

Enriching 700,000 People With Your Message



WNAK - 730 ON YOUR DIAL

PHONES: (Area Code 717)
WILKES-BARRE 822-6108
NANTICOKE 735-0730



RADIO BUILDING
40 East Main Street
Nanticoke, Penna. 18634

ROBERT BAIRD
Sales Manager

"This is WNAK, Nanticoke, Pennsylvania"

0.5 MV/M

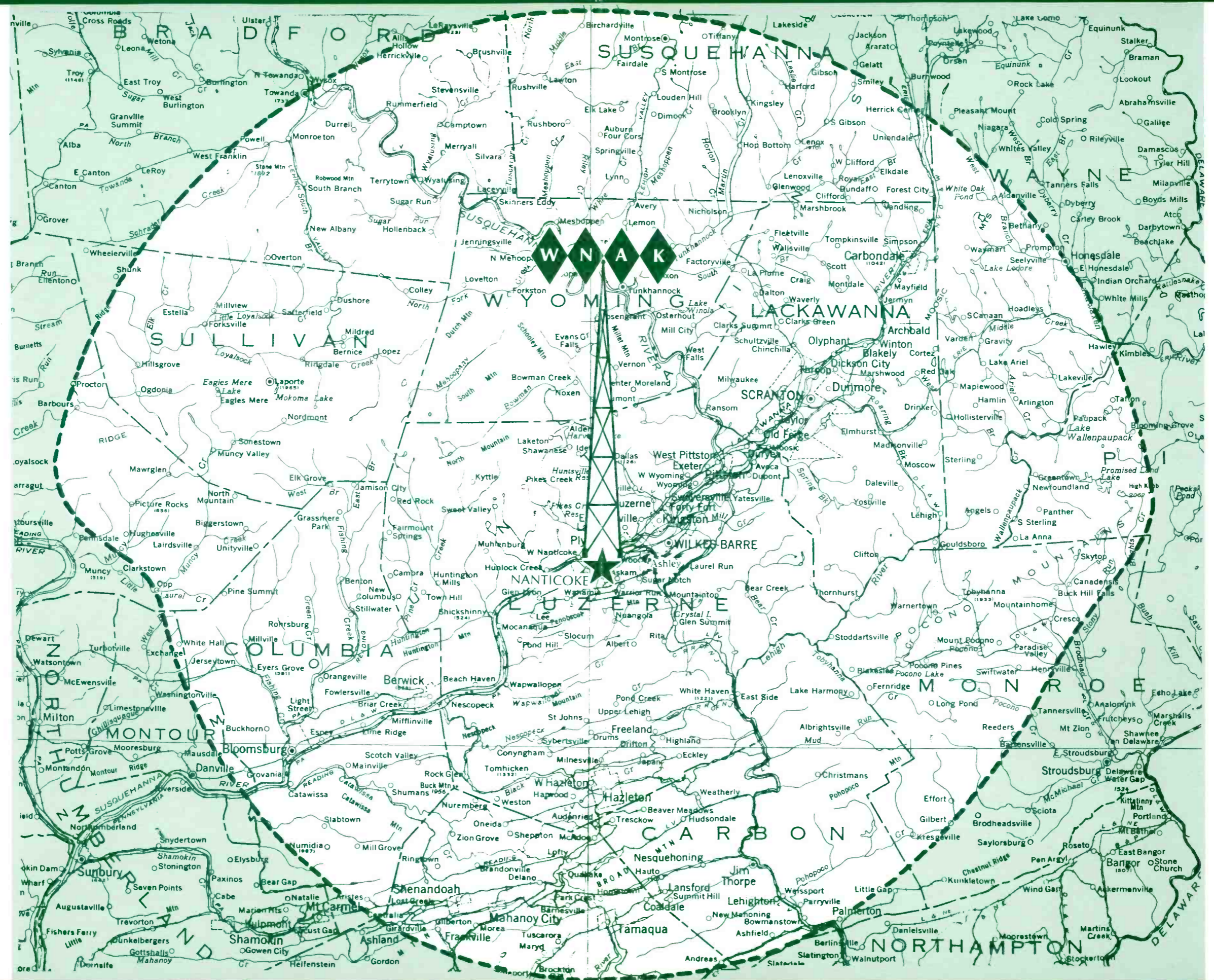
SERVING 730,000 POPULATION
730 ON THE DIAL
1,000 WATTS

ON THE AIR 6 A.M. TO SUNSET

NORTHEASTERN PENNSYLVANIA'S
PIONEER
EASY-LISTENING STATION

ALL COMMERCIAL POLICIES
LISTED IN S.R.D.S.

NATIONAL REPRESENTATIVE —
BOB DORE ASSOCIATES, INC.



Our News Department is complete with a 2-man news team at the station — plus one at the scene of action.

Our News Cruiser with Bell System Radiophone is one of four WNAK vehicles. We emphasize local news.

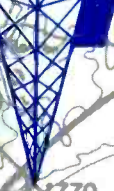
Other News includes World News on the hour and half-hour direct from New York plus Audio and Newswire (UPI).

Music is easy-listening, familiar, well-paced and adult. The Audience calls it "good music."

Sundays are always programmed without commercials and without paid religion.

Serving Northeastern Pennsylvania, including Wilkes-Barre, Scranton and Hazleton

WZTA



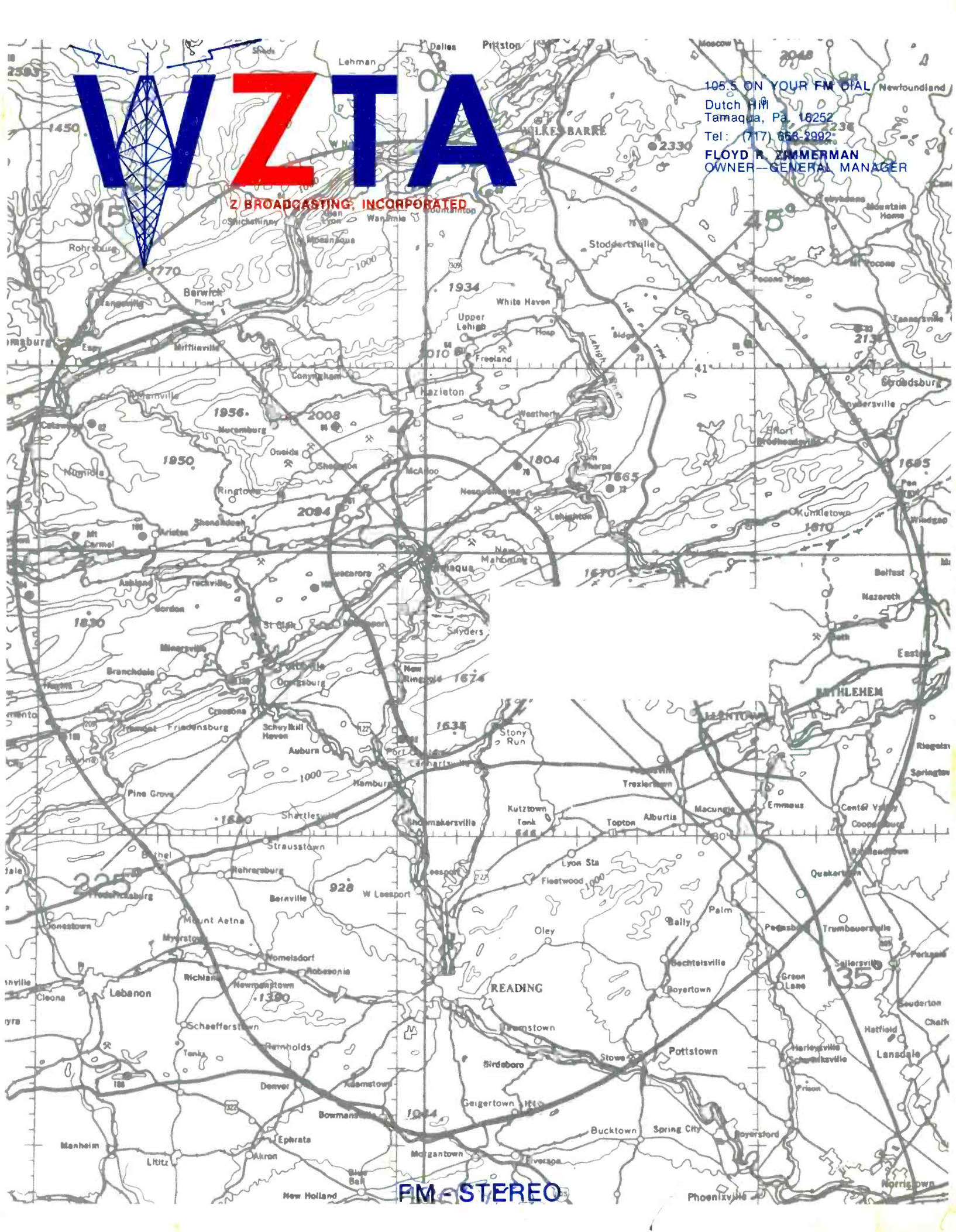
Z BROADCASTING, INCORPORATED

105.5 ON YOUR FM DIAL

Dutch Hill
Tamaqua, Pa. 18252

Tel: (717) 666-2992

FLOYD R. ZIMMERMAN
OWNER—GENERAL MANAGER



FM STEREO

0.5 MVM

0.25 MVM

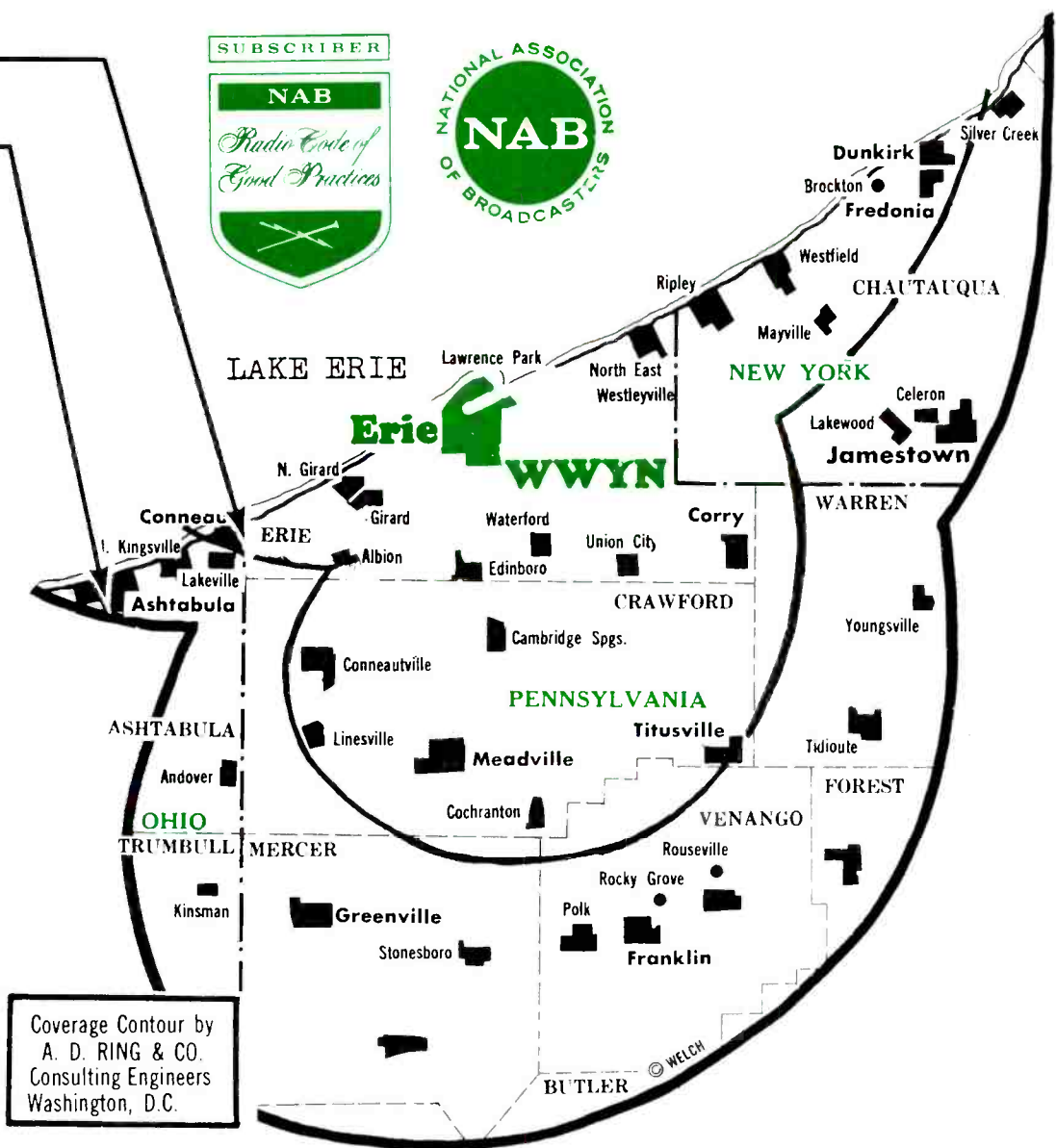
Radio WWYN

ERIE, PENNSYLVANIA

5000 Watts

1260 AM Radio

Fulltime



WWYN is a member of the Goldman Broadcast Group.

MARKET DATA:	0.5 MVM Coverage	0.25 MVM Coverage
Population	415,000	787,200
Households	123,750	232,770
Radio Homes	121,280	228,120
Automobiles	166,670	313,940
Spendable Income \$	856,667,000	1,608,113,000
RETAIL SALES:		
Food Stores	\$ 141,874,000	269,260,000
Drug Stores	\$ 15,671,000	27,958,000
Gen'l. Merchandise	\$ 54,944,000	102,620,000
Apparel Stores	\$ 34,738,000	64,410,000
Home Furnishings	\$ 22,094,000	40,819,000
Auto Dealers	\$ 107,158,000	202,761,000
Service Stations	\$ 39,030,000	75,238,000
*Total Retail Sales	\$ 530,206,000	982,350,000
FARM DATA:		
Farm Population	23,000	47,700
Gross Farm Income \$	58,147,000	107,733,000
SOURCE: SRDS Consumer Data exclusively, 1967		

* **WWYN** is Erie's 5,000 watt radio voice covering Northwestern Pennsylvania, New York State, and parts of Northeastern Ohio, giving clients radio exposure in the tri-state area.

* **WWYN** is Northwestern Pennsylvania's number one local sports station, broadcasting more sporting events than all the other radio stations in the area combined.

* **WWYN** is a station going places and doing things. **WWYN** has presented broadcasts from Cape Kennedy with its three man news team . . . broadcasts from New York World's fair. **WWYN** has had its own booth at the Toronto Exposition for the past eight years.

Simon Goldman, President
Art Arkelian, Vice President-General Manager
State St. at 32nd. Phone 814-456-2096
ERIE, PENNSYLVANIA 16508

NET RATE CARD**WWSF****CLASS A TIME****DAY****1400 KC****NIGHT****7:00 A.M.****Loretto, Pa.****7:00 P.M.****ANNOUNCEMENT RATES**

No. Per Order	10 Sec.	30 Sec.	60 Sec.	No. Per Week	10 Sec.	30 Sec.	60 Sec.
1	\$1.30	\$1.60	\$2.60	30	\$15.00	\$31.25	\$37.50
13	1.20	1.50	2.50	40	16.50	34.50	42.00
26	1.10	1.40	2.40	50	25.00	50.00	62.50
52	1.00	1.30	2.30	75	33.75	67.50	82.50
104	.90	1.20	2.20	100	40.00	80.00	100.00
260	.80	1.10	2.10				
312	.70	1.00	2.00				

TIME CHECKS – 10 Sec. Rate

WEATHER – 30 Sec. Rate

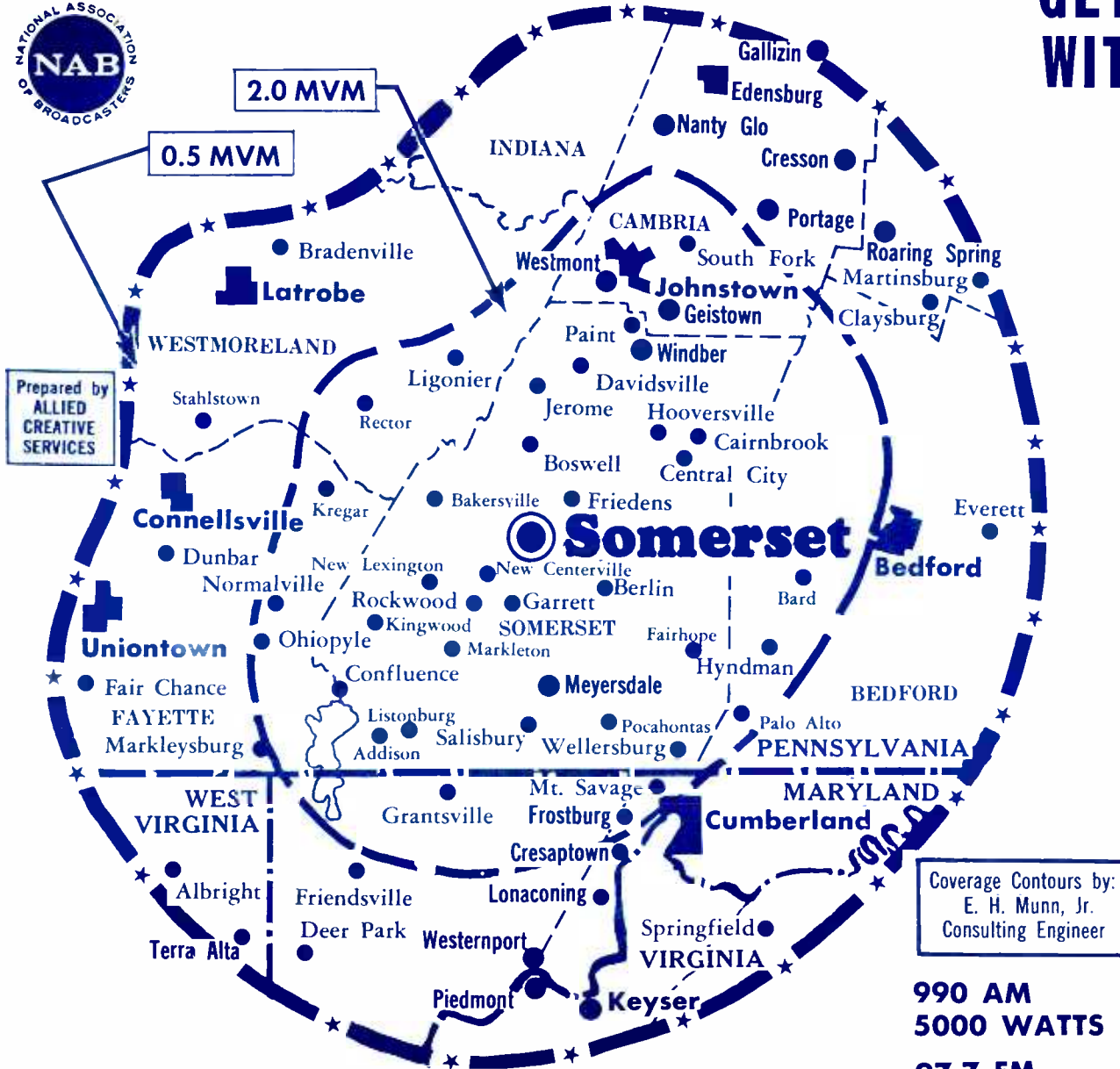
SEVEN DAY PACKAGE RATES (Package must be scheduled within seven consecutive days).**PROGRAM RATES**

No. Per Order	5 Min. Program	10 Min. Program	15 Min. Program	30 Min. Program	60 Min. Program
1	\$8.00	\$11.00	\$14.00	\$26.00	\$40.00
13	7.00	10.00	13.00	24.00	37.00
26	6.50	9.00	12.00	22.00	33.00
52	6.00	8.50	11.00	19.00	30.00
104	5.50	7.00	10.00	15.00	26.00
260	5.00	6.50	9.00	14.00	22.00
312	4.50	6.00	8.00	13.00	20.00

CLASS B TIME – 50 PER CENT OF ONE TIME CLASS A RATE**MARKET FACTS****WWSF****Loretto, Pa.**

\$1,000's added	0.5MV/M	Furniture & Home Furn'gs	19,758
TOTAL SALES	653,051	Elec. Appl's	11,308
Lumb'r, Bldg.Mat'l, Hdwe	34,829	Eating & Drinking	50,763
Gen. Merchandise	79,725	Drug & Prop'y	19,957
Food Stores	167,659	Other Retail Stores	60,088
Automotive Dealers	100,863	Non-store Retailers	24,603
Gas Service Stations	38,851		
Apparel & Acces'y	43,360	Population	535,628
		Households	176,757

Serving the Laurel Highlands from Somerset



Prepared by
ALLIED
CREATIVE
SERVICES

Coverage Contours by:
E. H. Munn, Jr.
Consulting Engineer

990 AM
5000 WATTS

97.7 FM
3000 WATTS

Our Representatives:
Penn State Reps
Pittsburgh
and
Robert S. Dome Co.
Philadelphia

GET RESULTS THAT COUNT WITH WVSC

The Voice of Somerset County

990 AM	97.7 FM
5,000 Watts	3,000 Watts

WVSC

P. O. Box 231 — Phone (814)445-4186
Somerset, Pennsylvania 15501

Market Data:	2.0 MVM Coverage	0.5 MVM Coverage
Population	318,400	990,300
Households	97,720	304,530
AM Radio Homes	95,180	301,980
Automobiles	143,930	392,480
Spendable Income	\$ 554,338,000	1,770,099,000

RETAIL SALES:	2.0 MVM Coverage	0.5 MVM Coverage
Food Stores	\$ 99,085,000	322,788,000
Drug Stores	\$ 8,885,000	31,644,000
Genl. Merchandise	\$ 39,418,000	125,567,000
Apparel Stores	\$ 15,543,000	63,745,000
Home Furnishings	\$ 15,711,000	59,419,000
Auto Sales	\$ 81,745,000	231,506,000
Service Stations	\$ 30,333,000	93,778,000
Total Retail Sales	\$ 394,553,000	1,184,633,000

FARM DATA:	2.0 MVM Coverage	0.5 MVM Coverage
Farm Population	\$ 18,650	45,700
Gross Farm Income	\$ 43,479,000	89,776,000

