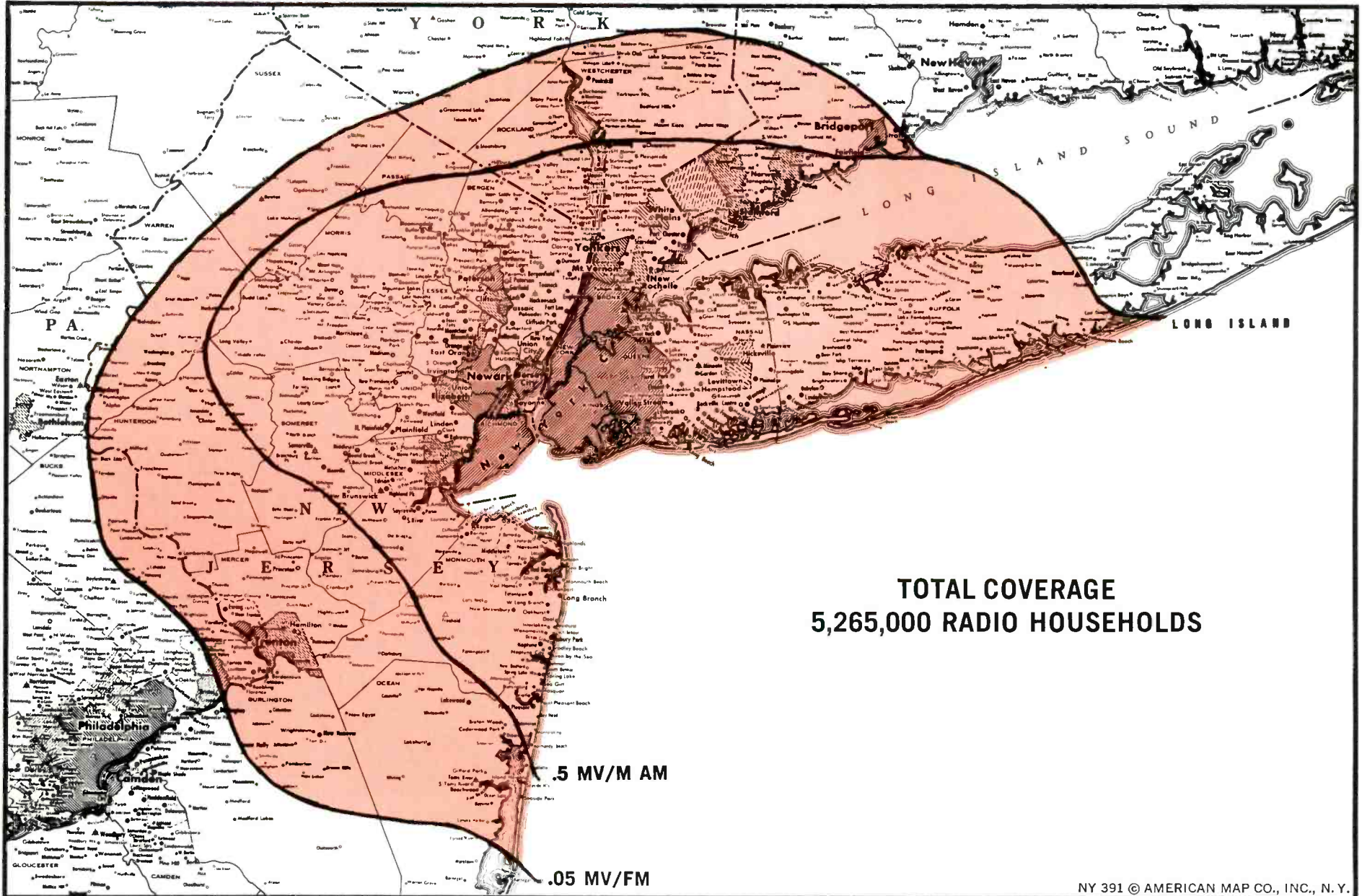


THE GROWN-UP SOUND OF TODAY

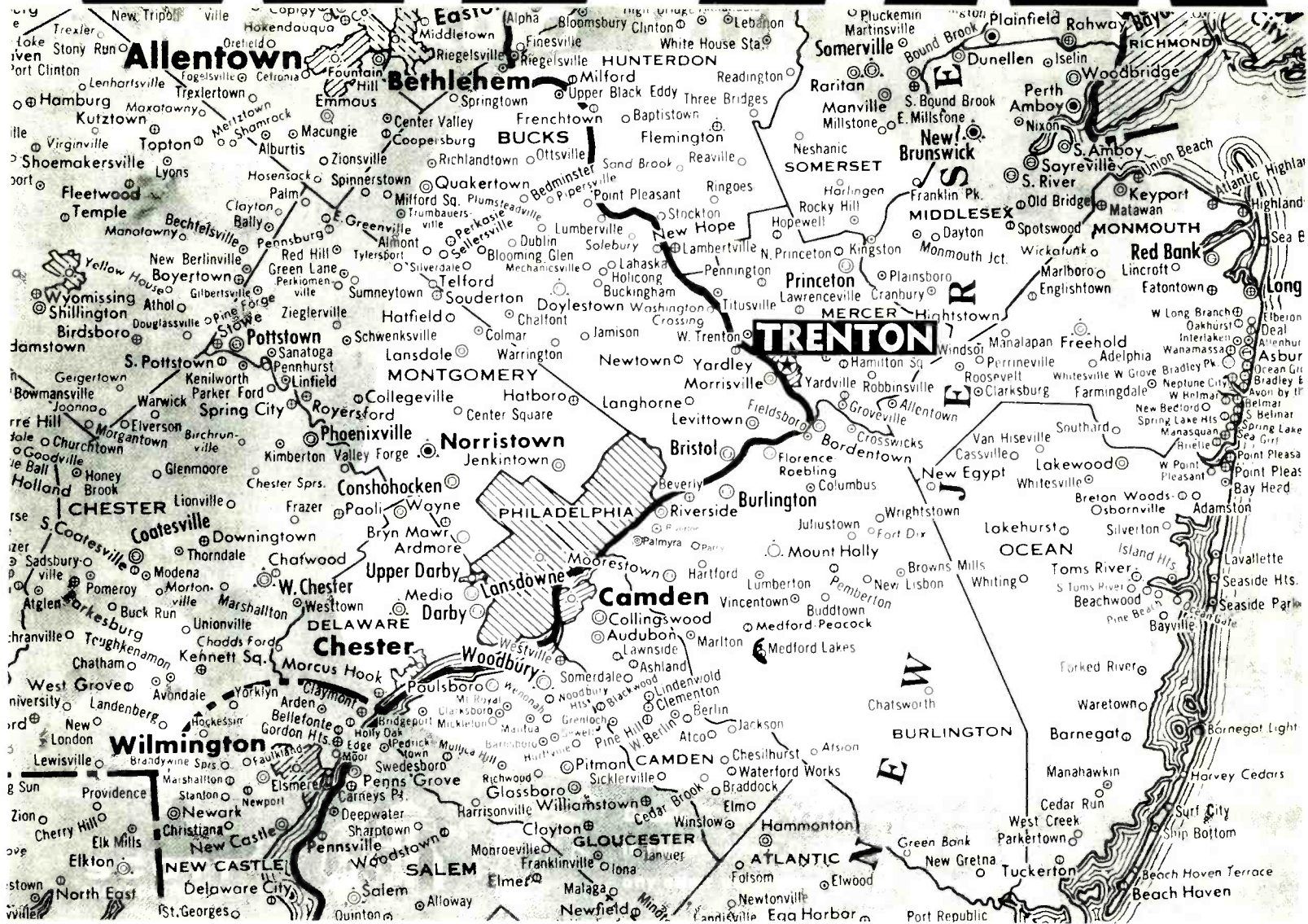
WVNH

62 AM - 5000 W
100 FM - 24000 W Hor.
16000 W Vert.

THE ALBUM MUSIC STATION



WTTM



WTTM

The News 1st Voice of the Capital
TRENTON, NEW JERSEY

920 AM
1000 WATTS

94.5 FM
20,000 WATTS



WTMR
0.5 MV/M

WTMR COVERAGE AREA

(Half Millivolt Contour)

