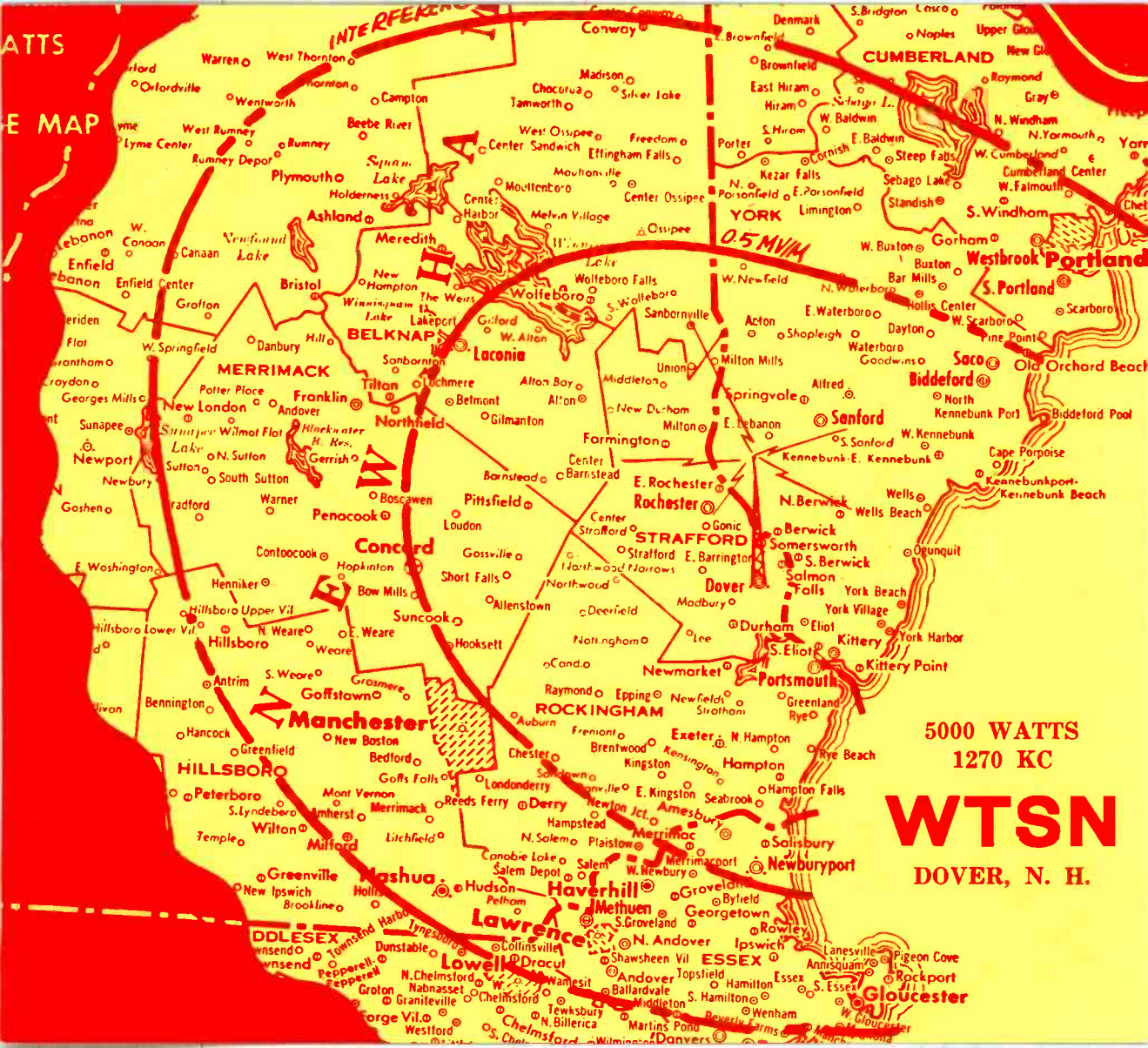


NIGHTTIME COVERAGE CONTOURS
RADIO STATION WWNH
ROCHESTER, NEW HAMPSHIRE
930 KC 5 KW, DA-N, U
[BASED UPON PROOF OF PERFORMANCE
FEBRUARY 1964
AND
F.C.C. FIGURE M-3]
640311
W. A. KENNEDY

WTSN
MAP



0.5 M/M

5000 WATTS
1270 KC

WTSN

DOVER, N. H.

WTSN

P. O. BOX 400
DOVER, NEW HAMPSHIRE
5000 WATTS — 1270 KC
PHONE 742-1270



Effective: Nov. 1, 1968

SPECIAL NET RATES (Local Retail)

1 MINUTE OR LESS

Less than 10 @ \$6.00 each
10 @ \$ 50.00
20 @ 95.00
30 @ 135.00

**Run of Schedule.
To Be Used In
A 7-Day Period.**

25 WORDS

Less than 10 @ \$3.00 each
10 @ \$27.50
20 @ 50.00
40 @ 90.00

FIXED POSITION: ADD 10%

300 ANNOUNCEMENTS ANNUALLY	\$4.00 EACH
500 ANNOUNCEMENTS ANNUALLY	\$3.75 EACH
1000 ANNOUNCEMENTS ANNUALLY	\$3.50 EACH

NEWS HEADLINES or WEATHER FEATURE

3 WEEKLY	\$18.00
6 WEEKLY	\$33.00

	13 Wks.	26 Wks.	52 Wks.
15 MINS. 6 WEEKLY	\$110.00	\$100.00	\$95.00
15 MINS. 3 WEEKLY	60.00	55.00	52.50
10 MINS. 6 WEEKLY	90.00	80.00	77.50
10 MINS. 3 WEEKLY	50.00	45.00	42.50
5 MINS. 6 WEEKLY	50.00	45.00	42.50
5 MINS. 3 WEEKLY	30.00	27.50	26.00

