coverage area: Commonwealth Railways Headquarters, electrical power generation, ship building, lead and zinc smelting, iron ore mining, soft-drink manufacturing, copper mining, brick works, timber milling, flour milling, super-phosphate fertiliser production, fibrous plaster manufacture, fish processing, milk factories, clothing manufacture, tourism (Pt. Augusta, Whyalla and Flinders Ranges).

Primary production in coverage area: Citrus fruits, stone fruits, grapes, wine grapes, wheat, wool, barley, oats, vegetables, olives, almonds, apples, tomatoes, pears, strawberries, cereals. Industries in coverage area: Flour mills, wineries, dried and fresh fruit canneries and packaging, concrete pipe manufacturing, fruit juice manufacturing, stud cattle breeding, dairy factory, broiler chicken treating and freezing plant, fruit canneries, distilleries, tourism (Barmera, Renmark, Mildura, etc.).

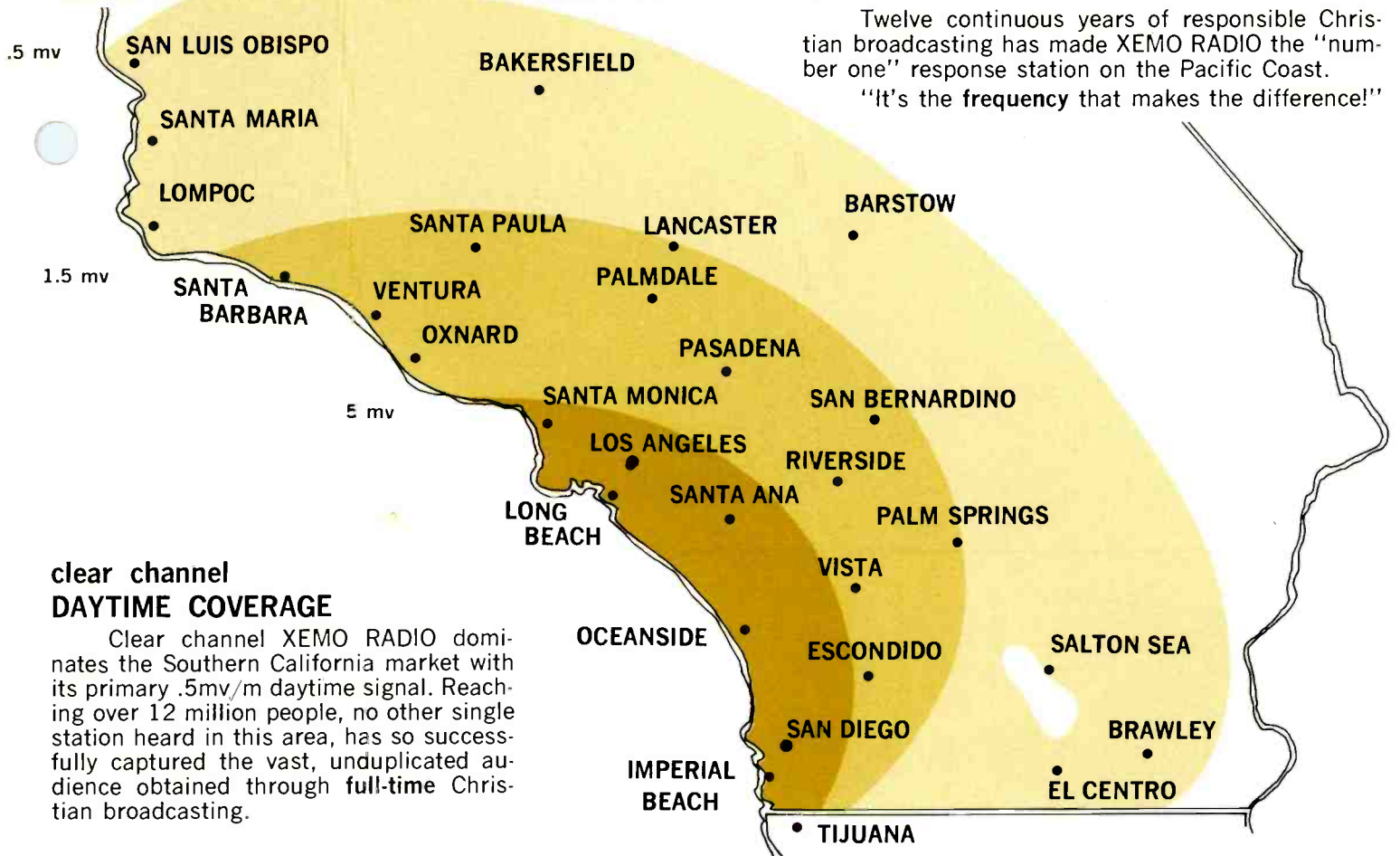
5KA, AU, RM, NETWORK

Reaches over 85% of the total South Australian population and large audiences in Sunraysia, North Western Victoria and South Western New South Wales.
 Estimated total population in South Australia at 30th June, 1969, is 1,144,400 — 575,400 men and 569,000 women.
 Age of population estimated at 30th June, 1968:

0-4	104,310	25-29	69,850	50-54	60,700
5-9	115,670	30-34	63,710	55-59	53,680
10-14	109,860	35-39	68,110	60-64	41,540
15-19	105,020	40-44	75,190	65-69	32,200
20-24	92,250	45-49	70,410	70 and over	62,700

Total employed work force in South Australia is estimated to be 442,397 — 315,154 men and 127,243 women.
 Factory salaries and wages in 1967-68 — \$330,060,000.
 Number of retail establishments (1962 Census) — 11,182.
 Estimated value of retail sales (excluding motor vehicles, parts, petrol, etc.) — \$709,500,000.
 Estimated value of retail sales of motor vehicles, parts, petrol, etc. — \$264,800,000.

XEMO RADIO COVERS SOUTHERN CALIFORNIA BY DAY . . .



Twelve continuous years of responsible Christian broadcasting has made XEMO RADIO the "number one" response station on the Pacific Coast.
 "It's the frequency that makes the difference!"

**clear channel
DAYTIME COVERAGE**

Clear channel XEMO RADIO dominates the Southern California market with its primary .5mv/m daytime signal. Reaching over 12 million people, no other single station heard in this area, has so successfully captured the vast, unduplicated audience obtained through full-time Christian broadcasting.

7 STATES REGIONAL AUDIENCE AT NIGHT . . .



**radiating
NIGHTTIME COVERAGE**

At night, XEMO RADIO's primary regional coverage pattern encompasses 7 western states with a radiating signal that brings mail response from numerous other states and territories. An accurate mail count from all areas is available on request.

J. C. GATES & CO.
 Representing



**"THE GREAT CHRISTIAN
 BEACON OF THE WEST"**

RETAIL RATE CARD

Number 1970-11

PROGRAM TIME RATES

(Class "A", 6:00 A.M. to 10:00 P.M.)

No. of times	Hour	Half-hour	Quarter-hour
1	124.94	69.94	53.69
52	99.94	57.44	42.44
260	87.44	47.44	33.69
312	82.44	44.94	31.19
365	76.19	42.44	28.69

(Class "B", 5:00 A.M. to 6:00 A.M. & 10:00 P.M. to 11:00 P.M.)

1	112.44	61.19	47.44
52	87.44	49.94	36.19
260	74.94	37.44	26.19
312	68.69	34.94	24.94
365	63.69	32.44	23.69

(Class "C", all other times)

Class "C" time rate is computed at 10% discount from Class "B" time.

SPOT ANNOUNCEMENT RATES

(All Class "A" times)

No. of times	60 Sec.	30 Sec.
1	11.70	8.45
13	11.05	7.80
26	10.40	7.15
39	9.50	6.90
52	9.10	5.85
104	8.45	5.60
156	8.35	5.20
260	7.95	5.10
312	7.45	5.00
365	6.05	4.90

GENERAL POLICY

Maximum length of contract, one year.

Closing time, 48 hours prior to air.

Acceptability of products, services, program material, and advertising copy is subject to review by the station.

COMBINABILITY:

Programs and announcements may not be combined for discounts, however announcements of all lengths may be cross-combined in all time periods.

RATE PROTECTION:

Rates subject to change without notice.

Rate increases will not apply to continuous advertisers for three months from effective date of rate increase.

All proposals are subject to prior sale.

COMMISSIONS:

15% to recognized agencies.

No cash discount.

Bills due and payable when rendered.

A 2% service charge will be added to unpaid balances after 30 days.

STUDIO FACILITIES

Executive Offices and Studios

Center City Building

233 "A" Street, Suite 205

San Diego, California 92101

Phone 714-239-1217

Complete production facilities for recording commercial or program material.

Transmitter: Tijuana, B.C., Mexico.

Licensed to operate full time, full power.

J.C. GATES & CO.
INCORPORATED
Representing

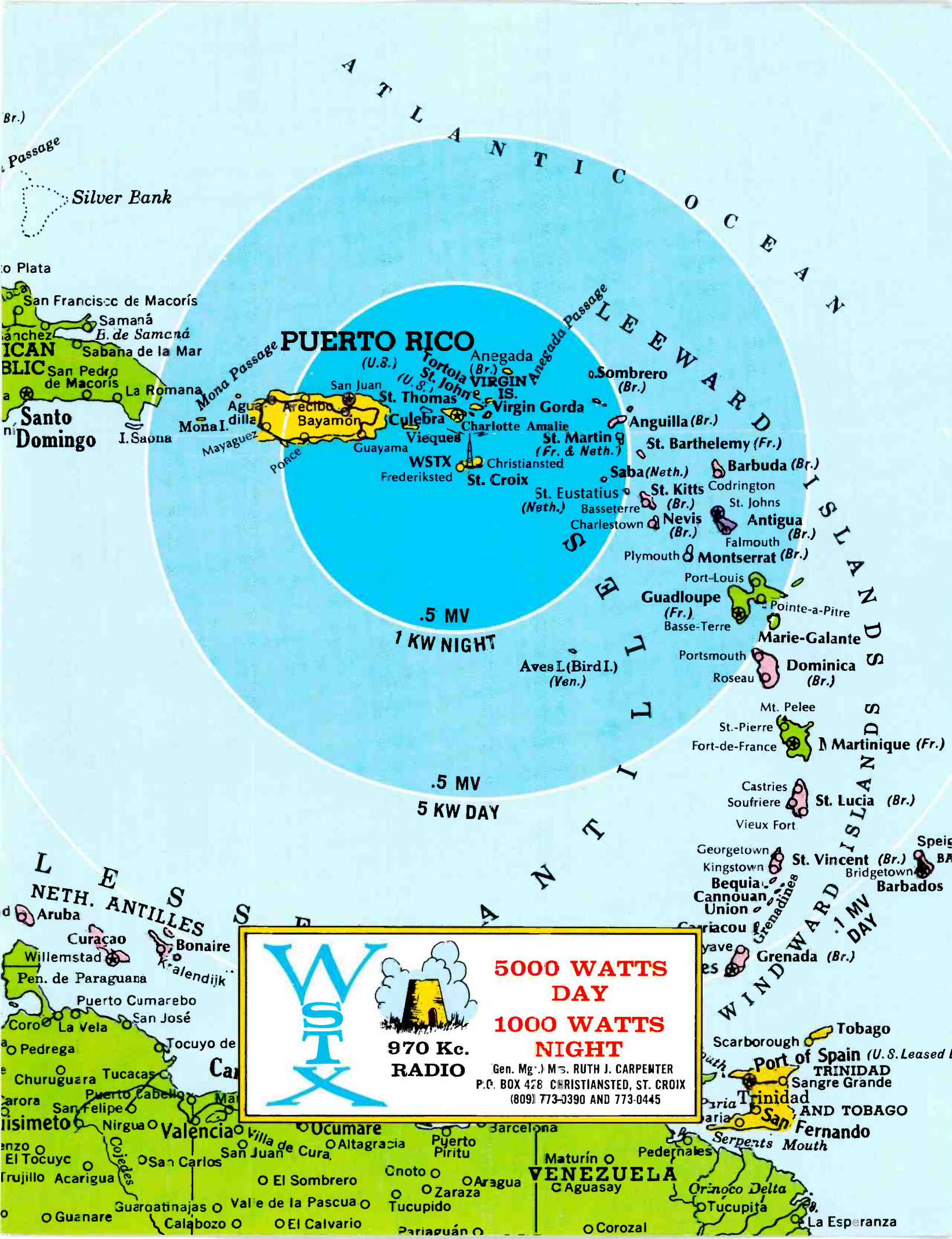


RADIO STATION

**COVERAGE MAP
&
RATE CARD**

**"THE GREAT CHRISTIAN BEACON
OF THE WEST"**

OFFICES & STUDIOS: CENTER CITY BUILDING,
233 "A" STREET - SUITE 205,
SAN DIEGO, CALIFORNIA 92101






**5000 WATTS
DAY**

**1000 WATTS
NIGHT**

**970 Kc.
RADIO**

Gen. Mg. M^{s.} RUTH J. CARPENTER
P.O. BOX 428 CHRISTIANSTED, ST. CROIX
(809) 773-0390 AND 773-0445

Rate Card No. 1-A
Effective 9-1-70



Virgin Islands Broadcasting Corporation

Ruth J. Carpenter
General Manager

Betty Maldonado de Pichardo
Puerto Rico Account Executive
764-5115

Members:
St. Croix Chamber of Commerce
P.R. Assoc. of Broadcasters
National Association of Broadcasters
Radio Advertising Bureau

Power:
5,000 W Day, 1,000 W Night
Freq.:
970 Kc Non-Directional
Hours:
18 hours daily

Agency Commission: 15% on
net time costs.
Max. Contract length: 1 yr
Associated Press News Service
Remote Rates on Request

W. M. Carpenter, **President**
William de la Cruz, **Vice-President**
Tony de la Cruz, **Sec.-Treas.**

SPOT ANNOUNCEMENTS

60 Seconds	\$5.00
30 Seconds	3.50
15 Seconds	1.90

PROGRAMS

1 hour	\$60.00
½ hour	35.00
¼ hour	20.00
5 Min.	9.00

WEEKEND SATURATION PLAN

15 Thirty-second spots on Saturday and/or Sunday
at \$2.00 each.

FIFTEENS PACKAGE PLAN

10 Fifteen-second spots daily — five days per week
for four weeks earns a 7½% discount.
Weekly Cost — \$87.87

SPECIAL PACKAGES*				
30 SECOND PLANS - MONDAY THRU FRIDAY				
MINIMUM CONTRACT 8 WEEKS				
Spots Per Day	Cost Per Spot	Total No. of Spots	Cost Per Week	Total Contract Cost - 8 Weeks
10	\$2.50	400	\$125.00	\$1,000.00
8	\$2.75	320	\$110.00	\$ 880.00
6	\$3.00	240	\$ 90.00	\$ 720.00
4	\$3.25	160	\$ 65.00	\$ 520.00

SPECIAL PACKAGES*				
60 SECOND PLANS - MONDAY THRU FRIDAY				
MINIMUM CONTRACT 8 WEEKS				
Spots Per Day	Cost Per Spot	Total No. of Spots	Cost Per Week	Total Contract Cost - 8 Weeks
10	\$3.50	400	\$175.00	\$1,400.00
8	\$3.75	320	\$150.00	\$1,200.00
6	\$4.00	240	\$120.00	\$ 960.00
4	\$4.50	160	\$ 90.00	\$ 720.00

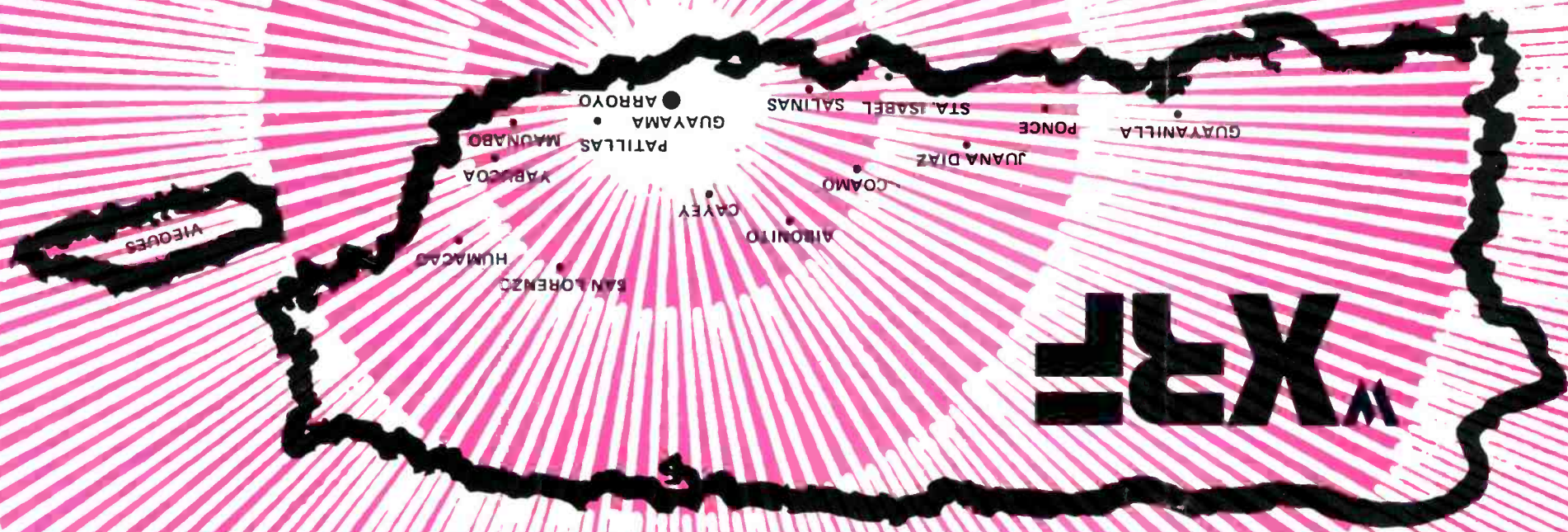
*15% Discount off special package rates for 52-week contract.