Compared to two 50,000 watt Philadelphia stations

Coverage of other stations based on coverage maps distributed by those stations

wtmr
RADIO 8



RADIO STATION

WHTG

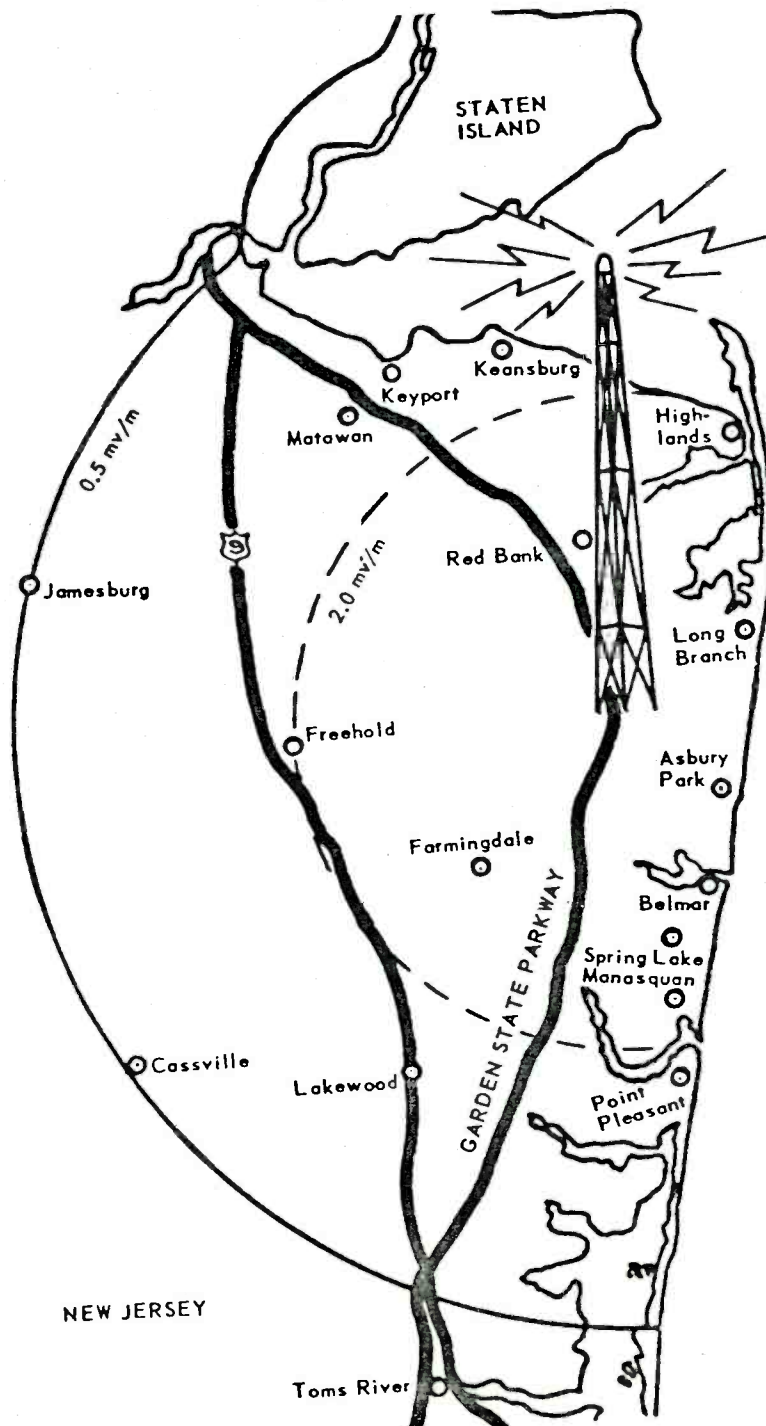
Serving all the North Jersey Shore

1410 AM
106.3 FM

1129 HOPE ROAD, ASBURY PARK, N. J. 07712

542-1410

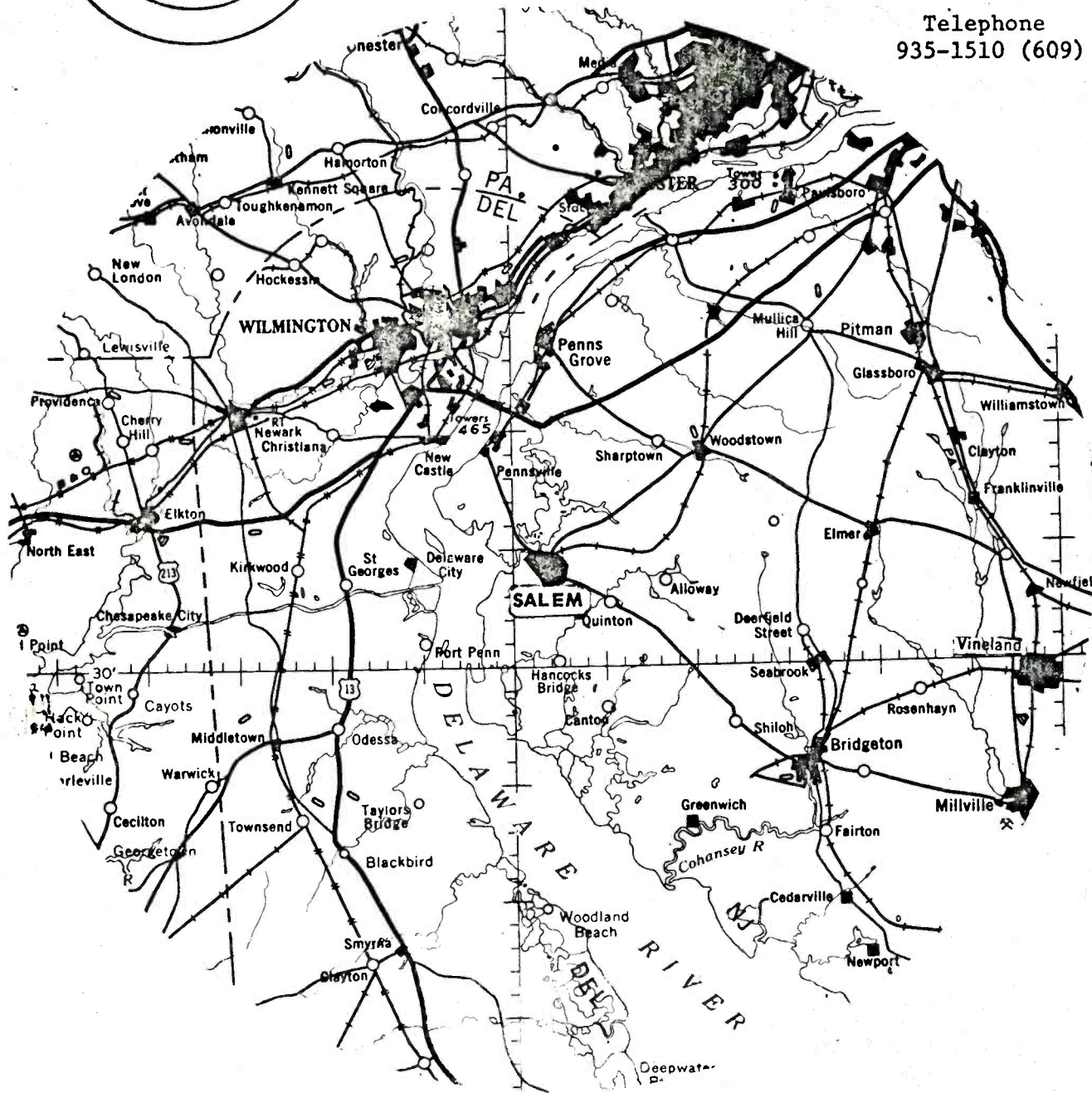
531-1410





JERSEY INFORMATION CENTER, INC. · Salem, New Jersey 08079

Telephone
935-1510 (609)



WJIC's programs of regional and national interest can be heard in the Delaware Valley section of New Jersey, Delaware, Pennsylvania and Maryland as shown in the above map. Nearly a million people live in this area; however, balanced local programming is primarily for Salem County, Gloucester County, and portion of adjoining Cumberland County, New Jersey. WJIC is the only standard broadcast station in Salem County and there is no standard broadcast station in Gloucester County. Salem County has no daily newspaper. WJIC operates with a power of two hundred and fifty watts with a non-directional signal.