NEWS SERVICE FEE ADDED TO ABOVE TIME RATES

5 Mins. — \$1.00 Daily 10 or 15 Mins. — \$2.00 Daily

SERVICE CONTOURS

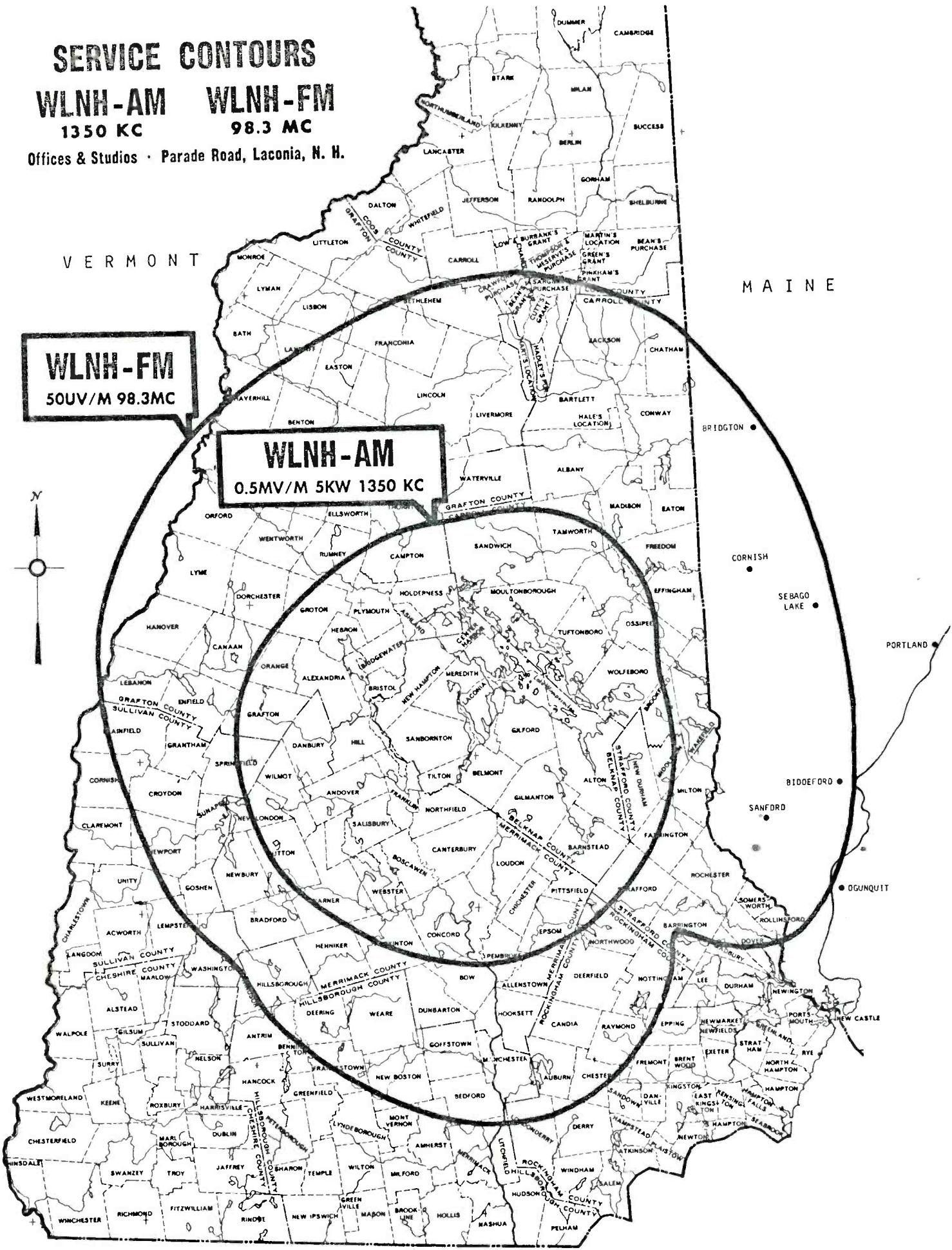
WLNH-AM
1350 KC

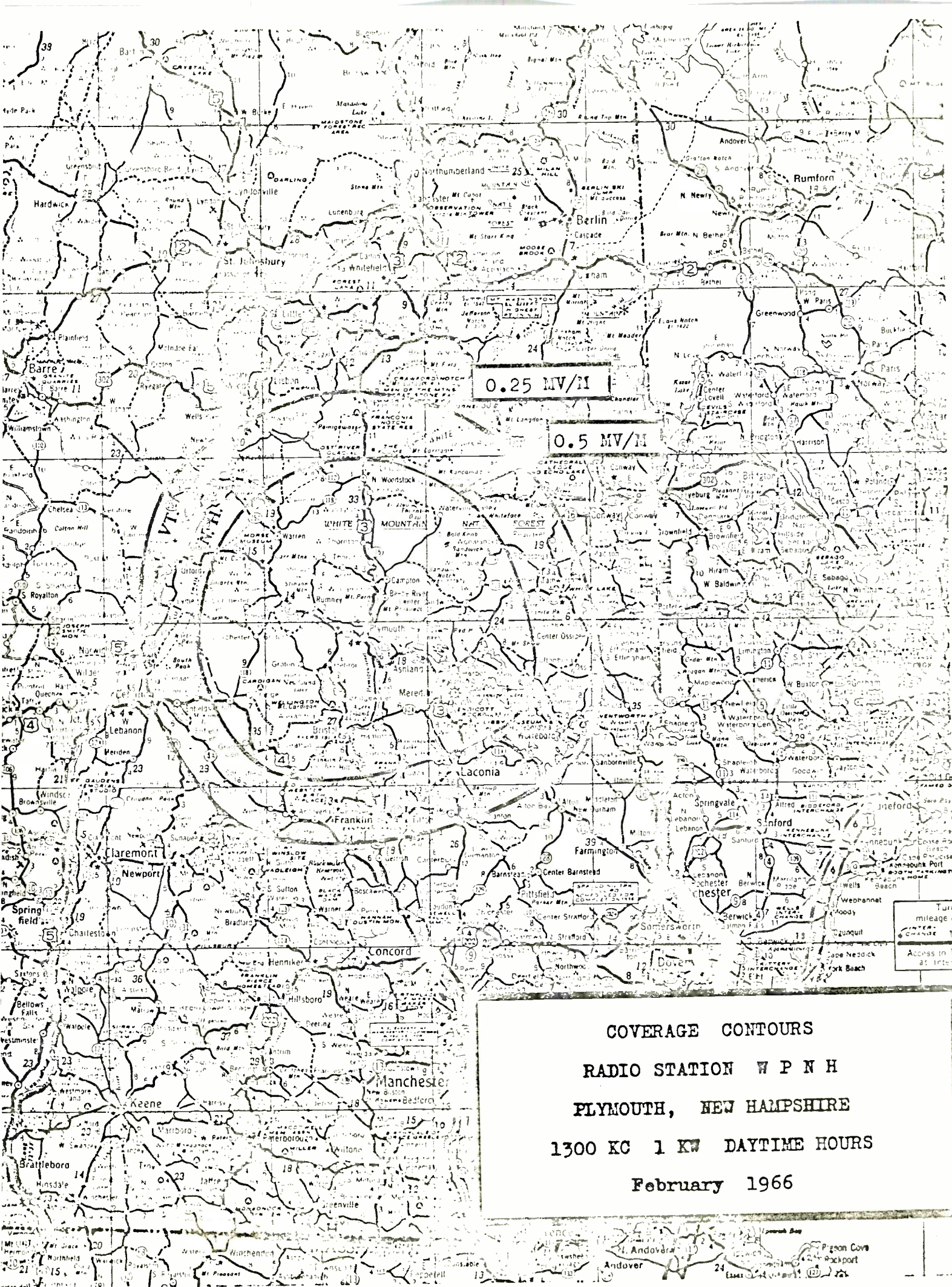
WLNH-FM
98.3 MC

Offices & Studios · Parade Road, Laconia, N. H.