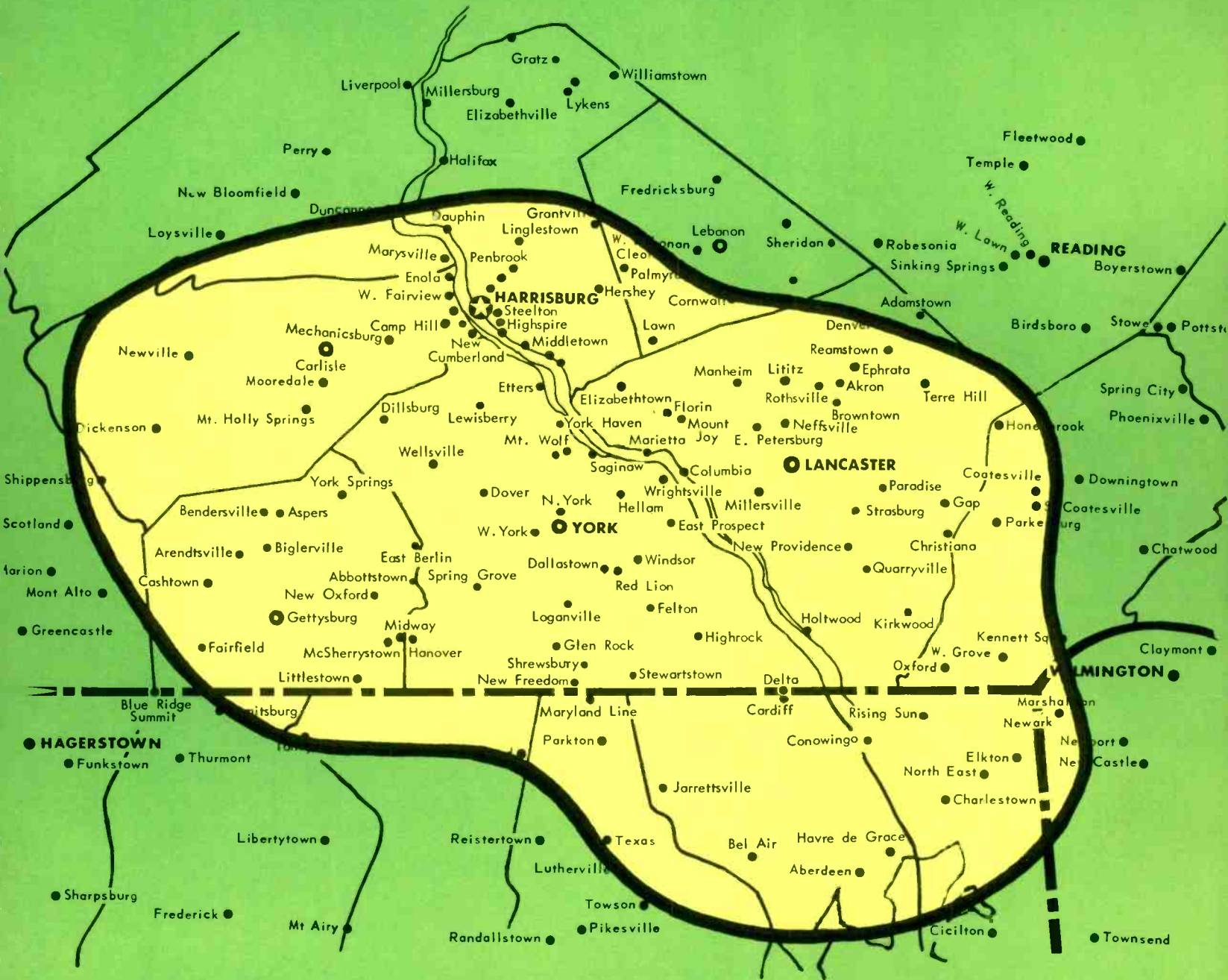
SOURCE: SRDS Consumer Data 1967.

WVSC

SOMERSET, PENNSYLVANIA

This is
WSBA
LAND

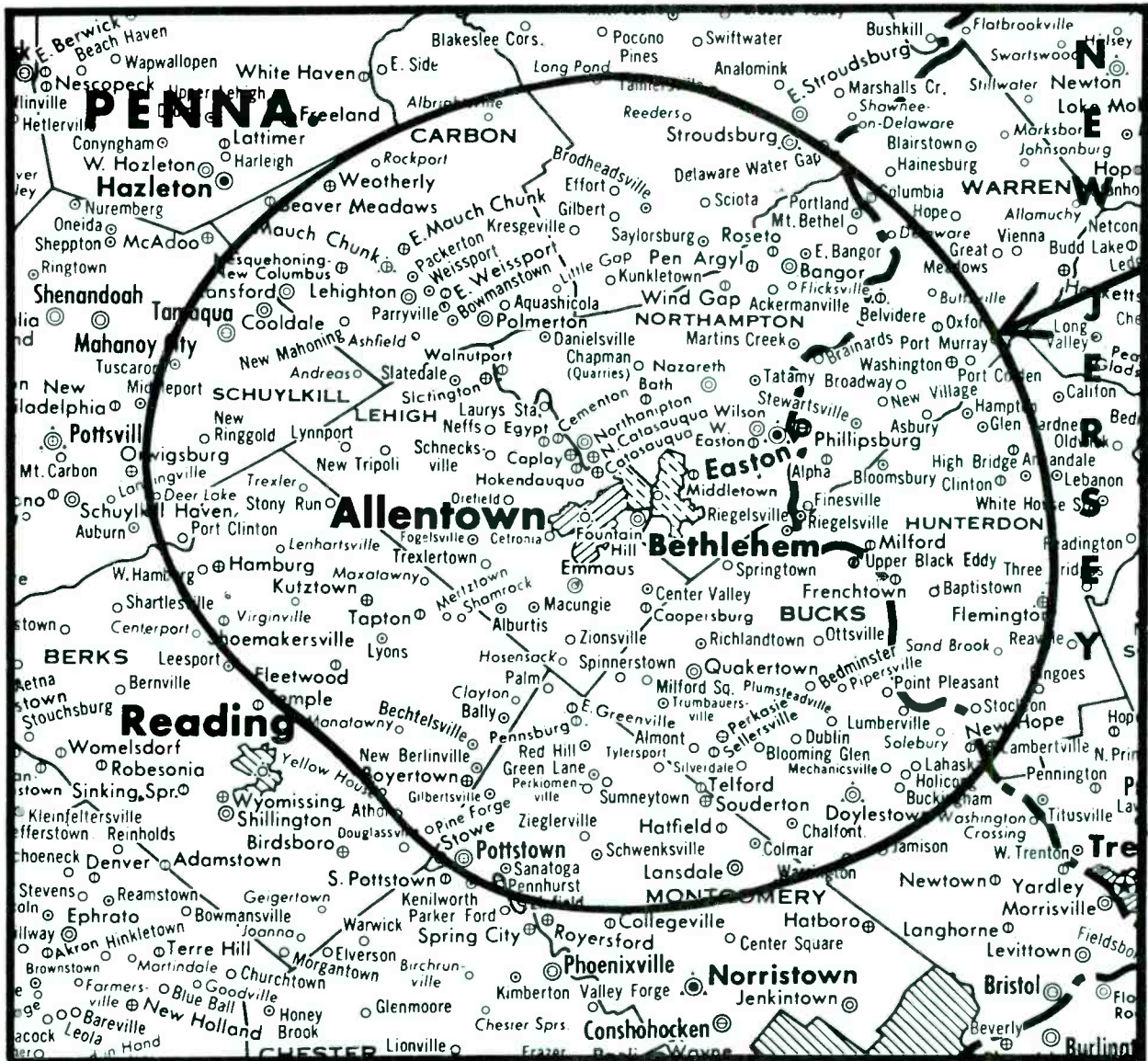
HARRISBURG · YORK · LANCASTER
5000 WATTS **910 K.C.**



7/66/1M

THE DOMINANT ADVERTISING MEDIUM IN CENTRAL PENNSYLVANIA

WSAN Allentown, Pa.



Map copyright by American Map Co.

Contour Measurements by: Gautney & Jones, Consulting Radio Engineers

MARKET DATA

	Metropolitan Area	Allentown
Retail Sales: Per Family	\$ 4,256	\$ 6,766
Food Stores:	159,287,000	40,583,000
Eating & Drinking	50,781,000	17,134,000
Apparel	30,433,000	12,837,000
Furniture, Appliances	34,284,000	11,284,000
Automotive	116,437,000	40,124,000
Drugs	15,987,000	3,087,000
Population:	768,980	108,792

Coverage:

Area: Pennsylvania: Lehigh, Northampton, parts of Montgomery, Berks, Bucks
Schuylkill, Carbon, Monroe

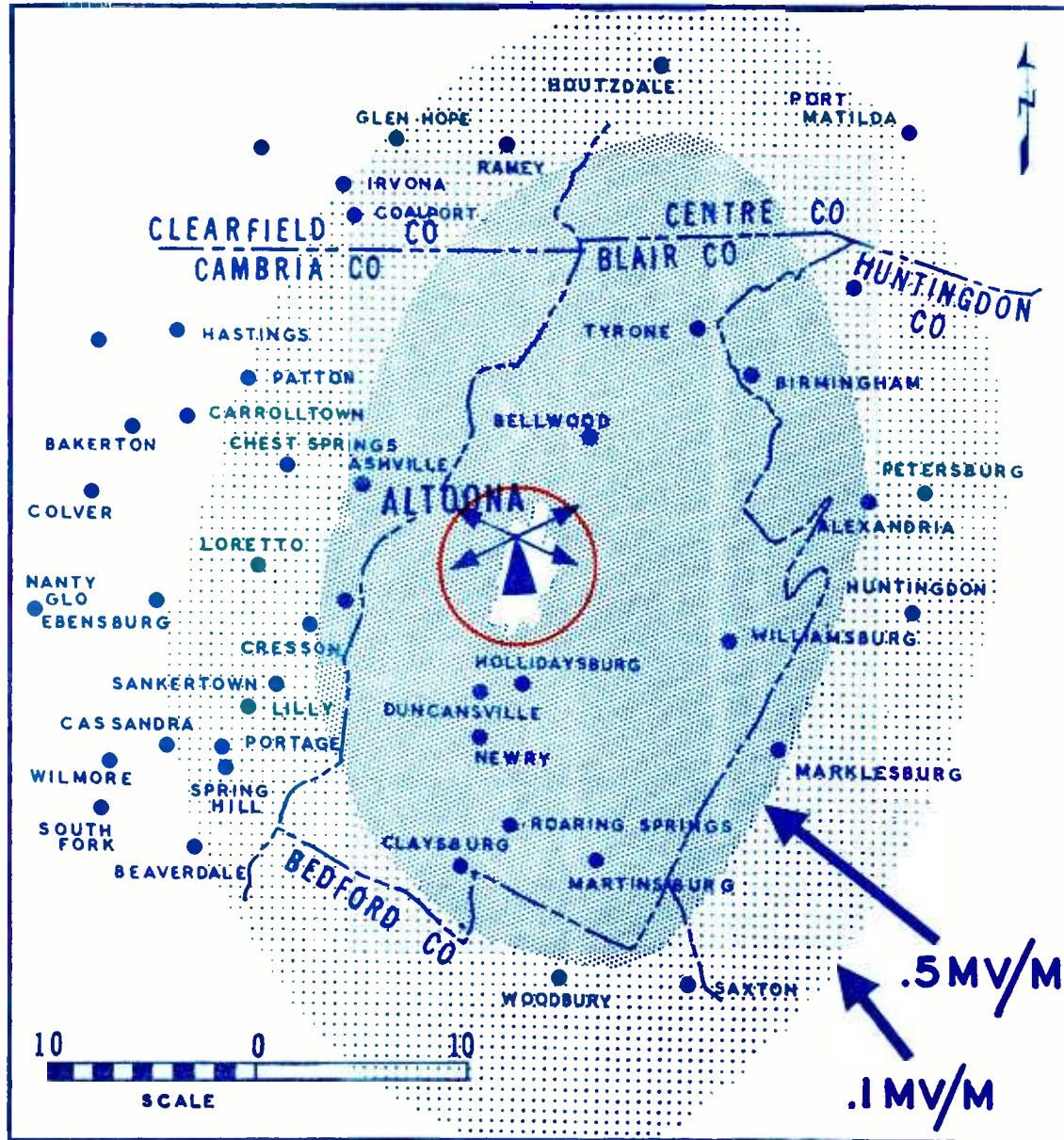
New Jersey: Warren.

Figures derived from 1960 census. Within 0.5 MV/M Area.



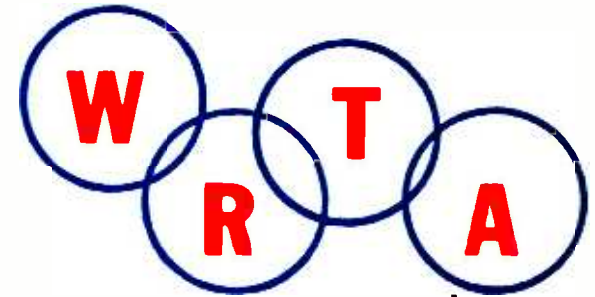
215-434-9511

1000 Watts Day — 250 Watts Night . . . Daytime Coverage as Outlined



THE ALTOONA TRANS-AUDIO CORPORATION

LOU H. MURRAY Executive Vice President
 DAVID R. WOLF Station Manager
 PENN ALTO HOTEL Phone 943-6112
 P. O. BOX 272 Altoona, Pennsylvania



**THE VOICE OF SERVICE IN
ALTOONA, PENNSYLVANIA**

- ABC RADIO BASIC NETWORK STATION
- ALTOONA—Distribution Center for Central Pennsylvania
- BLAIR COUNTY'S TOP NEWS STATION

WINNER OF THESE TOP NEWS AWARDS

U.S. Sigma Delta Chi—Editorials	1963
Pa. Broadcasters—Outstanding News	1963
Pa. AP—1st Place—Editorials	1964
1st Place—Public Affairs	1964
Dedicated News Reporting	1964
1st Place—Editorials	1965
Outstanding Contributor	1963-68

- BLAIR COUNTY'S ADULT STATION

Daily on WRTA

- 12 Hours of middle of the road music
- 2 Hours of telephone-talk shows
- 15 Five minute national newscasts
- 15 Five minute local newscasts
- 8 Ten minute or longer newscasts

- **LOCALLY PREPARED EDITORIALS** on local and National controversial issues as they occur . . . usually five days weekly spread throughout the entire broadcast day.
- **ALTOONA'S TOP SPORTS STATION**—More play by play than the other two stations combined.

WNAK

THE BEAUTIFUL MUSIC STATION

Serving Wilkes-Barre, Scranton, Hazleton Area
From Wilkes-Barre & Nanticoke
PENNSYLVANIA

1000 Watts Power at 730 KC

OPERATED BY WYOMING RADIO, INC.

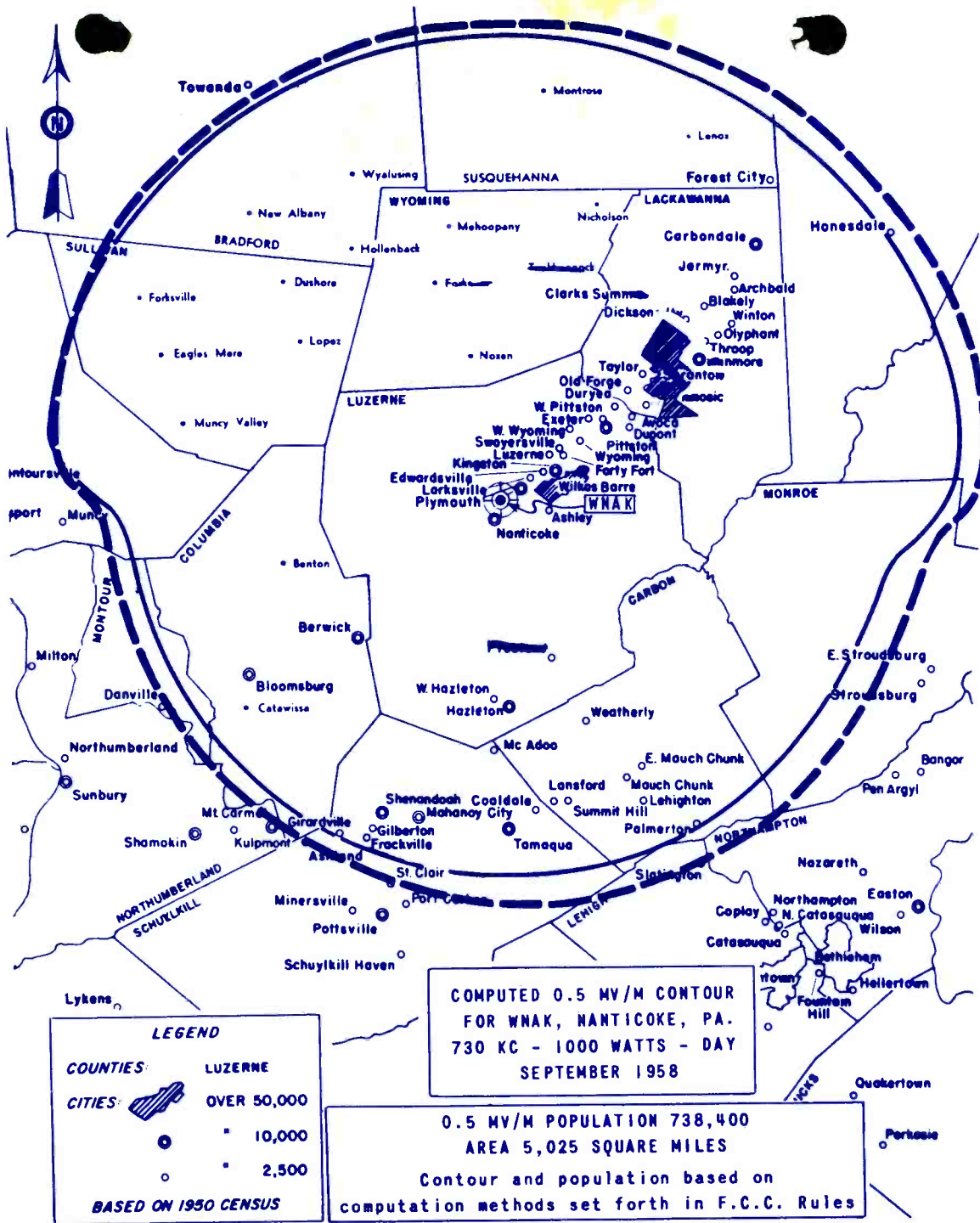
WILKES-BARRE

NANTICOKE

822-6108

Area Code 717

735-0730



COMPUTED 0.5 MV/M CONTOUR
FOR WNAK, NANTICOKE, PA.
730 KC - 1000 WATTS - DAY
SEPTEMBER 1958

0.5 MV/M POPULATION 738,400
AREA 5,025 SQUARE MILES
Contour and population based on
computation methods set forth in F.C.C. Rules

LEGEND

COUNTIES: LUZERNE

CITIES: OVER 50,000

 " 10,000

 " 2,500

BASED ON 1950 CENSUS

MARKET DATA:

	Totals 2.0 MV/M Coverage	Totals 0.5 MV/M Coverage
Total Population.....	666,750	1,079,500
Total Households.....	187,910	305,490
Total Radio Homes.....	185,190	301,035
Total Passenger Cars.....	186,875	311,290
Spendable Income.....	\$1,157,615,000	1,763,289,000

RETAIL DATA:

Food Sales.....	\$ 169,633,000	291,411,000
Drug Sales.....	\$ 14,648,000	24,372,000
Eat-Drink Places.....	\$ 57,288,000	93,511,000
Genl. Merchandise Sales.....	\$ 78,491,000	112,994,000
Apparel Sales.....	\$ 46,993,000	68,937,000
Home Furnishing Sales.....	\$ 39,389,000	62,298,000
Automotive Sales.....	\$ 148,510,000	253,397,000
Filling Station Sales.....	\$ 36,748,000	63,451,000
Building Materials.....	\$ 39,123,000	78,935,000
TOTAL RETAIL SALES.....	\$ 731,573,000	1,297,358,000
TOTAL WHOLESALE SALES.....	\$ 419,048,000	712,305,000
TOTAL SERVICE RECEIPTS.....	\$ 171,215,000	312,044,000

FARM DATA

Total Farm Population.....	21,050	68,300
Farm Households.....	5,890	17,980
Farm AM Radio Homes.....	5,850	17,965
Farm Passenger Cars.....	5,880	18,035
Total Farm Income.....	\$ 29,930,000	103,976,000

PRESTIGE REPRESENTATION ORGANIZATION
NATIONAL REPRESENTATIVE

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

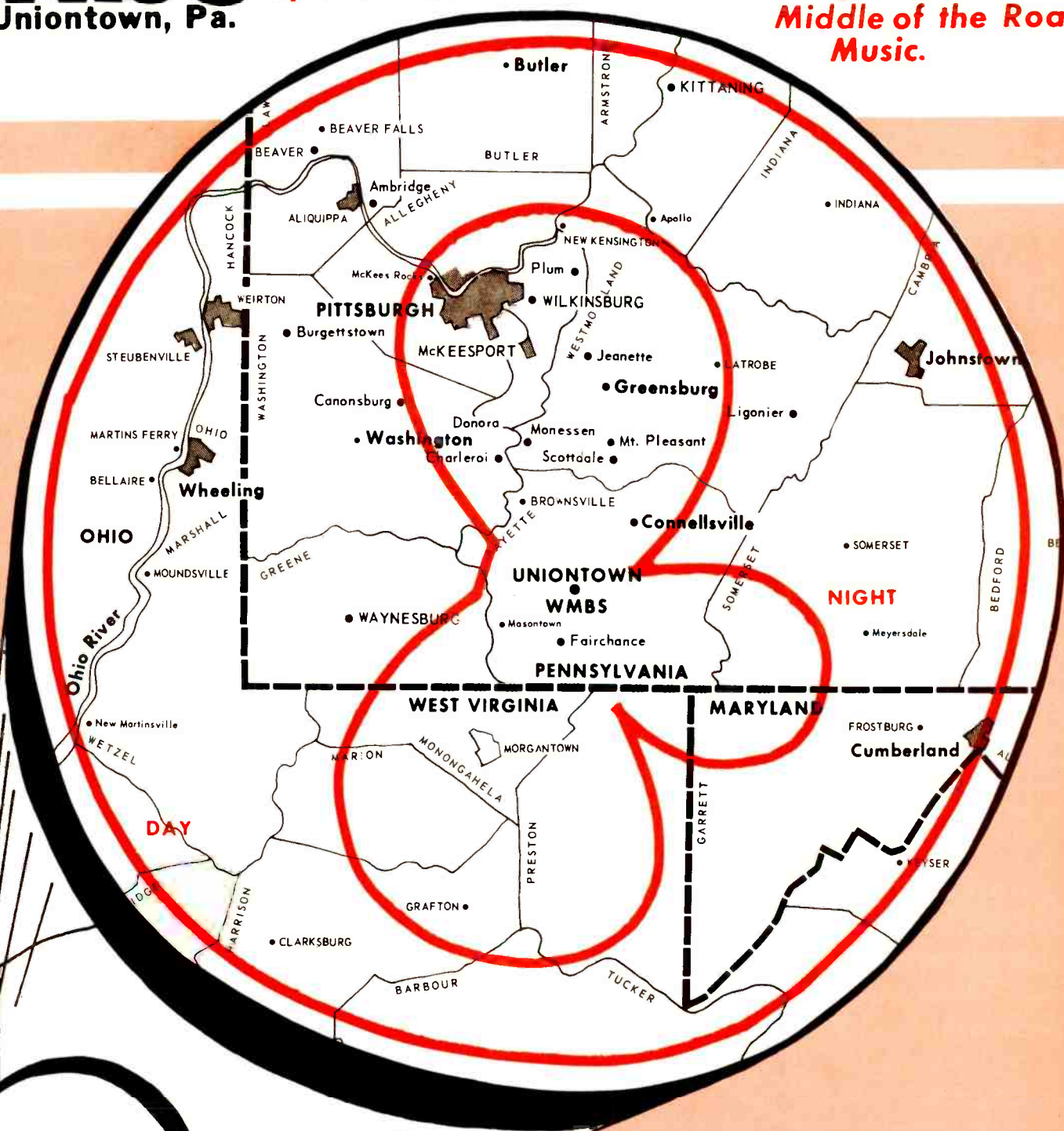
Established 1937

wmb's

Local 590 Uniontown, Pa.