Salem County has a population of 122,000 with retail sales of \$79,853,000. Gloucester County has a population of 110,000 with retail sales of \$152,744,000. Both counties combined have a population of 232,000 with retail sales of \$232,597,000; car registration, 22,000; farm income, \$49,935,000. Source: Standard Rate and Data



WNJR

a continental station



WNJR—Negro Radio For Metro New York

5000 Watts - 1430 KC - P. O. Box 1258, Newark, New Jersey 07101 - Telephone: MURdock 8-3665; New York: WORth 4-3445

Representatives: CONTINENTAL BROADCASTING

New York, 565 Fifth Ave. OX 7-7040
 Chicago, Lincoln Tower FI 6-8611
 Santa Monica, Cal., 1532 Third St., 451-0119

AMERICA'S MOST EXPERIENCED
 NEGRO RADIO CHAIN



ROLLINS

Comprised of:
 WNJR—New York
 WBEE—Chicago
 WRAP—Norfolk

WOND

RADIO 1400



ATLANTIC OCEAN

RADIO 1400
Serving the WOND erful Atlantic City Area

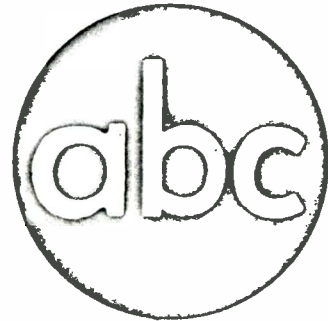
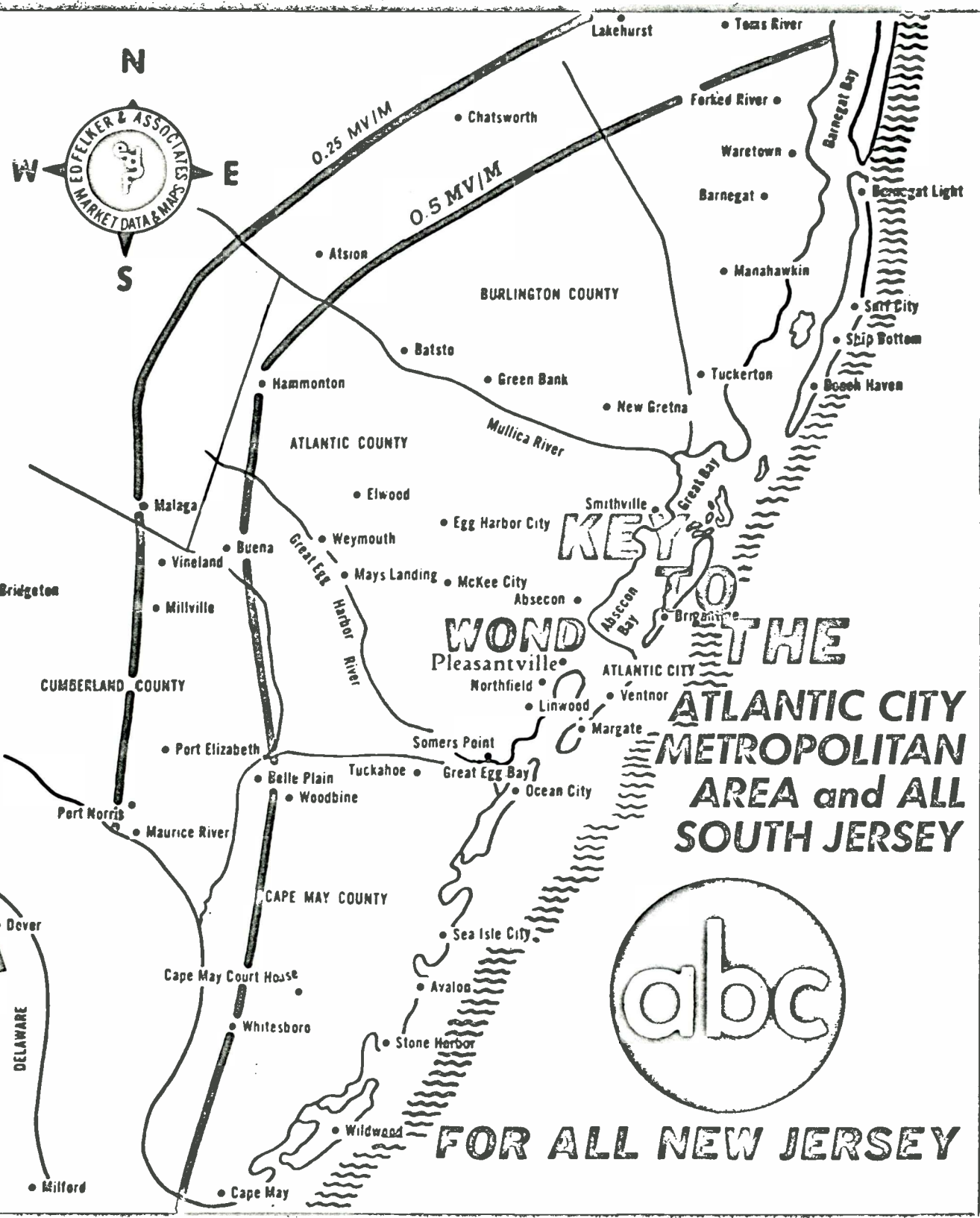
WOND RADIO