COMBINATION PACKAGE PLAN	
MINIMUM CONTRACT FOUR WEEKS 5 DAYS PER WEEK	
2-60's Daily — 2-30's Daily — 3-15's Daily	
18% Discount — Weekly Cost — \$93.07	

BULK SPOT PACKAGE PLAN	
1,040-30's in one 12-month period — \$2.25 each.	
Must use 15 weekly to maintain bulk package plan rate.	
Total Cost — \$2,340.00	

ALL BILLS RENDERED MONTHLY

area of
crystal
clear
WXR
listening



the great
sound of
Guayama
and the
soul of
the south,



WXR

RATE CARD NO. SIX
EFFECTIVE
JULY 1, 1971

WXRJ

FREQUENCY - POWER - TIME

WXRJ - AM 1590 kilohertz - 1,000 watts day and night. Licensed to operate unlimited time. Opening time 5:30 A.M. except Sundays, 7:00 A.M. Closing time 11:00 P.M. except Fridays and Sundays 12:00 P.M. Saturdays 1:00 A.M.
 WXRJ - FM 106.9 megahertz - 50,000 watts day and night. Licensed to operate unlimited time. Opening time 8:00 A.M. and closing time 11:00 P.M.

SERVICE FACILITIES

Associated Press and local news services - Remote broadcast equipment. Quality disc or tape recording equipment. Complete music library. Special announcers. 125 - seat radio theater. Rates for these services furnished upon request.

MUSIC CLEARANCE

BMI, ASCAP and SESAC licensees. Rates include music copyright fees.

AGENCY COMMISSION

15% commission on time rates allowed to agencies previously recognized by station management. Bills rendered and due monthly.

CONTRACT REQUIREMENTS

Contract must be signed and submitted with all program material and commercial copy at least 24 hours prior to scheduled broadcast. Products, advertising copy and program material are subject to approval and acceptance of station management. Political advertising accepted cash in advance. One time rate applies.

STATION OWNERSHIP

Both radio stations - WXRJ - AM and WXRJ - FM are owned and operated by the GUAYAMA BROADCASTING COMPANY, INC. Office and Studios at 42 North Hostos Street, Guayama, Puerto Rico, P.O. Box 600, Guayama, Puerto Rico 00654. RAFAEL FUSTER JR., President; GUMERSINDO CORDERO JR., Vice - Pres. & Manager. Tel. 864-2320

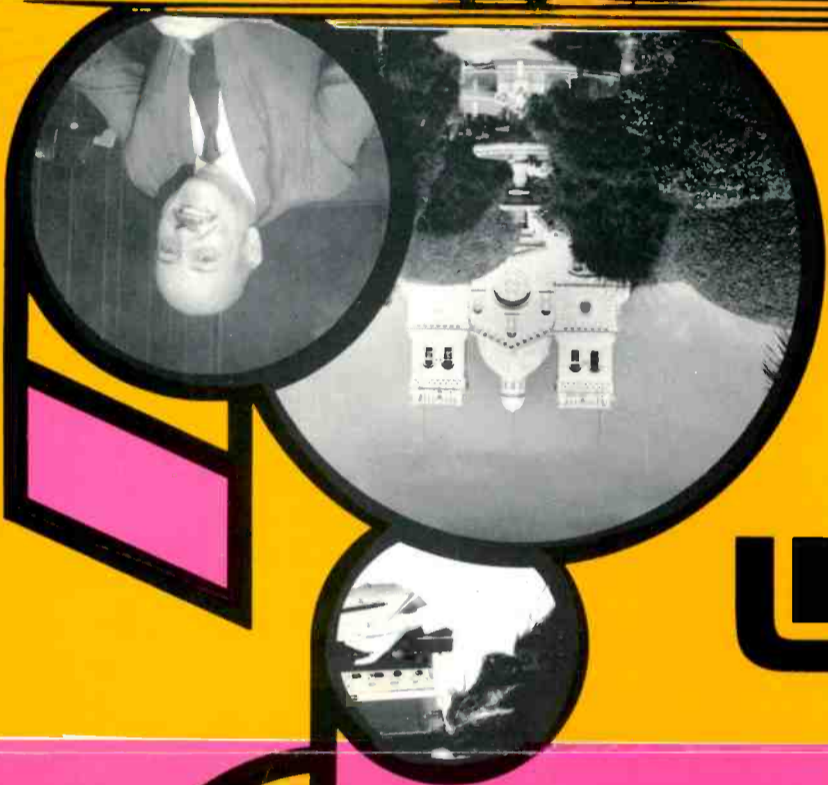
AM BROADCAST & ADVERTISING RATES

SPOT ANNOUNCEMENTS	
15 SECONDS \$2.00	30 SECONDS \$2.50
60 SECONDS \$4.00	

PROGRAMS			
NO. OF TIMES	1 HOUR	1/2 HOUR	1/4 HOUR
1 to 13	\$75.00	\$45.00	\$30.00
14 to 26	71.25	42.75	28.50
27 to 104	67.50	40.50	27.00
105 or more	63.75	38.25	25.50

PACKAGE PLAN - 13 WEEKS MINIMUM				
COST PER SPOT				
SPOTS/DAY	DISC.	15 SEC.	30 SEC.	60 SEC.
5	100%	\$1.80	\$2.25	\$3.60
10	150%	1.70	2.125	3.40
15	200%	1.60	2.00	3.20
20	250%	1.50	1.875	3.00

AM



FULL TIME FM STEREO PROGRAMMING

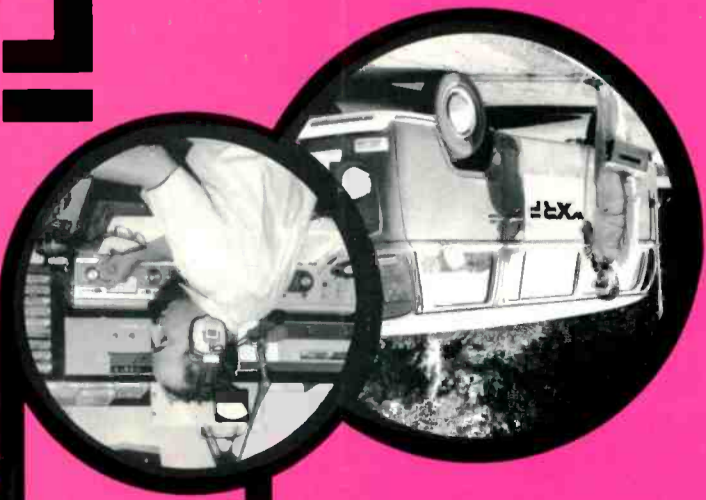
PACKAGE PLAN - 13 WEEKS MINIMUM				
COST PER SPOT				
SPOTS/DAY	DISC.	15 SEC.	30 SEC.	60 SEC.
5	100%	\$1.35	\$1.80	\$2.70
10	150%	1.275	1.70	2.55
15	200%	1.20	1.60	2.40
20	250%	1.125	1.50	2.25

PROGRAMS			
NO. OF TIMES	1 HOUR	1/2 HOUR	1/4 HOUR
1 TO 13	\$50.00	\$30.00	\$20.00
14 TO 26	47.50	28.50	19.00
27 TO 104	45.00	27.00	18.00
105 OR MORE	42.50	25.50	17.00

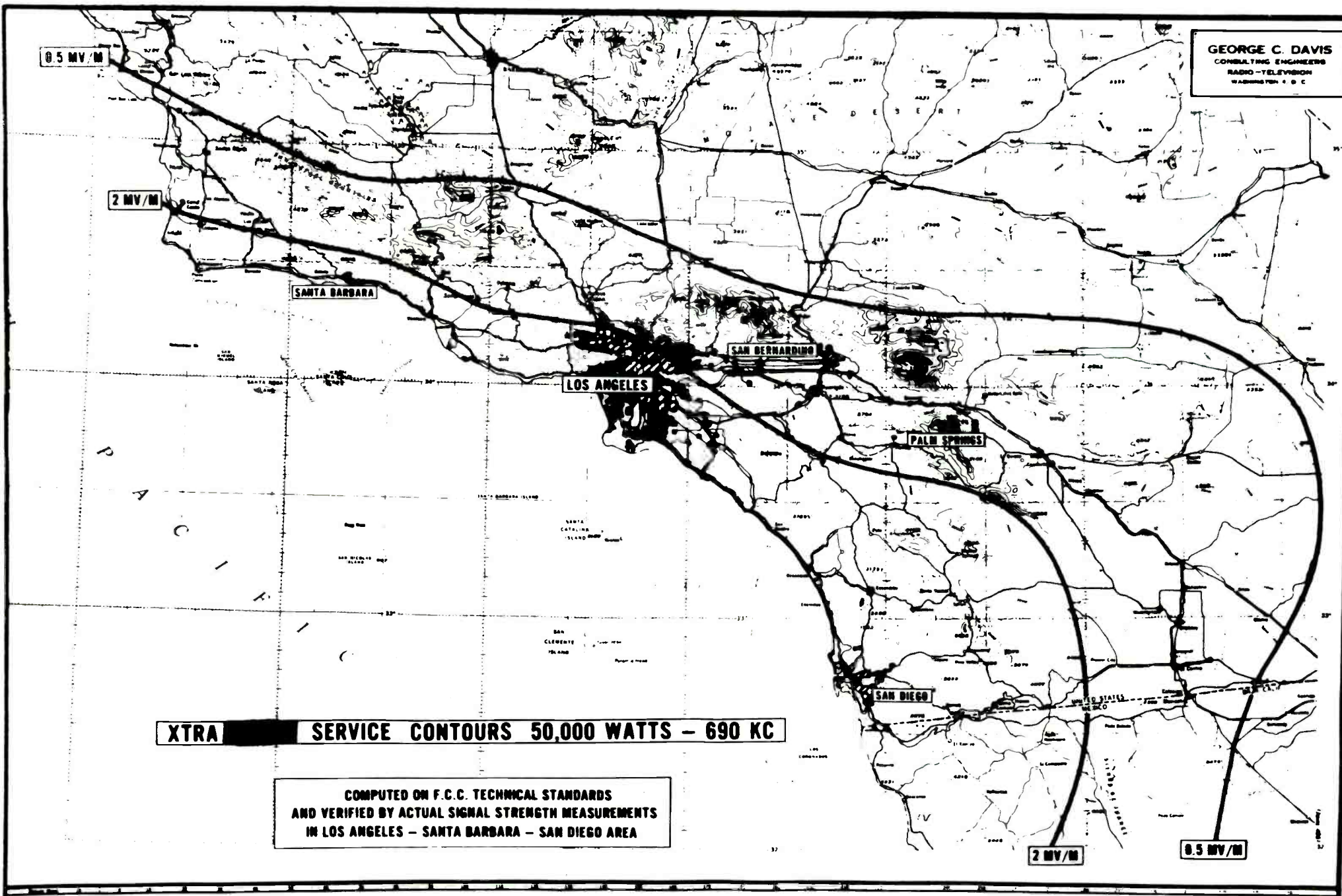
SPOT ANNOUNCEMENTS	
15 SECONDS \$1.50	30 SECONDS \$2.00
60 SECONDS \$3.00	

FM BROADCAST & ADVERTISING RATES

FM



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

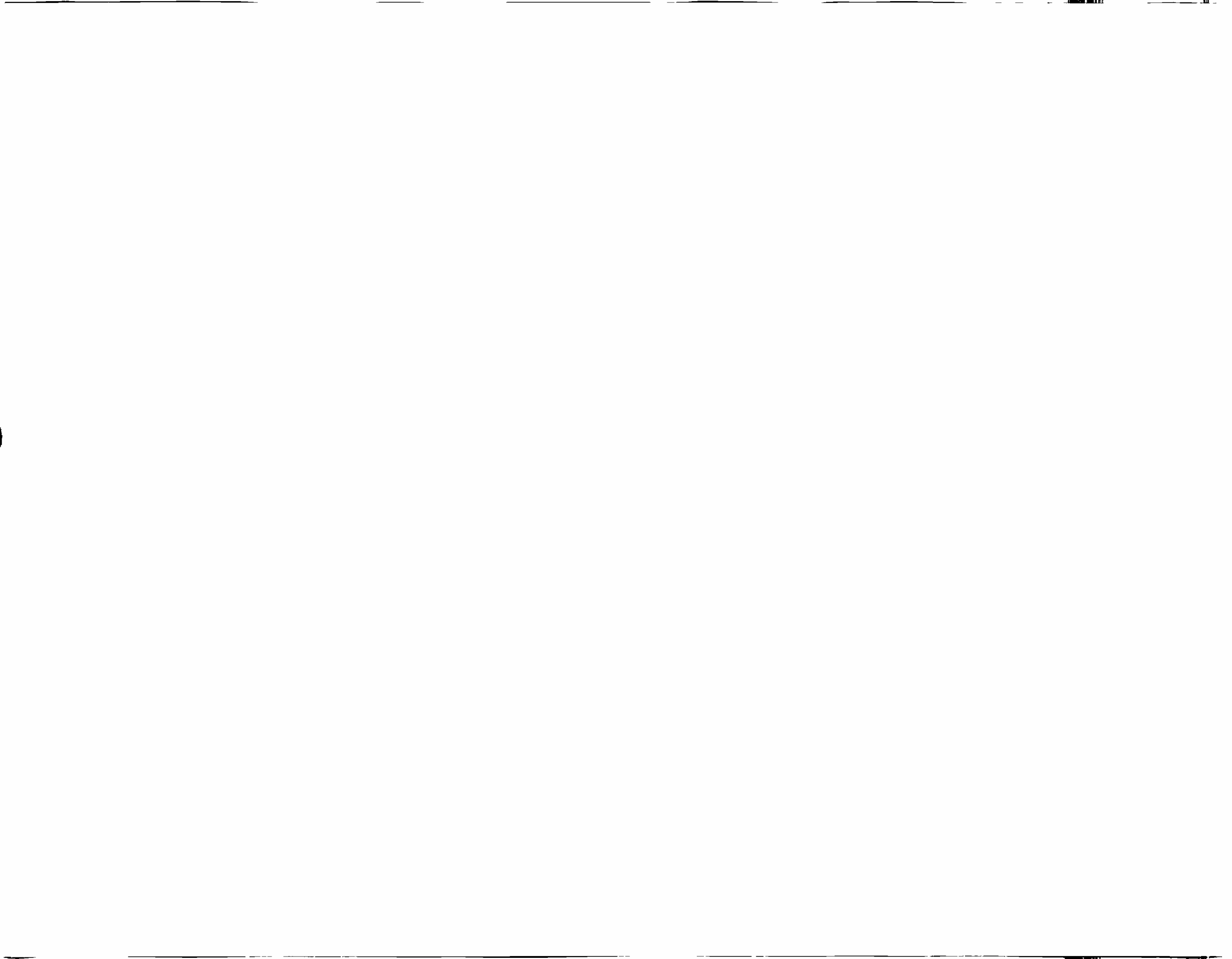


XTRA SERVICE CONTOURS 50,000 WATTS - 690 KC

COMPUTED ON F.C.C. TECHNICAL STANDARDS
AND VERIFIED BY ACTUAL SIGNAL STRENGTH MEASUREMENTS
IN LOS ANGELES - SANTA BARBARA - SAN DIEGO AREA