1000 Watts

CBS AFFILIATE SINCE 1941 With It's Own Outstanding Local News and Sports Staff -All this and CBS-too with it's Features including Dimension, News, and Sports fitted into an Excellent Background of Middle of the Road Music.



Ohio

W Va

WMBS Covers a Wide 4-State Area, Day & Night, and Is "Sitting Pretty" only minutes away from Maryland, Ohio, and West Virginia with Excellent Listenership and Results from a Daytime Primary Market of \$5,172,000,000 and a Nighttime Primary Market of \$2,514,000,000

MARKET FACTS \$1,000's added

	DAYTIME	NIGHTTIME
TOTAL SALES	5,171,996	2,513,662
Lumb'r., Bldg., Mat'l., Hdwe.	235,526	114,469
Gen. Merchandise	668,205	324,757
Food Stores	1,281,694	622,921
Automotive Dealers	924,450	449,296

Gas Service Stations	329,728	160,252
Apparel & Acces'y	334,857	162,745
Furniture & Home Furng's.	139,449	67,774
Elec. Appl's.	85,419	41,515
Eating & Drinking	401,705	195,234
Drug & Prop'y	158,075	76,827
Other Retail Stores	464,417	225,713
Non-store Retailers	148,473	72,160

Population	3,758,156	1,826,304
Households	1,138,835	553,425

All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, 207 F. Broad Street, Palmyra, N.J. 08065 2 15 67

Contours prepared by Page & Davis Radio Engineers Washington, D. C.

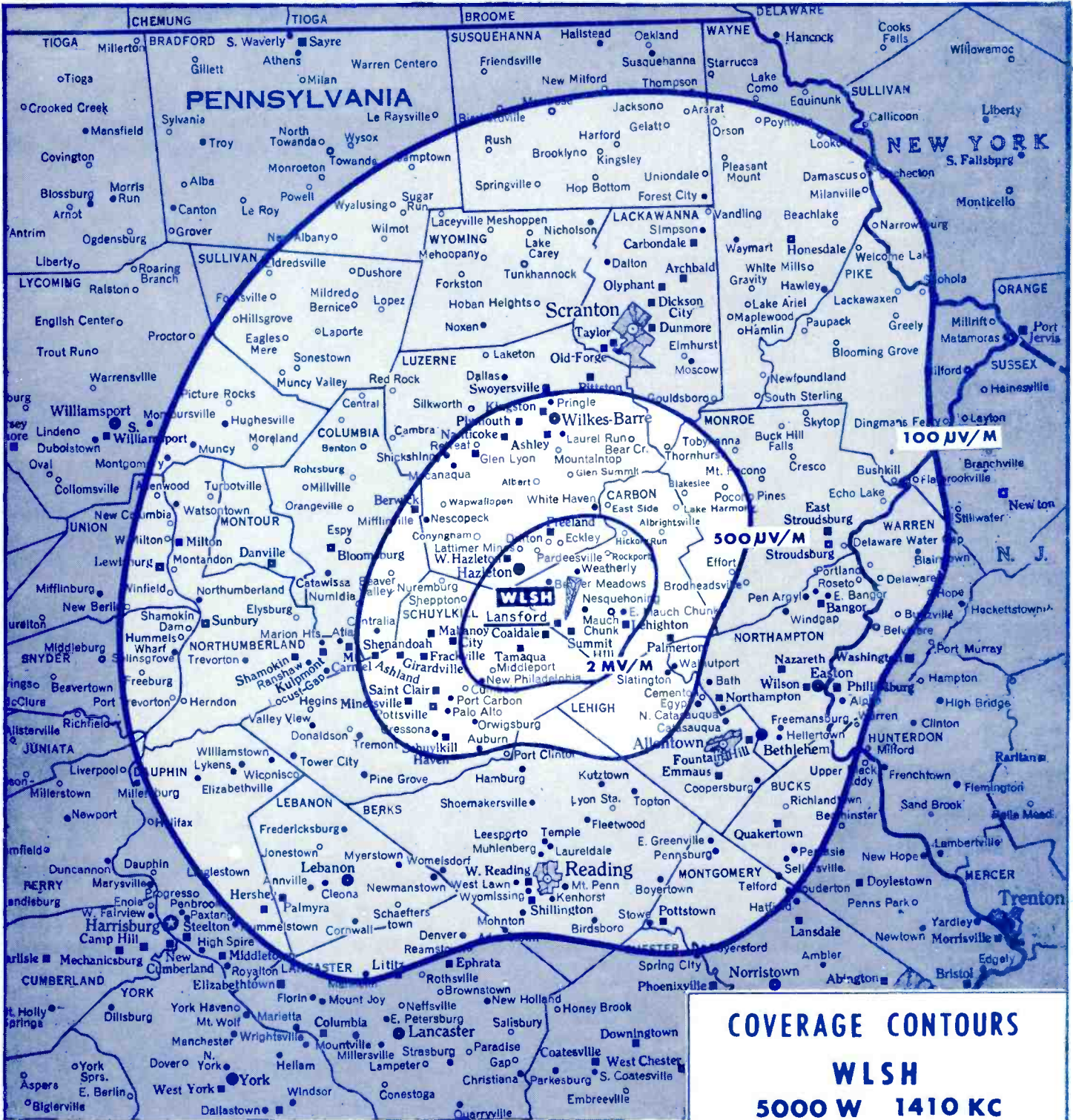
RADIO STATION

1410 Kc

WLSH

"The Voice of
Central-Eastern Pennsylvania"

5,000 Watts



Contours calculated using F.C.C. map conductivities and measured radiations.



COPYRIGHT BY RAND McNALLY & COMPANY - R. L. 62-W-30

COVERAGE CONTOURS

WLSH
5000 W 1410 KC

PREPARED BY
LOHNES & CULVER WASHINGTON, D. C.

JUNE 1962

MINERS BROADCASTING SERVICE, INC.

BOX D, LANSFORD, PA.

WLSH

RATES EFFECTIVE JULY 1, 1972

1. BULK BUYS (Scheduled by station from best times available).

	60-sec.	30-sec.
6 in 1 day.....	28.80	21.60
10 in 2 days.....	45.00	33.00
15 in 3 days.....	66.60	48.60
20 in 4 days.....	86.40	62.40
30 in 5 days.....	126.00	90.00
50 in 7 days.....	204.00	147.00
75 in 10 days.....	297.00	216.00
100 in 14 days.....	384.00	282.00
200 in 21 days.....	744.00	552.00
300 in 30 days.....	1080.00	810.00

2. WEEKLY BUYS (Scheduled by station from best times available).

Per Week	60-sec.	30-sec.	10-sec.
10.....	51.00	39.00	
15.....	72.00	54.00	
20.....	93.60	69.60	36.00
25.....	114.00	84.00	
30.....	133.20	97.20	50.40
40.....	168.00	120.00	
50.....	204.00	147.00	78.00
70.....	273.00	197.40	100.80
100.....	360.00	270.00	132.00

3. 10-SECOND "SHORTIES" (Scheduled at times selected by station. Cannot be combined with longer announcements to compute frequency discounts).

10 in 1 day.....	18.00	60 in 5 days.....	86.40
20 in 2 days.....	34.80	100 in 7 days.....	132.00
30 in 3 days.....	50.40	150 in 10 days...	189.00
40 in 4 days.....	62.40	200 in 15 days...	240.00

4. NEWSCASTS.....Open Rate.....9.00

Cost per day	Daily	Monday thru Saturday	Monday thru Friday
3 months	8.10	8.40	8.70
6 months	7.80	8.10	8.40
9 months	7.50	7.80	8.10
12 months	7.20	7.50	7.80

5. ANNOUNCEMENTS ON A FIXED SCHEDULE.

Times per Year	60-sec.	30-sec.	Times per Year	60-sec.	30-sec.
1 to 103....	6.00	4.50	312 to 519....	4.80	3.60
104 to 155....	5.70	4.38	520 to 729....	4.50	3.30
156 to 259....	5.40	4.20	730 to 935....	4.32	3.12
260 to 311....	5.10	3.90	936 or more...	4.20	3.00

PROGRAM RATES ON REQUEST

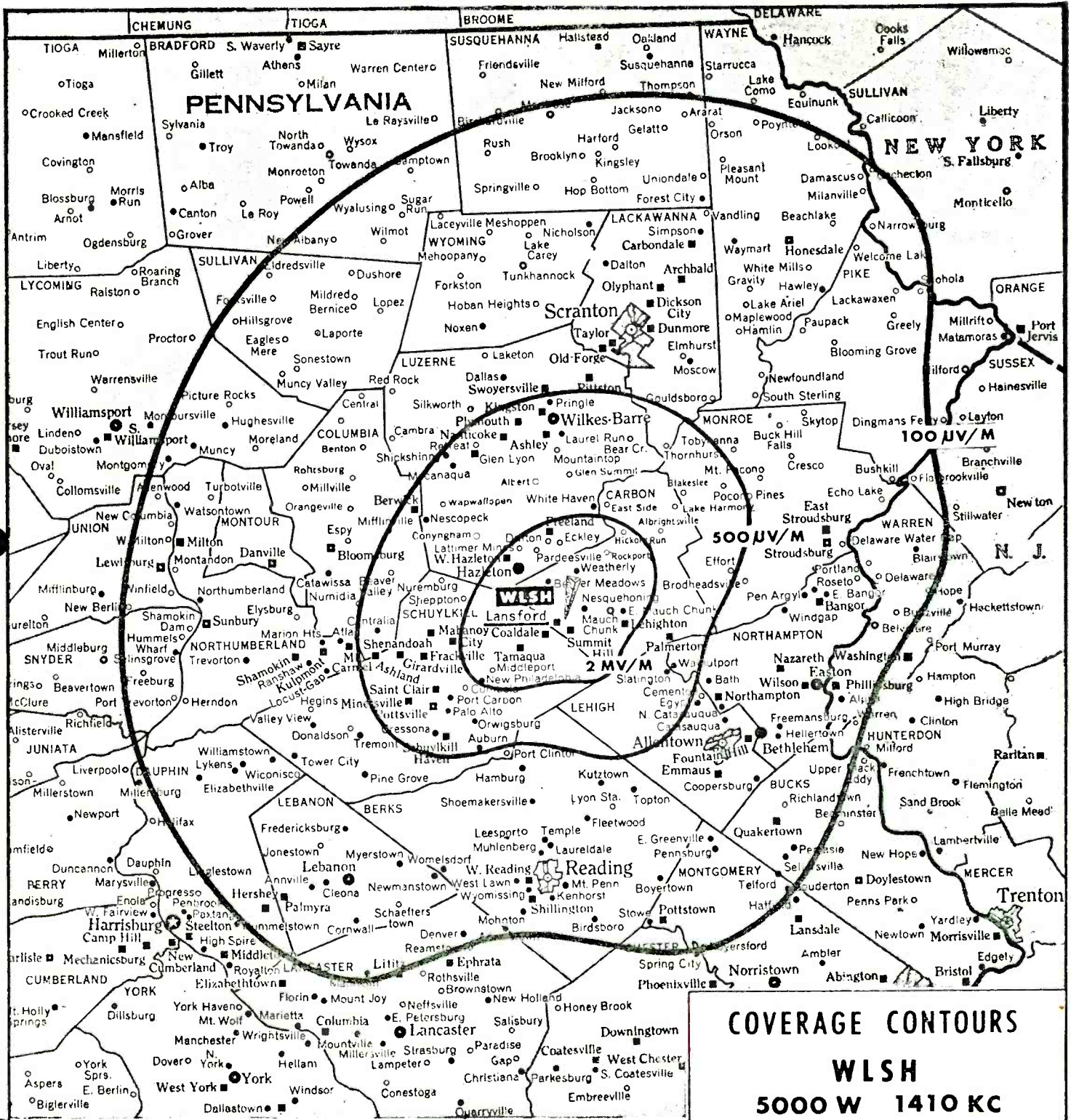
RADIO STATION

1410 KC

WLSH

"The Voice of
Central-Eastern Pennsylvania"

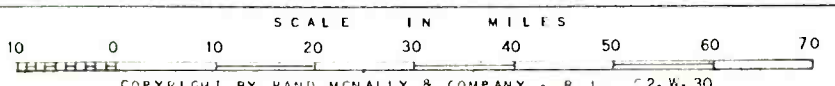
5,000 Watts



Contours calculated using F.C.C. map conductivities and measured radiations.

COVERAGE CONTOURS
WLSH
5000 W 1410 KC

PREPARED BY
 LOHNES & CULVER WASHINGTON, D. C.
 JUNE 1962



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MINERS BROADCASTING SERVICE, INC.

BOX D, LANSFORD, PA.

WKVA Radio 920

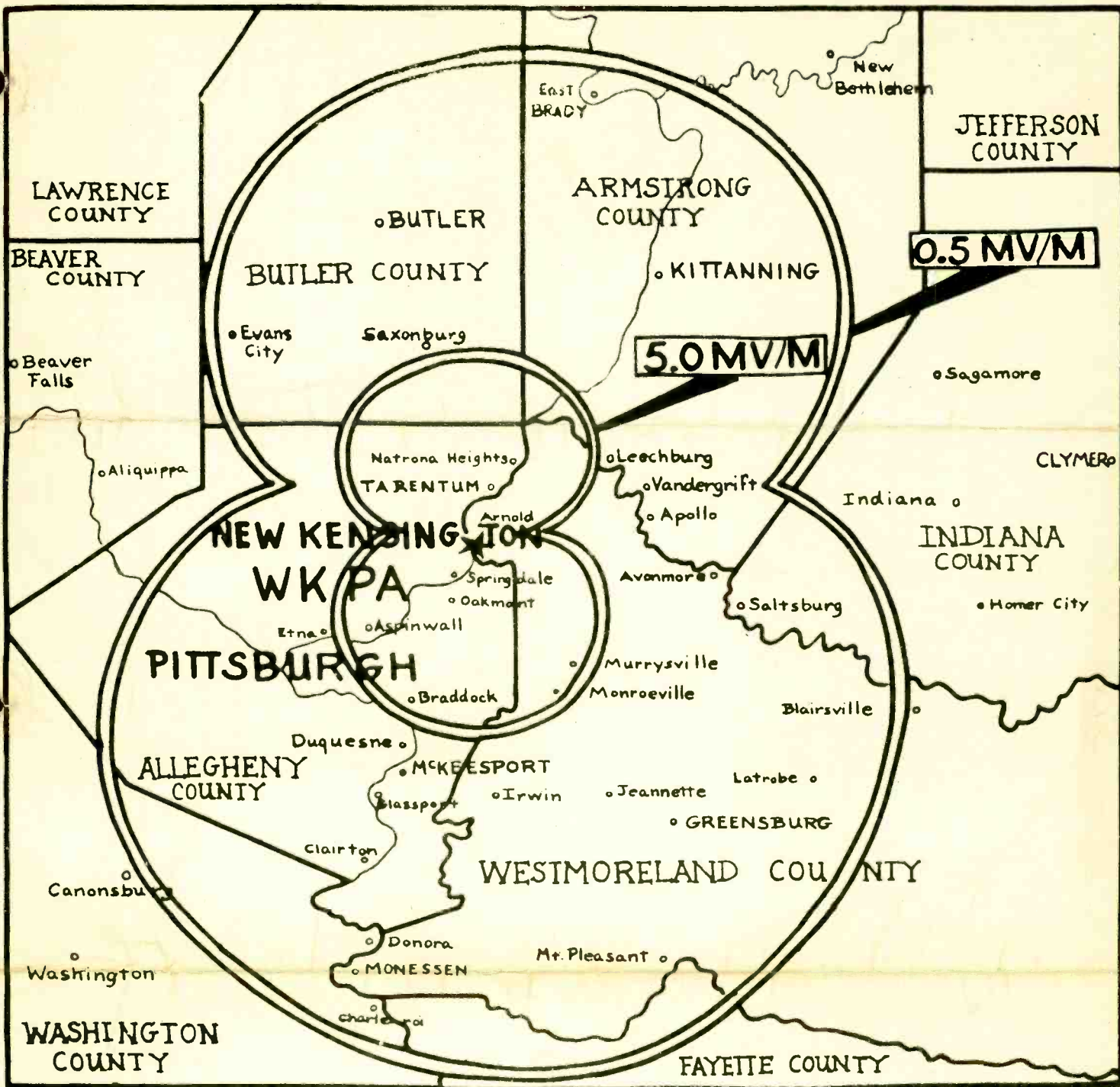
LEWISTOWN

One of Pennsylvania's
Great Radio Stations!



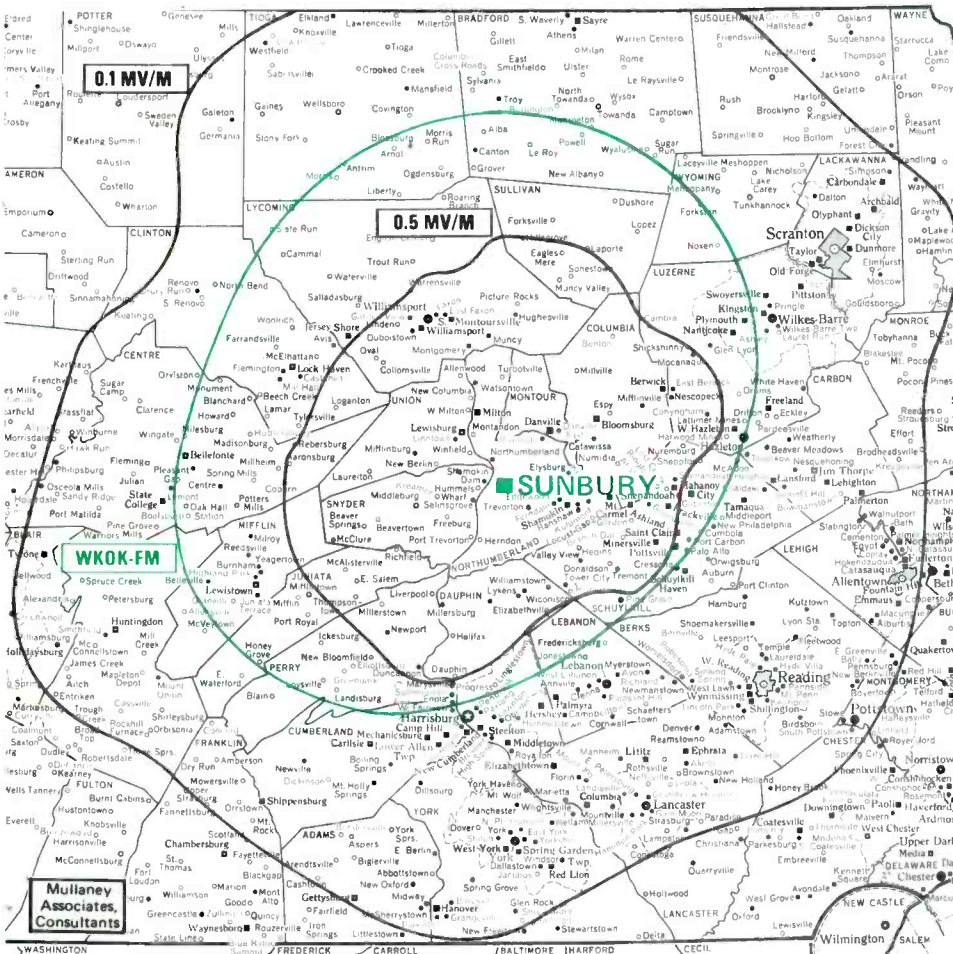
- 1000 Watts Day; 500 Watts DA-Night
- ABC Information Radio Network
- United Press - International News
- Studios: 3 West Hale Street, Lewistown
- Mailing Address: Box 432, Lewistown, Pa.
- Zip Code Number: 17044
- Telephone: Lewistown (717) 248-6771
- Licensee: Central Penna. Broadcasting Co.

WKVA would be a favorite and influential station in Any market!





10,000 Watts of Great Radio



Map Copyright by Rand McNally

1150 N. Front St.
Sunbury, Pennsylvania 17801
(717) 286-5838

Represented by:
Meeker Radio
Dome-Messervy

10,000 Watts at 1070 KHZ
1,000 Watts nights
4,400 Watts e.r.p. at 94.1 MHZ



One of Penna's top six in AM power and coverage, 26th oldest (est. 1933). A contemporary easy listening sound with an emphasis on news and information . . . personality radio plus six hours of telephone talk every week. A sports leader with more hours of local, college and pro football, basketball, baseball, auto and horse racing. Four mobile news units, two way radio equipped. A Community Club Awards Station. Regular editorial comment.