The VOICE of the SEASHORE

ALL AMERICAN RADIO 14 - WOND ATLANTIC CITY N.J. AREA

W
O
N
D

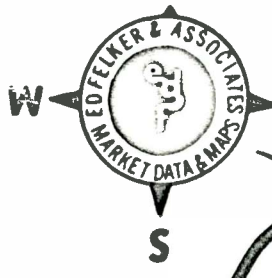
DELIVERS
THE
BEST
RESULTS
IN
ATLANTIC
CITY

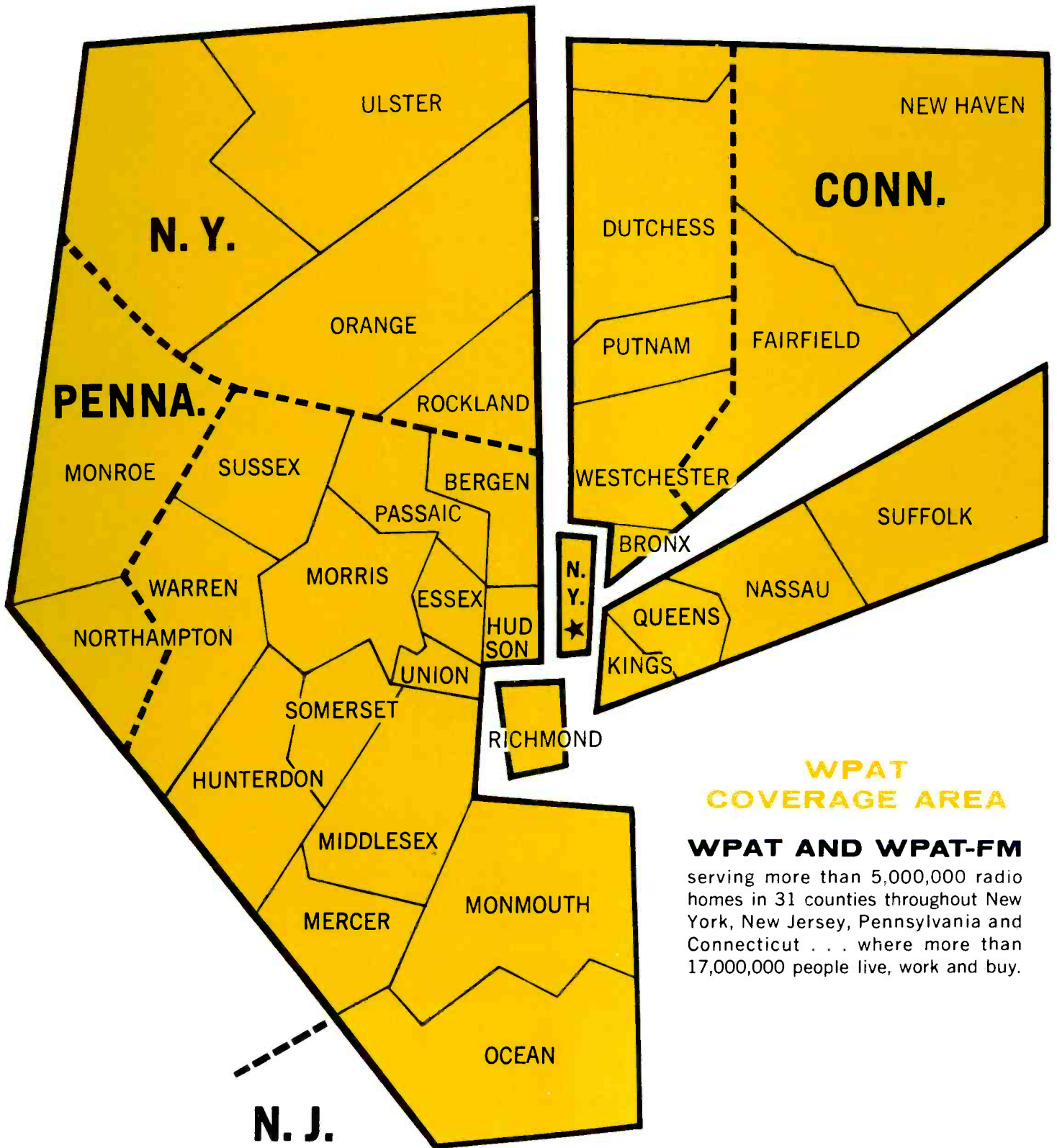


KEY TO THE ATLANTIC CITY METROPOLITAN AREA and ALL SOUTH JERSEY

FOR ALL NEW JERSEY

1400 ON YOUR DIAL





**WPAT
COVERAGE AREA**

WPAT AND WPAT-FM

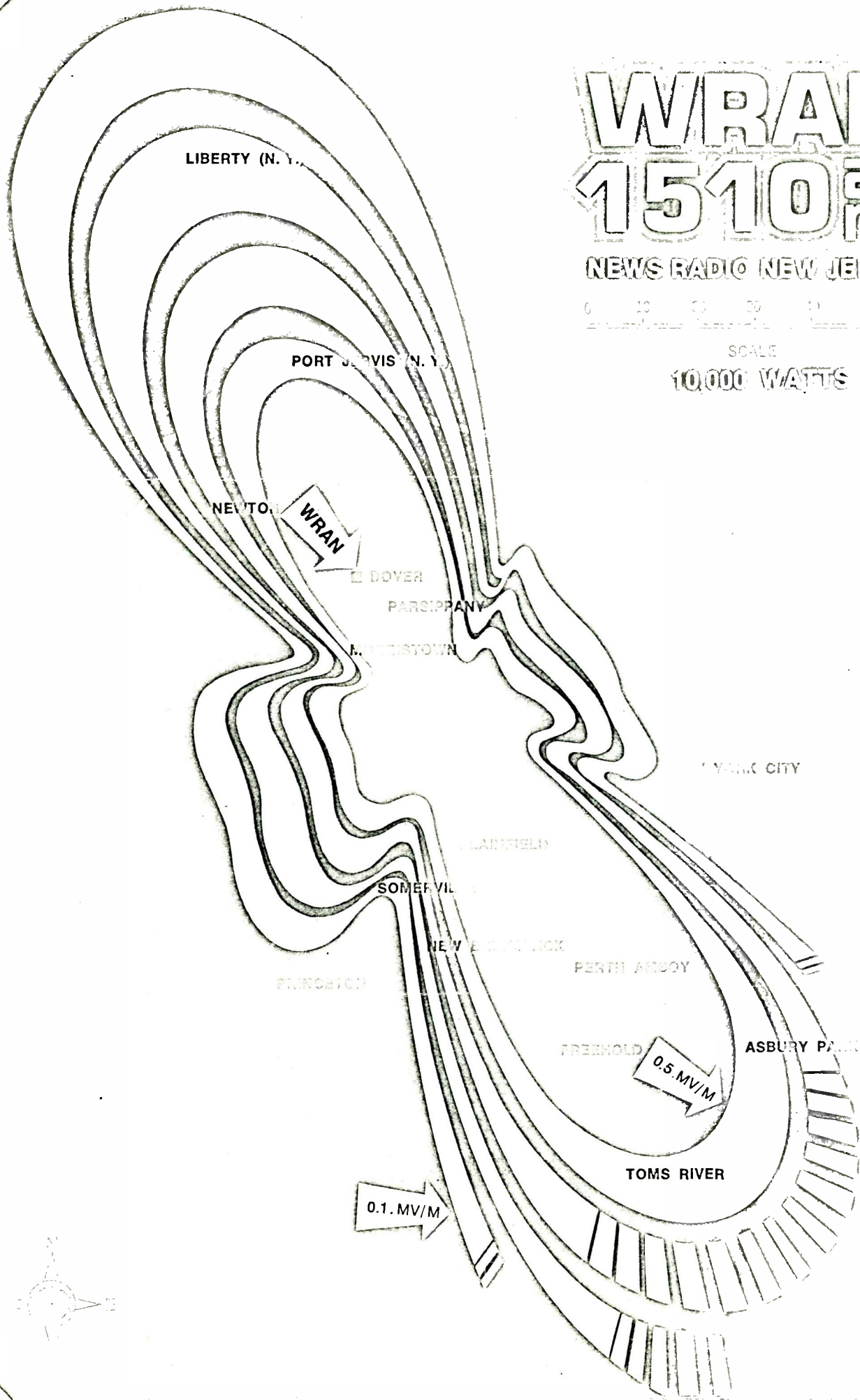
... serving more than 5,000,000 radio homes in 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut . . . where more than 17,000,000 people live, work and buy.