WLNH-FM
50UV/M 98.3MC

WLNH-AM
0.5MV/M 5KW 1350 KC





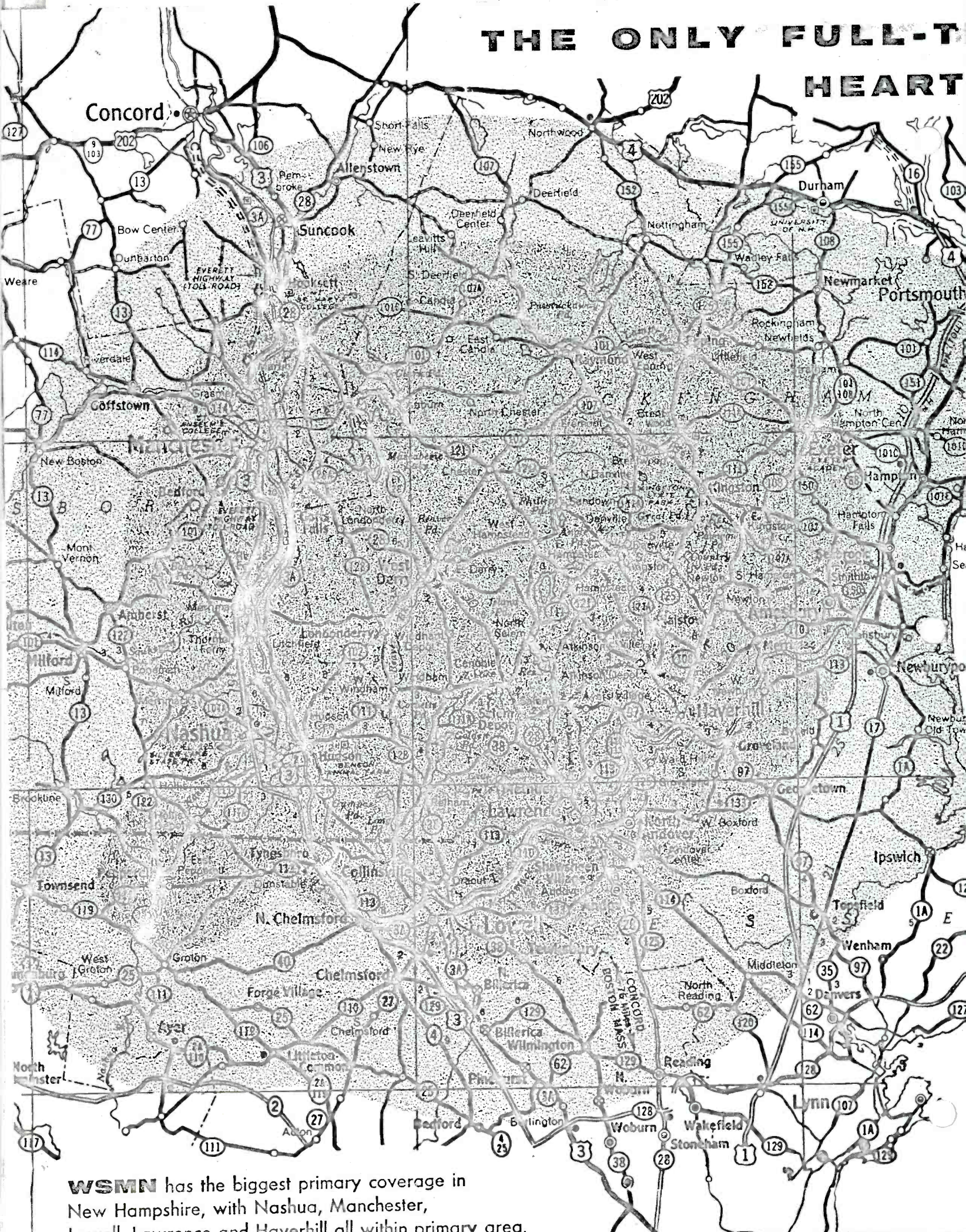
0.25 MV/M

0.5 MV/M

Terr
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at Inter

COVERAGE CONTOURS
RADIO STATION W P N H
PLYMOUTH, NEW HAMPSHIRE
1300 KC 1 KW DAYTIME HOURS
February 1966

THE ONLY FULL-TIME HEART



WSMN has the biggest primary coverage in New Hampshire, with Nashua, Manchester, Lowell, Lawrence and Haverhill all within primary area.

WSMN POWER

A 5,000-watt, independent station, broadcasting ^{18 1/2} hours a day at 1590 kilocycles.

WSMN LOCATION

The offices and studios are located at 502 West Hollis Street, Nashua, in New Hampshire's most modern, best equipped radio broadcasting facility. The transmitter is located adjacent to the studios in an area exceptionally free from interference from any source.

WSMN PROGRAMMING

The station call letters aptly represent the four outstanding features of WSMN programming. These are Weather, Sports, Music and News. This is the only radio station in New Hampshire to maintain its own meteorological equipment and staff meteorologist to assist in accurate, up-to-the-minute forecasting of weather. In the entire area, only WSMN maintains a fully-equipped Mobile Studio-Newsmobile to provide on-the-spot coverage of live news and sports events within the entire WSMN coverage area. As for music, a most versatile format is adhered to. It is the policy of WSMN to program a wide variety of music, and by so doing, appeal to as large a segment of the listening audience as possible. The station regularly schedules 48 newscasts per day, plus frequent news bulletins of interest to the area.



The WSMN building at 502 West Hollis Street, Nashua, New Hampshire. Telephone TUxedo 2-5107.



Interior view of WSMN studios which feature the most modern electronic equipment available.



WSMN Mobile Studio-Newsmobile, completely equipped for use in on-the-spot broadcasting and news reporting.