2 MV/M

0.5 MV/M

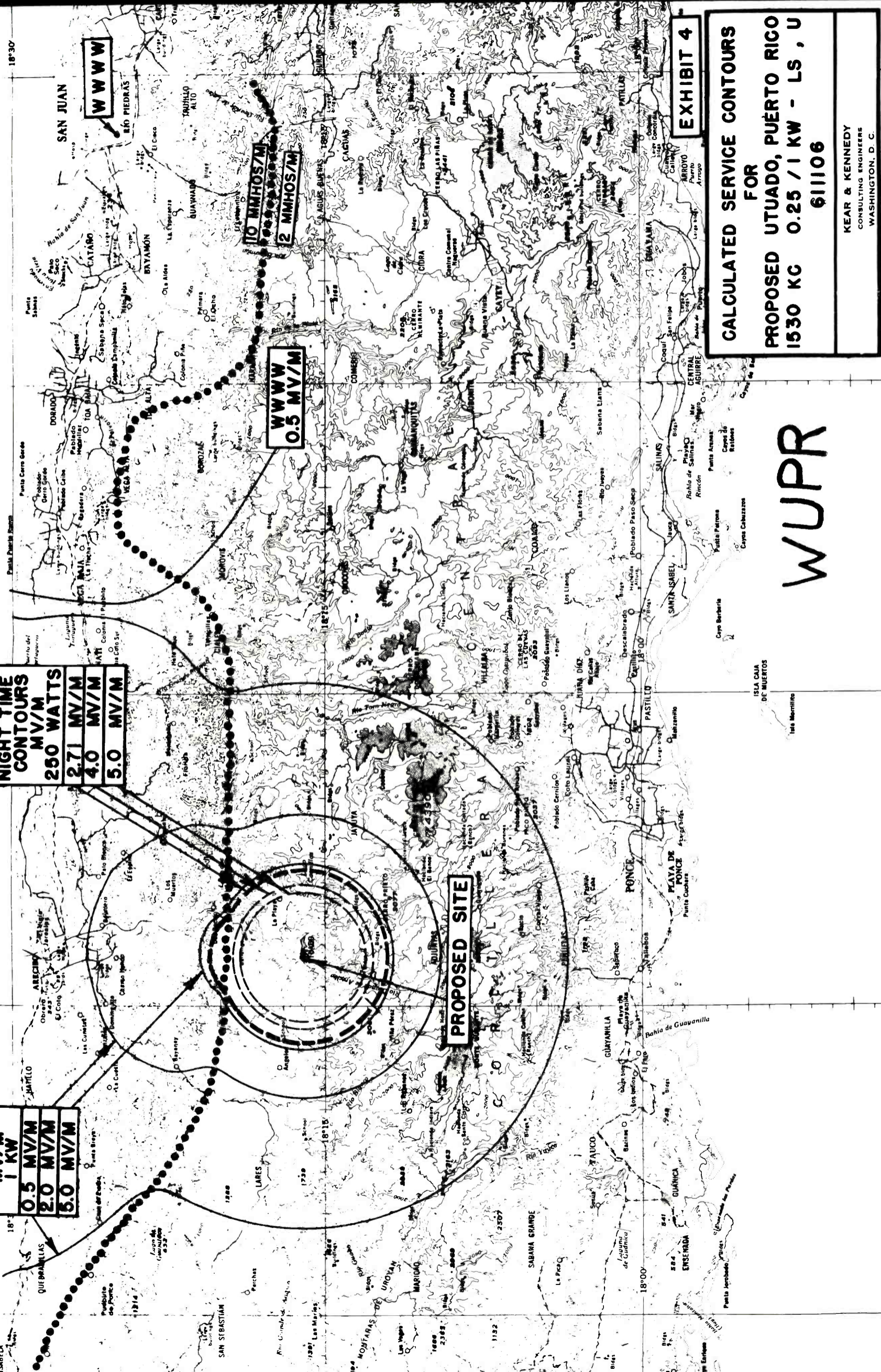


**DAYTIME
CONTOURS
MV/M
I KW**

0.5 MV/M
2.0 MV/M
5.0 MV/M

**NIGHT TIME
CONTOURS
MV/M
250 WATTS**

2.71 MV/M
4.0 MV/M
5.0 MV/M



WWW

**10 MMHOS/M
2 MMHOS/M**

**WWW
0.5 MV/M**

EXHIBIT 4

**CALCULATED SERVICE CONTOURS
FOR
PROPOSED UTUADO, PUERTO RICO
1530 KC 0.25 / 1 KW - LS, U
611106**

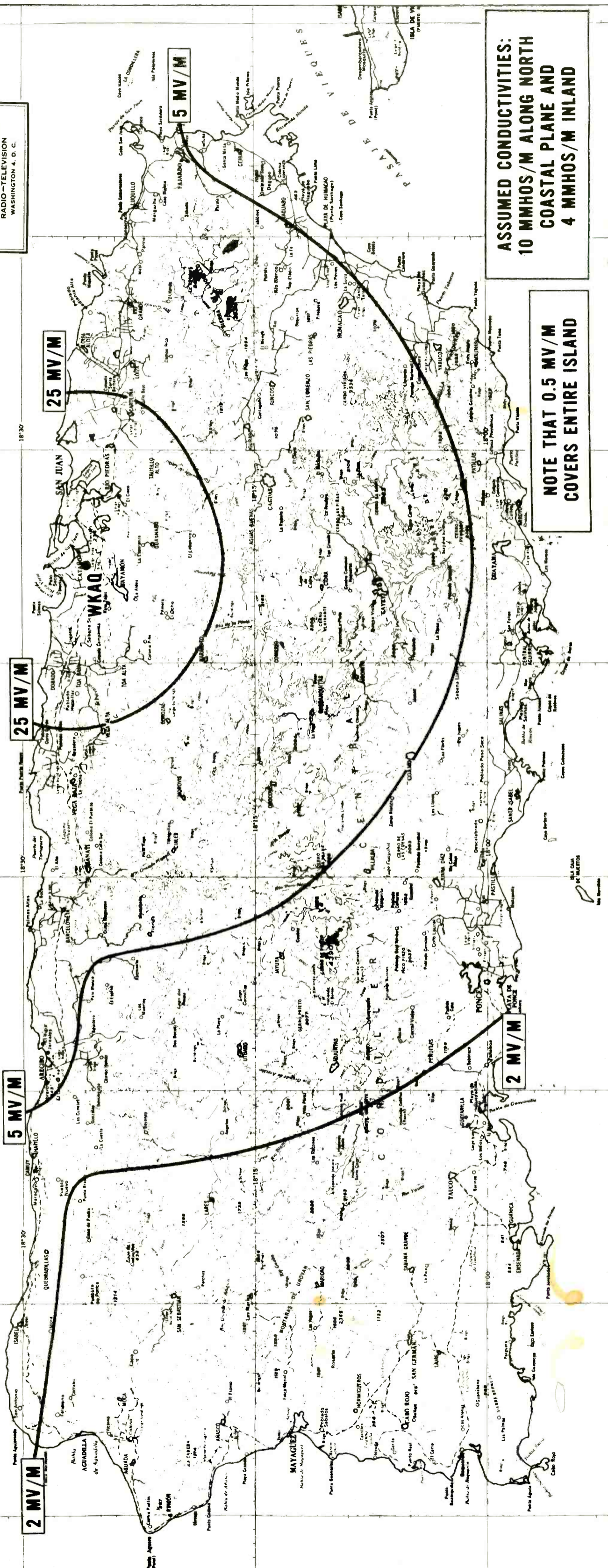
**KEAR & KENNEDY
CONSULTING ENGINEERS
WASHINGTON, D. C.**

WUPR

ISLA CAJA DE MUERTOS
Isla Morriñón

MAP SHOWING COMPUTED CONTOURS FOR WKAQ - 5 KW - 580 KC SAN JUAN, PUERTO RICO JUNE 1962

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



**ASSUMED CONDUCTIVITIES:
10 MMHOS/M ALONG NORTH
COASTAL PLANE AND
4 MMHOS/M INLAND**

**NOTE THAT 0.5 MV/M
COVERS ENTIRE ISLAND**

ISLA DE
SAN JUAN

FREQUENCY-POWER-TIME

Operating Power: Two Main 5,000 watts Transmitters.
 Frequency: 580 Kilocycles
 Licensed to operate full time.
 Operates on Atlantic Standard Time (one hour ahead of Eastern Standard Time).

OPERATING SCHEDULE

Monday thru Sunday 24 Hours Daily

AGENCY COMMISSION

15% commission allowed to recognized agents on net Station time charges. Bills rendered and payable monthly. No commission allowed on production charges.

NEWS SERVICE

Full services of UPI, AP, and local reporting from our exclusive on the street reporters. The most efficient and highest rated News Department with a staff of ten experienced news reporters. Rates on news broadcasts upon request.



Station reserves the right to interrupt any program for news bulletins whenever such interruptions are in the best public interest.

TALENT

Complete program service available including production, talent, music library, script writers and announcers.
 Rates upon request.
 Regular station announcers furnished free of charge.
 Special announcers, when requested, subject to special charges.
 Rates upon request.

TRANSCRIPTIONS AND TRANSCRIPTION LIBRARY SERVICE

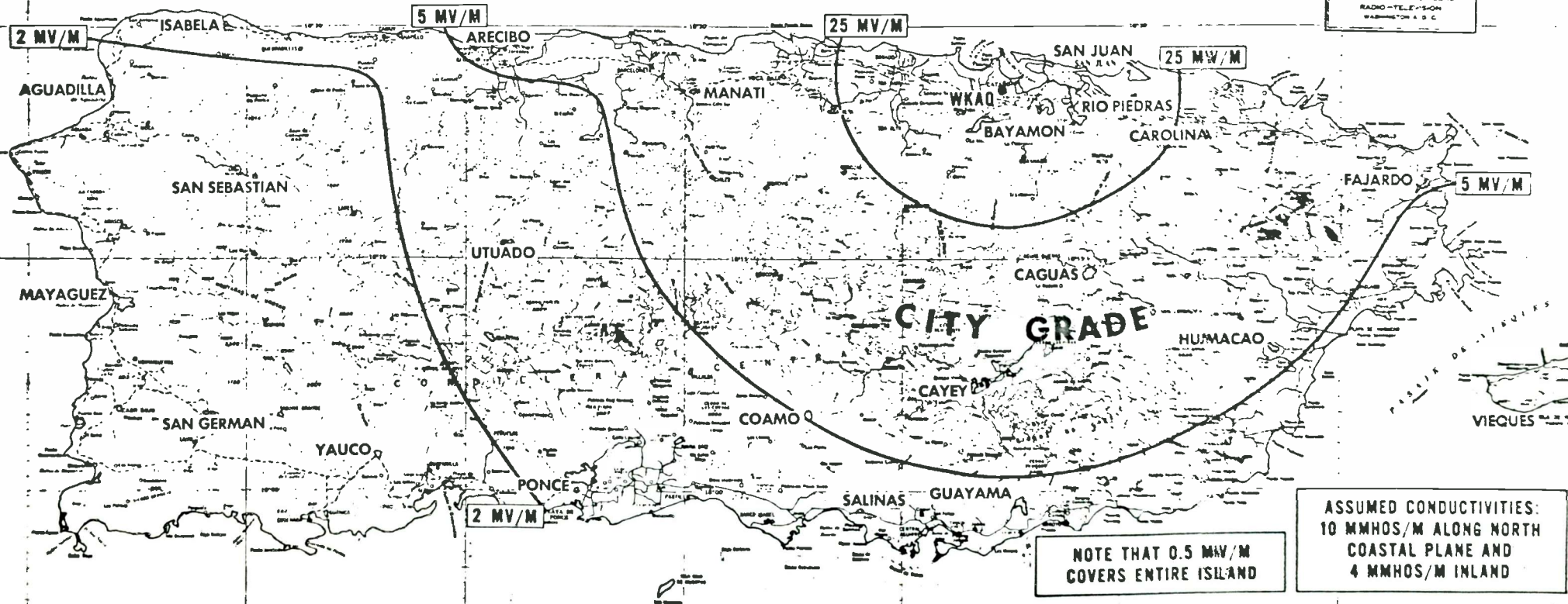
33-1/3, 78 RPM, vertical and/or lateral double turn tables. Facilities available to broadcast programs recorded on tape. Transcription library service of Associated Program Service available, charged as use of record library.
 Rates upon request.

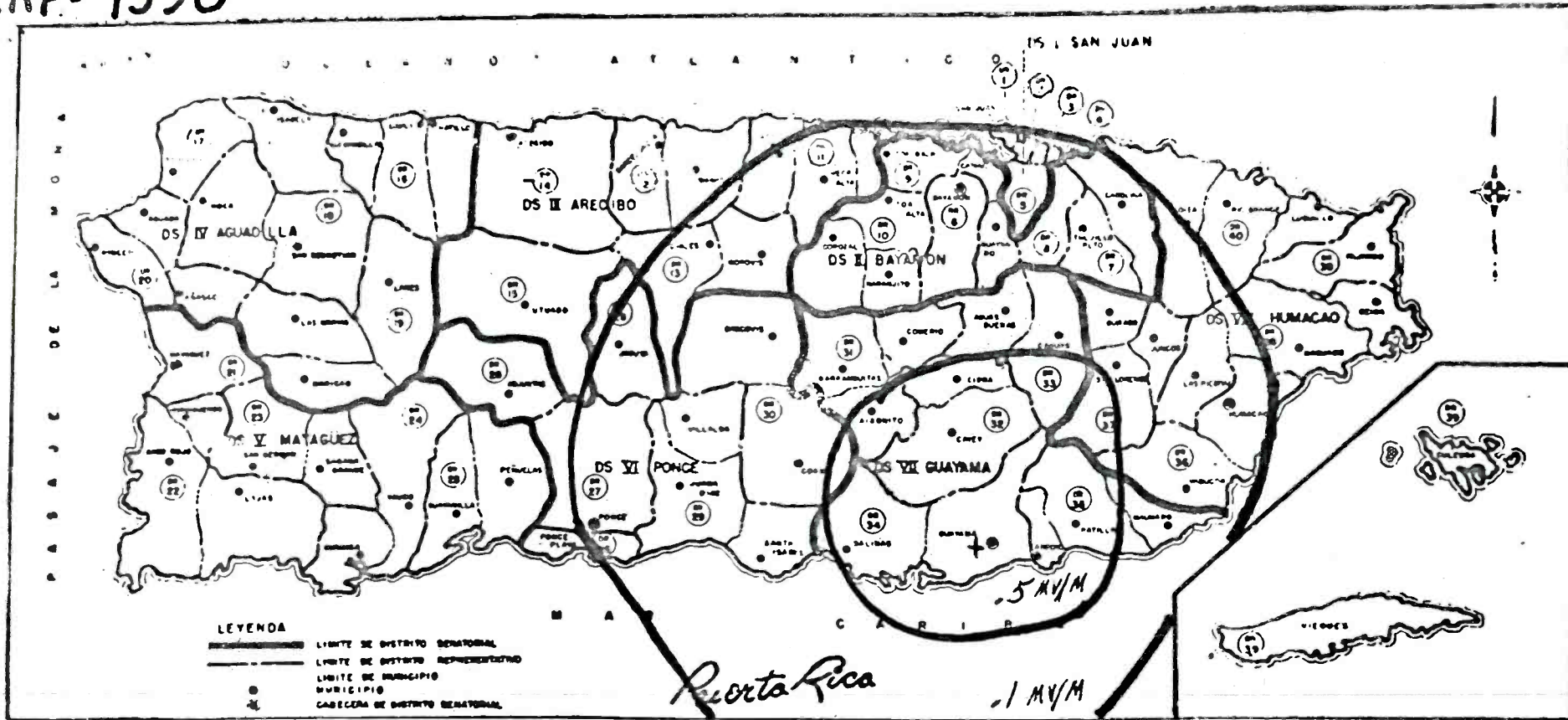
GENERAL ADVERTISING

Length of commercial copy — A maximum of 300 words during each 15-minute program time.
 One Minute Announcements — not over 100 words.
 Half-Minute Announcements — not over 50 words.
 1/4 Minute Announcements — not over 25 words.
 1 Hour Program Equals 55 minutes 00 seconds.
 1/4 Hour Program Equals 13 minutes 30 seconds.
 Programs and announcements in Spanish. All products, advertising copy and program material are subject to acceptance and approval of Station Manager.