WRAN 1510 AM

NEWS RADIO NEW JERSEY



SCALE
10,000 WATTS



CALCULATED 0.1 MV/M DAYTIME CONTOUR
PROPOSED WRAN 1510 KHZ 10 KW OPERATION
DOVER, NEW JERSEY

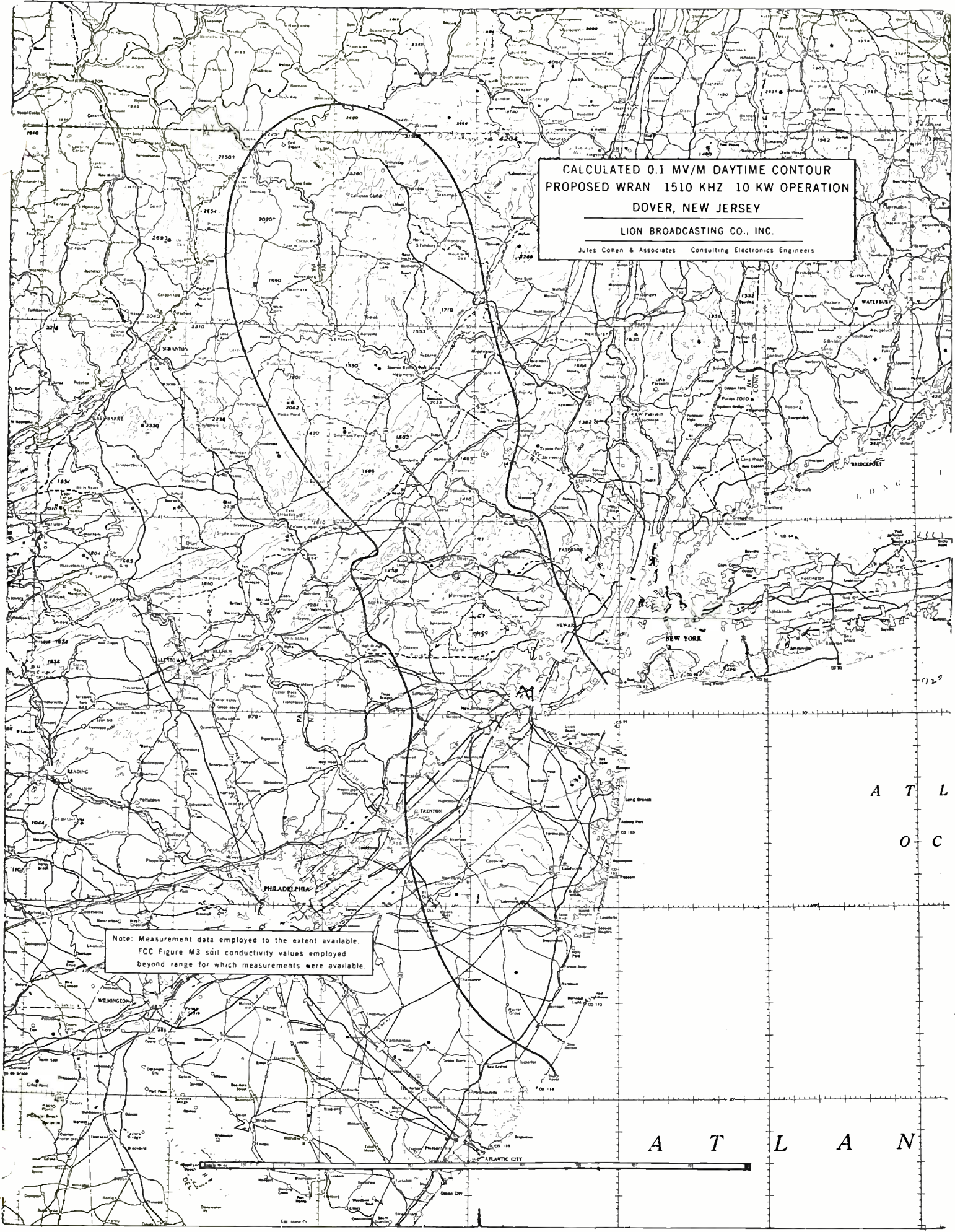
LION BROADCASTING CO., INC.

Jules Cohen & Associates Consulting Electronics Engineers

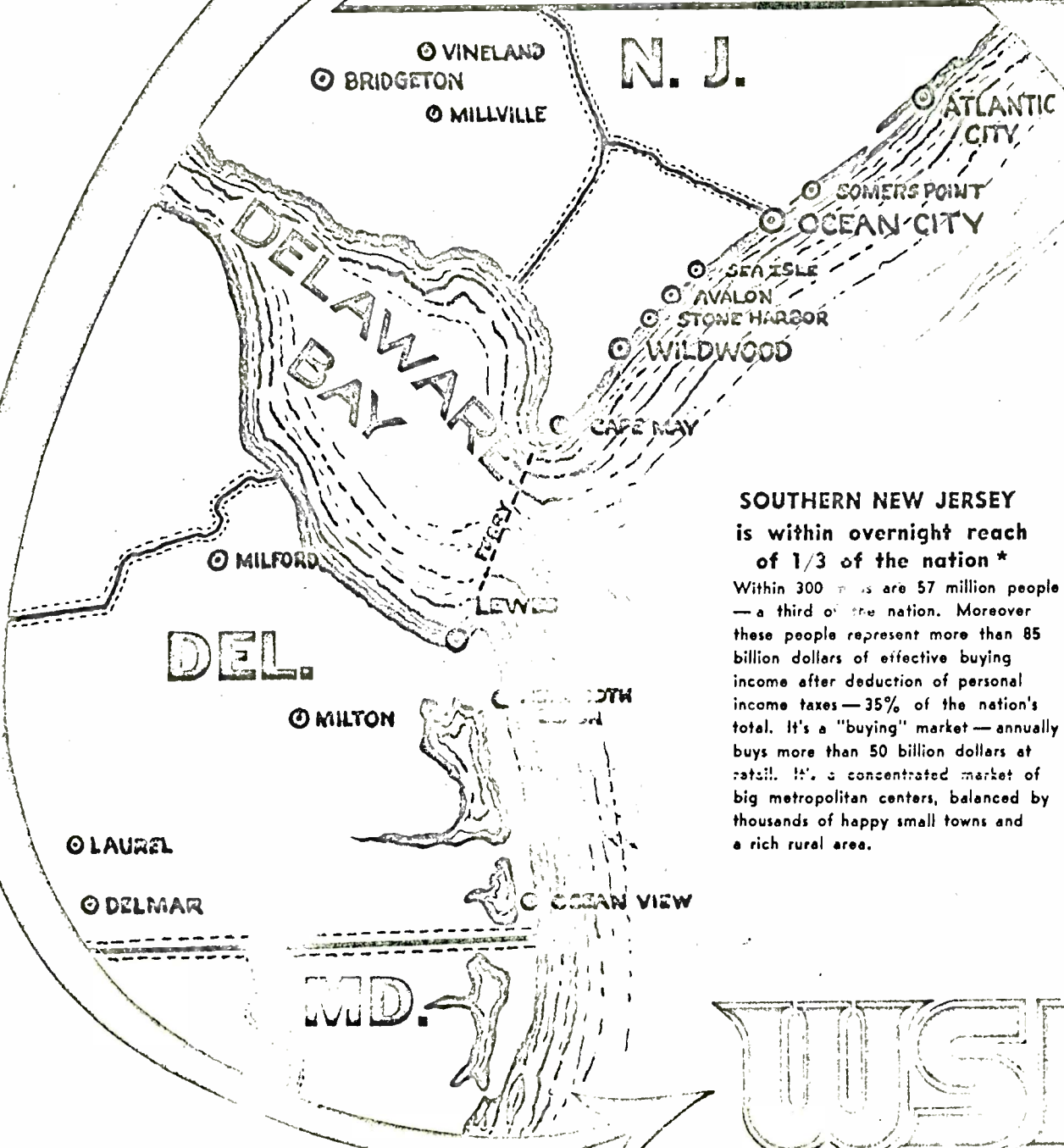
Note: Measurement data employed to the extent available.
FCC Figure M3 soil conductivity values employed
beyond range for which measurements were available.

A T L
O C

A T L A N



3 STATE COVERAGE



SOUTHERN NEW JERSEY is within overnight reach of 1/3 of the nation *

Within 300 miles are 57 million people — a third of the nation. Moreover these people represent more than 85 billion dollars of effective buying income after deduction of personal income taxes — 35% of the nation's total. It's a "buying" market — annually buys more than 50 billion dollars at retail. It's a concentrated market of big metropolitan centers, balanced by thousands of happy small towns and a rich rural area.

WWSLT¹⁵20

CLEAR CHANNEL TELEVISION RADIO - FOR CLEAR CHANNEL SALES

* SOURCE: SOUTHERN NEW JERSEY DEVELOPMENT COUNCIL



WSNJ

In the Heart of the Fabulous Delaware Valley
BRIDGETON, NEW JERSEY

- * WSNJ, established 1937, serves Cumberland Salem and Gloucester counties from Bridgeton, County Seat of Cumberland County.
- * WSNJ offers complete Local News and Weather, Farm, Sports and Public Service Programming

EASTERN STATES BROADCASTING CORPORATION
 Paul Alger, General Manager
 Phone: Area 609/451-2930
 BRIDGETON NEW JERSEY

MARKET DATA:

	WSNJ AM 0.5 MVM Coverage
Total Population	233,450
Total Households	69,280
Total Radio Homes	68,320
Passenger Cars	76,896
Consumer Spendable Income	\$568,060,000

RETAIL SALES:

Food Stores	\$ 98,043,000
Drug Stores	\$ 9,669,000
General Merchandise	\$ 28,326,000
Apparel Stores	\$ 19,334,000
Home Furnishings	\$ 17,785,000
Restaurants	\$ 7,080,000
Auto Sales	\$ 71,724,000
Filling Stations	\$ 22,621,000
Farm Stores	\$ 9,568,000
Building Materials	\$ 28,954,000
TOTAL RETAIL SALES	\$383,250,000
TOTAL WHOLESALE SALES	\$112,438,000
SERVICE TRADES	\$ 59,230,000

FARM DATA:

Farm Population	21,750
Farm Households	6,870
Radio Homes	6,710
Passenger Cars	7,980
Gross Farm Income	\$ 73,039,000

Offering New Jersey's Most Comprehensive
 Radio Service.