Owned and operated by

THE 1590 BROADCASTING CORPORATION

Gerald Q. Nash, President

D. A. Rock, General Manager

Ed Lecius, Station Manager, News and Sports Editor

Nona Kirby, Boston, Regional Sales Representative

WSMN

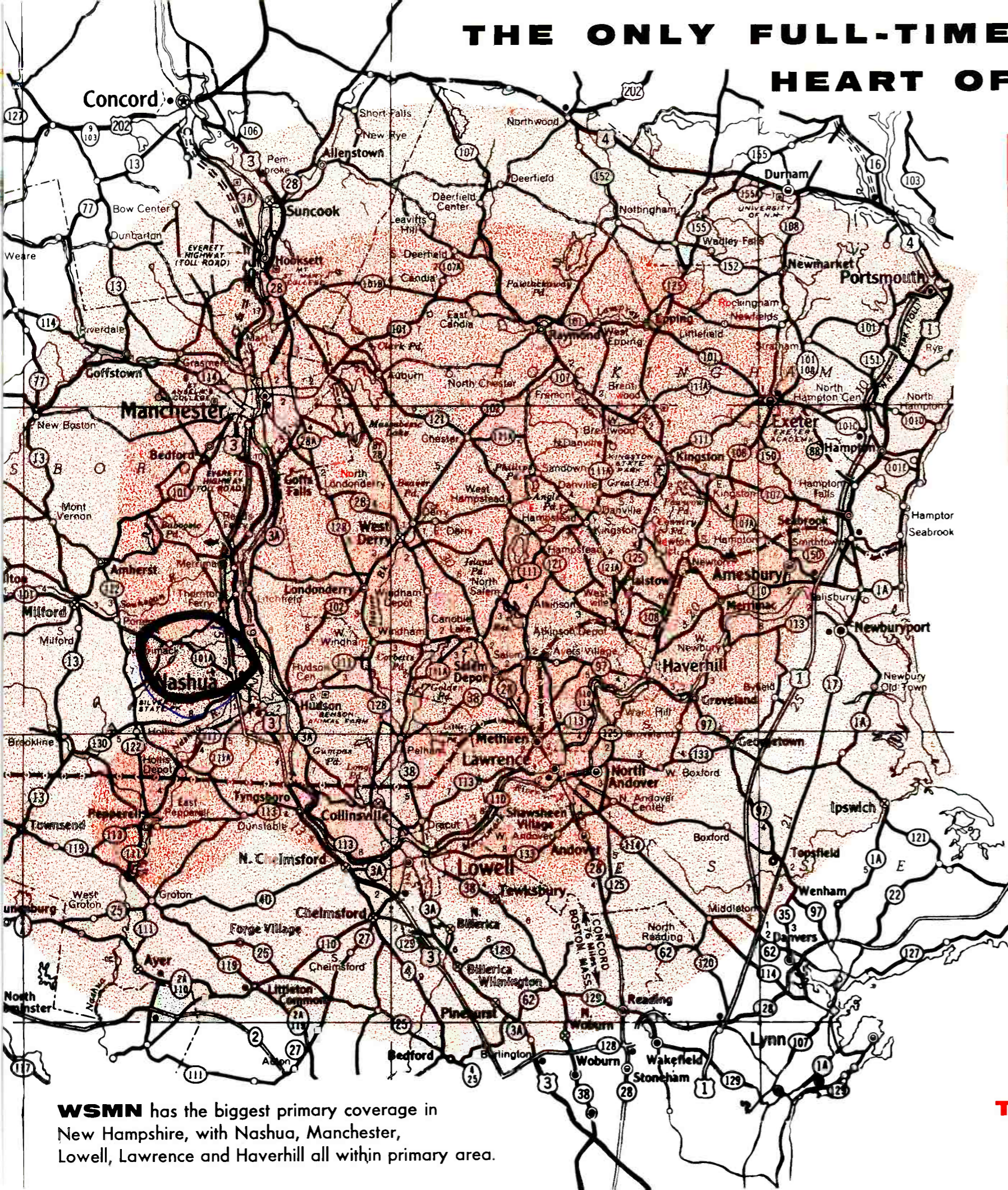
5,000 WATTS - 1590 KCS. ON
EVERYBODY'S RADIO DIAL -
NASHUA, NEW HAMPSHIRE -
SERVING AND SELLING THE RICH

MERRIMACK VALLEY

MORE POWER - MORE COVERAGE -
MORE SALES - ON THE AIR
24 HOURS A DAY

WSMN SELLS THE MERRIMACK VALLEY

THE ONLY FULL-TIME STATION BLANKETING THE HEART OF THE RICH MERRIMACK VALLEY



MARKET AREA	POPULATION	RADIO HOMES	RADIO AUTOS	RETAIL SALES
New Hampshire — NASHUA-MANCHESTER AREA	156,987	47,480	43,547	\$ 201,837,000
Massachusetts — LOWELL AREA	1,064,569	320,140	304,550	1,237,403,000
Massachusetts — LAWRENCE-HAVERHILL AREA	522,384	166,400	153,100	617,837,000
TOTALS	1,743,940	534,020	501,197	\$2,057,077,000

WSMN

- has the widest radio coverage in the entire Merrimack Valley, the growing industrial and sales center of Southern New Hampshire and Northeastern Massachusetts.
- reaches 75% of all radio homes in its coverage area, with top local and regional programming, top personalities . . . full high-fidelity sound.
- operates 24 hours a day.
- provides extra coverage via automobile radios to area residents and a multitude of summer and winter visitors in the Granite State. Highway signs and billboards on the main highways constantly remind travelers to tune to 1590.
- has added summertime coverage which includes the populated Hampton Beach and Salisbury Beach areas, two prime vacation resorts.

WSMN has the biggest primary coverage in New Hampshire, with Nashua, Manchester, Lowell, Lawrence and Haverhill all within primary area.

TOPS IN WEATHER, SPORTS, MUSIC, NEWS
. . . AT THE TOP O' THE DIAL

WKXR

EXETER, NEW HAMPSHIRE 03833

11 DOWNING COURT — PHONE 603 772-4757



"The Sound of Music and Information"

PRIMARY COVERAGE AREA (.5 MV/M)
more than 162,000 residents

PLUS
more than 150,000
summer residents.

TOTAL COVERAGE AREA
1,000,000 residents



COMMUNITY ACCEPTANCE
adult music
community service
local news
local sports
MUTUAL NEWS!