MAP SHOWING COMPUTED CONTOURS FOR WKAQ - 5 KW - 580 KC SAN JUAN, PUERTO RICO JUNE 1962

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





I DISTRITO SENATORIAL DE SAN JUAN

- 1 San Juan
- 2 Las zonas 1 y 2 de San Juan II
- 3 La zona 3 de San Juan II
- 4 La zona 4 de San Juan II
- 5 Los barrios Hato Rey, Puerto Nuevo y Caparra Heights (Río Piedras I)

II DISTRITO SENATORIAL DE BAYAMON

- 6 Bayamón
- 7 Carolina y Trujillo Alto
- 8 Río Piedras II
- 9 Cataño, Guaynabo y Toa Baja
- 10 Toa Alta, Corozal y Naranjito

III DISTRITO SENATORIAL DE ARECIBO

- 11 Vega Baja, Vega Alta y Dorado
- 12 Manatí y Barceloneta
- 13 Ciales y Morovis
- 14 Arecibo
- 15 Utuado

IV DISTRITO SENATORIAL DE AGUADILLA

- 16 Camuy, Hatillo y Quebradillas
- 17 Aguadilla e Isabela
- 18 San Sebastián y Moca
- 19 Lares, Las Marías y Maricao
- 20 Añasco, Aguada y Rincón

V DISTRITO SENATORIAL DE MAYAGÜEZ

- 21 Mayagüez
- 22 Cabo Rojo, Hormigueros y Lajas
- 23 San Germán y Sabana Grande
- 24 Yauco y Guánica
- 25 Guayanilla y Pñuelas

VI DISTRITO SENATORIAL DE PONCE

- 26 Los barrios Primero, Segundo, Tercero, Cuarto, Quinto y Sexto y la Playa de Ponce (Ponce I)
- 27 Los demás barrios del municipio de Ponce (Ponce II)
- 28 Adjuntas y Jayuya
- 29 Juana Díaz, Santa Isabel y Viñalba
- 30 Coamo y Orocovis

VII DISTRITO SENATORIAL DE GUAYAMA

- 31 Aibonito, Barranquitas y Comerío
- 32 Cayey y Cidra
- 33 Caguas y Aguas Buenas
- 34 Guayama y Salinas
- 35 Patillas, Maunabo y Arroyo

VIII DISTRITO SENATORIAL DE HUMACAO

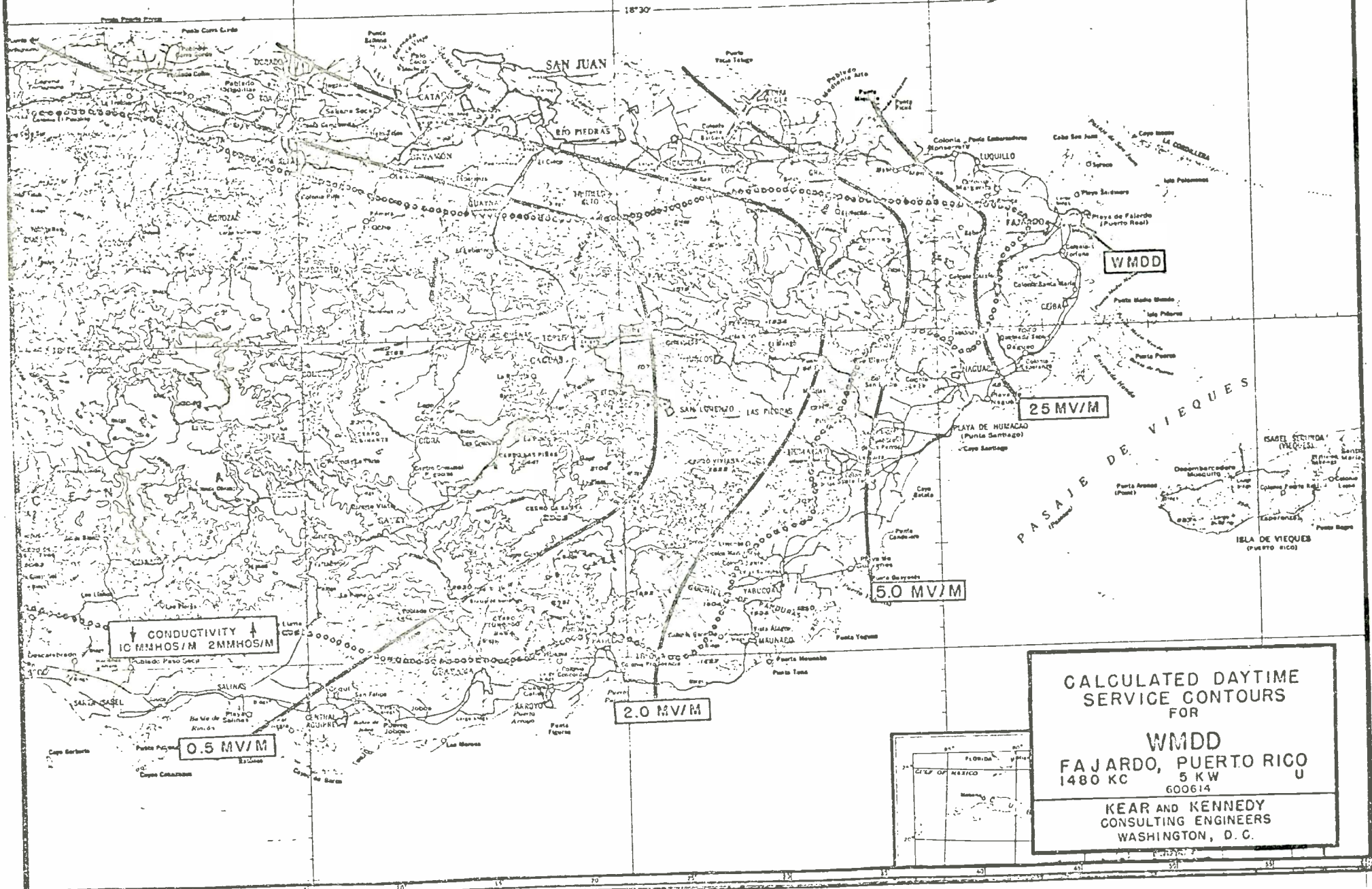
- 36 Humacao y Yabucoa
- 37 Juncos, Gurabo y San Lorenzo
- 38 Naguabo, Ceiba y Las Piedras
- 39 Fajardo, Vieques y Culebra
- 40 Río Grande, Loísa y Luquillo

DISTRITOS SENATORIALES Y REPRESENTATIVOS

66°15' 65° 65°45' 65°30'

18°30'

WMDD - FAJARDO, P. R. - 5.000 WATTS POWER ISLAND'S COVERAGE



CONDUCTIVITY
10 MMHOS/M 2MMHOS/M

0.5 MV/M

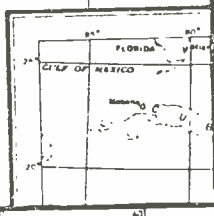
2.0 MV/M

5.0 MV/M

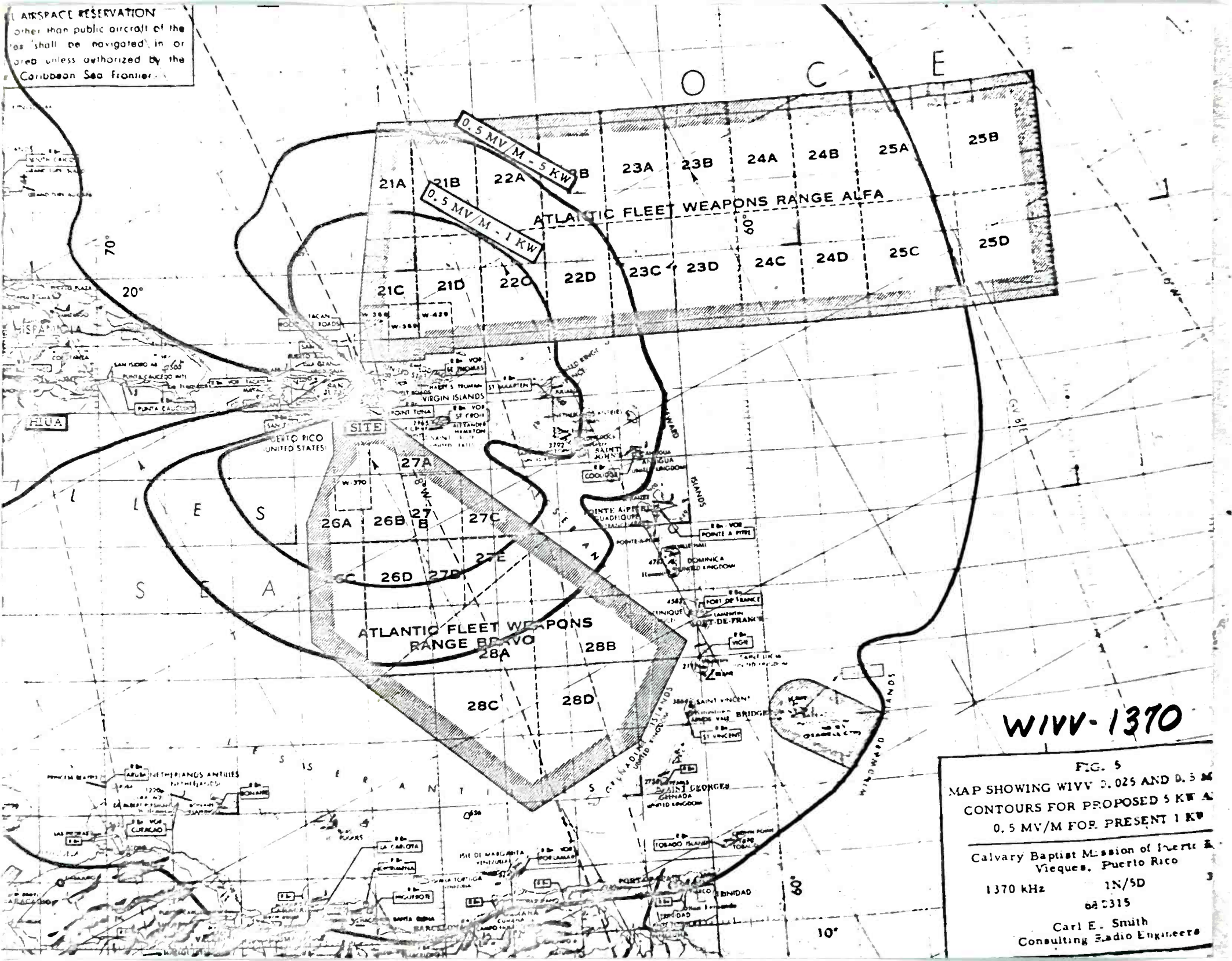
25 MV/M

WMDD

CALCULATED DAYTIME
SERVICE CONTOURS
FOR
WMDD
FAJARDO, PUERTO RICO
1480 KC 5 KW U
600614
KEAR AND KENNEDY
CONSULTING ENGINEERS
WASHINGTON, D. C.



1 AIRSPACE RESERVATION
 other than public aircraft of the
 sea shall be navigated in or
 over unless authorized by the
 Caribbean Sea Frontier.



WIVV-1370

FIG. 5
 MAP SHOWING WIVV 0.025 AND 0.5 M
 CONTOURS FOR PROPOSED 5 KW AND
 0.5 MV/M FOR PRESENT 1 KW
 Calvary Baptist Mission of Inerte &
 Vieques, Puerto Rico
 1370 kHz 1N/5D
 640315
 Carl E. Smith
 Consulting Radio Engineers