MARKET DATA

	WITHIN 0.5 MV/M COVERAGE AREA	WITHIN 0.1 MV/M COVERAGE AREA
AUDIENCE		
Population	353,400	3,059,300
Homes with radio	110,580	943,660
Automobiles with radio	108,368	924,786
	180,340	1,364,670
	162,306	1,228,200
MARKET		
Spendable Income	\$994,217,000	\$8,486,013,000
Total Retail Sales	568,432,000	5,267,986,000
Food Sales	149,605,000	1,200,210,000
Drug Sales	15,413,000	132,179,000
Gen. Mdse. Sales	59,615,000	832,828,000
Apparel Sales	39,524,000	319,105,000
Home Furn. Sales	25,725,000	264,596,000
Automotive Sales	122,717,000	1,098,615,000
Service Station Sales	42,466,000	362,188,000
FARM MARKET		
Farm Population	18,800	136,700
Gross Farm Income	\$ 68,118,000	\$ 584,470,000

CBS RADIO

THE MIGHTY WKOK

AM * * FM

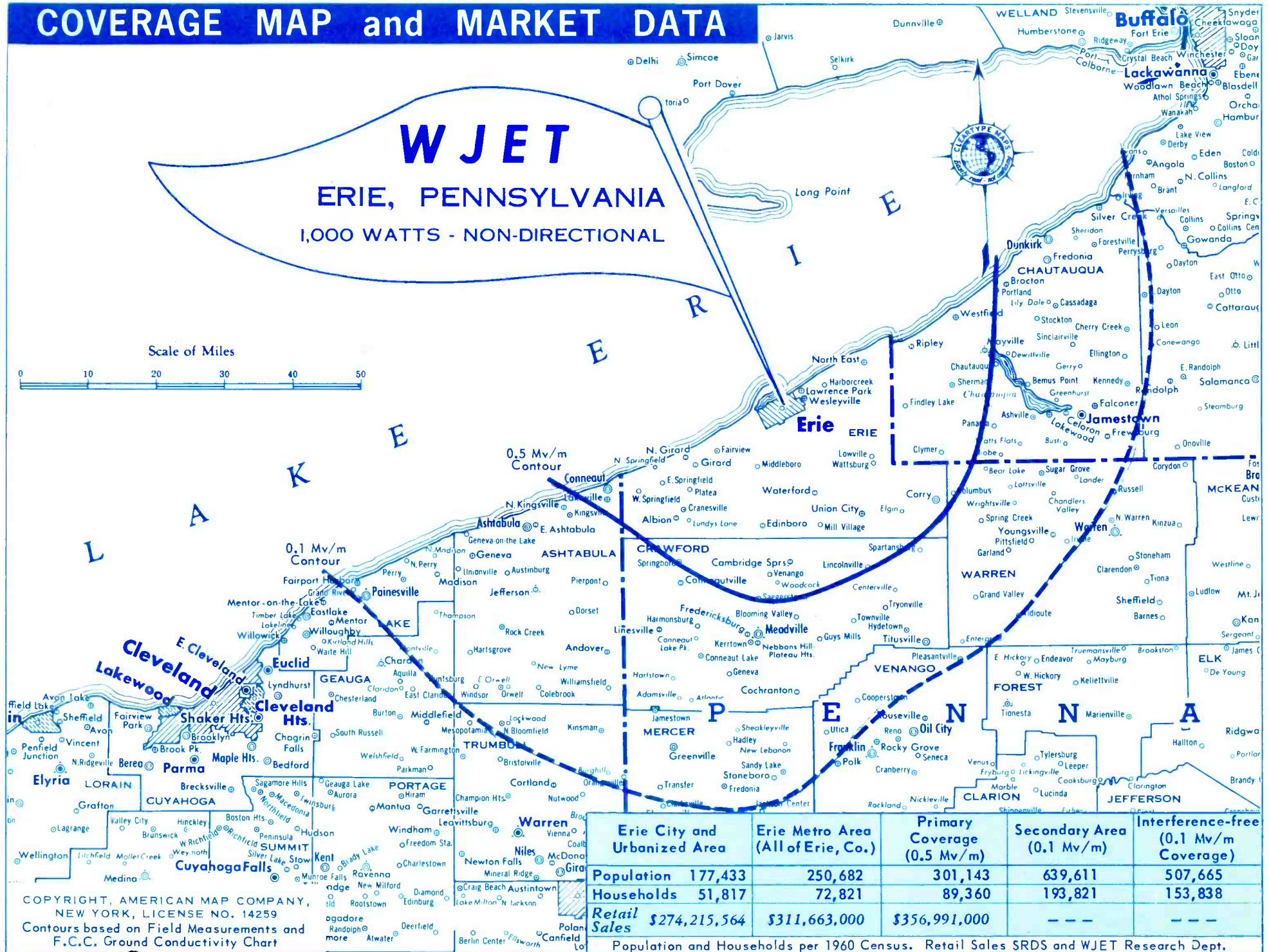
SUNBURY, PENNSYLVANIA

Data from: U.S. Census, U.S. Dept. of Commerce, U.S. Dept. of Agriculture, SRDS Consumer Market Data
Compiled and Printed by Natl. Research Bureau, Inc., Chicago, Ill., Burlington, Iowa.

COVERAGE MAP and MARKET DATA

WJET
ERIE, PENNSYLVANIA
1,000 WATTS - NON-DIRECTIONAL

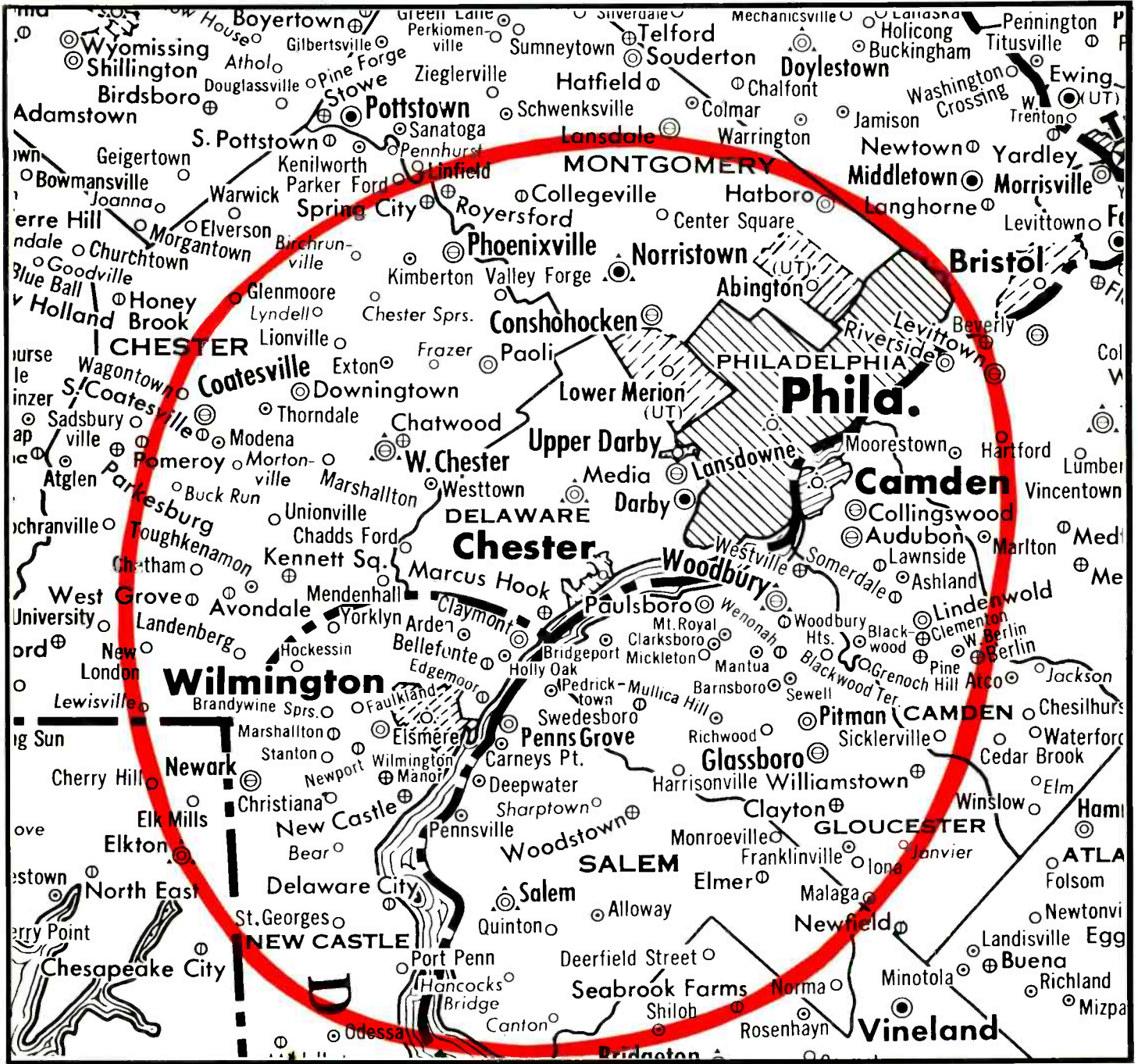
Scale of Miles



	Erie City and Urbanized Area	Erie Metro Area (All of Erie, Co.)	Primary Coverage (0.5 Mv/m)	Secondary Area (0.1 Mv/m)	Interference-free (0.1 Mv/m Coverage)
Population	177,433	250,682	301,143	639,611	507,665
Households	51,817	72,821	89,360	193,821	153,838
Retail Sales	\$274,215,564	\$311,663,000	\$356,991,000	---	---

COPYRIGHT, AMERICAN MAP COMPANY,
 NEW YORK, LICENSE NO. 14259
 Contours based on Field Measurements and
 F.C.C. Ground Conductivity Chart

Population and Households per 1960 Census. Retail Sales SRDS and WJET Research Dept.



PRIMARY COVERAGE CONTOUR
WEEZ CHESTER, PENNA.



RADIO DEL-VAL, INC.
CHESTER, PENNSYLVANIA 19015
CODE 215 TR 4-4321

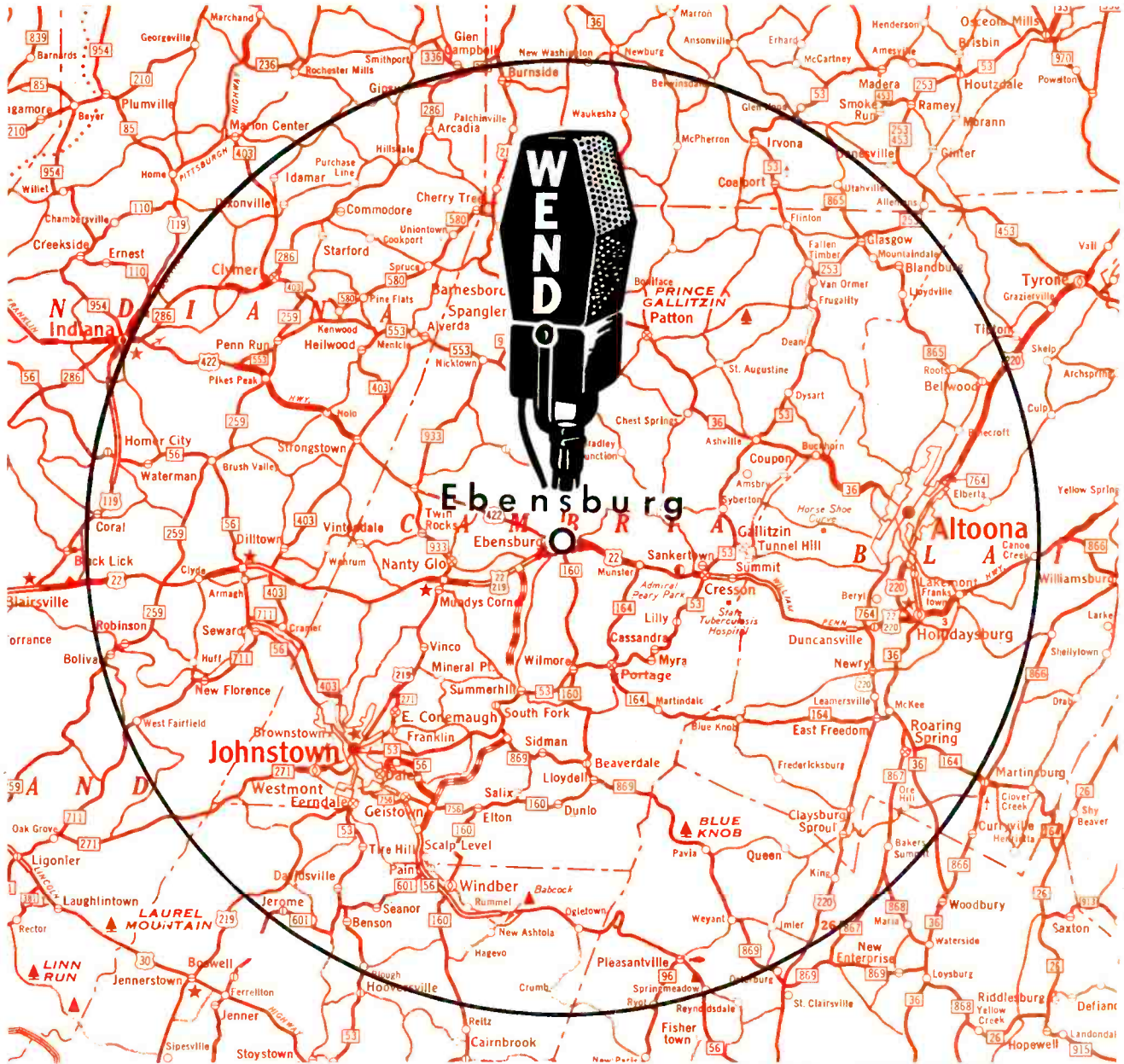
Serving 24 hours a day, over 4,000,000 people in one of the nation's leading industrial markets.



Philadelphia's only full-time Country Music Station.

"Serving Cambria County and Three Surrounding Counties"

W E N D



1580 KC
1000 WATTS
MBS
MUTUAL NETWORK

NATIONAL ASSOCIATION
NAB
OF BROADCASTERS

W E N D

P. O. Box 237 Ebensburg, Pa.
PHONE GR 2-8801

WEND'S TIME RATES

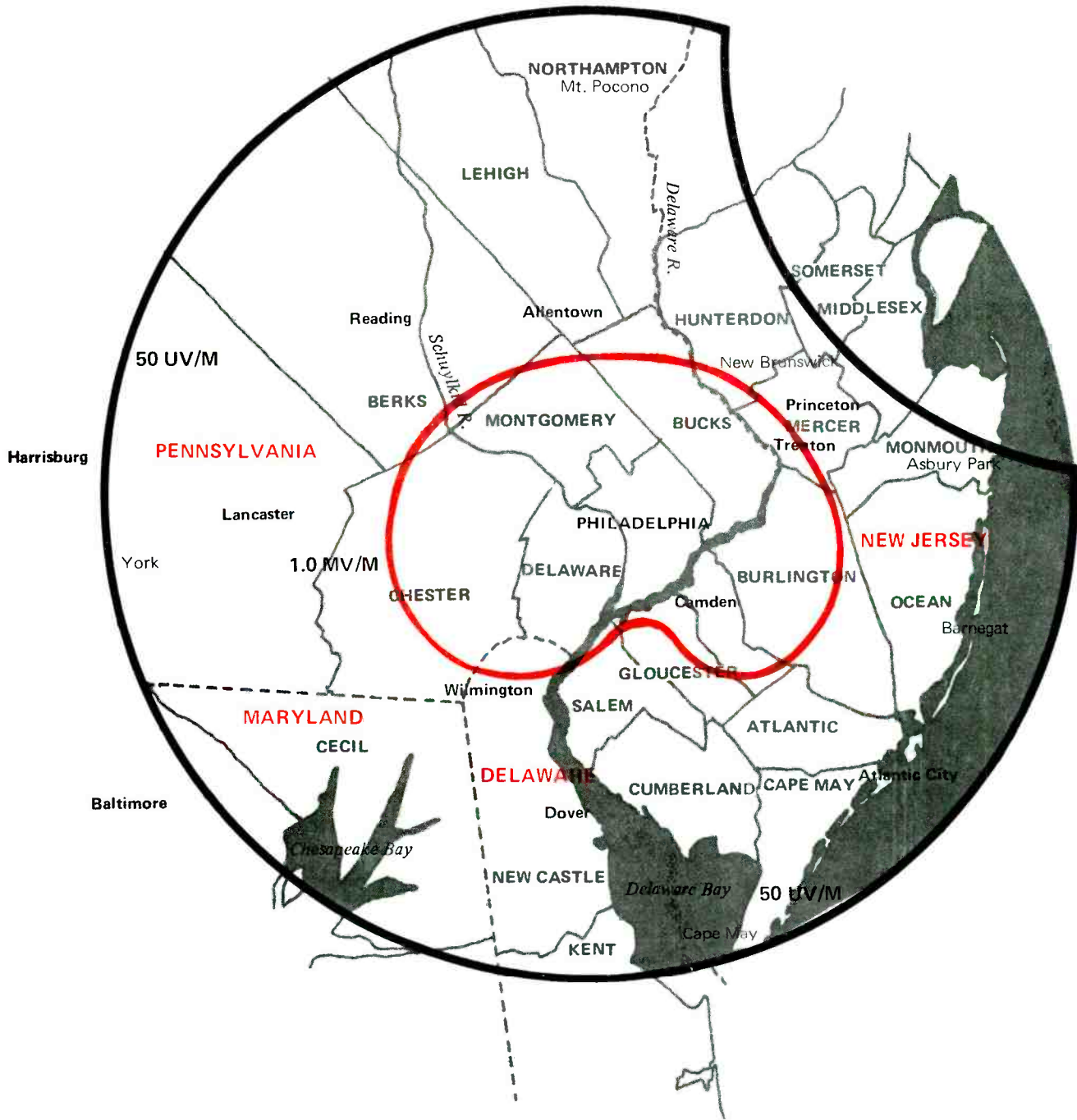
Times	15 Min.	5 Min.	60 Sec.
1	\$8.95	\$4.47	\$2.50
13	\$8.51	\$4.25	\$2.38
26	\$8.05	\$4.03	\$2.25
52	\$7.61	\$3.80	\$2.13
104	\$7.17	\$3.40	\$2.01
312	\$6.73	\$3.36	\$1.89

WEND RADIO'S Emphasis on Local News, Sports and Civic Events - PLUS WEND'S determination to be a Leader in the Communities it serves - Pays Extra Dividends to its Sponsors. More Advertisers use WEND RADIO to get their message to the People of West Central Pennsylvania than any other media.

TOP 50
COUNTRY WESTERN
FORM NEWS

NEWS - Local & National
SPORTS - Local & National
CIVIC EVENTS

An Affiliate of the Allegheny Mountain Radio Network



WFLN FM
 50,000 Watts Vertical/Horizontal Stereo
 24 hours



WFLN AM
 1,000 Watts DA-D-900 KC

The commercial and program success of WFLN-FM is the result of strict adherence to a definite policy of classical music programming. As classical music knows no class distinction, so WFLN is responsibly used and loyally enjoyed by a mass audience of upper, middle and low income people.

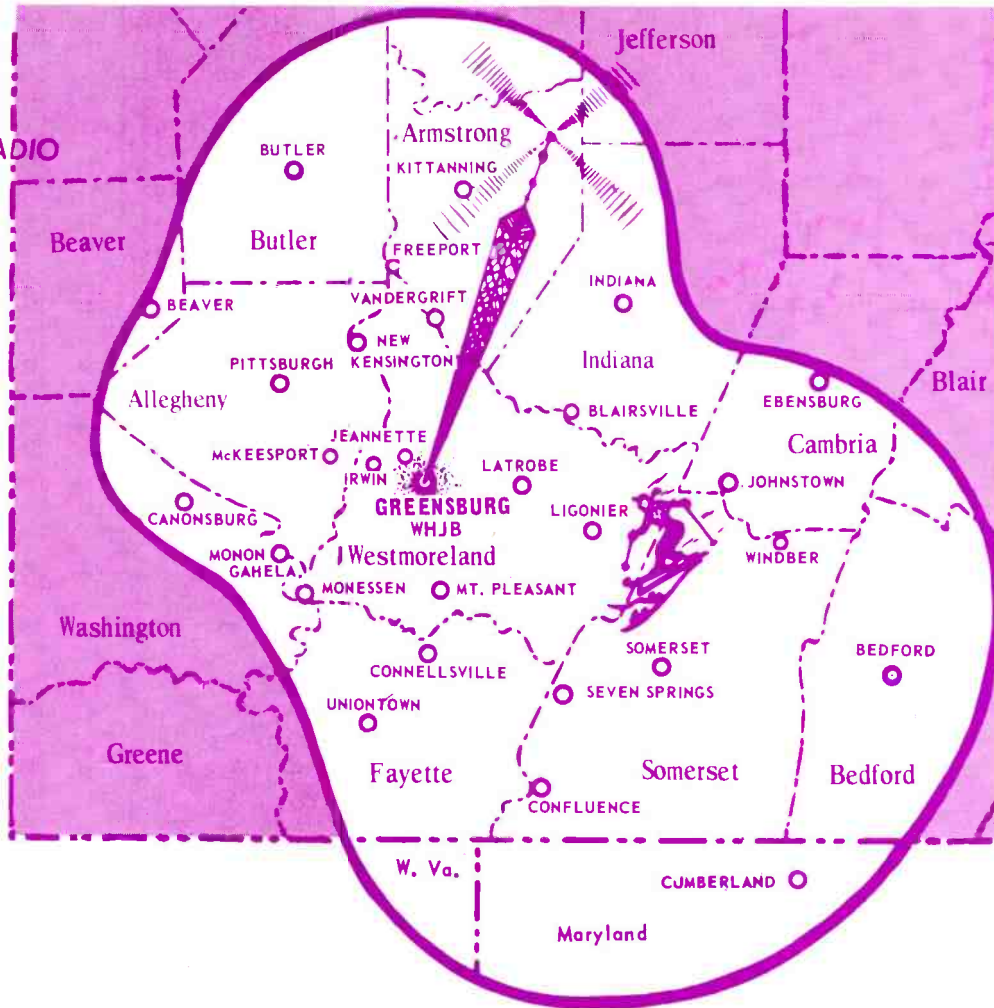
WFLN-AM is the dimension that makes WFLN's schedule of classical music and single programming available to all people on all radios. Thus WFLN continually provides a comprehensive presentation of classical music for all people: from investors in sophisticated stereo to the owners of household, car, portable and transistor radios.