WKXR COVERAGE AREA

BASED ON CALCULATIONS FURNISHED BY DONALD P. WISE — REGISTERED PROFESSIONAL ENGINEER

WKXL

CONCORD, NEW HAMPSHIRE 03301

BOX 875, 37 REDINGTON ROAD — 603-225-5521



1450 kc

"The Sound of Music and Information"

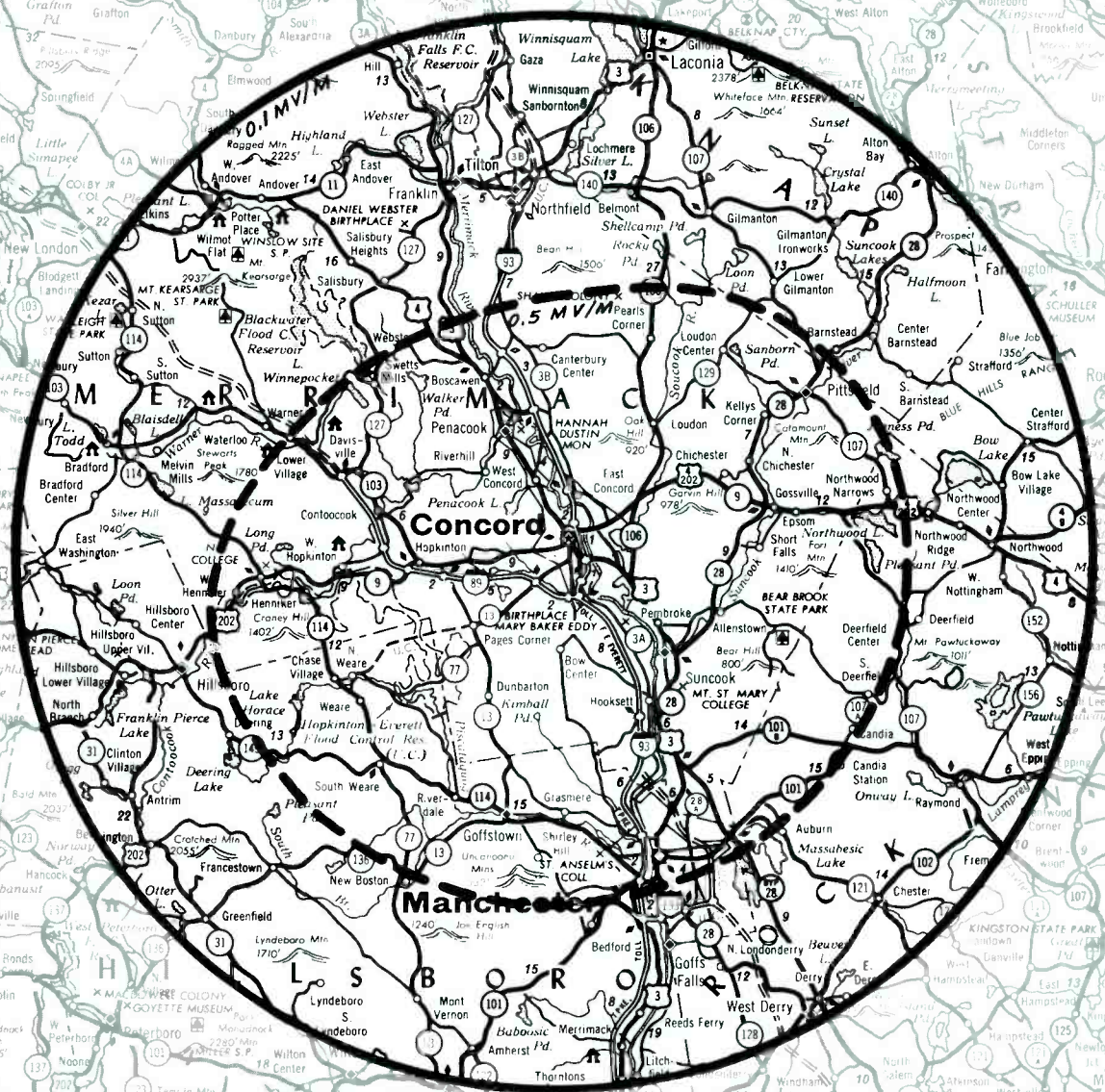
Serving

SOUTH-CENTRAL NEW HAMPSHIRE

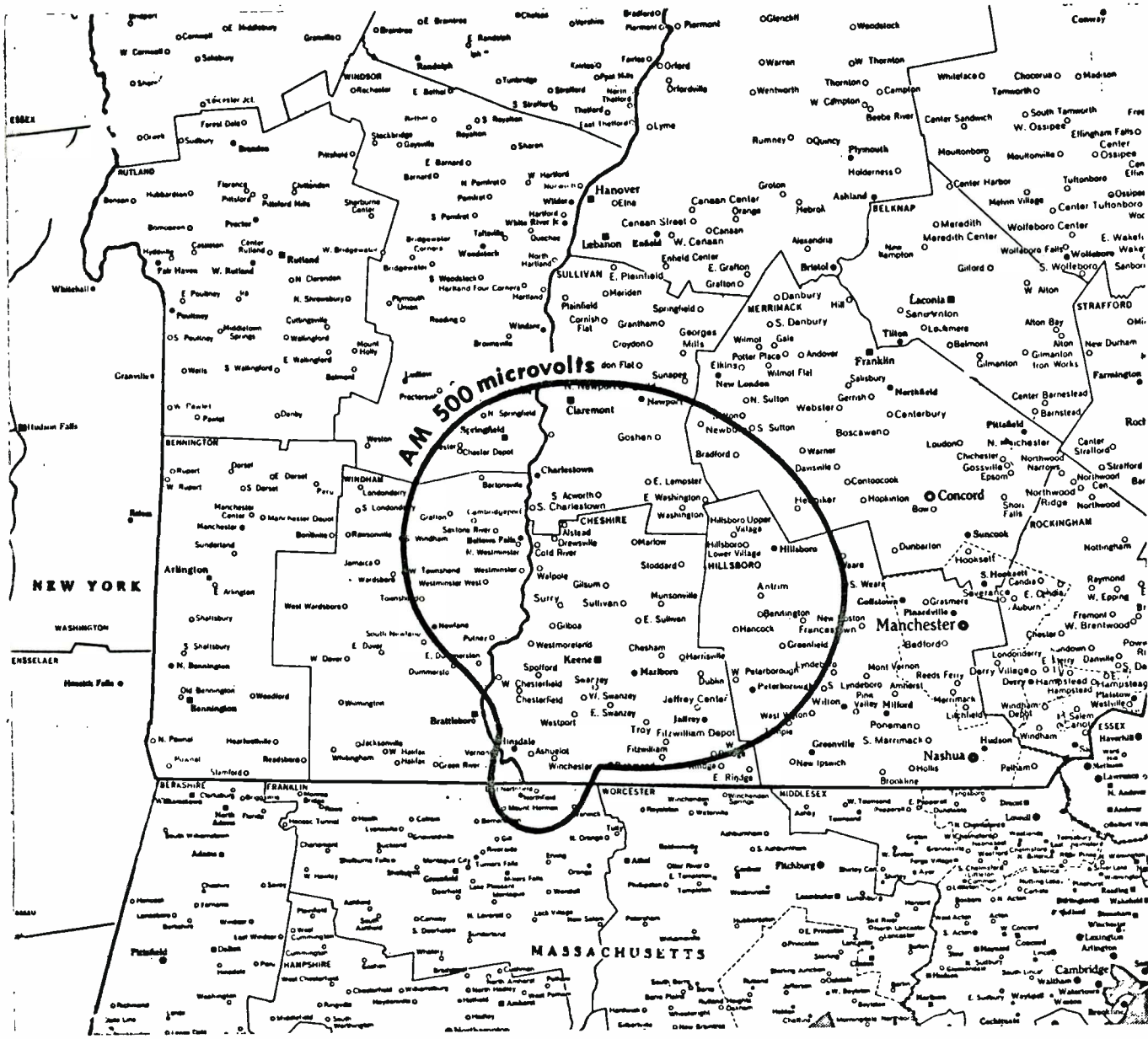
One-third of New Hampshire's Population

109 Towns, Villages & Cities

227,267 People