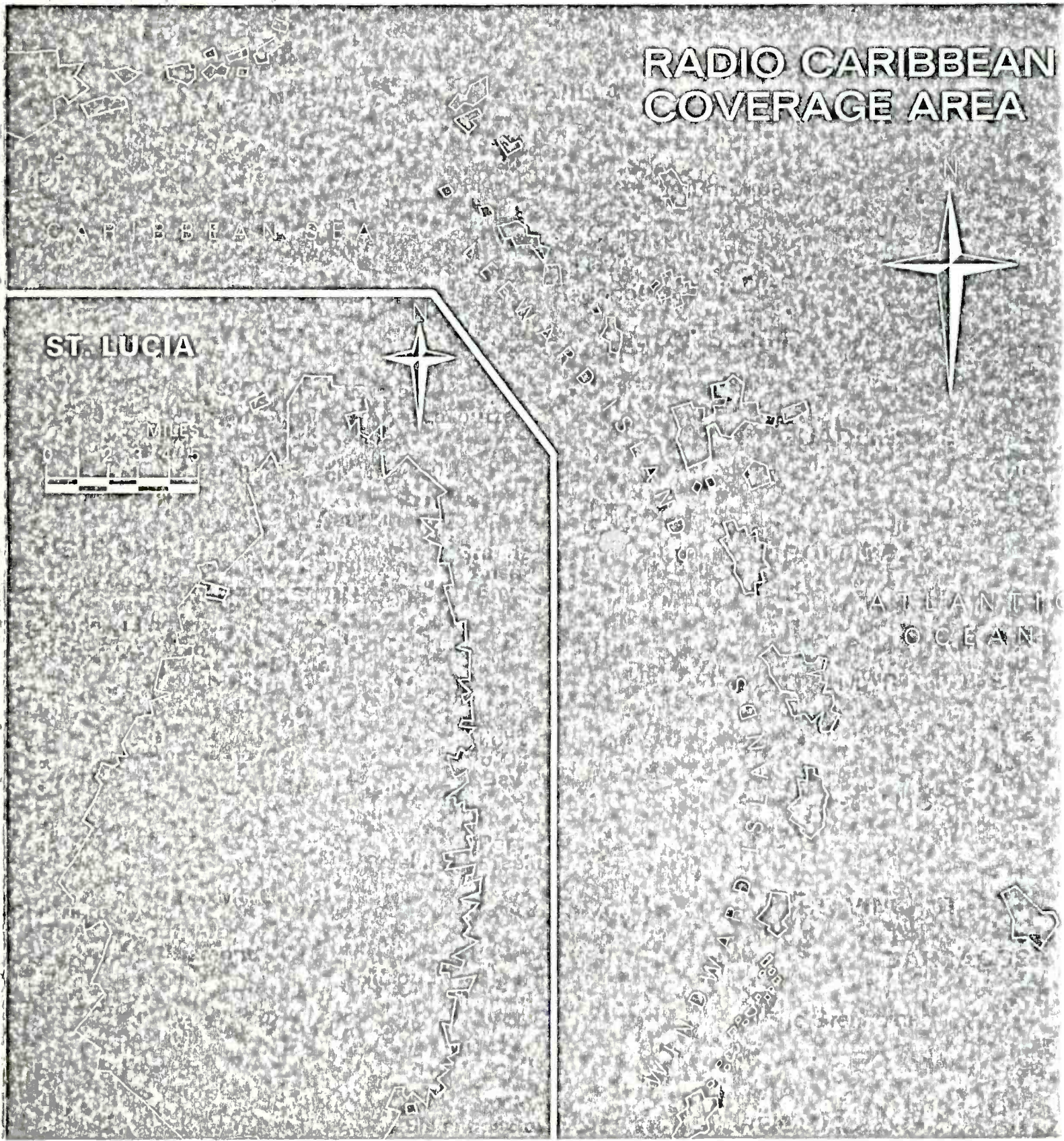
COMMERCIAL WORDING ALLOWANCE

PROGRAMMES

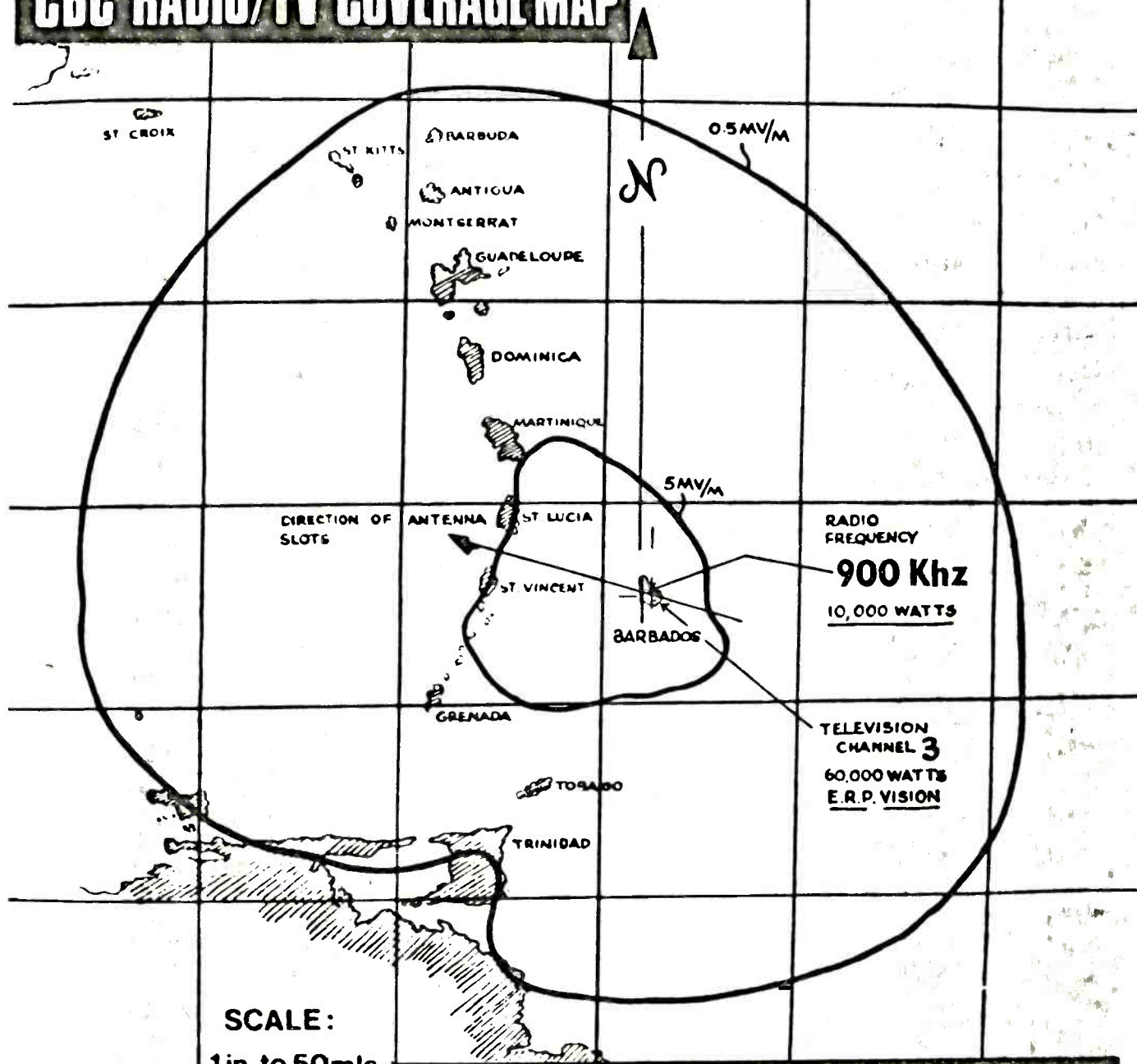
- 1 Hour - 6 minutes (not exceeding 6 announcements of 60 seconds)
- ½ Hour - 3 minutes (not exceeding 3 announcements of 60 seconds)
- ¼ Hour - 2 minutes (not exceeding 2 announcements of 60 seconds)
- 5 minutes - 1 minute (not exceeding 2 announcements of 30 seconds)

SPOT ANNOUNCEMENTS

- 45 seconds (approximately 90 words)
- 30 seconds (approximately 60 words)
- 15 seconds (approximately 30 words)



CBC RADIO/TV COVERAGE MAP



Caribbean Broadcasting Corporation

THE WSTA MARKET

WSTA RADIO covers the Virgin Islands with the "now" sound of contemporary music, up-to-the minute news and community information. With studios and transmitter located in Charlotte Amalie, WSTA influences 60,000 permanent residents and 750,000 annual visitors to the islands of St. Thomas, St. Croix and St. John.

Set penetration in this \$75,000,000 market approaches 100%.

With radio in every automobile, virtually every pocket, and an average of 3 in every home, WSTA offers a dramatic potential for the advertiser who wants to share in the Caribbean's dynamic expansion.

WSTA REPRESENTATIVES

T. I. E. Sales, Ltd.
3 East 54th Street
New York, N. Y. 10022
Telephone: 212-421-7730

Svend A. Schellenberg Associates
P. O. Box 5163
Puerta de Tierra, Puerto Rico
Telephone: 722-5665

Overseas Rediffusion, Ltd.
Stratton House, Stratton Street
Piccadilly, London, W.1
Telephone: Mayfair 8886

SERVICE POLICIES

Rates include services of one WSTA personality, recorded music, licenses, and normal use of facilities for the reproduction of programs and commercials to be broadcast over WSTA.

Land, sea and air mobile units available. Rates on request.

Use of long-lines for reception or transmission additional.

CONTRACT POLICIES

15% agency commission to recognized advertising agencies.

No cash discount.

Bills rendered monthly, payable by 15th of following month.

All contracts subject to station management approval.

Two weeks prior written notice required for cancellation of spot contracts.

Any advertiser whose contract is based on rates contained herein is protected from rate increase for a period of six months from the effective date of such increase.

Maximum contract, 52 weeks.

COMMERCIAL POLICIES

All commercial copy subject to station management approval.

10-second, 15-second and 20-second announcements not accepted for broadcast between 6:00 a.m. and 9:00 a.m. unless purchased as station-break/time signals on minimum 13-weeks plan.

Maximum of 140 words accepted in 60-second live commercials.

Live copy, ETs, tapes and cartridges accepted.

Deadline for commercial material, 48 hours before broadcast.

MAILING INSTRUCTIONS

Address all program material, commercial copy, transcriptions and promotion material to:

WSTA RADIO
P. O. Box 489
St. Thomas, U.S. Virgin Islands 00801

Att: Athniel Ottley, General Manager



WSTA

THE COMMUNICATIONS CENTER
OF THE VIRGIN ISLANDS
1340 KILOCYCLES

WSTA RADIO

LICENSEE: V. I. Industries, Inc.
 P. O. Box 489
 St. Thomas
 U. S. Virgin Islands 00801
 TELEPHONE: 809 774-1340
 CABLE: WSTA
 CHAIRMAN: William M. O'Neil
 PRESIDENT: Brian O'Neil
 VICE PRESIDENT AND GEN. MGR.: Ahnial Orlley,
 NEWS AFFILIATION: United Press International
 AFFILIATIONS: NBC and Mutual Network
 BROADCASTING: 6:00 a.m. to 2:00 a.m., daily
 FREQUENCY: 1340 KCS, non-directional
 POWER: 250 watts, d/night

SPOTS

1 MINUTE	1 anct.	\$3.90	\$3.80	\$3.70	\$3.60	\$3.50	\$3.40
40 SECONDS	13 ancts.	3.40	3.30	3.20	3.10	3.00	2.90
30 SECONDS	26 ancts.	2.90	2.80	2.70	2.60	2.50	2.40
20 SECONDS	52 ancts.	2.40	2.30	2.20	2.10	2.00	1.90
15 SECONDS	104 ancts.	2.00	1.90	1.80	1.70	1.60	1.50
10 SECONDS	260 ancts.	1.50	1.40	1.30	1.20	1.10	1.00

STATION-BREAK/TIME SIGNAL SPOTS

May be broadcast between 6:00 a.m. and 9:00 a.m. on 13-weeks contract

15 SECONDS	1 anct.	\$2.50	\$2.40	\$2.30	\$2.20	\$2.10	\$2.00	\$1.90
30 SECONDS	13 ancts.	2.00	1.90	1.80	1.70	1.60	1.50	1.40

PROGRAMS

Special holiday and special sports programming additional

60 MINUTES	1 time	\$ 8.00	\$ 7.50	\$ 7.00	\$ 6.50	\$ 6.00	\$ 5.50	\$ 5.00
15 MINUTES	13 times	12.00	11.50	11.00	10.50	10.00	9.50	9.00
5 MINUTES	26 times	16.00	15.50	15.00	14.50	14.00	13.50	13.00
3 MINUTES	52 times	24.00	23.50	23.00	22.50	22.00	21.50	21.00
30 MINUTES	104 times	36.00	35.50	35.00	34.50	34.00	33.50	33.00

SPECIAL "PACKAGE" RATES FOR SPOTS

(Minimum non-cancellable contract: 13 weeks)

10	60-SECOND SPOTS PER DAY (Mon. thru Sat.)	\$640 per month
8	60-SECOND SPOTS PER DAY (Mon. thru Sat.)	\$580 per month
6	60-SECOND SPOTS PER DAY (Mon. thru Sat.)	480 per month
4	60-SECOND SPOTS PER DAY (Mon. thru Sat.)	340 per month
10	30-SECOND SPOTS PER DAY (Mon. thru Sat.)	440 per month
8	30-SECOND SPOTS PER DAY (Mon. thru Sat.)	400 per month
6	30-SECOND SPOTS PER DAY (Mon. thru Sat.)	330 per month
4	30-SECOND SPOTS PER DAY (Mon. thru Sat.)	240 per month
10	15-SECOND SPOTS PER DAY (Mon. thru Sat.)	310 per month
8	15-SECOND SPOTS PER DAY (Mon. thru Sat.)	260 per month
6	15-SECOND SPOTS PER DAY (Mon. thru Sat.)	200 per month
4	15-SECOND SPOTS PER DAY (Mon. thru Sat.)	140 per month

May not be broadcast between 6:00 a.m. and 9:00 a.m.

SPECIAL "PACKAGE" RATES FOR NEWSCASTS

(Minimum contract: 13 weeks)

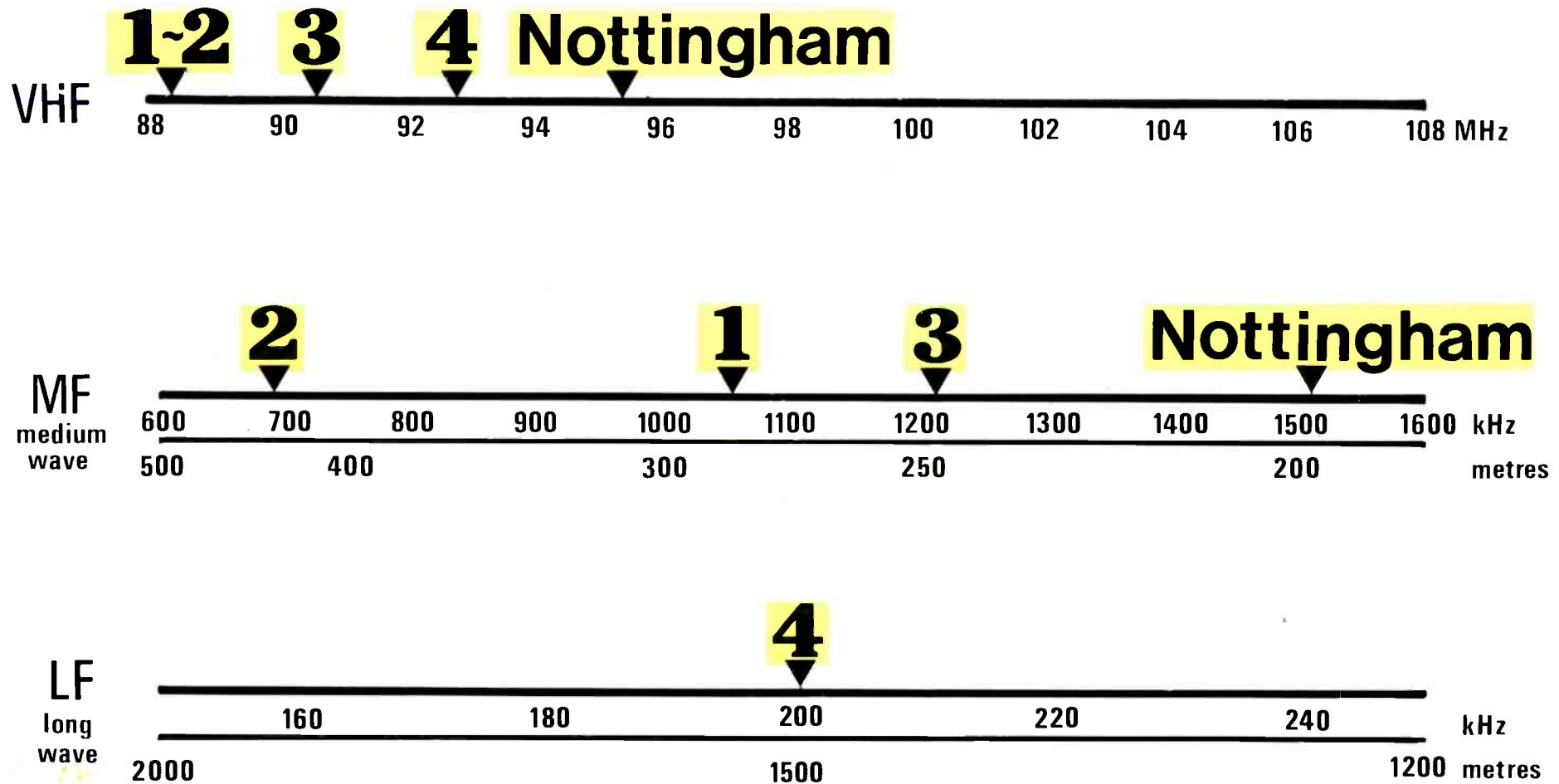
10	5-MINUTE NEWSCASTS PER DAY (Mon. thru Sat.)	\$1200 per month
8	5-MINUTE NEWSCASTS PER DAY (Mon. thru Sat.)	1100 per month
6	5-MINUTE NEWSCASTS PER DAY (Mon. thru Sat.)	1000 per month
4	5-MINUTE NEWSCASTS PER DAY (Mon. thru Sat.)	750 per month

SPECIAL COMBINATION "PACKAGE" (NEWS AND SPOTS)

(Minimum contract: 13 weeks)

1	5-MINUTE NEWSCAST PER DAY (Mon. thru Sat.)	320 per month
4	30-SECOND SPOTS PER DAY (Mon. thru Sat.)	