WSNJ

Nationally Represented by Thomas F. Clark Co., Inc.

UPI News Service
1000 Watts Daytime
250 Watts Nighttime
1240 KC - AM
FM 15,200 Watts - 107.7
Bridgeton, New Jersey

SOURCE: United States Census of Population, Housing, Agriculture; Census of Retail Trade; Census of Wholesale Trade; Census of Service Trades; SRDS Consumer Market Data; REA Farm Survey; RETMA. 1962.

WAAT

Dial 1300
5000 Watts

TRENTON, NEW JERSEY

DELAWARE VALLEY BROADCASTING CO.

ONE SOUTH MONTGOMERY ST., TRENTON, N.J. 08608



Raymond Roher Associates,
Consulting Engineer,
Washington, D. C.

MARKET FACTS

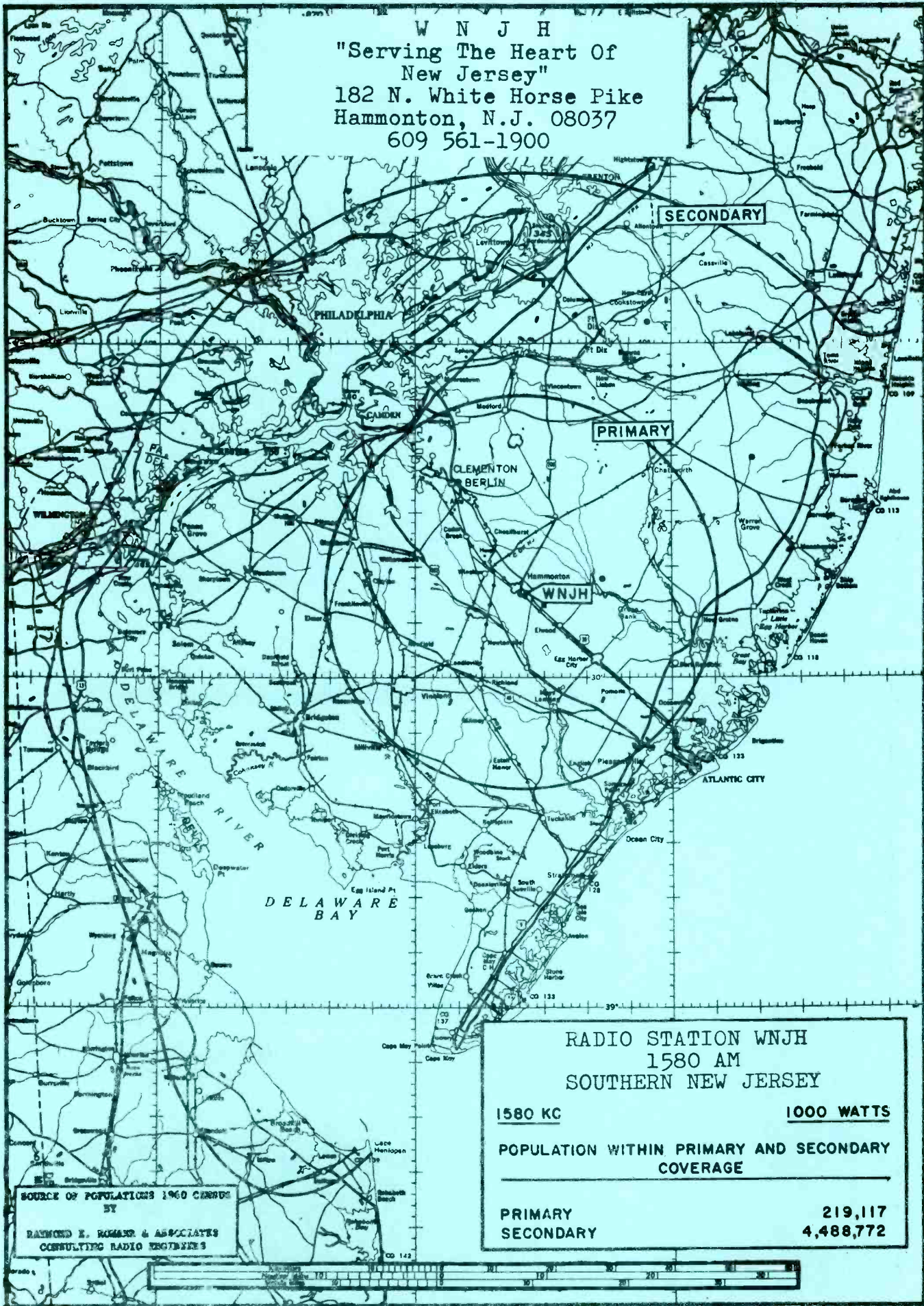
WAAT Radio

Trenton, N.J.	\$1,000's added	
	Primary	Secondary
TOTAL SALES	2,534,967	8,771,820
Lumb'r, Bldg, Mat'l, Hdwe.	107,382	371,576
Gen. Merchandise	307,681	1,064,677
Food Stores	614,408	2,126,052
Automotive Dealers'	426,360	1,475,346
Gas Service Stations	160,959	556,973
Apparel & Acces'y	168,448	582,890
Furniture & Home Furng's	81,675	282,621
Elec. Appl's	41,542	143,751
Eating & Drinking	228,644	791,183
Drug & Prop'y	71,892	248,771
Other Retail Stores	249,710	864,078
Non-store Retailers	76,266	263,906
Population	1,543,095	5,339,795
Households	467,605	1,618,120

For the Best Results in this Diversified
Industrial, Commercial, \$ 2,500,000,000
Market, get the WAAT story

All figures are from the U.S. Census and other sources and are delineated and updated by Ed. Felker & Associates, 807 W. Atlantic Avenue, Laurel Springs, N.J. 1/15/66

W N J H
 "Serving The Heart Of
 New Jersey"
 182 N. White Horse Pike
 Hammonton, N.J. 08037
 609 561-1900