WFLN 900 AM
 95.7 FM

General Offices: 8200 Ridge Avenue, Philadelphia 19128



620 ON THE DIAL
Operates 5:30 a.m.
to
Midnight Daily



Owned and operated by
WHJB RADIO

MELVIN A. GOLDBERG
 President and General Manger

•

BARRY BANKER
 Program Director

•

"NELLIE" KING
 Consulting Sports Director



620 ON THE DIAL

**WESTMORELAND COUNTY'S FIRST
 AND ONLY FULL-TIME STATION!**



**SINCE
 1934**

OFFICES:
 227 West Otterman Street, Greensburg, Pa. 15601

PHONE:
 (412) 834-0600 Pittsburgh: (412) 242-3303

**RATE CARD NO. 11
 EFFECTIVE MAY 1, 1973**

WESTMORELAND COUNTY'S FIRST AND ONLY FULL-TIME STATION

CLASS	AIR TIME	1 TIME	26 TIMES	50 TIMES	100 TIMES	200 TIMES	400 TIMES
"AA" time 5:30 A.M. to 8:00 P.M.	1 hour	\$100.00	\$95.00	\$90.00	\$85.00	\$80.00	\$75.00
	1/2 hour	65.00	60.00	55.00	50.00	45.00	40.00
	1/4 hour	50.00	45.00	40.00	35.00	30.00	25.00
	5 min.	38.00	33.00	28.00	23.00	18.00	13.00
	1 min.	11.00	10.00	9.00	8.50	8.00	7.50
	30 sec.	8.50	7.50	7.00	6.50	6.00	5.50
"A" time 8:00 P.M. to Closing	1 hour	\$85.00	\$81.00	\$77.00	\$73.00	\$68.00	\$64.00
	1/2 hour	55.00	51.00	47.00	43.00	38.00	34.00
	1/4 hour	43.00	38.00	34.00	30.00	26.00	22.00
	5 min.	32.50	28.50	24.50	20.50	15.50	11.50
	1 min. or less	8.50	8.00	7.50	7.00	6.50	6.00

WEEKLY PACKAGE RATES (R.O.S.)

FREQUENCY	60 sec.	30 sec.
10 per week	\$ 9.50	\$ 7.50
15 per week	9.00	7.00
30 per week	8.50	6.00
60 per week	7.50	5.50

Package rate spots will be run of the schedule and must be used within a 7-day period.

COWBOY PHIL

5:30-9:30 A.M.

DAVEY TYSON

12:30-3:30 P.M.

	1 Time	26 Times	50 Times	100 Times	200 Times	400 Times
1 Min.	14.00	13.00	12.00	11.00	10.50	10.00
30 Sec.	11.00	10.00	9.50	9.00	8.50	8.00



SPECIAL FEATURES

- Mutual Network Affiliation and Special Broadcasts
- Member of Pittsburgh Steeler Football Network
- Member of Baltimore Colts Football Network
- University of Notre Dame College Football Broadcasts
- Direct Broadcasts of Local High School Football, Baseball and Basketball Games
- Direct Reports from The Professional Golfers Tour including The Masters, U.S. Open and P.G.A. Tournament
- Monday Night NFL Football

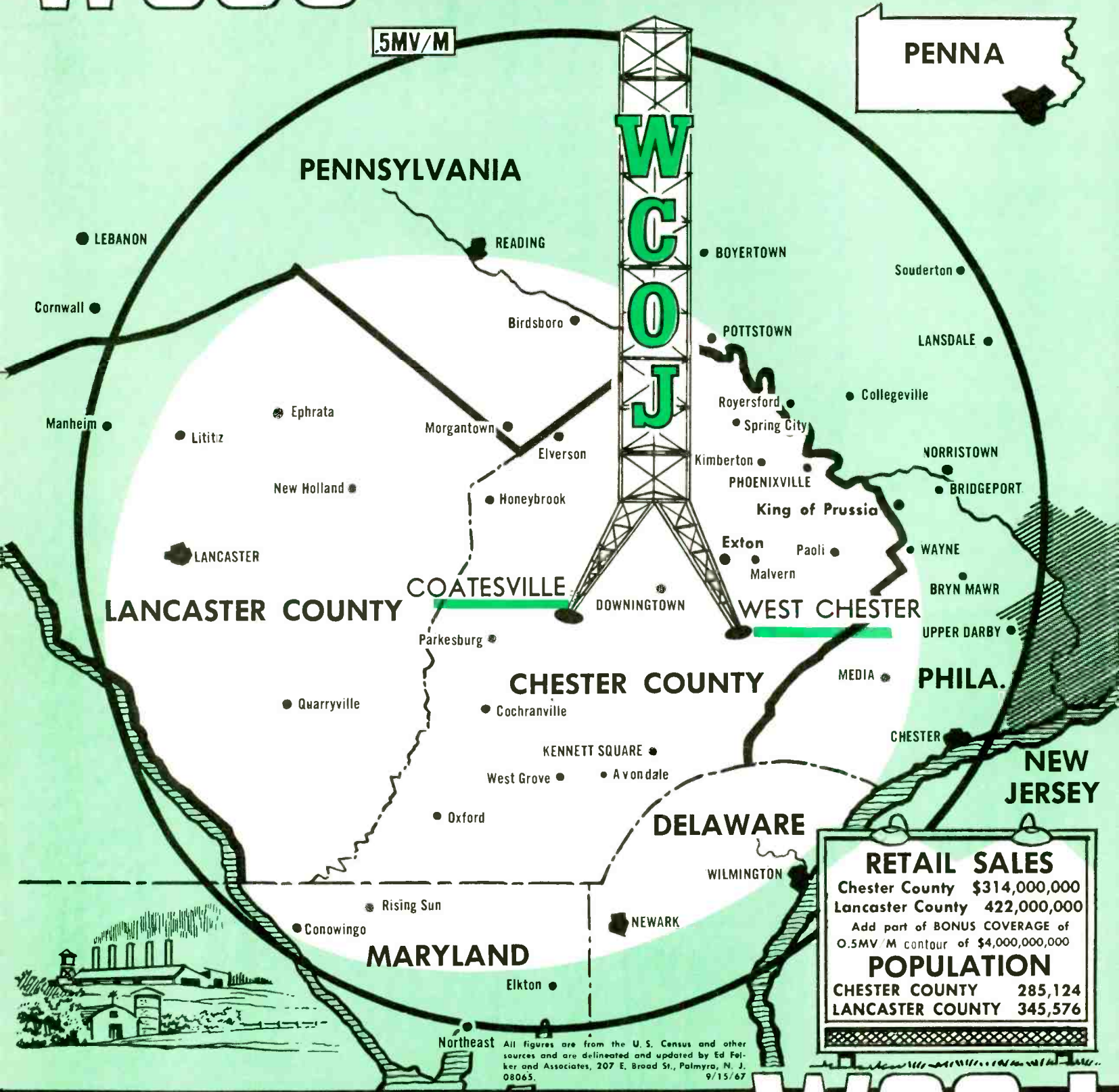
GENERAL INFORMATION

CONTACT REQUIREMENTS

1. Copy Acceptance: Products and/or services and the advertising continuity or Et's thereof are subject to the approval of the station management.
2. All rates quoted are for Station time only; additional charges will be made for talent and services depending upon type of program.
3. CONTRACT REQUIREMENT: Maximum length 52 weeks to be used from date of signed contract. WHJB reserves the right to short rate. 25% of contract fulfillment applies to first 13 weeks.
4. POLITICAL: Time for political broadcasts is sold in rigid conformity with all pertinent statutes, rules and regulations of the Federal Communications Commission. Regular rates apply.

WCOJ

The Voice of Chester County
5000 WATTS - DAY and NIGHT



**CHESTER COUNTY'S BEST ADVERTISING MEDIUM
STUDIO OFFICES**

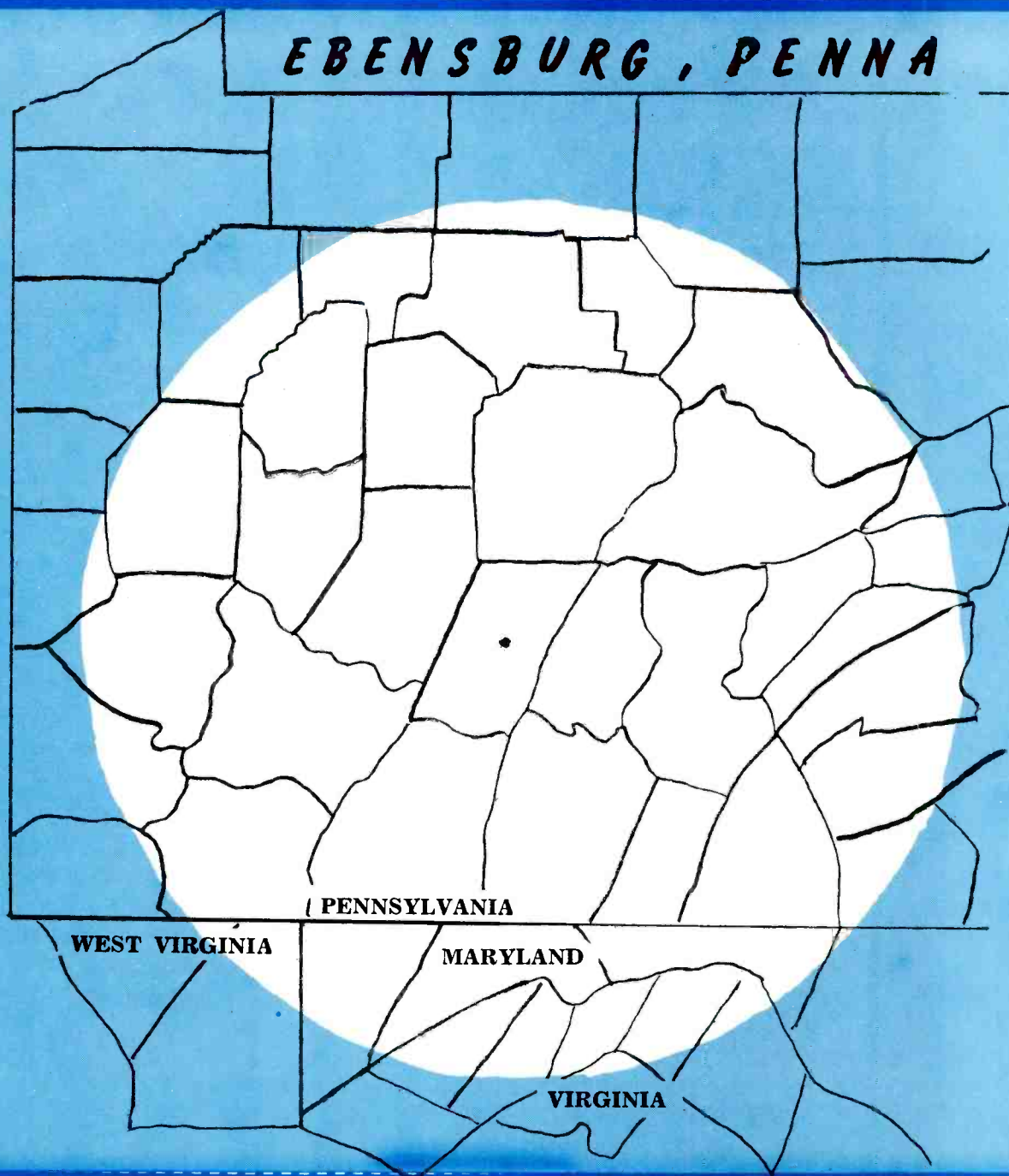
COATESVILLE
215-384-2100

WEST CHESTER
215-696-3690

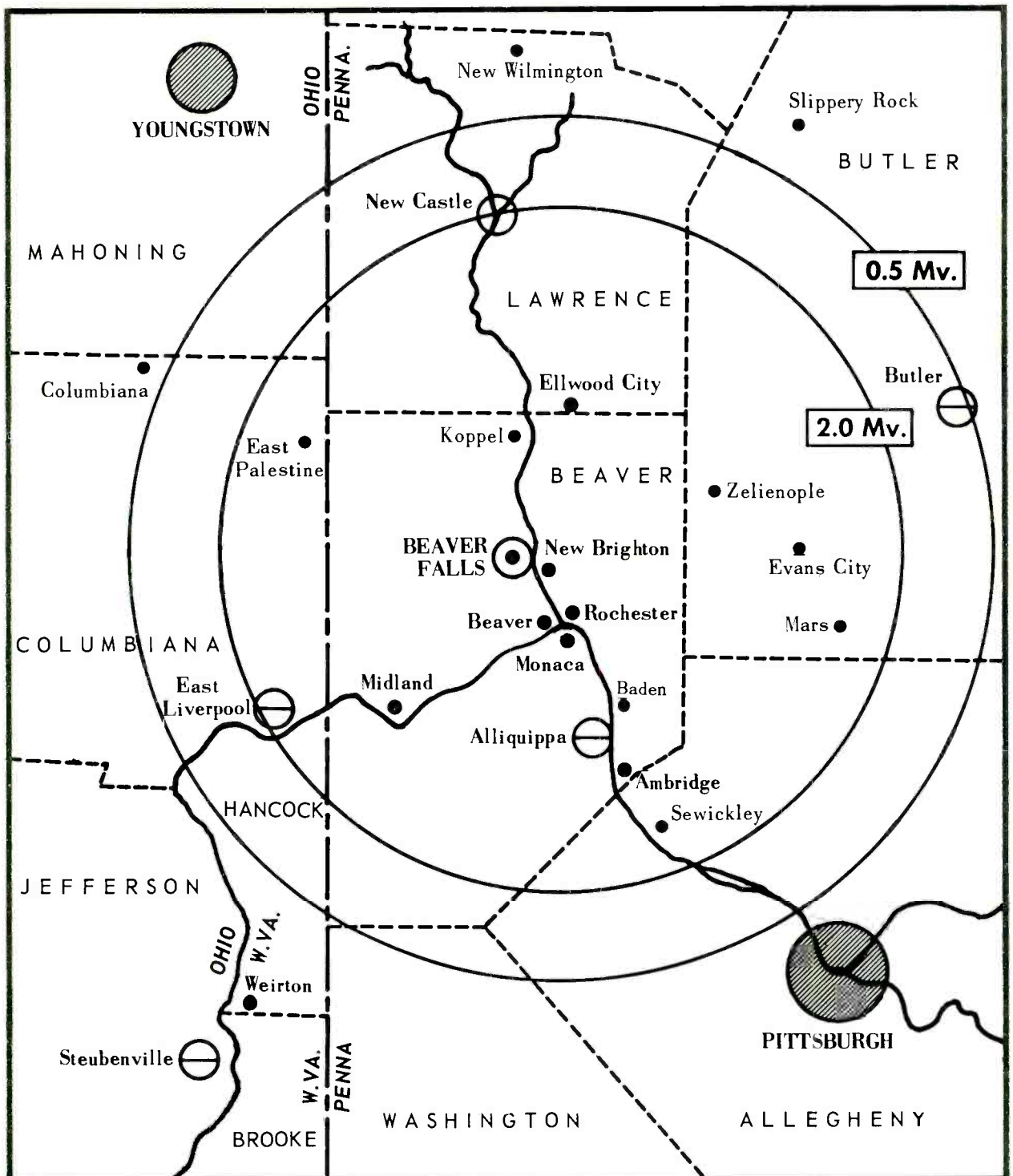
WCOJ

1420 KC

sales area
wend-fm



99.1 on your fm dial



AM — 1230
1000 WATTS DAY

POPULATION

0.5 Mv:
732,600

2.0 Mv:
265,350
(Estimated)

WBVP

"We Boost Valley Progress"

1216 SEVENTH AVENUE
BEAVER FALLS, PENNSYLVANIA

AM duplicated on FM except from 8 to 11 P.M.
FM offers consistent Tri-State Area Coverage

FM — 106.7
16,500 WATTS

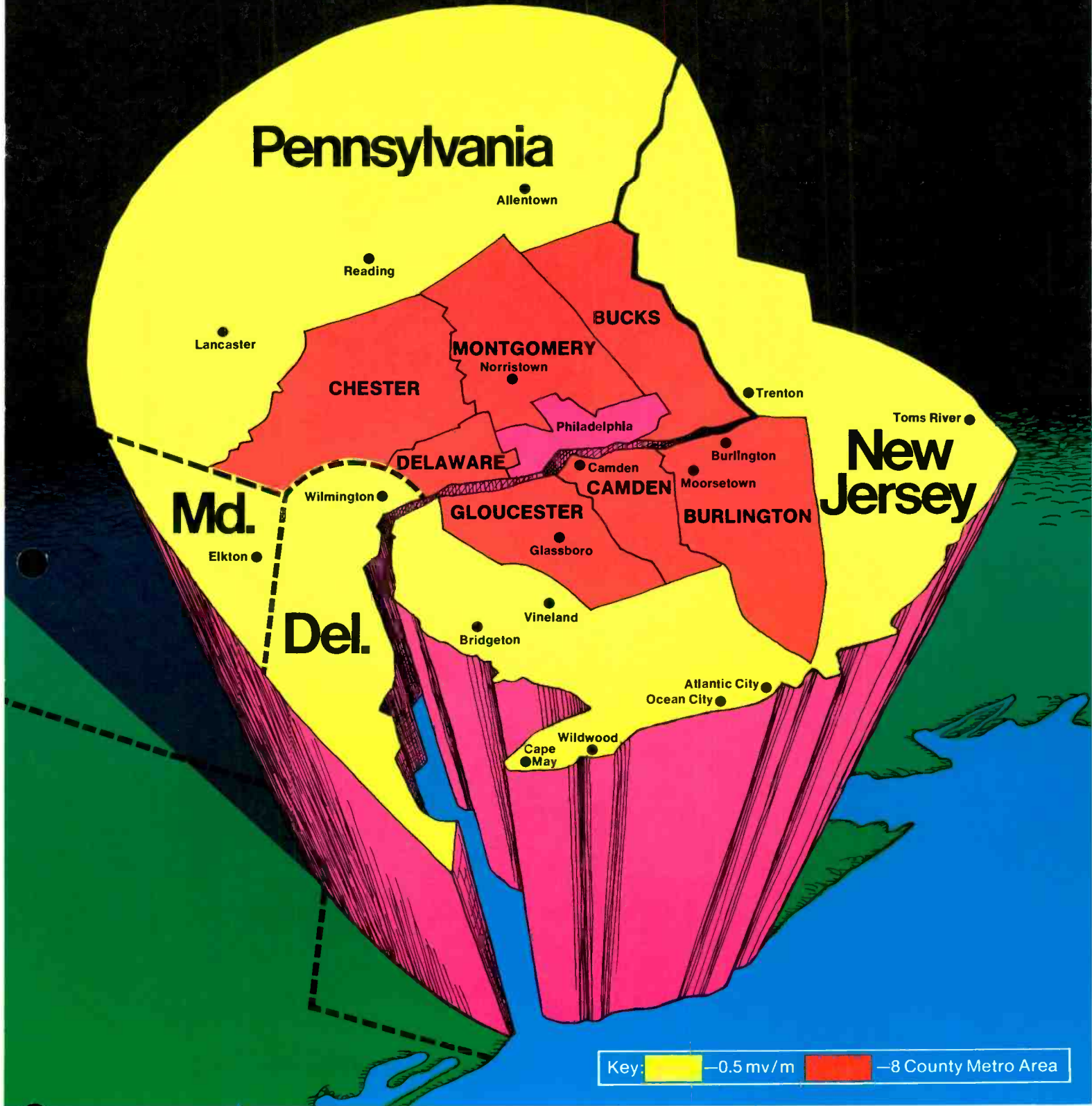
RADIO HOMES

0.5 Mv.
178,200

2.0 Mv:
65,480
(Estimated)

BEAVER COUNTY'S ONLY FULL-TIME 7-DAY-A-WEEK NEWS SERVICE

Outstanding Coverage!

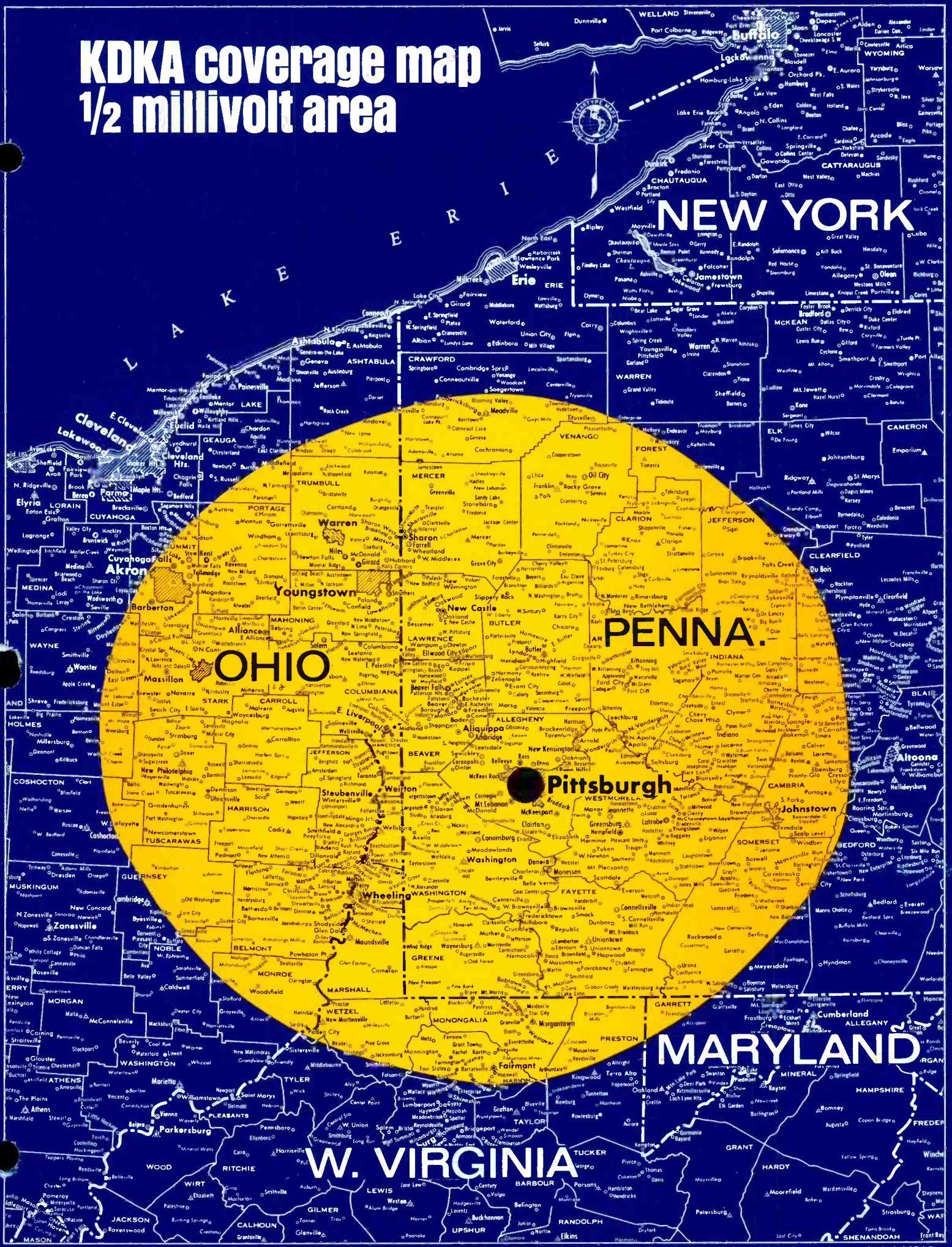


All news. All the time.