0.5 MV/M & 0.1 MV/M Daytime Contours measured in 1967 by Chief Engineer, Leslie LeBlanc



WKNE

CBS RAD  AFFILIATE

5,000 WATTS
1290 KH

Telephone (603) 352-9230

P. O. BOX 460

KEENE, NEW HAMPSHIRE
03431

WFEA

the sound of the good life

MANCHESTER, NEW HAMPSHIRE

P.O. Box 149 – Telephone (603) 625-5491

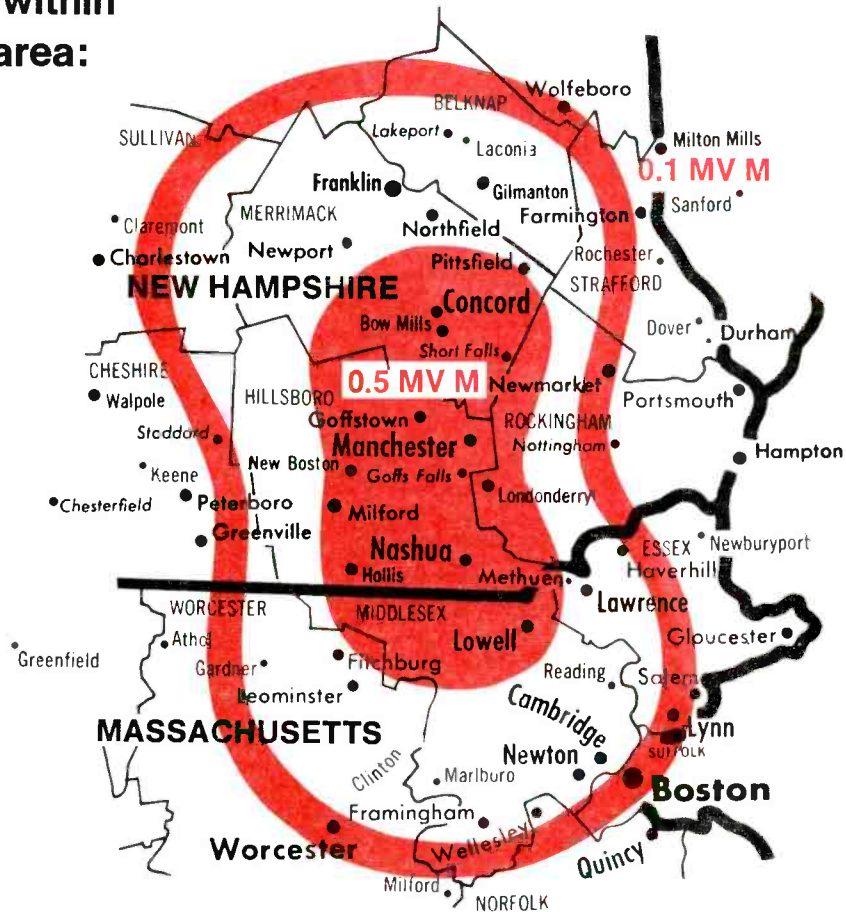
WFEA is New Hampshire's 24-Hour Personality AM Station

Serving these major
population centers within
0.5 M V coverage area:

1. Manchester, N.H.
2. Lowell, Mass.
3. Nashua, N.H.
4. Concord, N.H.



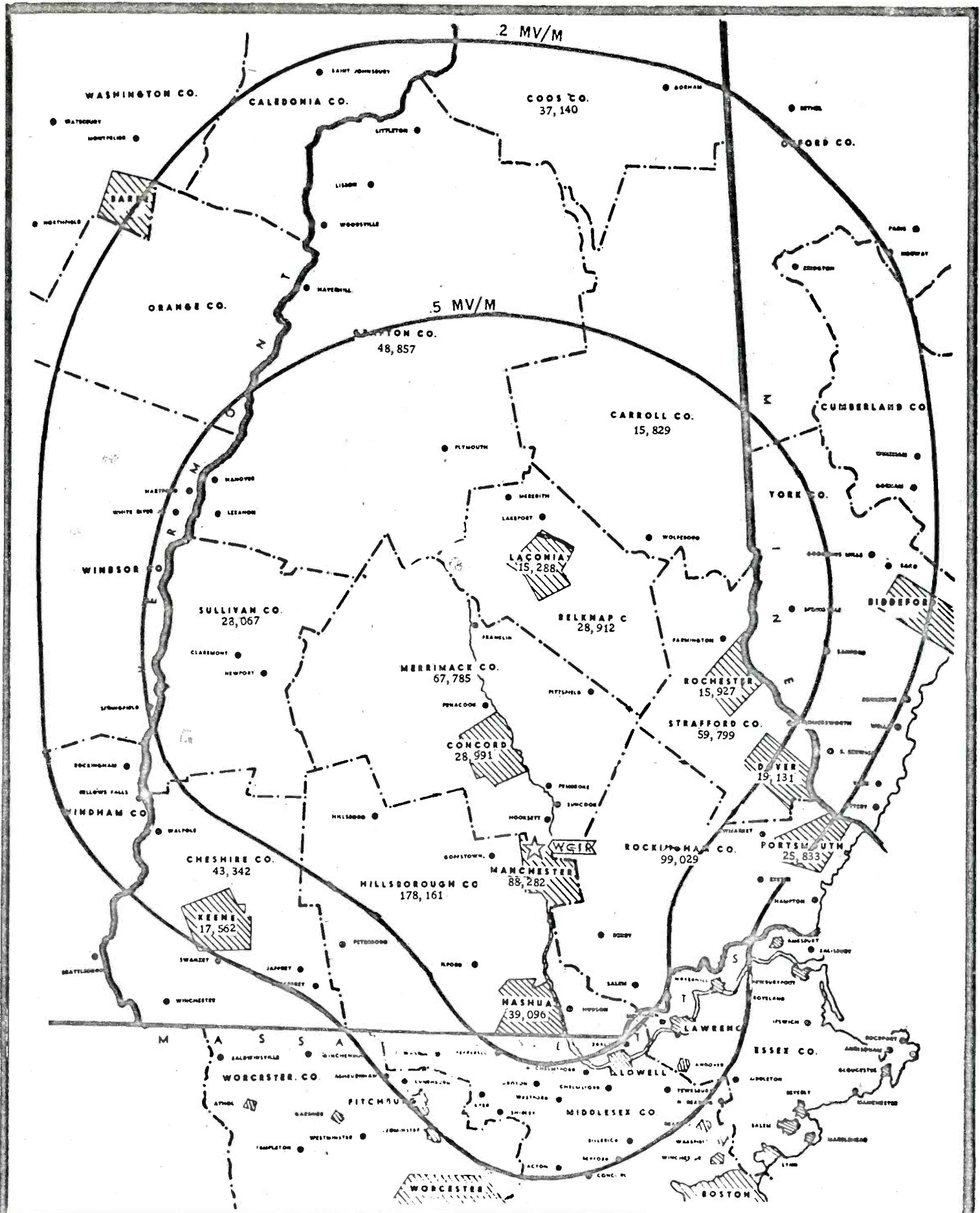
american
contemporary
radio network



WFEA 1370-5000 WATTS — 24 HOURS A DAY

REPRESENTED NATIONALLY BY THE ROBERT EASTMAN COMPANY.
ABC Contemporary Radio News.

CENTURY BROADCASTING GROUP, INC., NEW YORK OFFICE: THE WARWICK HOTEL, 65 W. 54 St., NEW YORK, N.Y. 10019
TELEPHONE: (212) 752-3035



WGIR

MANCHESTER, N.H.

5000 WATTS

310 KC

GIVING SALES THE GREEN LIGHT

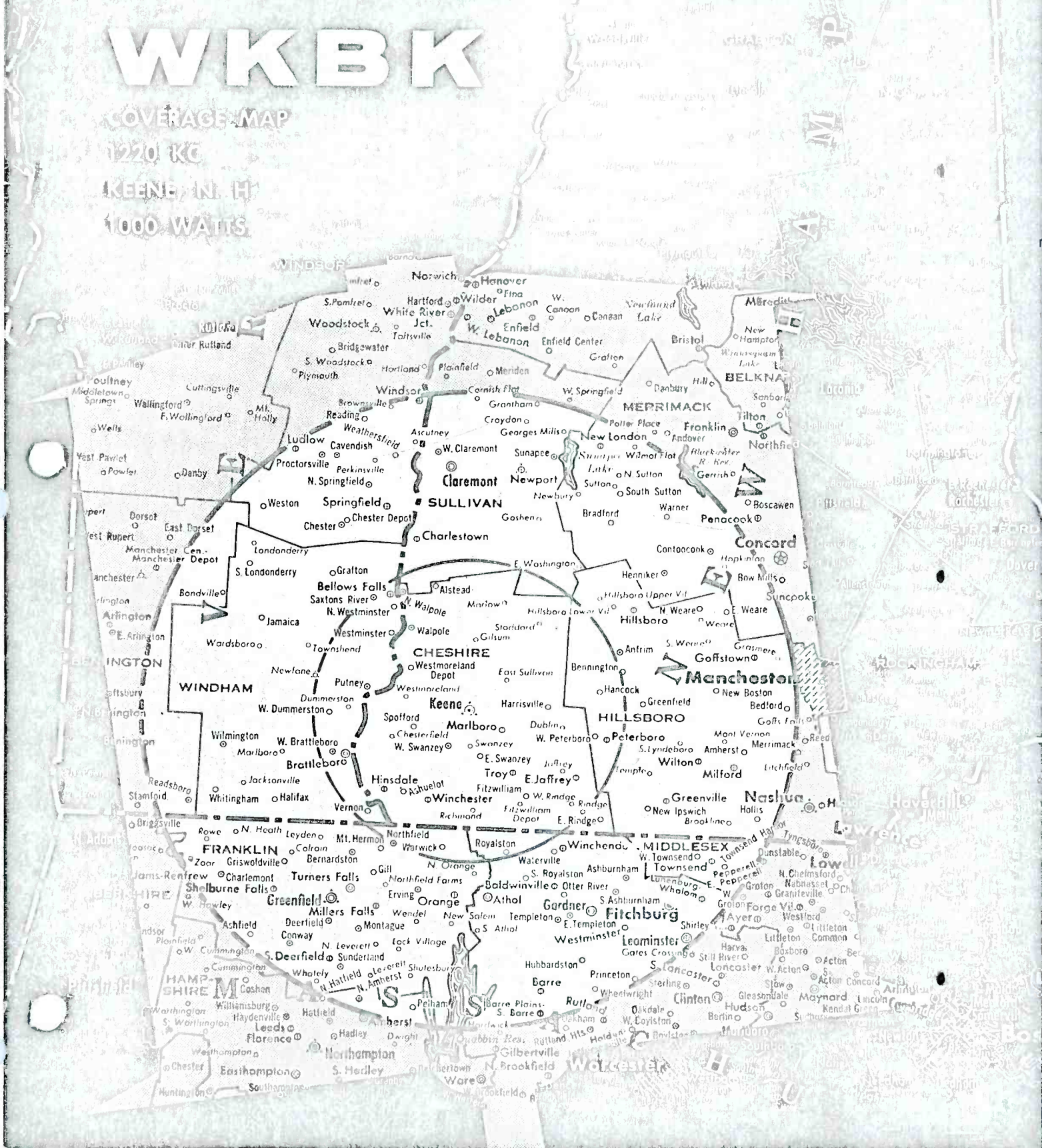
WKBK

COVERAGE MAP

1220 KC

KEENE, NH. H

1000 WATTS





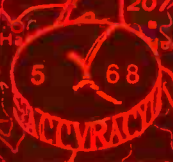
WEMJ sets SALES on FIRE

MAP SHOWING CALCULATED DAYTIME
FIELD STRENGTH CONTOURS

WEMJ, LACONIA, NEW HAMPSHIRE
1490 KHz, 1 KW-D, 250 W-N

Effective Field Used: 187 MV/M at 1 KW
Ground Conductivity Used: Taken from Figure M 3