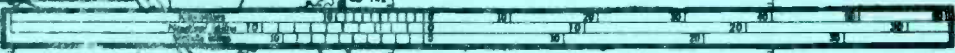
RADIO STATION WNJH
 1580 AM
 SOUTHERN NEW JERSEY

1580 KC 1000 WATTS

POPULATION WITHIN PRIMARY AND SECONDARY
 COVERAGE

PRIMARY 219,117
 SECONDARY 4,488,772

SOURCE OF POPULATIONS 1960 CENSUS
 BY
 RAYMOND E. ROSSER & ASSOCIATES
 CONSULTING RADIO ENGINEERS



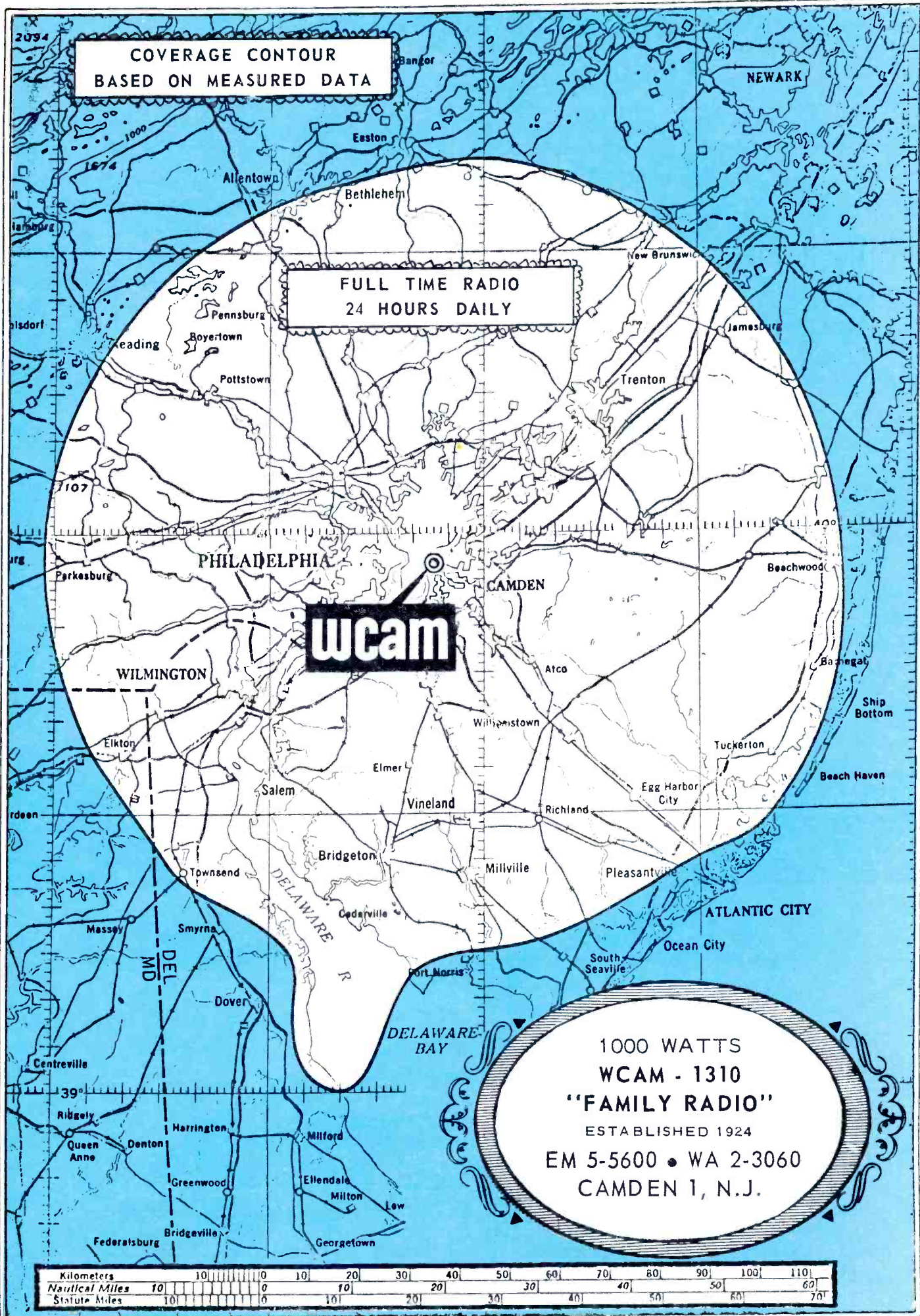
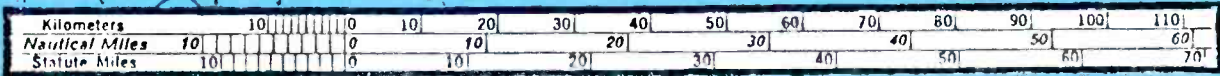
2094