1060 Kilocycles 50,000 Watts. Full Time.
1619 Walnut Street, Philadelphia, Pa. 19103

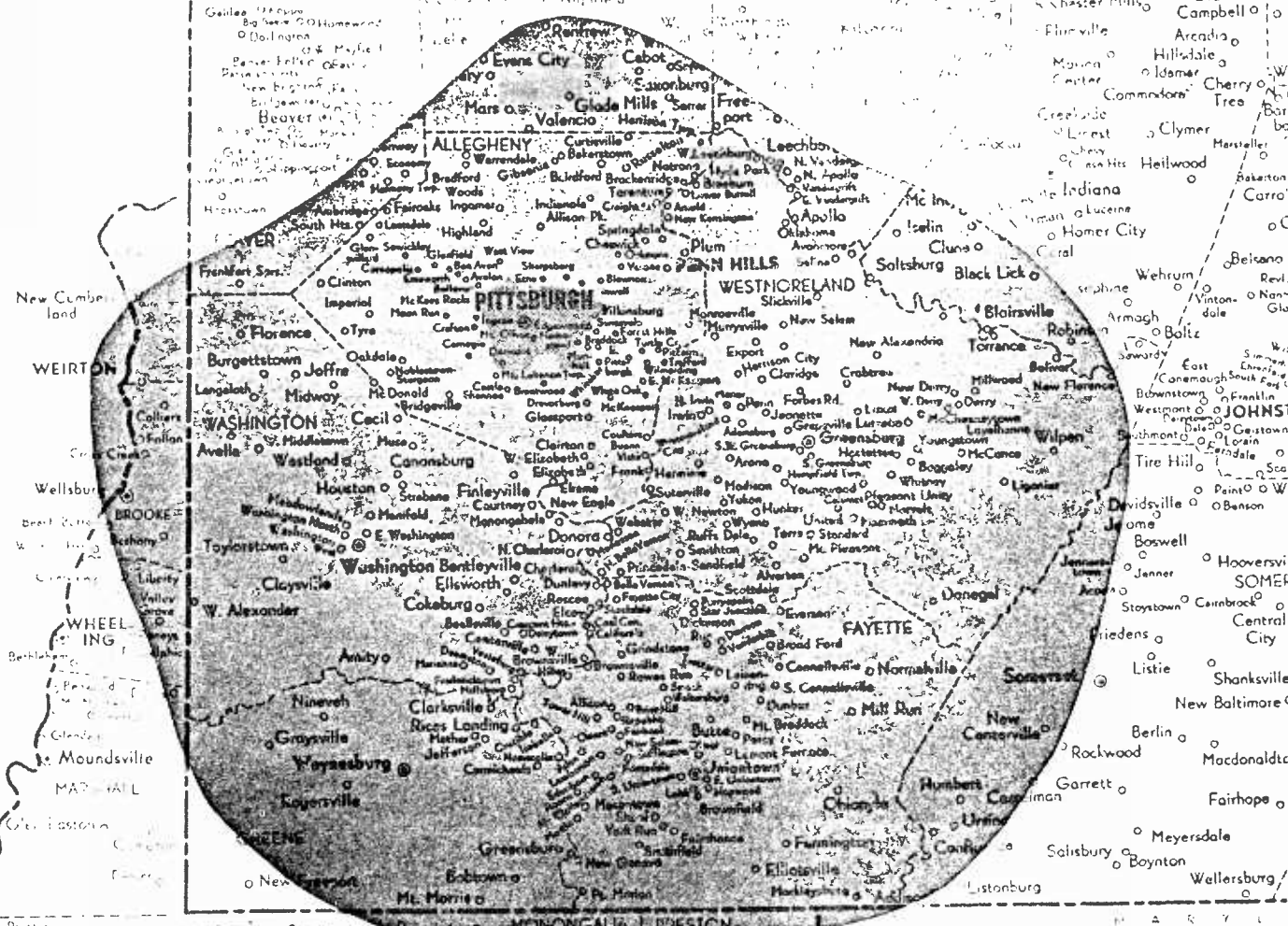
KYW NEWS RADIO 1060 **GROUP W**

KDKA coverage map 1/2 millivolt area



WWSW

PITTSBURGH 5,000 W-970 KC



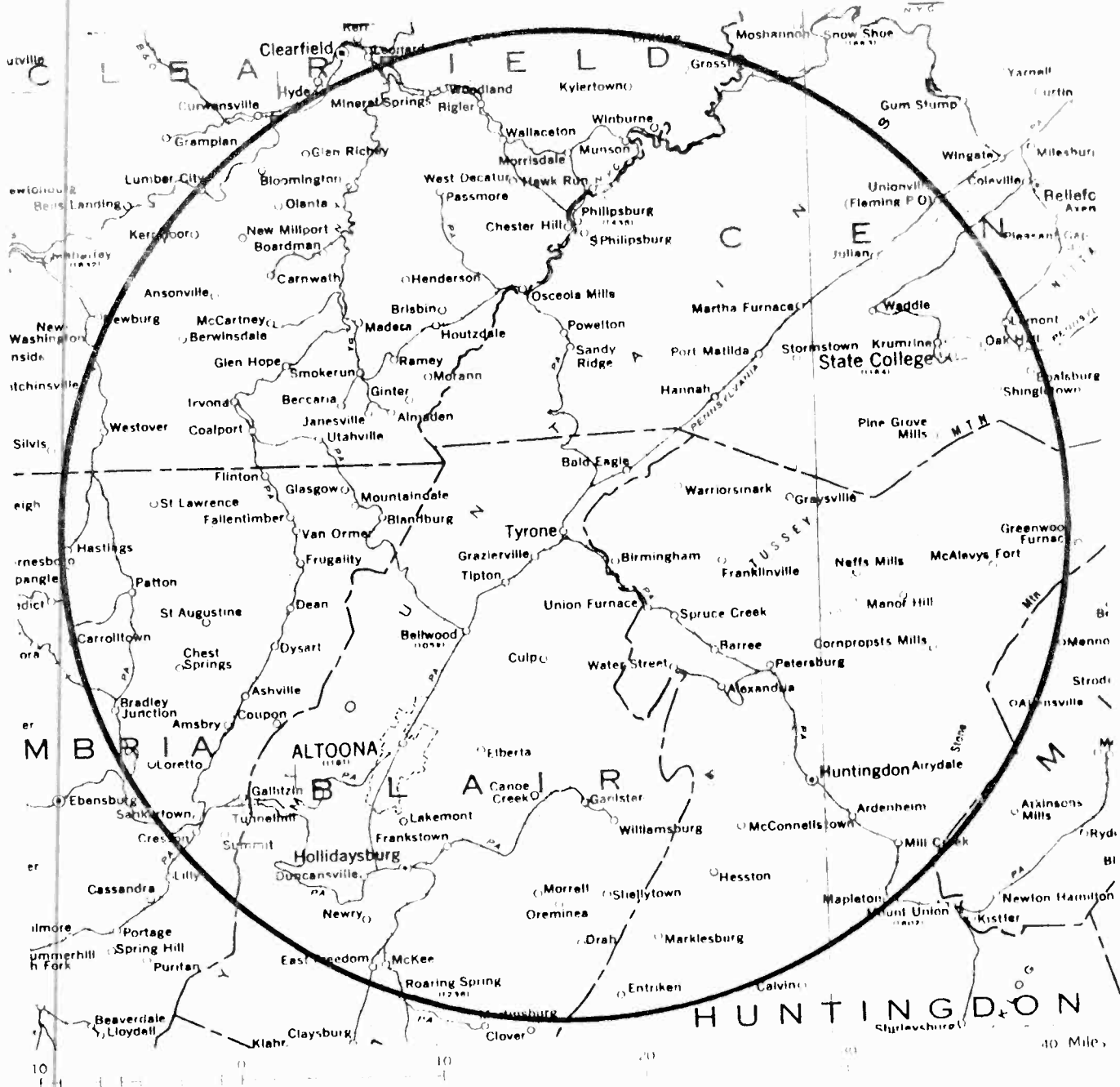
WWSW - W* MUSIC

WWSW is Pittsburgh's only full-time good music station—directly aimed at the well-educated, high-income level listener with money to spend!

WWSW is the minimum talk, maximum music station for Pittsburgh! 24-hours a day of great entertainment — the “must-buy” station for full coverage of the dollar-rich Pittsburgh market!

BASE MAP: © HAGSTROM COMPANY, INC.

W T R N



WTRN Radio

MUTUAL BROADCASTING SYSTEM

TYRONE, PENNSYLVANIA

MU 4-3200

WVPO

POCONO BROADCASTING, INC., STROUDSBURG, PA.

Now There are 2-Ways To Get The Best of This Rich Market and Both are Radio - Use AM and FM for the Right Combination

Francis H. Brinkley, Managing Director
 Chester S. Miller, General Manager
 Represented by **Ottaway Stations**



MARKET FACTS

	\$1,000's Added	AM 0.5MV/M	FM 50UV/M
TOTAL RETAIL SALES	393,309	3,580,322	
L'br, B'ldg, Mat'l, Hd'w'e	20,976	190,918	
Gen. Merchandise	48,016	437,089	
Food Sales	100,975	919,182	
Automotive Sales	60,746	552,979	
Gas Service Stations	23,399	213,001	
Apparel, Acces'y	26,112	237,697	
Furniture, Home furn'gs	11,899	108,321	
Appliances	7,830	71,273	
Eating, Drinking Places	30,573	278,305	
Drug & Prop'y Stores	11,778	107,218	
Other Retail Stores	36,189	329,427	
Non-Store Retailers	14,817	134,882	
Population	301,050	2,740,900	
Households	91,227	830,576	

Market Facts are from U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, 39 Cutchogue Trail, Medford Lakes, N.J.

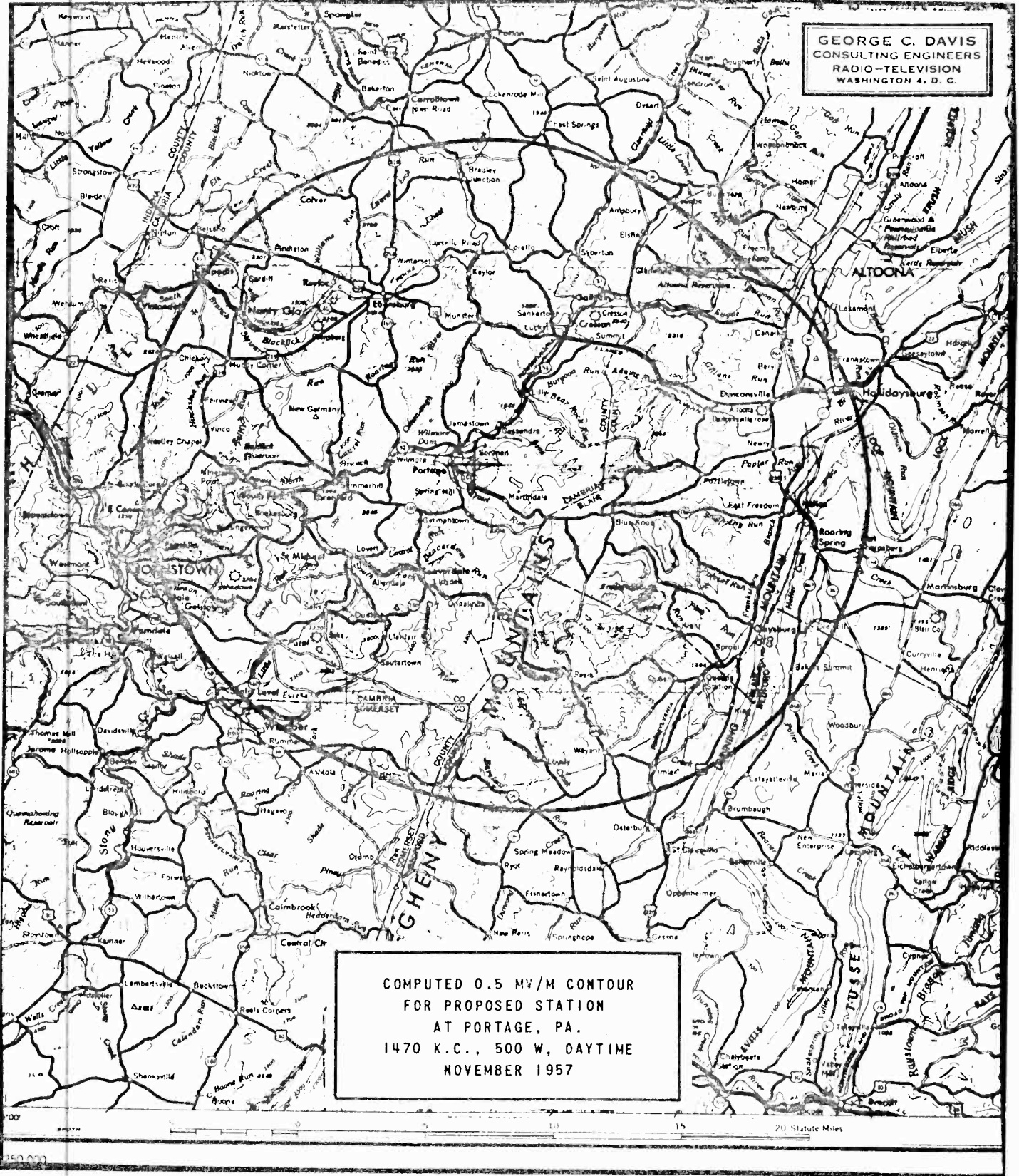
W W M L

RADIO

1470

ON YOUR

DIAL



SERVING THE MAINLINE FROM JOHNSTOWN TO ALTOONA

Beautiful WRYT

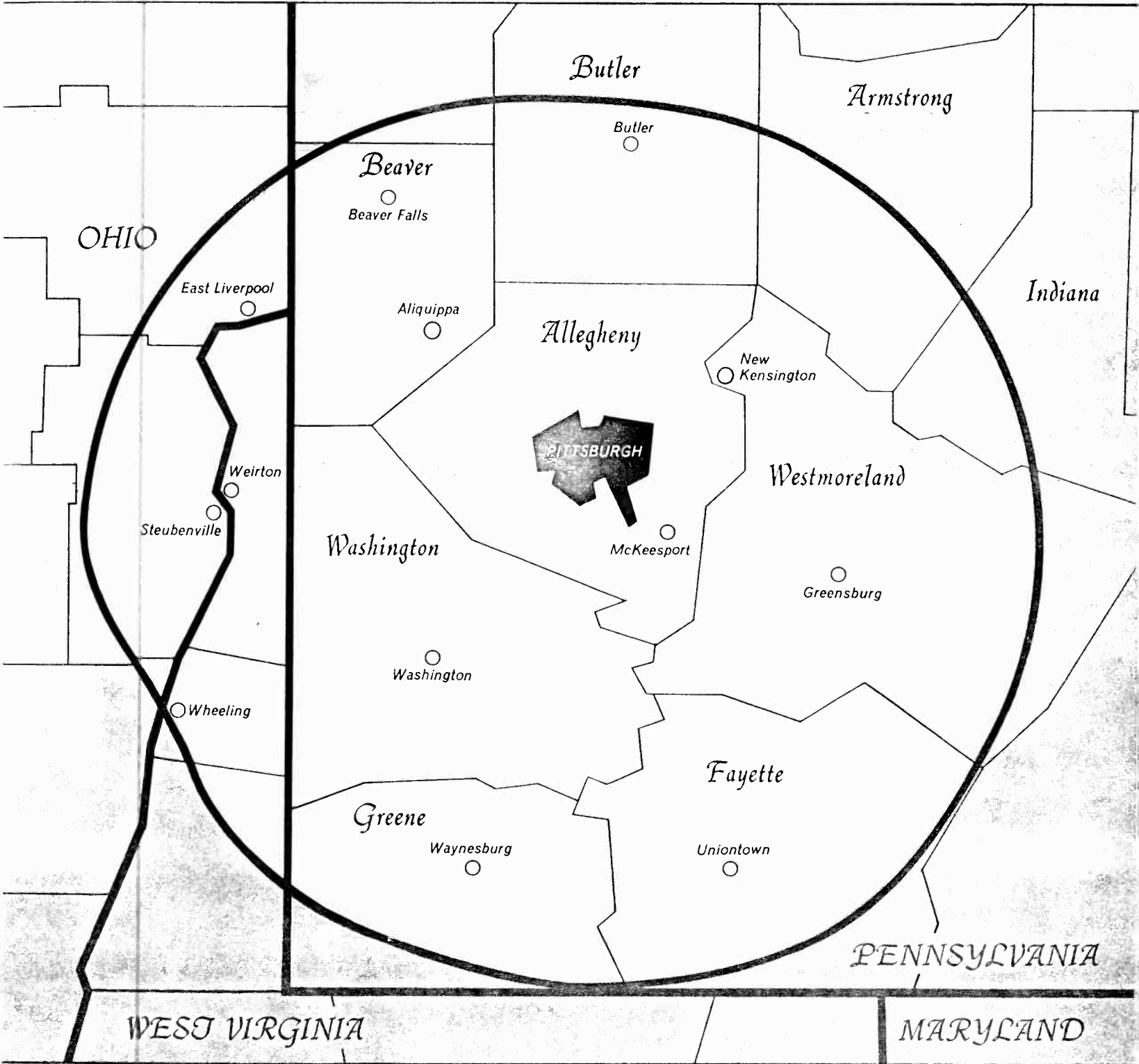


Music PITTSBURGH

DIAL 1250 AM - 96.1 FM

(WRYT 0.5 MV Area)

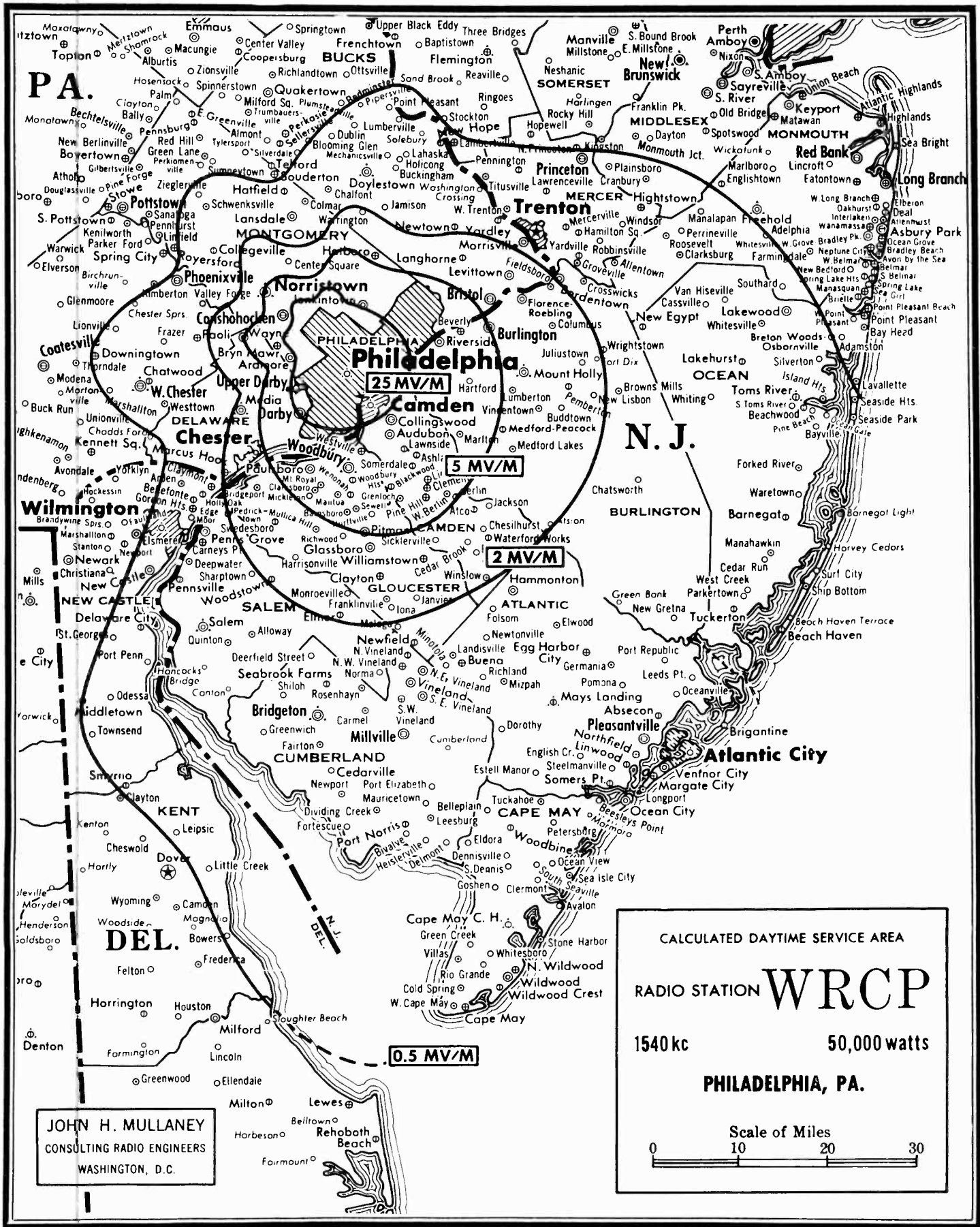
CARLTON HOUSE • 550 GRANT STREET • PITTSBURGH 30, PA. • AT 1-6900



COVERAGE AREA

Population 2,978,400
 Effective Buying Income \$5,844,961,500
 Estimated Houses with Radio 820,530

Power 5,000 Watts
Frequency 1250 Kilocycles



JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
WASHINGTON, D.C.

CALCULATED DAYTIME SERVICE AREA

RADIO STATION WRCP

1540 kc 50,000 watts

PHILADELPHIA, PA.