Dial Key for **BBC** Radio in Nottingham





Engineering Information



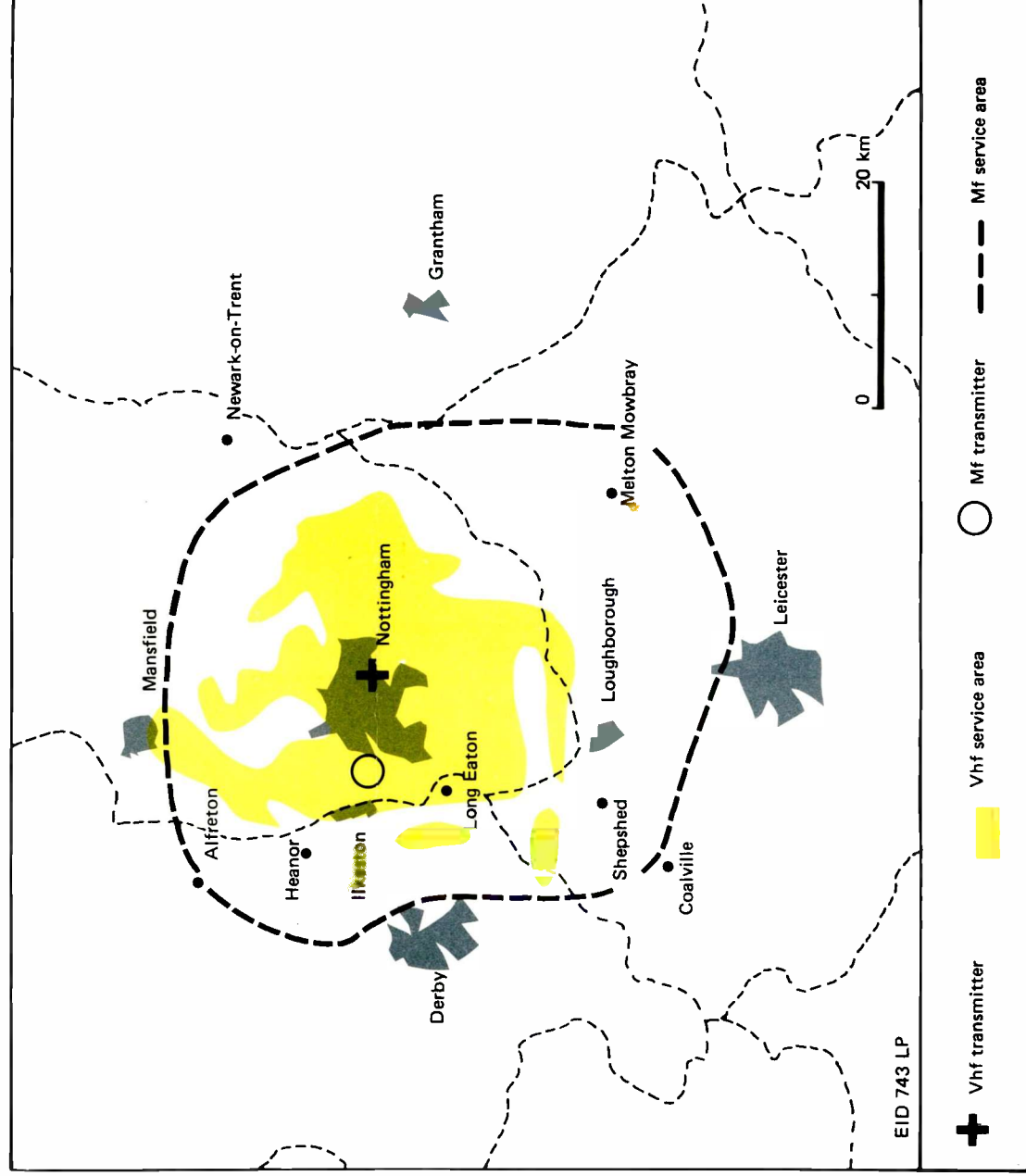
BBC Radio Nottingham

Vhf service (stereo)

Frequency 95.4 MHz
 Polarization mixed
 Maximum erp 0.3 kW
 Mean Height of transmitting aerial 42.7m agl, 134m aod
 Transmitter site Colwick Park
 National Grid Reference SK 597398

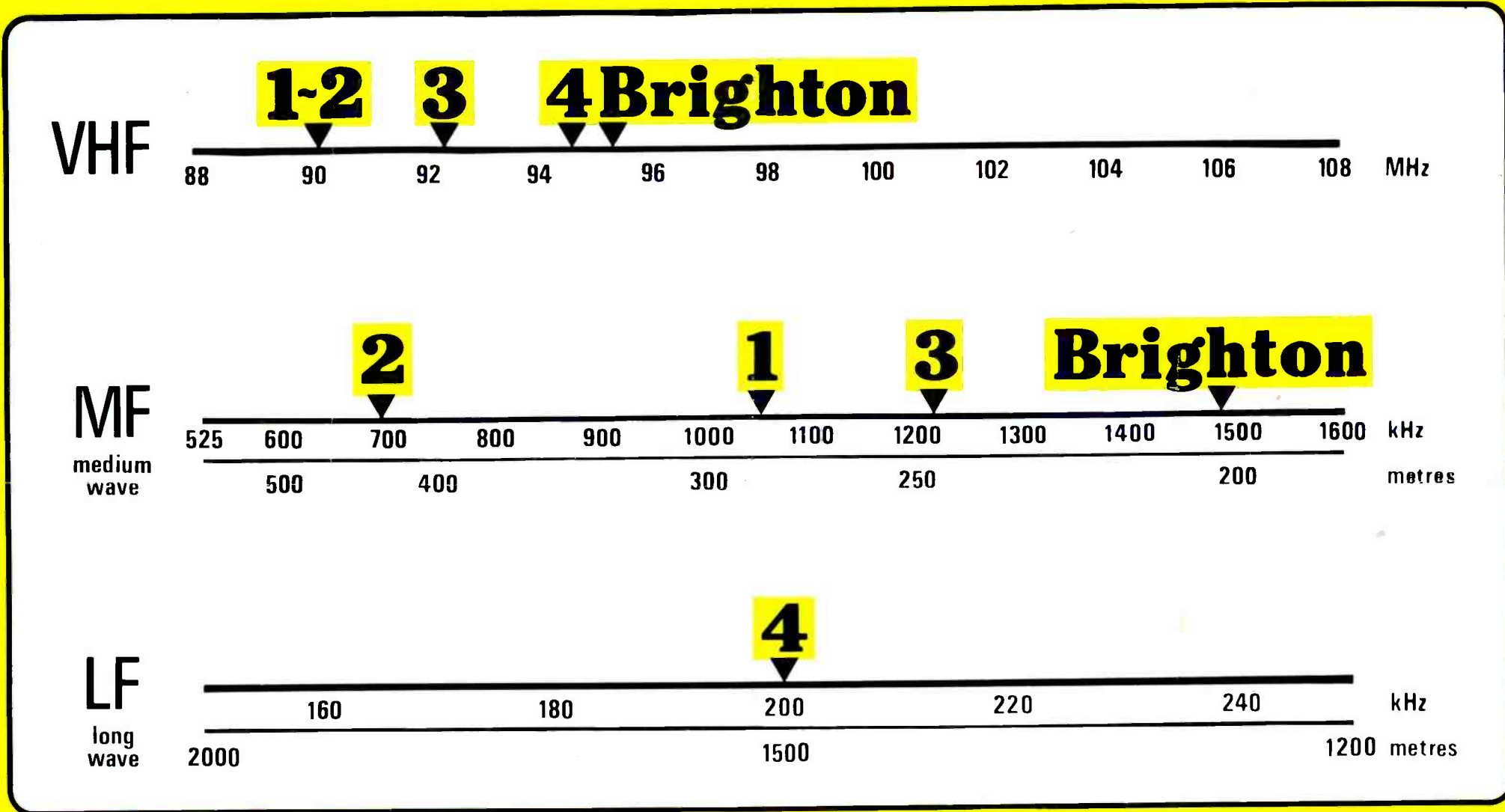
Mf service

Frequency 1521 kHz
 Wavelength 197 metres
 Power 0.25 kW
 Transmitter site Trowell, Nottingham
 National Grid Reference SK 506398



The vhf service area boundary corresponds to an average field strength of 54dB (relative to 1 microvolt per metre) for a receiving aerial height of 10 metres. The field strength at a particular site may differ by as much as 10dB from that indicated. The mf service area indicates where satisfactory reception may be obtained during the hours of daylight. After dark, the coverage may be severely restricted because of interference from other transmitters.

Dial Key for **BBC** Radio in Brighton & Hove



EID1060aLP

Radio Brighton 95.3 VHF



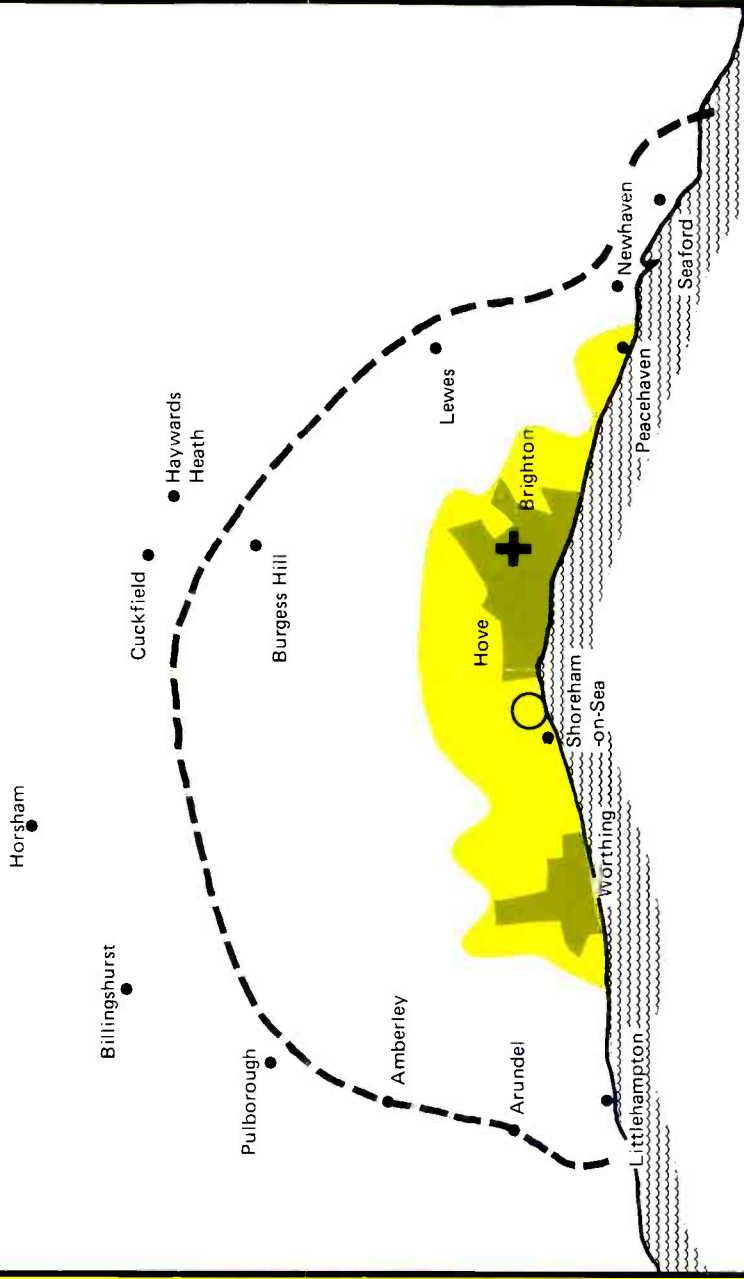


BBC Engineering Information

BBC Radio Brighton

Vhf service		Mf service	
Frequency	95.3 MHz	Frequency	1485 kHz
Polarization	horizontal	Wavelength	202 metres
Maximum ERP	0.5 kW	Power	1 kW
Mean height of transmitting aerial	30m agl, 151m aod	Transmitter site	Shoreham
Transmitter site	Whitehawk Hill	National Grid Reference	TQ 234051
National Grid Reference	TQ.330045		

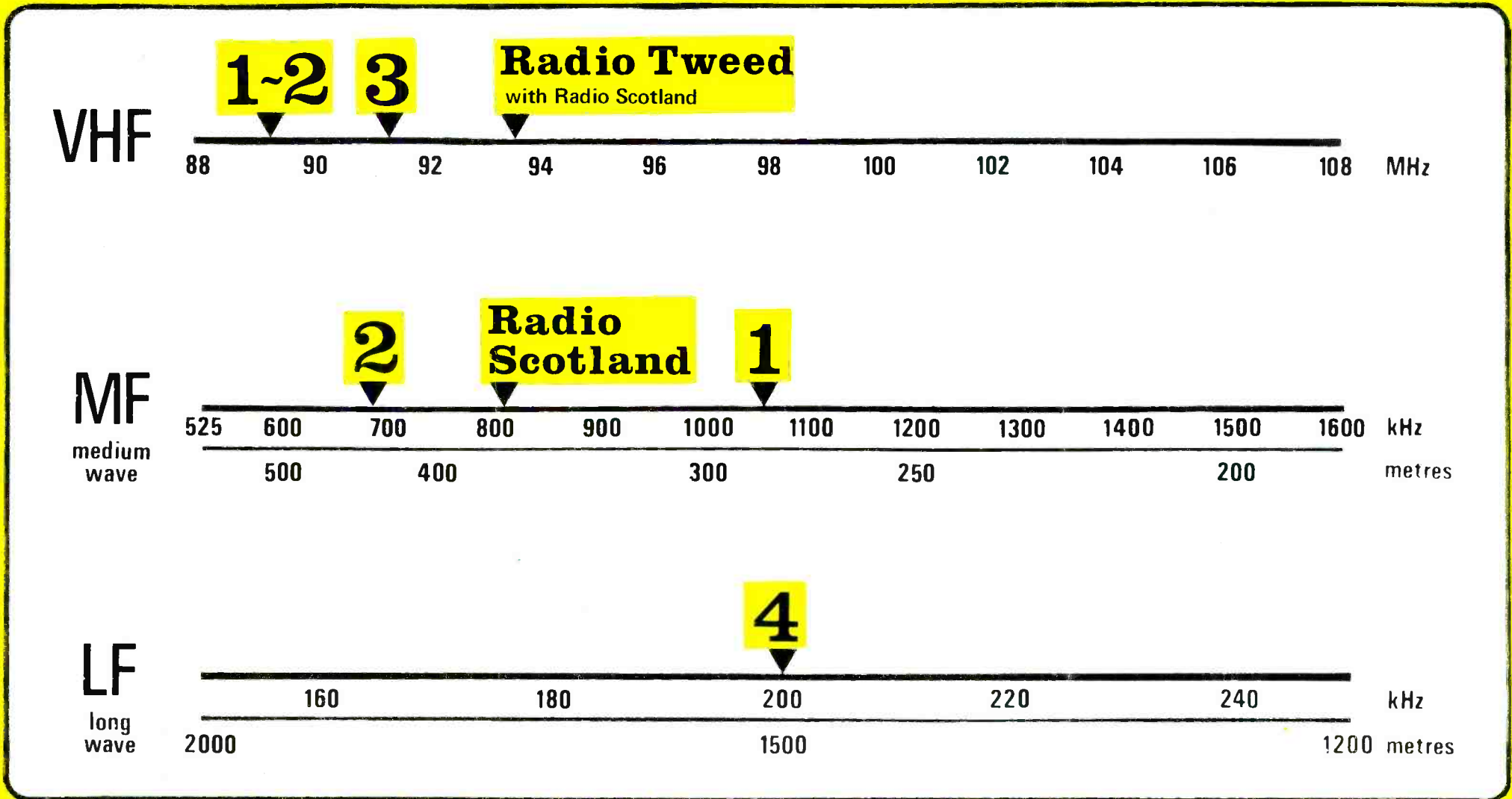
EID 1060 LP



- +** Vhf transmitter
- Vhf service area
- Mf transmitter
- Mf service area

The vhf service area boundary corresponds to an average field strength of 54dB (relative to 1 microvolt per metre) for a receiving aerial height of 10 metres. The field strength at a particular site may differ by as much as 10dB from that indicated. The mf service area indicates where satisfactory reception may be obtained during the hours of daylight. After dark, the coverage may be severely restricted because of interference from other transmitters.