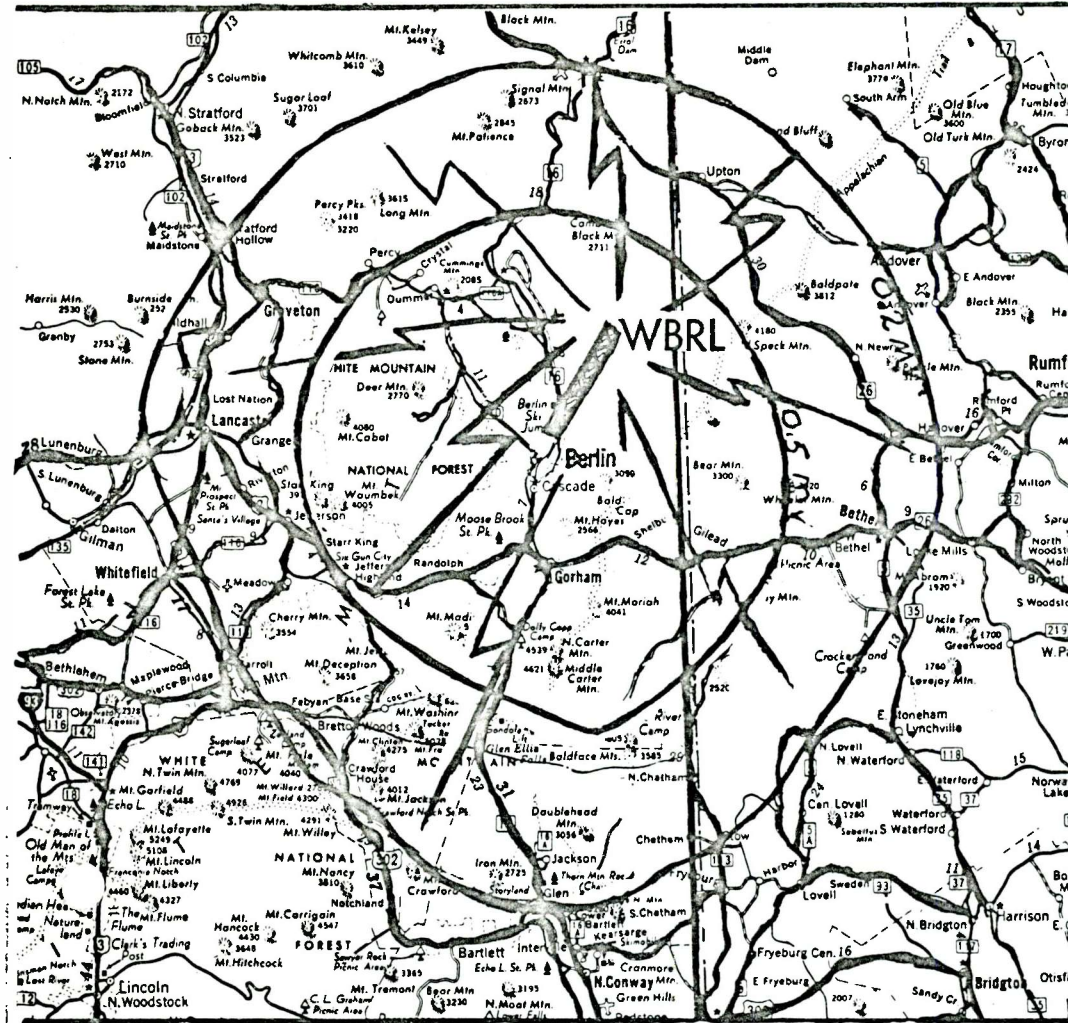
COMMERCIAL RADIO EQUIPMENT CO.
Radio Engineering Consultants



WBRL

40 MAIN STREET - BERLIN, NEW HAMPSHIRE - TELEPHONE 2670

**WHERE
BETTER
RADIO
LIVES**



WBRL

250 WATTS 1400 KC

BERLIN, NEW HAMPSHIRE

A staff with a combined experience of over 50 years to serve you as you should be served.

CHESTER C. STEADMAN, JR.
President

40 MAIN STREET PHONE 2670
BERLIN, NEW HAMPSHIRE

	Within 0.5 MV-M Coverage	Within 0.2 MV-M Coverage
MARKET DATA:		
Total Population	39,900	84,400
Total Households	11,470	23,910
Total Radio Homes	10,711	23,004
Total Passenger Cars	11,355	23,671
Spensible Income	\$58,536,000	119,455,000
Retail Data:		
Food Sales	\$12,719,000	25,357,000
Drug Sales	\$ 854,000	1,816,000
Eat-Drink Places	\$ 2,196,000	6,374,000
Genl. Merchandise Sales	\$ 2,495,000	7,243,000
Apparel Sales	\$ 2,362,000	3,840,000
Home Furnishing Sales	\$ 1,695,000	2,467,000
Automotive Sales	\$ 8,986,000	17,919,000
Filling Station Sales	\$ 4,148,000	7,254,000
Building Materials	\$ 5,185,000	9,067,000
TOTAL RETAIL SALES	\$41,812,000	81,269,000
TOTAL WHOLESALE SALES	\$24,251,000	47,136,000
TOTAL SERVICE RECEIPTS	\$ 8,362,000	16,254,000
Farm Data		
Total Farm Population	3,100	9,100
Farm Households	775	2,275
Farm AM Radio Homes	759	2,230
Farm Passenger Cars	698	2,048
Total Farm Income	\$ 4,052,000	10,089,000

SOURCE: SRDS Consumer Data; Sales Management Survey of Buying Power; U. S. Department of Commerce; RETMA

WASR

RADIO WOLFEBORO, INC.

Post Office Box 655

Wolfeboro, New Hampshire 03894

Telephone (603) 569-2232

1420 KILOHERTZ

1000 WATTS