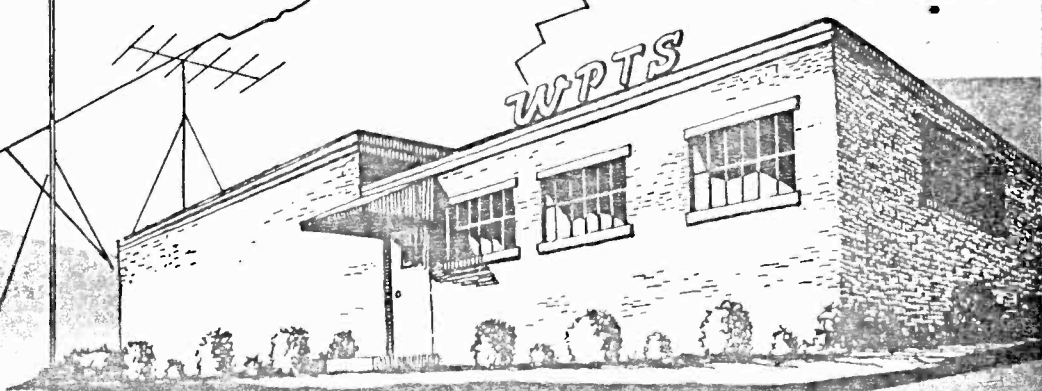
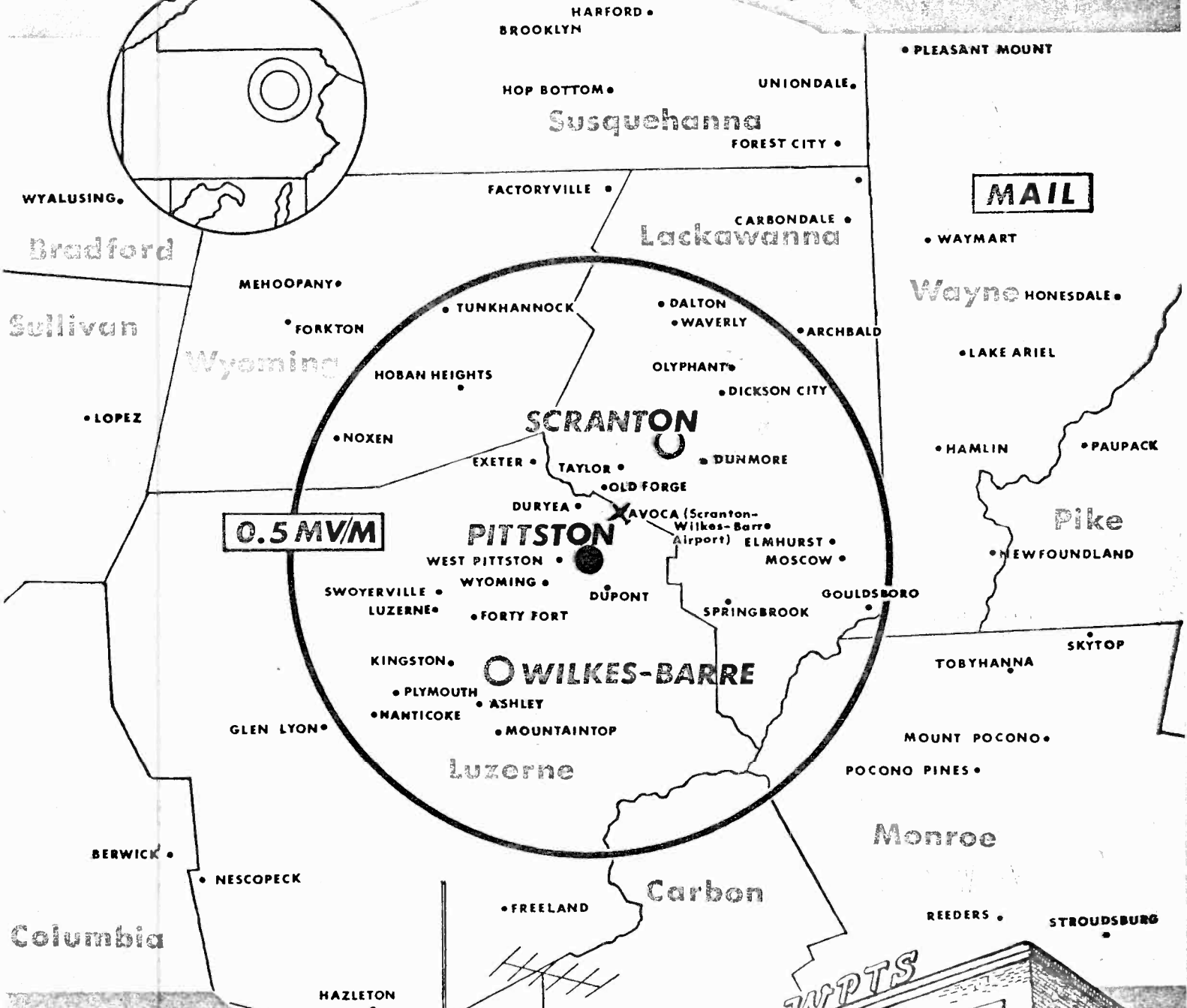
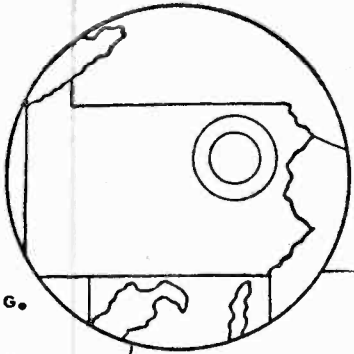
Scale of Miles

0 10 20 30

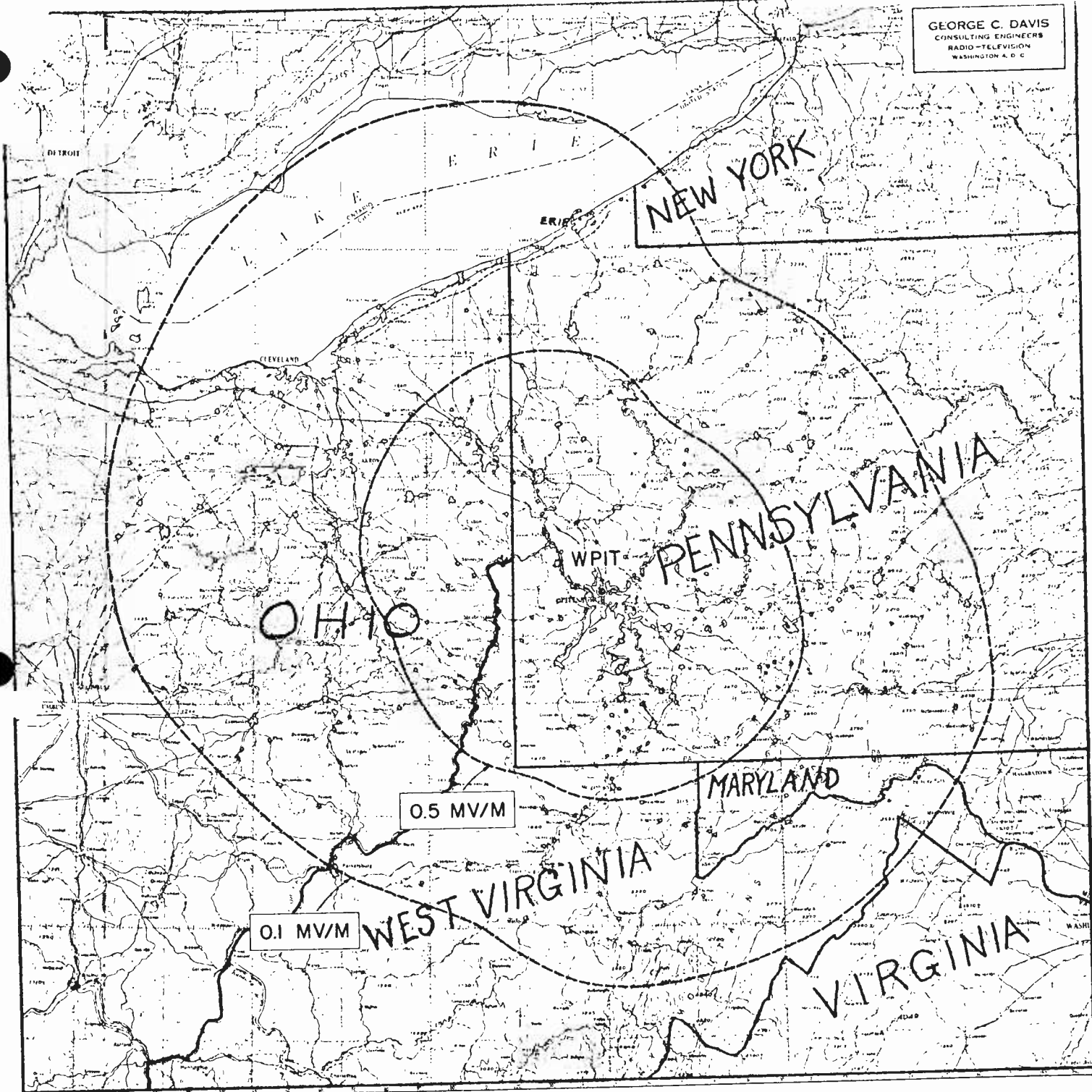
1000 WATT STATION

WPTS

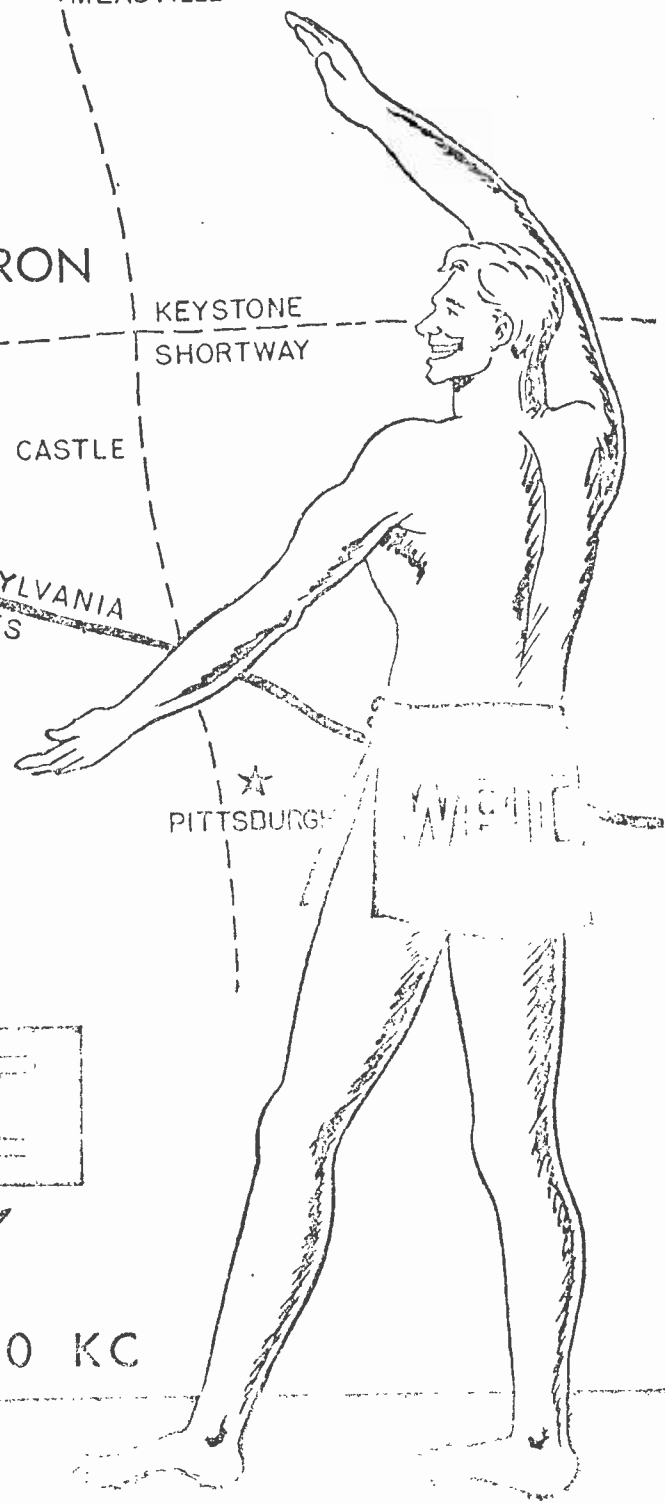
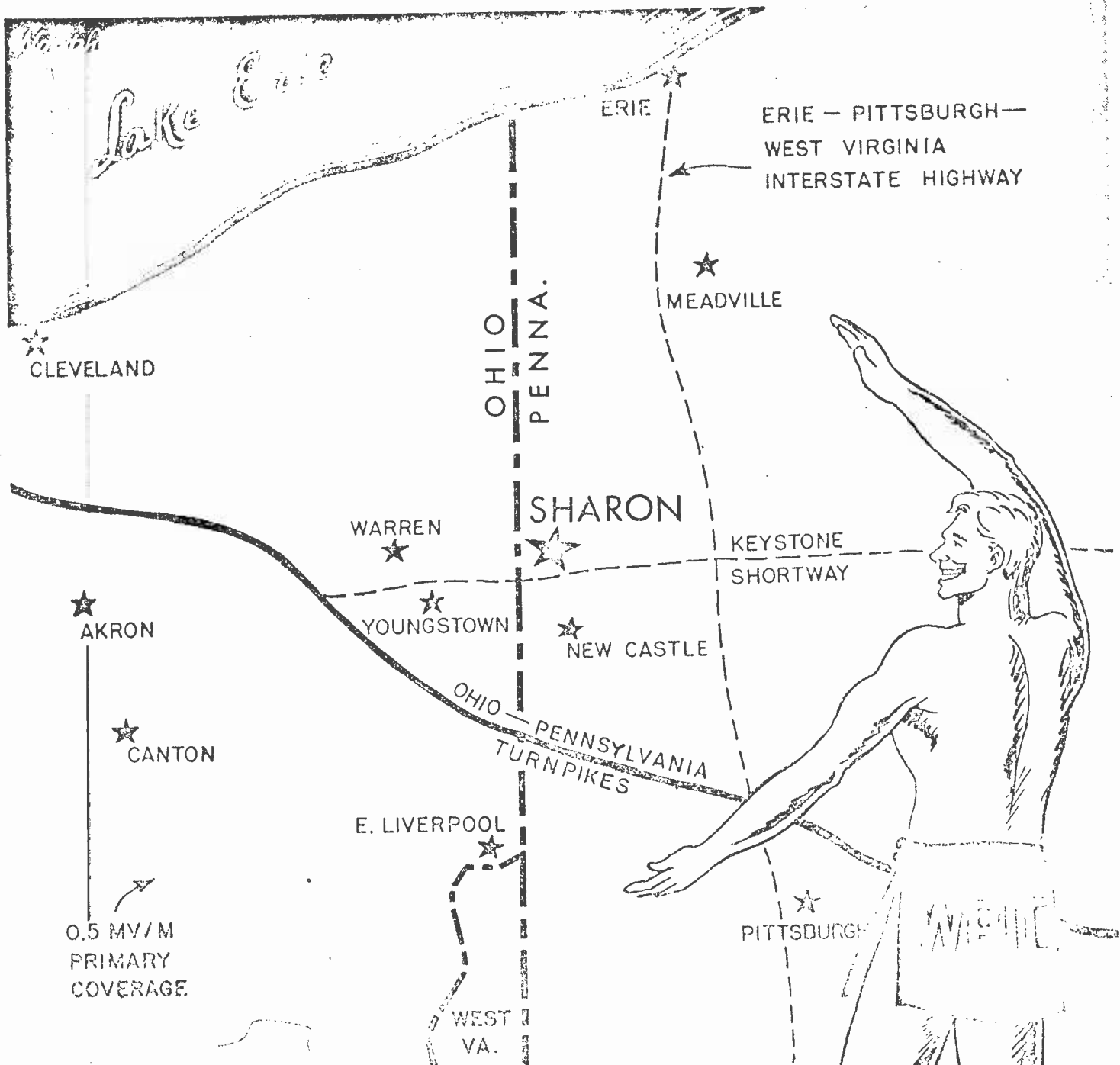
1540 KC ON THE DIAL



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



COMPUTED 0.5 MV/M AND 0.1 MV/M CONTOURS FOR
WPIT, PITTSBURGH, PENNSYLVANIA
5000 WATTS - 730 KC
JUNE 1962



0.5 MV/M
PRIMARY
COVERAGE

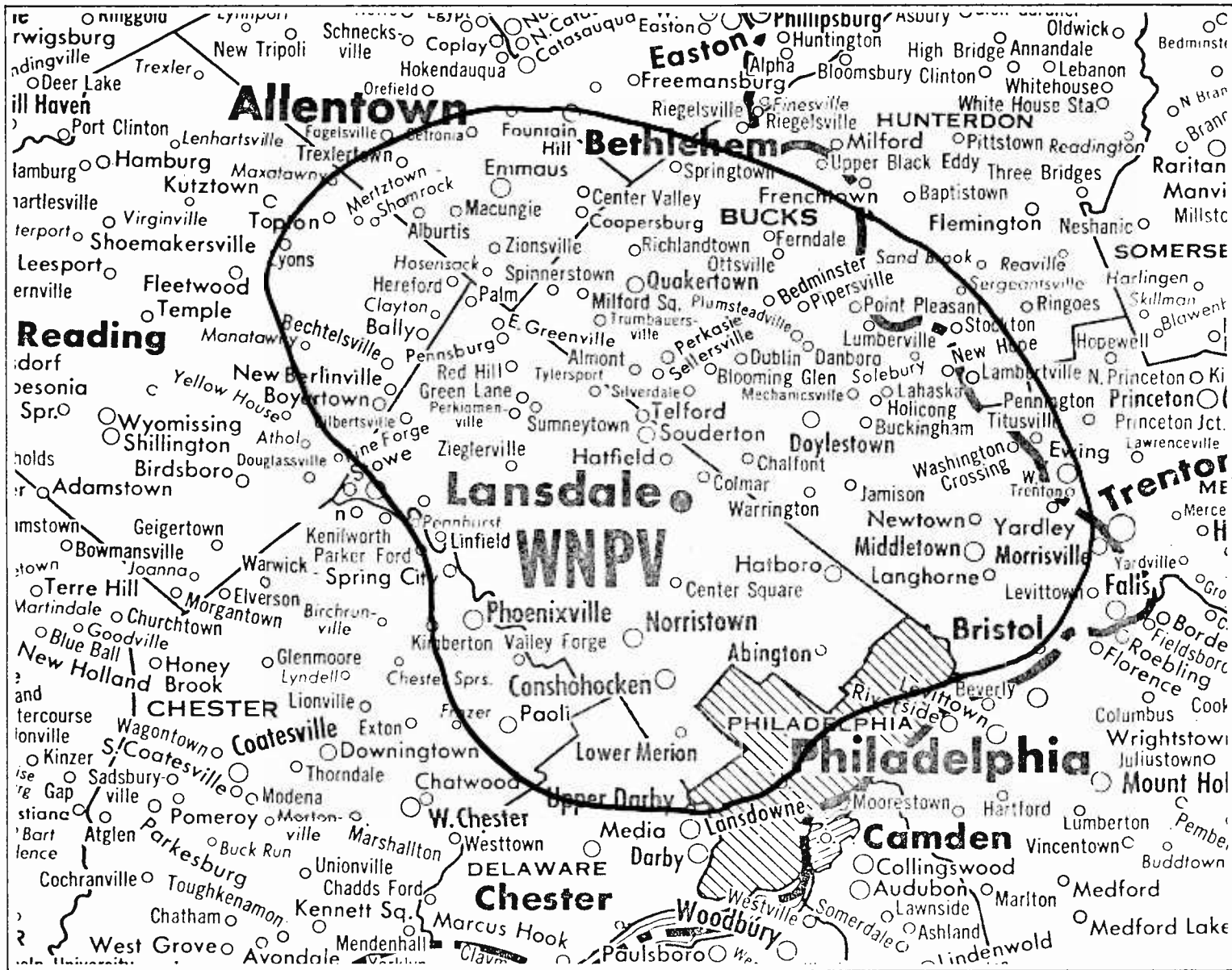
W P I C

"The Giant"

1000 W

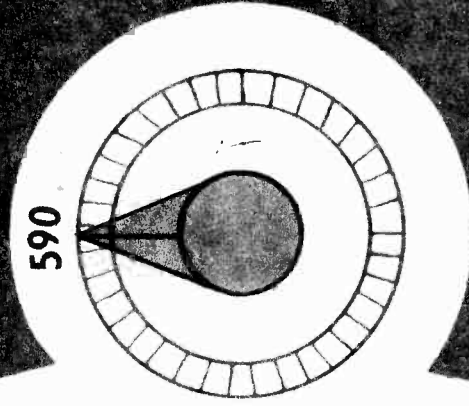
AM 790 KC

SHARON PA



AT 590 ON YOUR DIAL, YOU'RE IN A GOOD SPOT!!