Dial Key for **BBC** Radio in the Borders



BBC

Radio **TWEED**

EID3036aDF

93.5 VHF





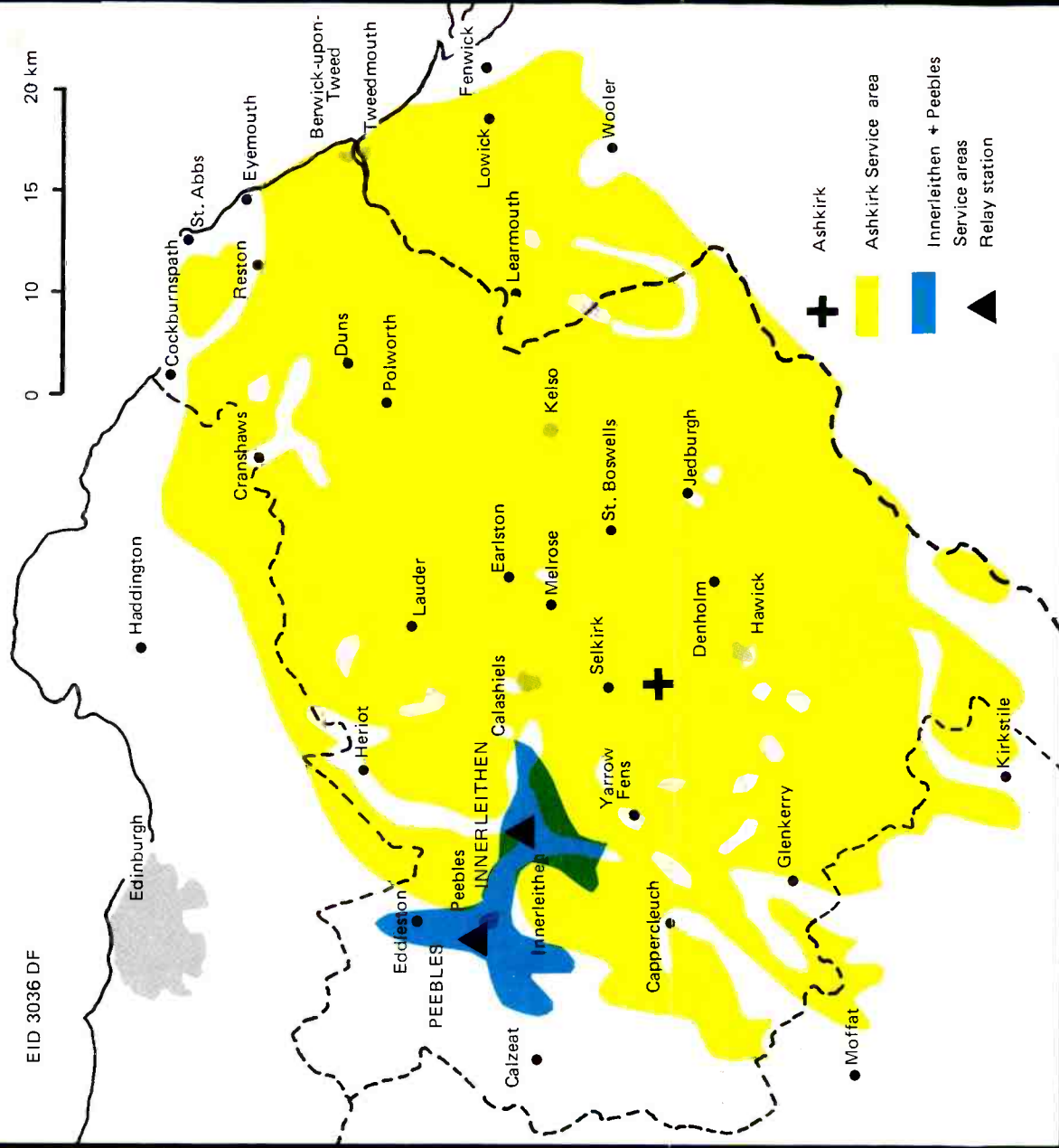
Engineering Information



BBC Radio Tweed

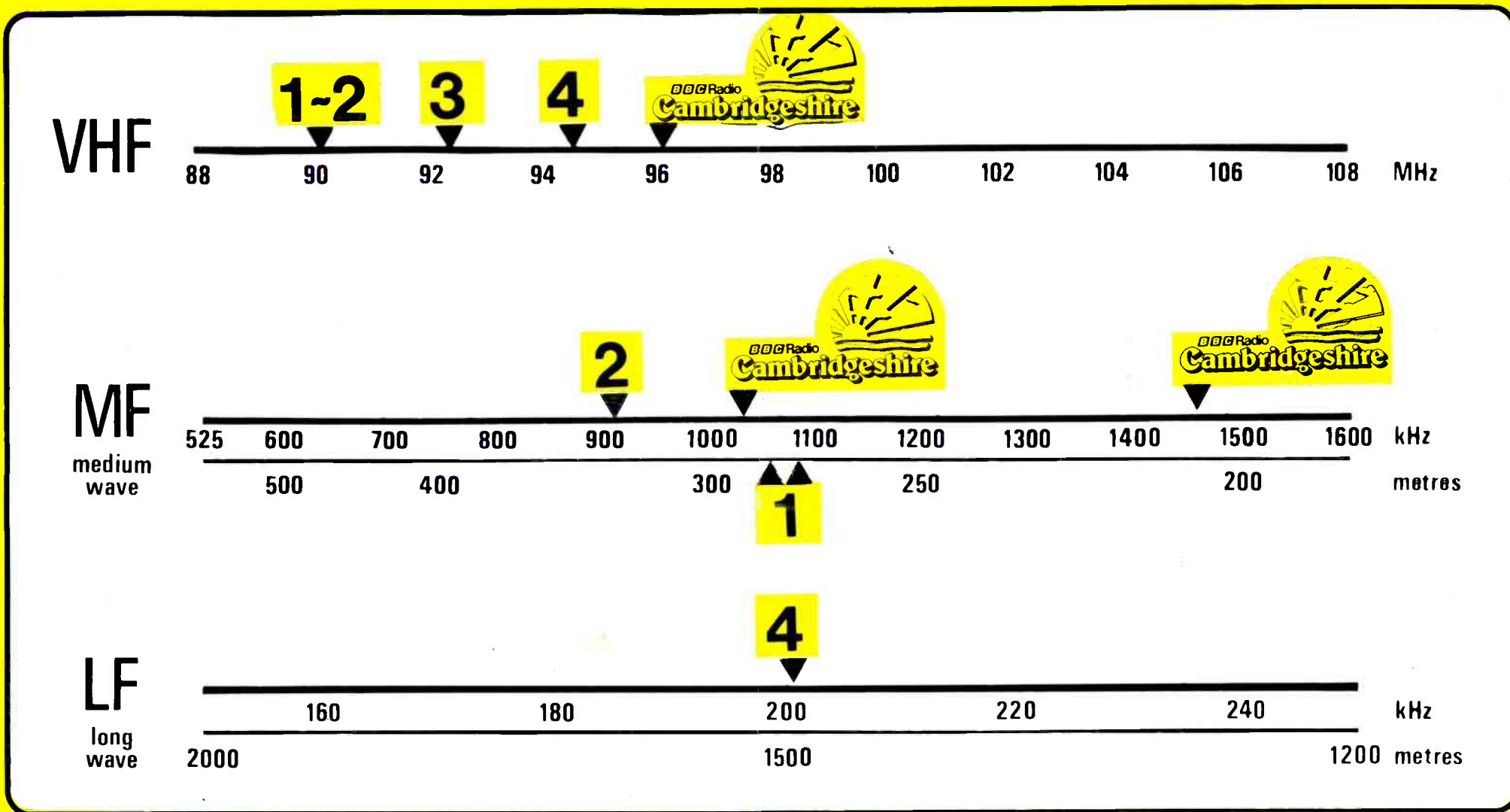
	Ashkirk VHF station	Innerleithen VHF relay	Peebles VHF relay
Radio 1/2	89.1 MHz	89.5 MHz	88.4 MHz
Radio 3	91.3 MHz	91.7 MHz	90.6 MHz
R. Tweed/R. Scotland	93.5 MHz	93.9 MHz	92.8 MHz
Maximum ERP	18 kW	0.02 kW	0.02 kW
Polarisation	horizontal	mixed	mixed
Mean height of Tx aerial	138m agl, 439m aod	22m agl, 266m aod	40m agl, 397m aod
Transmitter site	Ashkirk, Ettrick and Lauderdale	Innerleithen, Tweeddale	Peebles, Tweeddale
National Grid Reference	NT 470244	NT 325368	NT 228416

EID 3036 DF



The service area boundaries correspond to an average field strength of 54 dB (relative to 1µV/m) measured in the horizontal plane at a height of 10 metres. The service areas of the Innerleithen and Peebles relay stations overlap in a very small area only. All the transmitters broadcast services in stereo.

BBC Radio in Cambridgeshire



EID 2074aDF

BBC Radio
Cambridgeshire

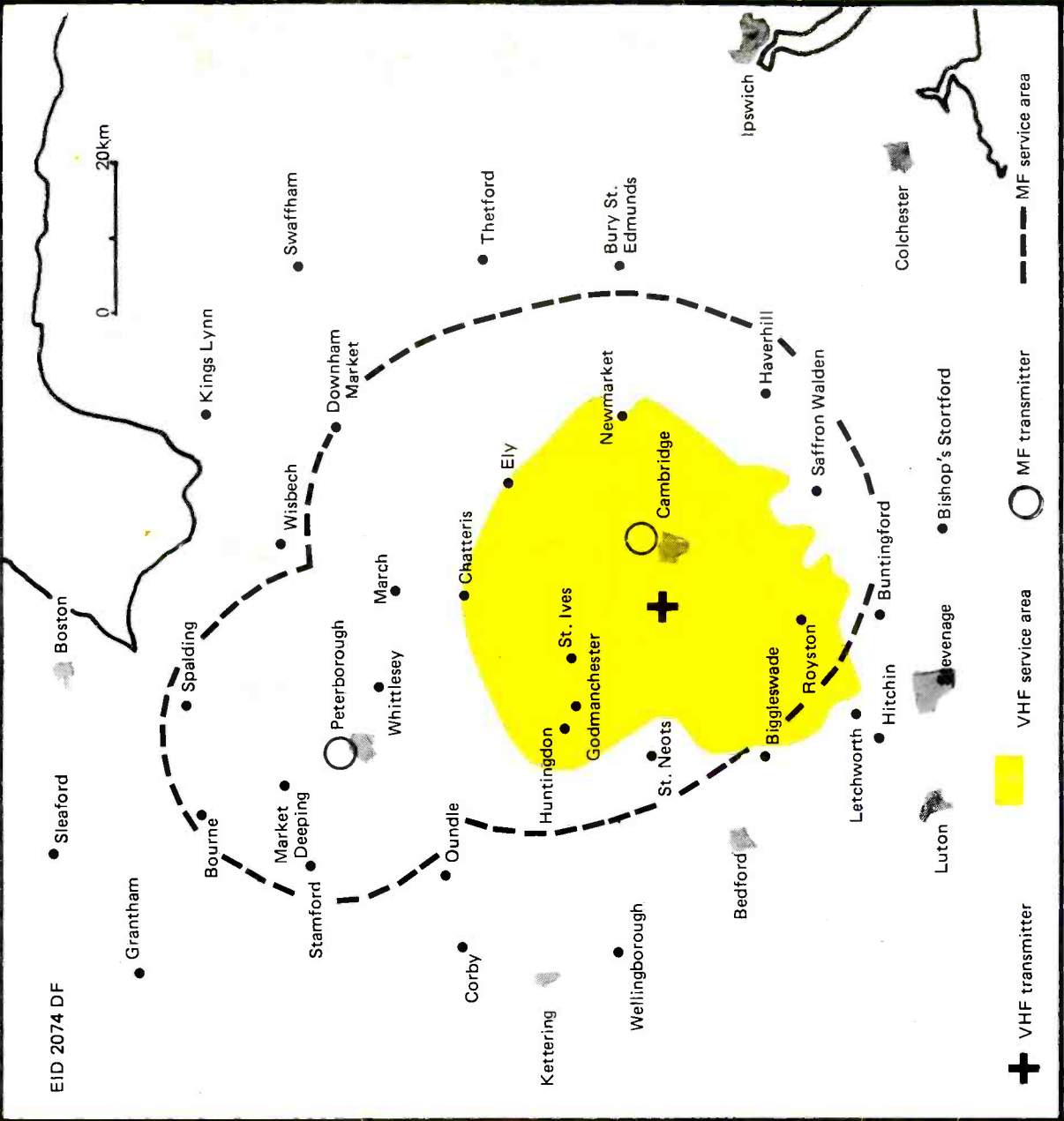
96.0 STEREO VHF
1026 MF
1449 MF



BBC Engineering Information

BBC Radio Cambridgeshire

Vhf service (stereo)		Mf service	
Frequency	96.0 MHz	Cambridge transmitter	1026 kHz
Polarization	mixed	Peterborough transmitter	1449 kHz
Maximum ERP	1 kW	Frequency	207 metres
Mean height of Tx aerial	65m agl, 128m aod	Power	0.1 kW
Transmitter site	Madingley	Transmitter site	Gunthorpe
NGR	TL 392594	NGR	TL 190032



The vhf service area boundary corresponds to an average field strength of 54dB (relative to 1 microvolt per metre) measured in the horizontal plane at a height of 10 metres. The mf service boundary corresponds to a field strength of 2mV/m to indicate the daytime service area. After dark, the coverage may be severely restricted because of interference from other transmitters.

W1A C-740
Puct to Rico
10kw

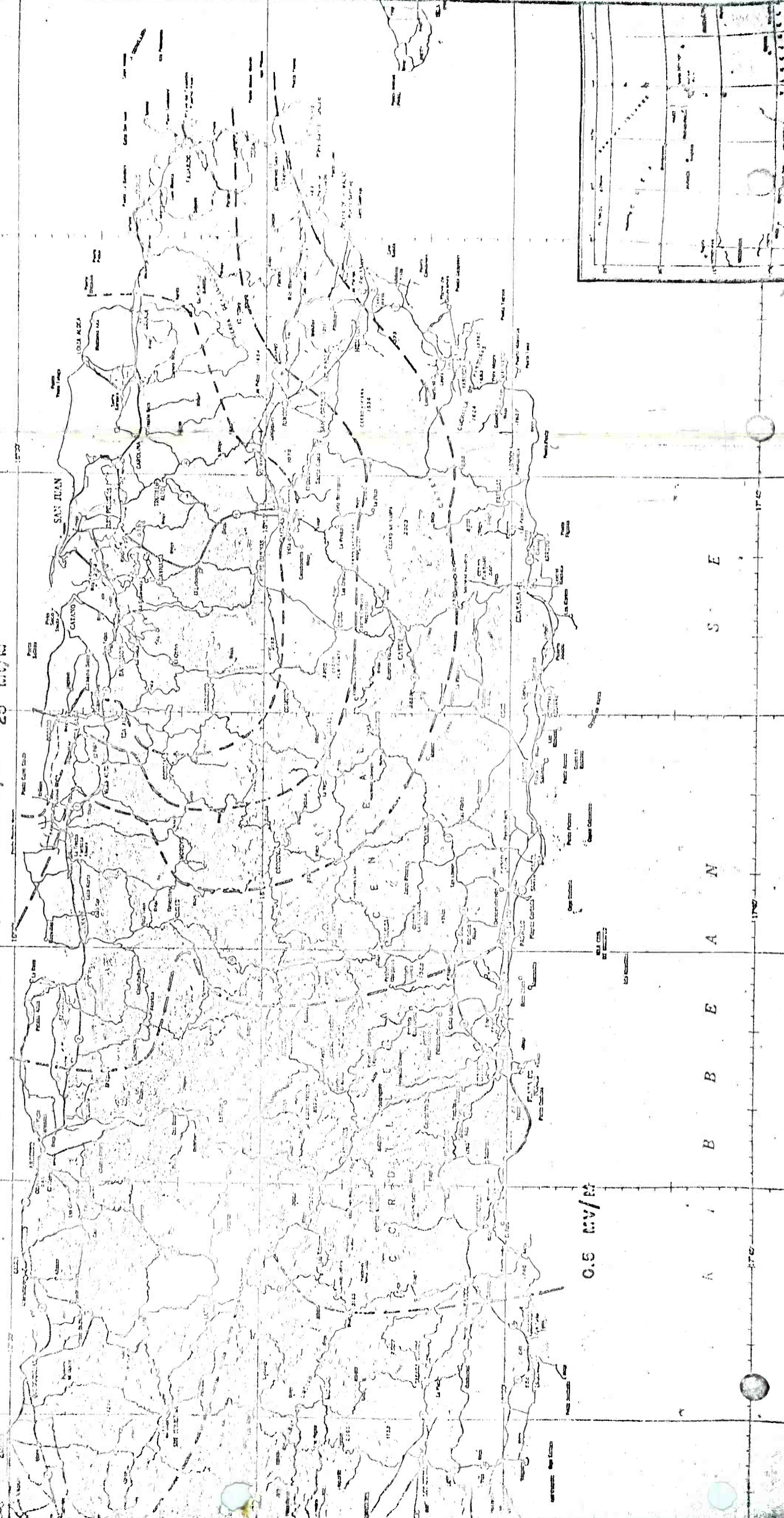
2 MV/M

5 MV/M

10.9 MV/M

25 MV/M

0.5 MV/M





XERB Gives You Daytime Coverage of San Diego and ALL of Southern California!

RADIO STATION

XERB

THE MIGHTY VOICE
OF SOUTHERN CALIFORNIA

Important Facts About The San Diego Market!

- San Diego ranks 16th among the nation's 262 Metropolitan County Markets!
- The estimated San Diego County population is now over 1,000,000 — up 55% in only 7 years!
- San Diego County has more population than 15 of the 48 States!
- San Diego County has 308,000 employed persons!
- San Diego County retail sales reached over ONE BILLION!
 - San Diego motor vehicle registrations were over 468,000 — a majority equipped with Radios!
 - San Diego tourists spent over \$151,000,000!
 - San Diego County building permits up 27.7% — 136,000,000!

Here's Why XERB Radio Is San Diego's Best Buy!

1 More than 7,000,000 people can be reached by XERB's 50,000 watt signal — all day long! The population of San Diego County is now estimated at 1 million people.

There are 350,000 families in San Diego County who own radios!

3 98% of all families have one or more radios!