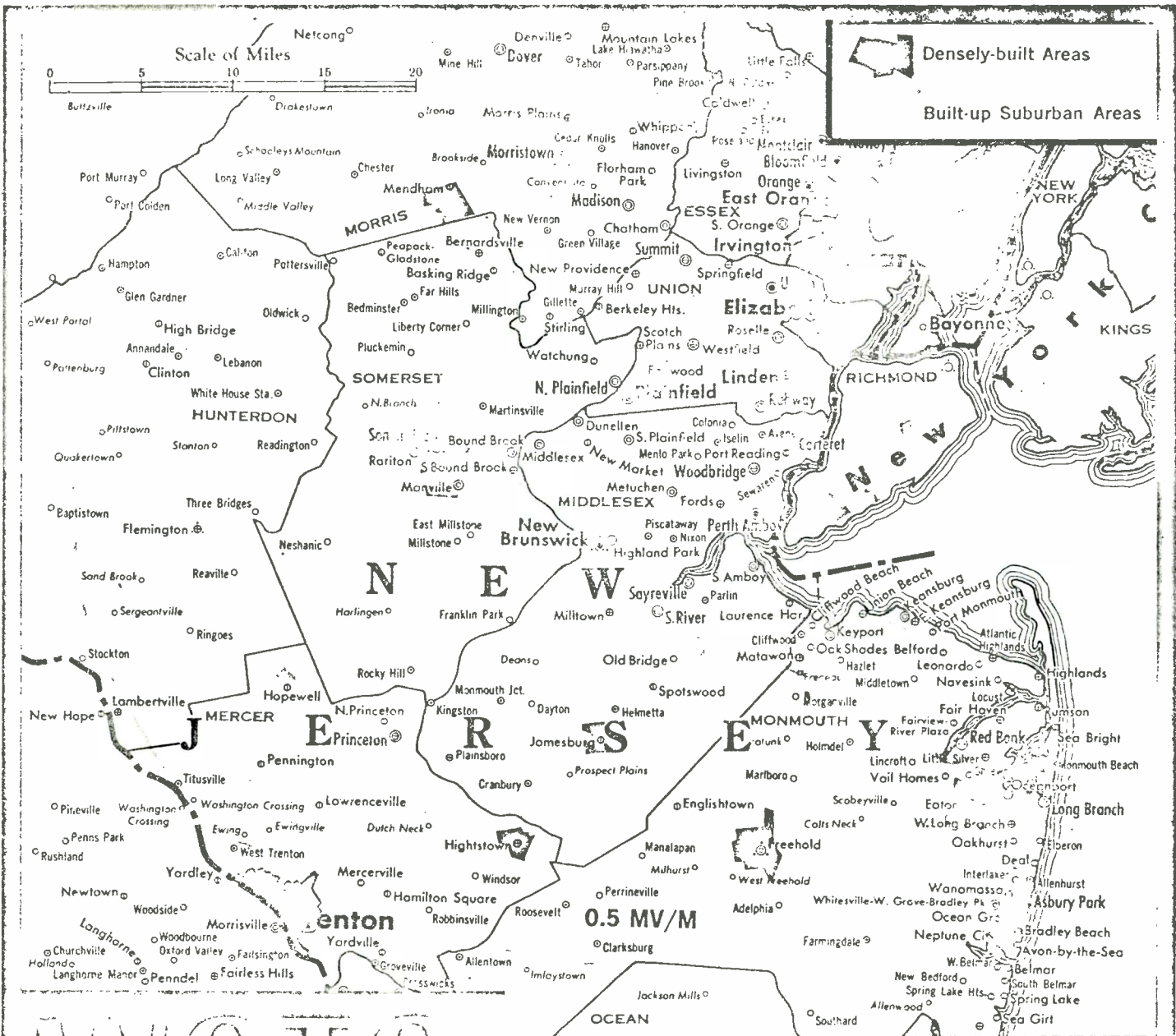
**COVERAGE CONTOUR
BASED ON MEASURED DATA**

**FULL TIME RADIO
24 HOURS DAILY**

wcam

1000 WATTS
WCAM - 1310
"FAMILY RADIO"
ESTABLISHED 1924
EM 5-5600 • WA 2-3060
CAMDEN 1, N.J.





WCTC

AM 100.7 1450 kc
FM 100.7 98.3 mc



**Indispensable Radio for
1,000,000, Central Jerseyites**

*Serving the Tri-County Area
of
Middlesex, Somerset & Union*

Raritan Valley Broadcasting Company
385 George Street Charter 7-1450

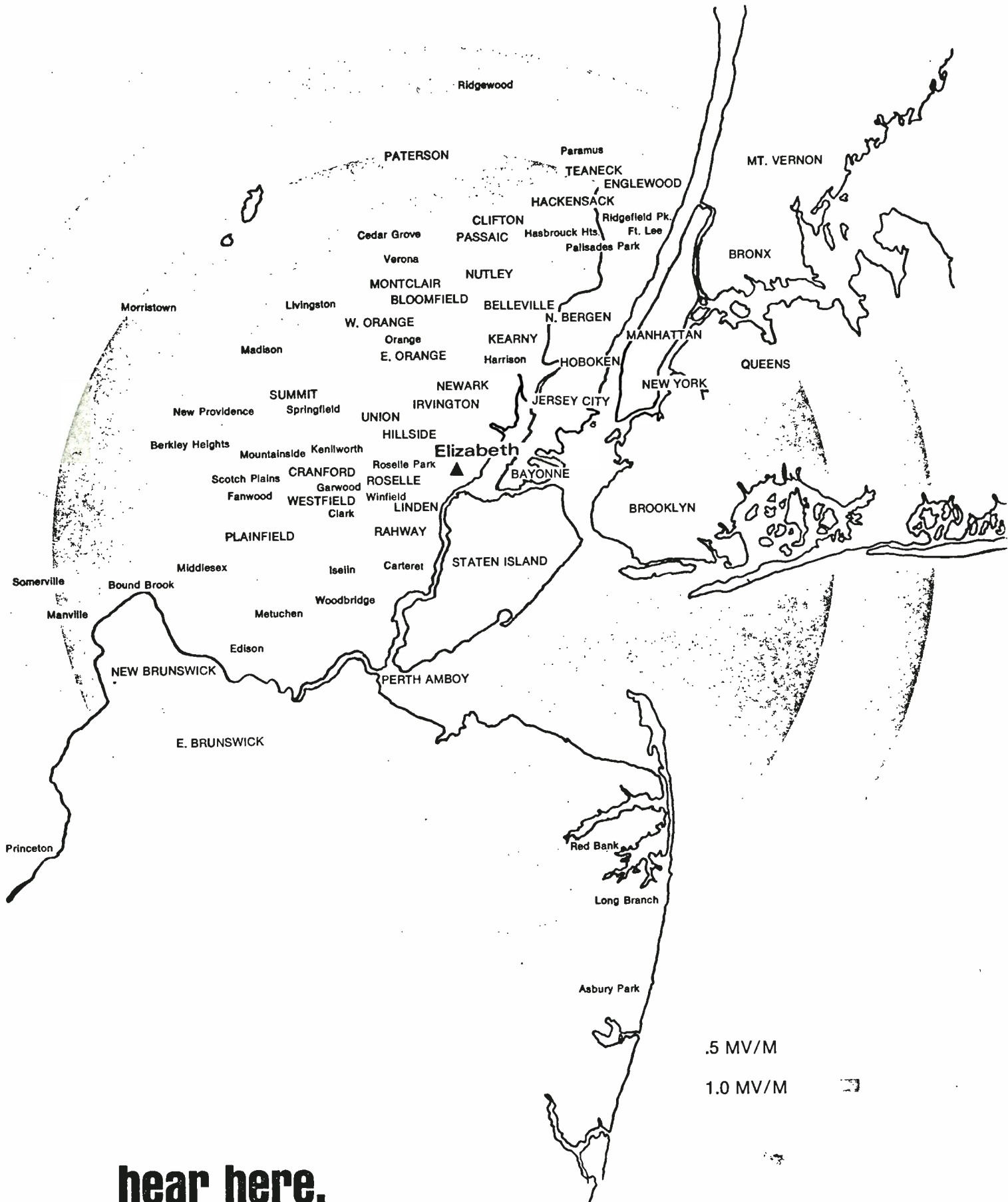
NEW BRUNSWICK, N. J.

MARKET DATA

Within 0.5 MV/M Contour

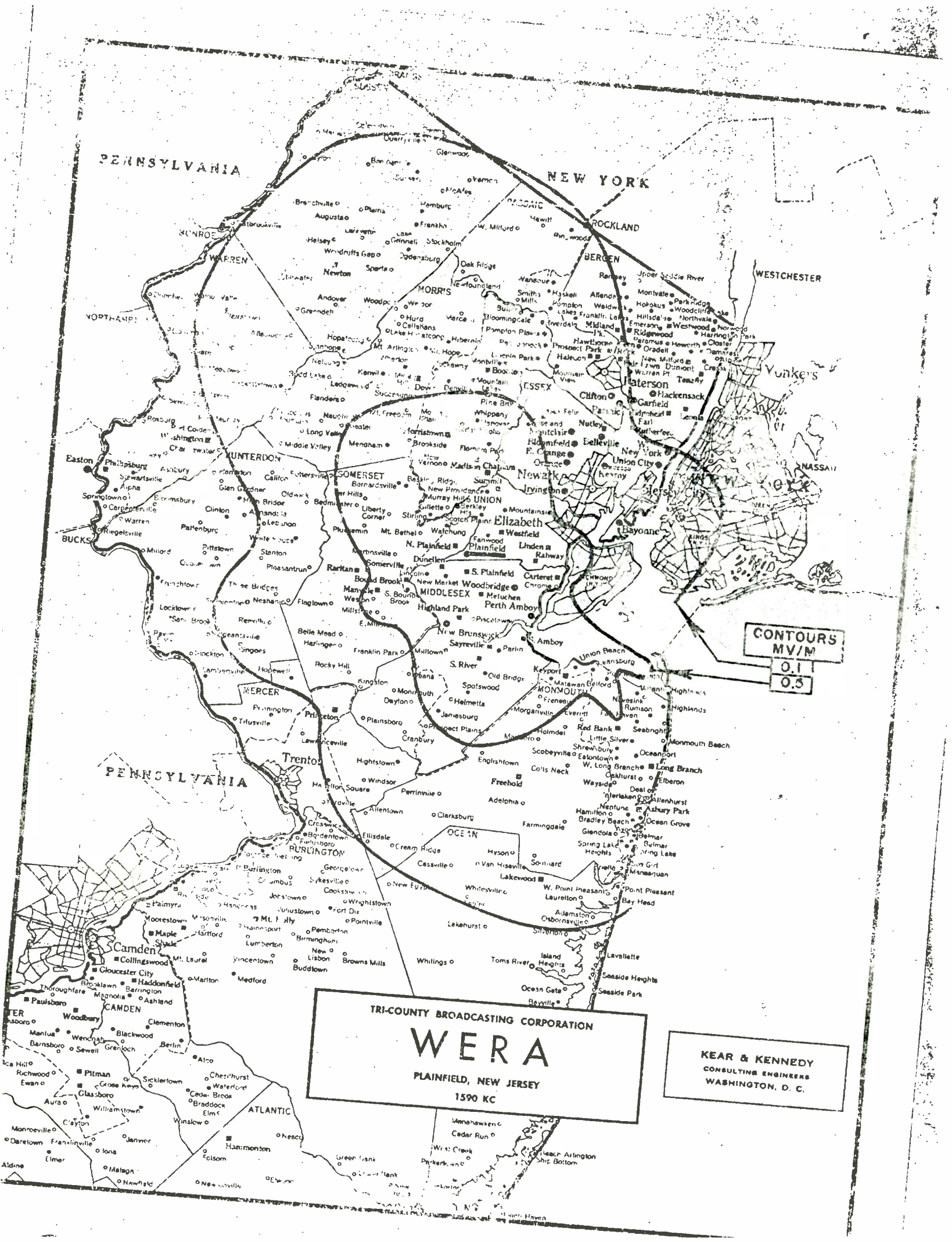
AUDIENCE: Population	2,041,281
Households With AM Radio	662,877
Consumer Spendable Income (\$000)	5,791,827
Passenger Cars (000)	839.7
Farm Population	14,696
Gross Farm Income (\$000)	44,177
RETAIL SALES: Total	3,038,362
Food	820,415
Drug	82,929
General Merchandise	268,325
Apparel	194,971
Home Furnishings	173,079
Automotive	462,979
Filling Station	193,914

*Sales by Store Classes in Thousands of Dollars (\$000)
Statistics approximated from best available sources.



hear here.

This is WELA's coverage area—a vital suburban market, characterized by affluent Union County with a population of over 600,000 and an effective buying income which ranks 16th in the United States.



PENNSYLVANIA

NEW YORK

WESTCHESTER

CONTOURS
M/V/M
0.1
0.3

PENNSYLVANIA

TRI-COUNTY BROADCASTING CORPORATION
WERA
PLAINFIELD, NEW JERSEY
1590 KC

KEAR & KENNEDY
CONSULTING ENGINEERS
WASHINGTON, D. C.

ATLANTIC