4 RADIO is a tremendous selling force; 14,000,000 radios were manufactured in the U.S.A. last year!

5 More than 70% of the 300,000 automobiles in San Diego County have radios!

SAN FRANCISCO

0 MVM

MONTERREY

0.5 MVM

EL PASO DE ROBLES

2 MVM

BAKERSFIELD

SANTA BARBARA

10 MVM

SAN BERNADINO

RIVERSIDE

LONG BEACH

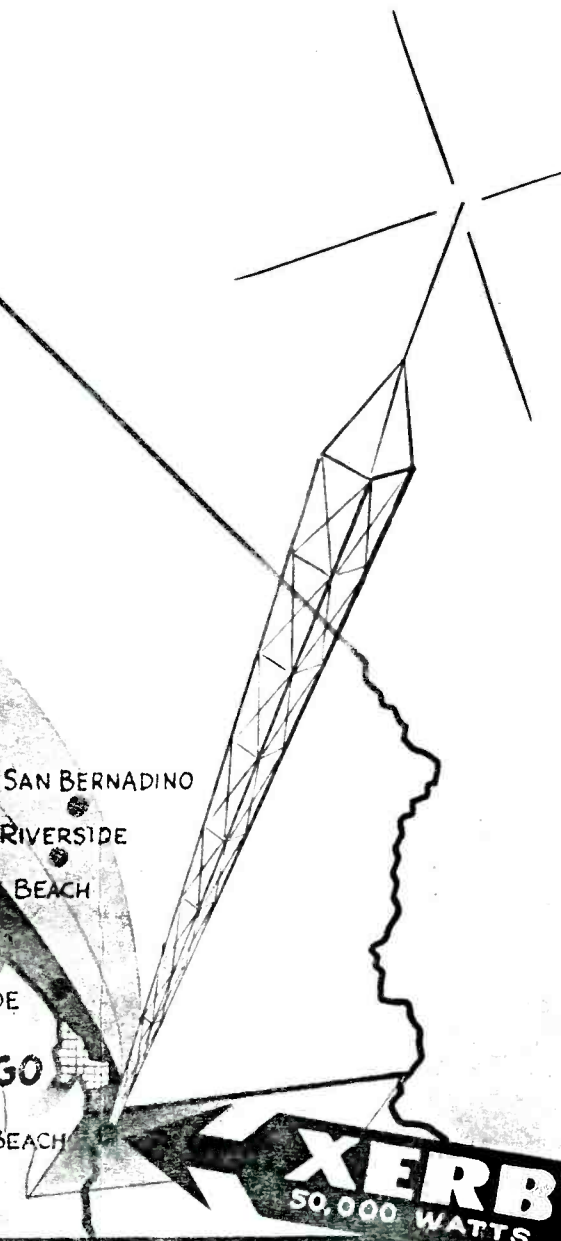
LOS ANGELES

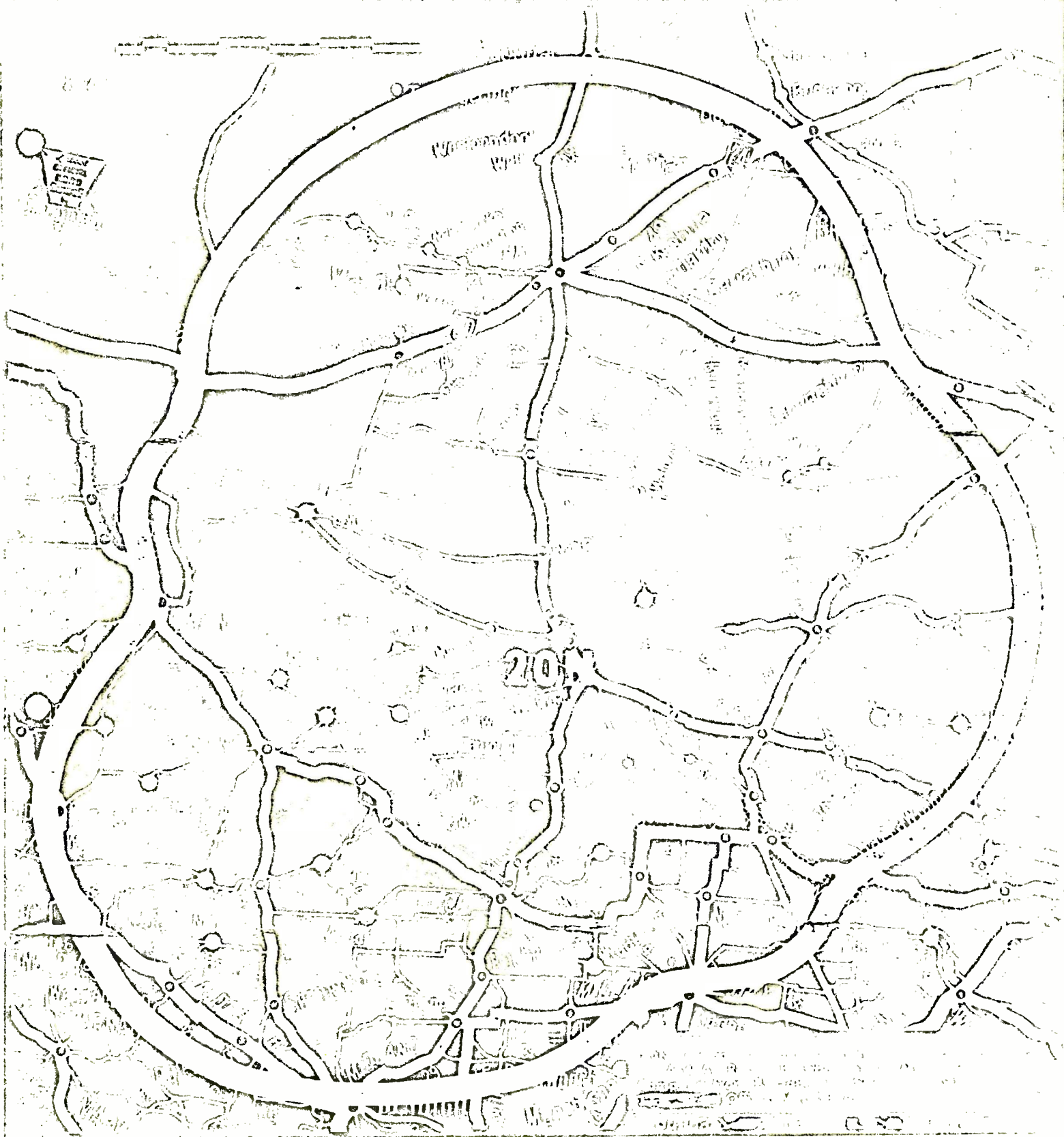
OCEANSIDE

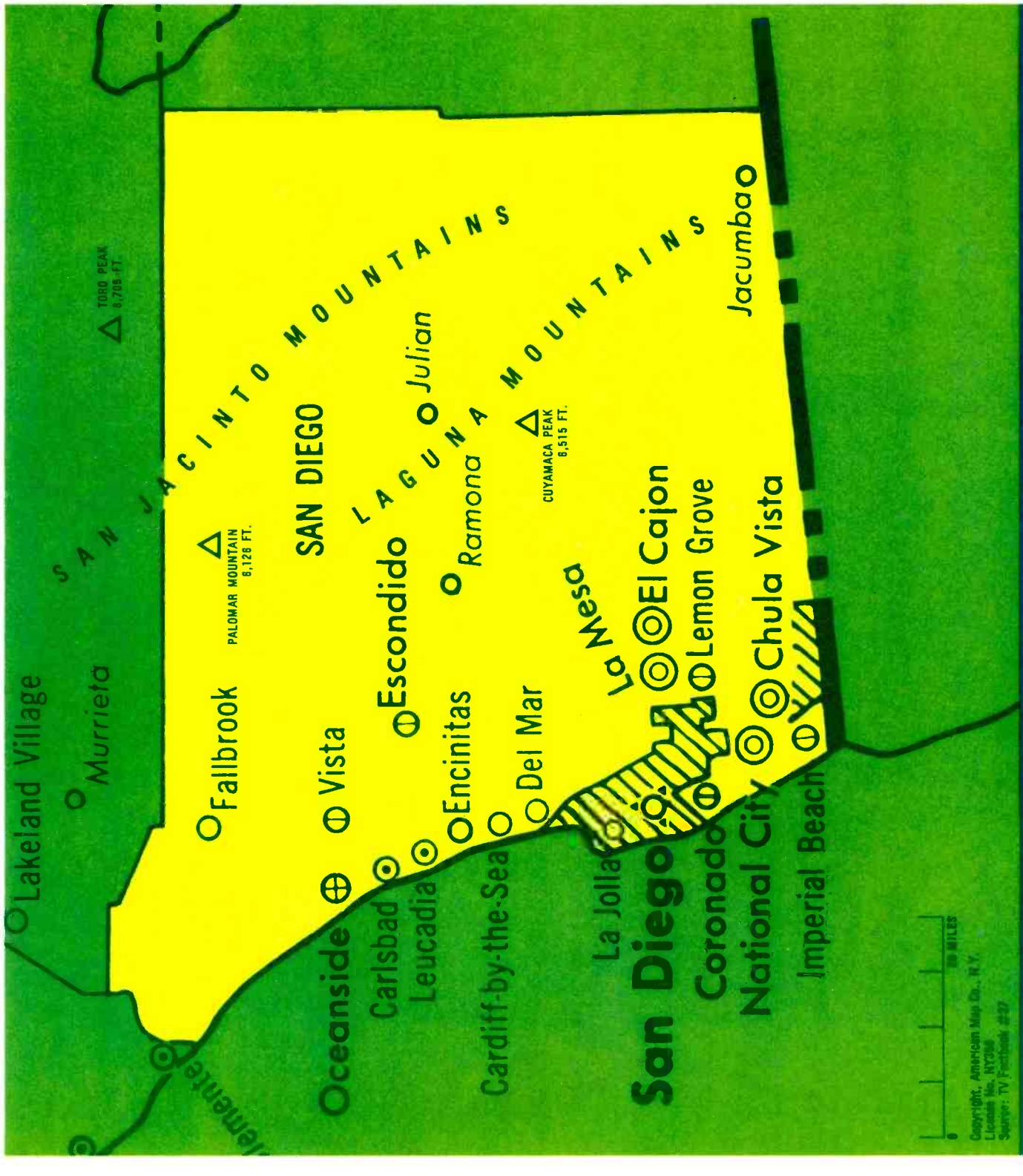
SAN DIEGO

ROSARITO BEACH

XERB
50,000 WATTS







BLAIR TELEVISION

NEW YORK DETROIT
 CHICAGO LOS ANGELES
 ATLANTA PHILADELPHIA
 BOSTON ST. LOUIS
 DALLAS SAN FRANCISCO

SAN DIEGO XETV
 RATE CARD # 1C EFFECTIVE August 9, 1971

CLASS	SECTION I Flat	SECTION II Flat	SECTION III Flat
"PRIME TIME" 8:00-11:00PM, Daily 5:00-6:30PM, Sat	30 20	\$345 \$225	\$290 \$190
(A)	30 20	\$270 \$185	\$240 \$160
(B)	30 20	\$200 \$125	\$175 \$110
(C)	30/20	\$130	\$115
"AA" 6:00-8:00PM, Sun-Fri 6:30-8:00PM, Sat	30/20	\$110	\$95
"A" 5:30-6:00PM, Sun-Fri	30/20	\$100	\$85
"B" 11:00PM BREAK (Rotator Only)	ID	\$50	\$40
"C" 11:30AM-5:30PM, Mon-Fri S/O-5:00PM, Sat 11:30AM-5:30PM, Sun 11:00-11:30PM, Mon-Sat 11:00PM-12:30AM, Sun	30/20 ID	\$50 \$25	\$40 \$20
"D" S/O-11:30AM, Sun-Fri 11:30PM-S/O, Mon-Sat 12:30AM-S/O, Sun	30/20 ID	\$30 \$20	\$25 \$15
ID RATES, 5:30-11PM, Daily		\$115 (Section I)	\$75 (Section II)
		\$50 (Section II)	\$50 (Section III)

8:00PM BREAK- Available as rotating 30 second (Wed-Mon)- Takes Prime Time Grid "C" Rates,
 11:00PM BREAK- Available as rotating 30 second only (Mon-Sun) Takes Class "B" Rates.

SPORTS CHALLENGE 10:30-11:00PM Wednesday TAKES CLASS "A" RATES

MINUTES ARE DOUBLE THE 30 SECOND RATE IN ALL TIME CLASSIFICATION.
 SPORTS ADJACENCIES & SPECIAL EVENTS - RATES ON REQUEST.

SECTION I IS FIXED AND NON-PREEMPTIBLE.
 SECTION II IS PRE-EMPTIBLE ON TWO TELECASTS NOTICE BY THE SECTION I ADVERTISERS,
 SECTION III IS PRE-EMPTIBLE ON ONE TELECASTS NOTICE BY THE SECTION I AND II ADVERTISERS.

RATE CARD PROTECTION
 Section I 90 Days
 Section II & Special Features 28 Days

REVISED EFFECTIVE 6/20/72

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	CLASS	SATURDAY	SUNDAY	CLASS
7:00	Reluctant Dragoon	Doubledeckers	Bullwinkle	Make A Wish	Lisville	"D"	7:00	Directions	"D"
7:30	Banana Splits (LP)						Road Runner		
8:00	Coffee Break (LP)						Funny Phantom	Real Estate Open House	
8:30	Jack La Laine (LP)						Jackson 5		
9:00	Virginia Graham Show (LP)						Bewitched		
9:30	"	"	"	"	"		Window To The South (Sponsored)	Movie (fully sponsored)	
10:00	Galloping Gourmet (LP)						Curiosity Shop		
10:30	Phil Donahue (LP)						"	"	
11:00	"	"	"	"	"		Real Estate Rentals	"	
11:30	Bewitched					"C"	"	"	"C"
12:00	Password						Saturday Movie (Sponsored)	"	
12:30	Split Second						"	"	
1:00	I Love Lucy (LP)						"	"	
1:30	Let's Make A Deal						Mobile Home Show	Net Golf & Sports Specials	
2:00	Newlywed Game						Movie (sponsored)	"	
2:30	Dating Game						"	"	
3:00	General Hospital						"	Daktari (LP)	
3:30	The Mike Douglas Show (LP)						Net Golf & Sports Specials	"	
4:00	"	"	"	"	"		"	Wagon Train (LP)	
4:30	"	"	"	"	"		"	"	

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	CLASS	SATURDAY	SUNDAY	CLASS
5:00	ABC News					"C"	Wide World Of Sports (NP)	Wagon Train (Cont)	"C"
5:30	Riflemen (LP)					"A"	"	Doctor In The House	"A"
6:00	Combat					"AA"	"	Hee Haw (LP)	"AA"
6:30	"	"	"	"	"		Perry Mason (LP)	"	
7:00	Truth Or Consequences (LP)						"	Wild Wild West (LP)	
7:30	* To Tell The Truth (LP)	Mod Squad	* To Tell The Truth (LP)				To Tell The * Truth	"	
8:00	* (LP)	ROTATING 30'S ONLY WEDNESDAY - MONDAY				"PT"	Bewitched	The F. B. I.	"PT"
8:30	ABC Show Of The Week	"	The Super Eff 6/21	Alias Smith And Jones	Brady Bunch	"PT"	Movie Of The Weekend	"	
9:00	"	Movie Of The Week	The Corner Bar Eff 6/21	"	Partridge Family		"	"	
9:30	ABC Monday Night Movie	"	Marty Feldman Eff 6/21	Long Street	Room 222		"	ABC Sunday Night Movie	
10:00	"	"	The Kopy Kats Eff 6/21	"	Odd Couple		"	"	
10:30	"	Marcus Welby M. D.	"	Owen Marshall	Love American Style		The Sixth Sense	"	
11:00	(SF) ROTATING 30'S ONLY -- MONDAY-SUNDAY		* Sports (LP) Challenge		"		"	"	
11:30	Marshall Dillon (LP)					"C"	Marshall Dillon (LP)	Sunday Night Movie Part II	"C"
12:00	Dick Cavett (NP)					"D"	Western Theatre (Sponsored)	"	
12:30	"	"	"	"	"		"	"	
1:00	"	"	"	"	"		"	Issues & Answers	"D"
1:30	"	"	"	"	"		Week-end News (ABC)	Week-end News (ABC)	

CODE: (LP) Local Participating
 (NP) Network Participating
 (*) OR (SF) Special Feature Rate
 (DB) Delayed Network Program

REVISED EFFECTIVE 6/20/72

PROGRAMMING 1972

SAN DIEGO XETV CHANNEL 6