WMBS



CBS RAD

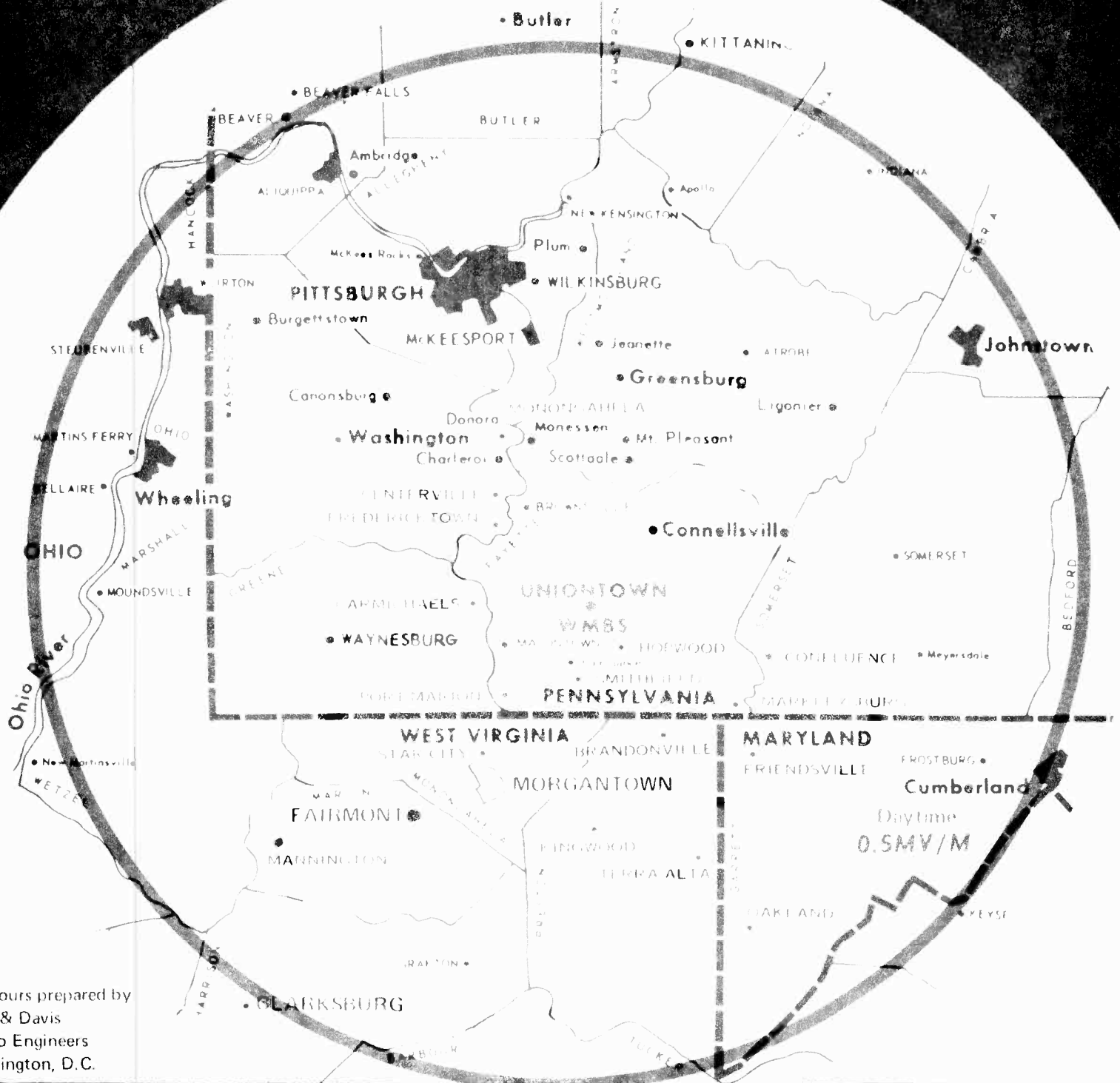
AFFILIATED SINCE 1941

CBS NEWS ON THE HOUR

LOCAL NEWS AS IT HAPPENS

WMBS RADIO
590 KHz 1000 WATTS

82 West Fayette Street
Uniontown, Pennsylvania 15401
PHONE (412) 438-3900

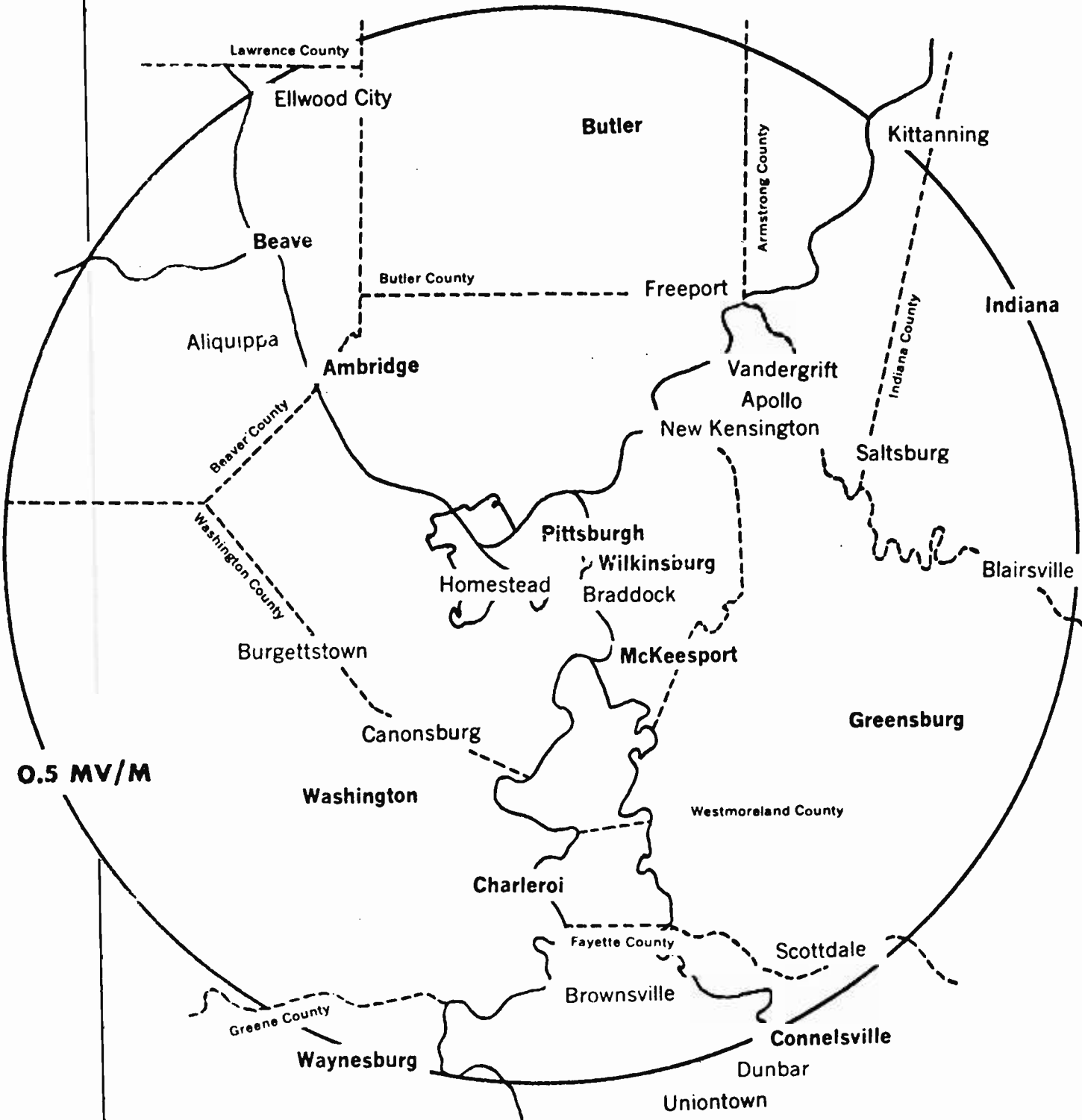


Contours prepared by
Page & Davis
Radio Engineers
Washington, D.C.

Daytime
0.5 MV/M

WLOA

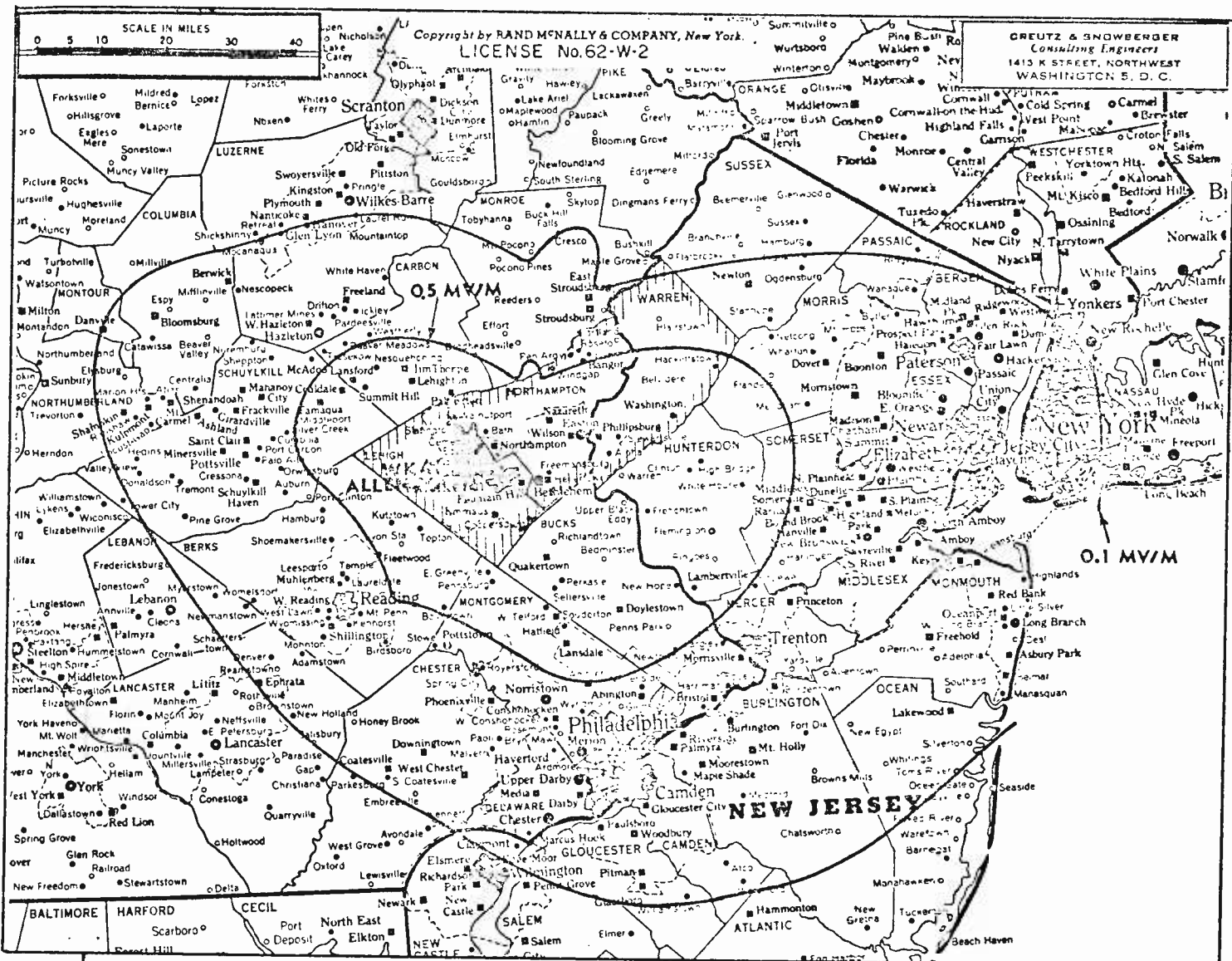
COVERAGE MAP



0.5 MV/M

**Transmitter in population center of
Allegheny County**

Population Served . . . 2,661,450



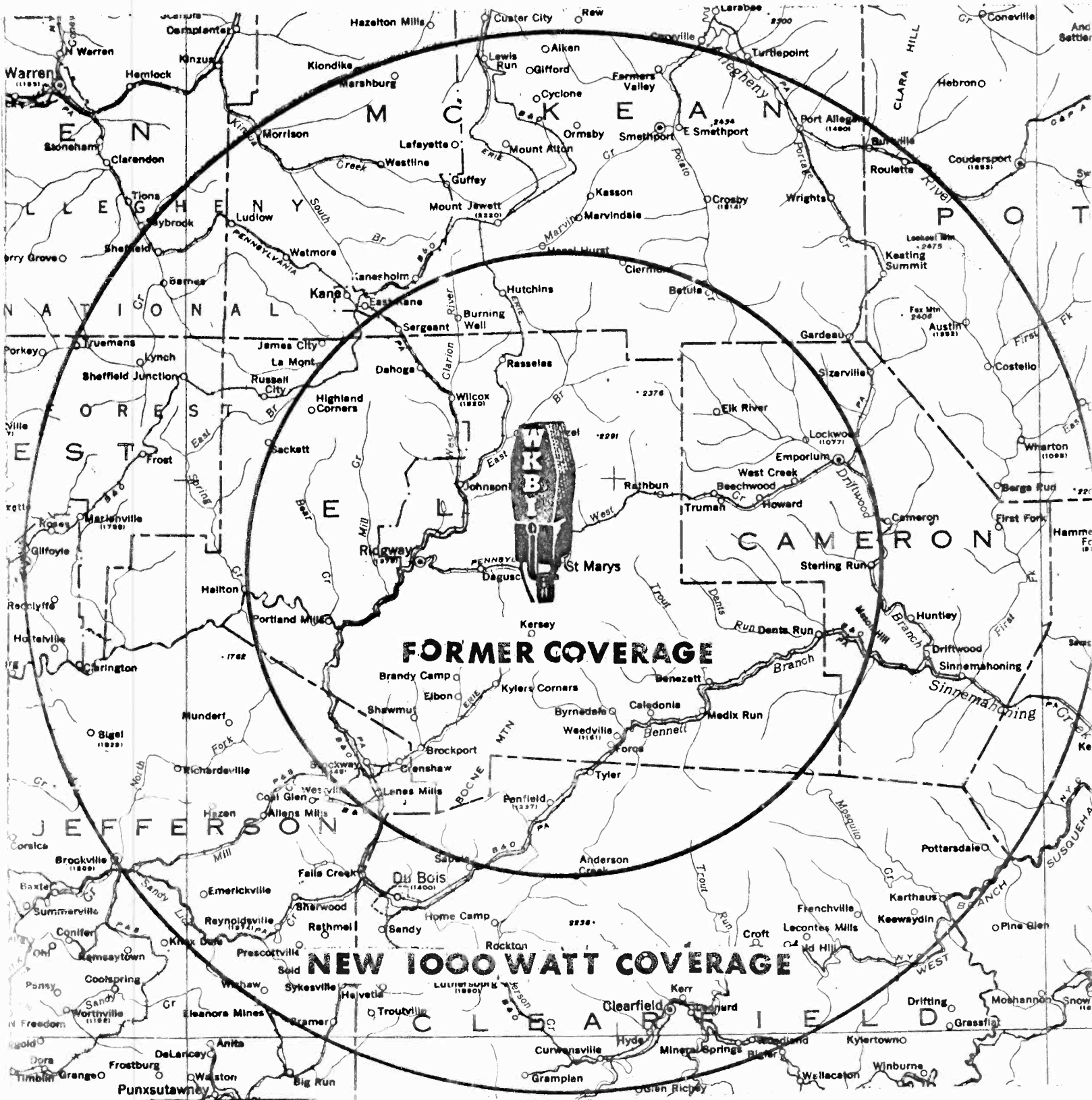
WKAP
 A JOE RAHALL STATION
 am: 5000 watts
 Radio 1320
 No. 1
 Hooper & Pulse
 Top Personalities
**[Allentown-
 Bethlehem-
 Easton] Pa.-N.J.**
 Radio No. 1
*Lehigh Valley's
 Greatest Independent Station*
 WKAP, Incorporated. Oggie Davies, General Manager
 P. O. Box 689, Allentown, Penna. Telephone: 433-3166

	Within 0.5 mv/m Contour	Within 0.1 mv/m Contour
AUDIENCE Population	1,247,300	5,374,286
Households	369,307	1,265,526
with AM Radio	358,228	1,227,561
Spendable Income*	2,676,724	7,083,732
MARKET		
Total Retail Sales*	1,445,528	3,883,181
Food Store Sales*	375,036	1,153,944
Drug Sales*	43,285	222,483
General Merchandise Stores*	169,346	419,554
Apparel Stores*	87,566	387,915
Home Furnishing Stores*	74,154	188,322
Automotive Sales Outlets*	275,747	665,116
Gasoline Service Stations*	97,321	261,456
Automobiles Registered	376,260	1,234,907
FARM		
Total Population	67,945	276,628
Gross Farm Income*	128,822	566,248

*Multiply by \$100.00

Nationally Represented by
ADAM YOUNG, INC. **PAUL S. O'BRIEN CO.**
 3 E. 54th St., New York 22, N.Y. 1735 Spruce St., Philadelphia, Pa.

NOW 1,000 WATTS



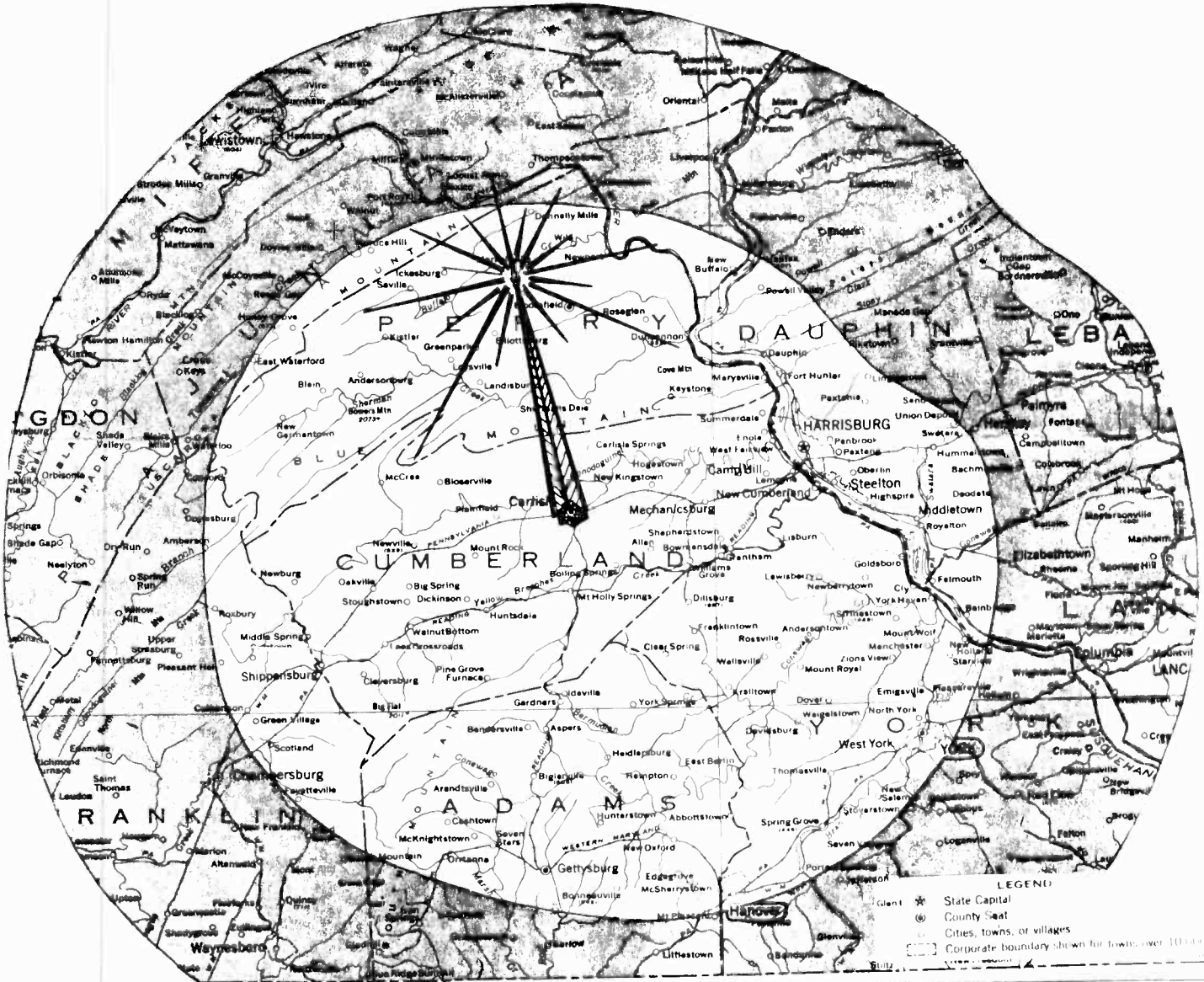
WKBI RADIO 1400

STUDIOS IN ST. MARYS, RIDGWAY, AND JOHNSONBURG, PENNSYLVANIA

W I O O

1000 K. C. CARLISLE, PENNA. 1000 WATTS

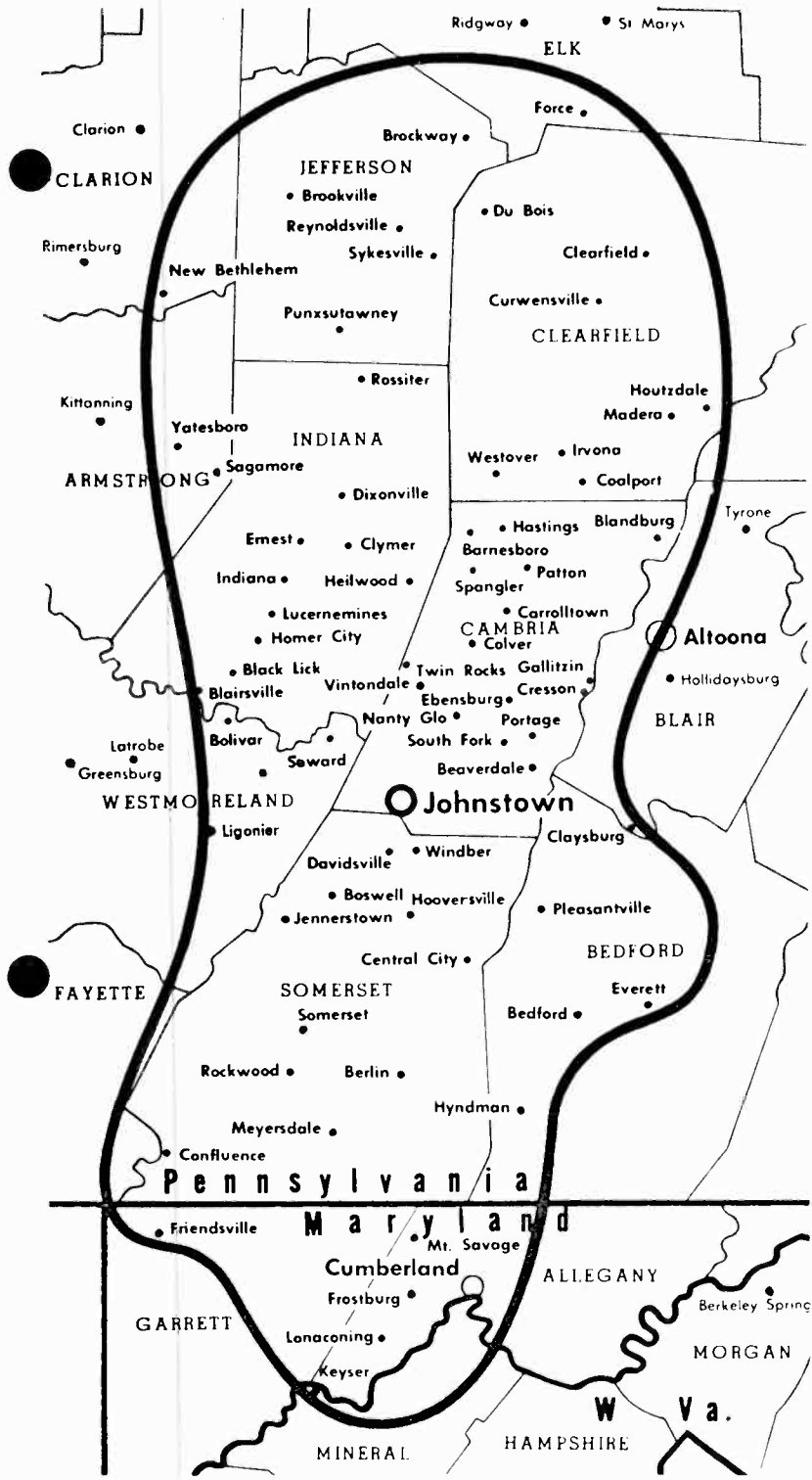
SELLING CENTRAL PENNSYLVANIA FROM THE CENTER OF THE DIAL



**WIOO at 1000 on
your DIAL - ONE of
the NATIONS TOP
Clear Channels**

MARKET FACTS
 RETAIL SALES 1,252,008,000
 POPULATION 1,129,279
 DWELLINGS 354,059
 FAMILIES 289,467

WIOO, INC.
 33 W. HIGH ST.
 CARLISLE, PENNA.
 AREA 717 - 243-1200



850 KC ON THE DIAL

10,000
DAY and NIGHT
WATTS

In the air--everywhere



A NEW, POWERFUL APPROACH TO RADIO

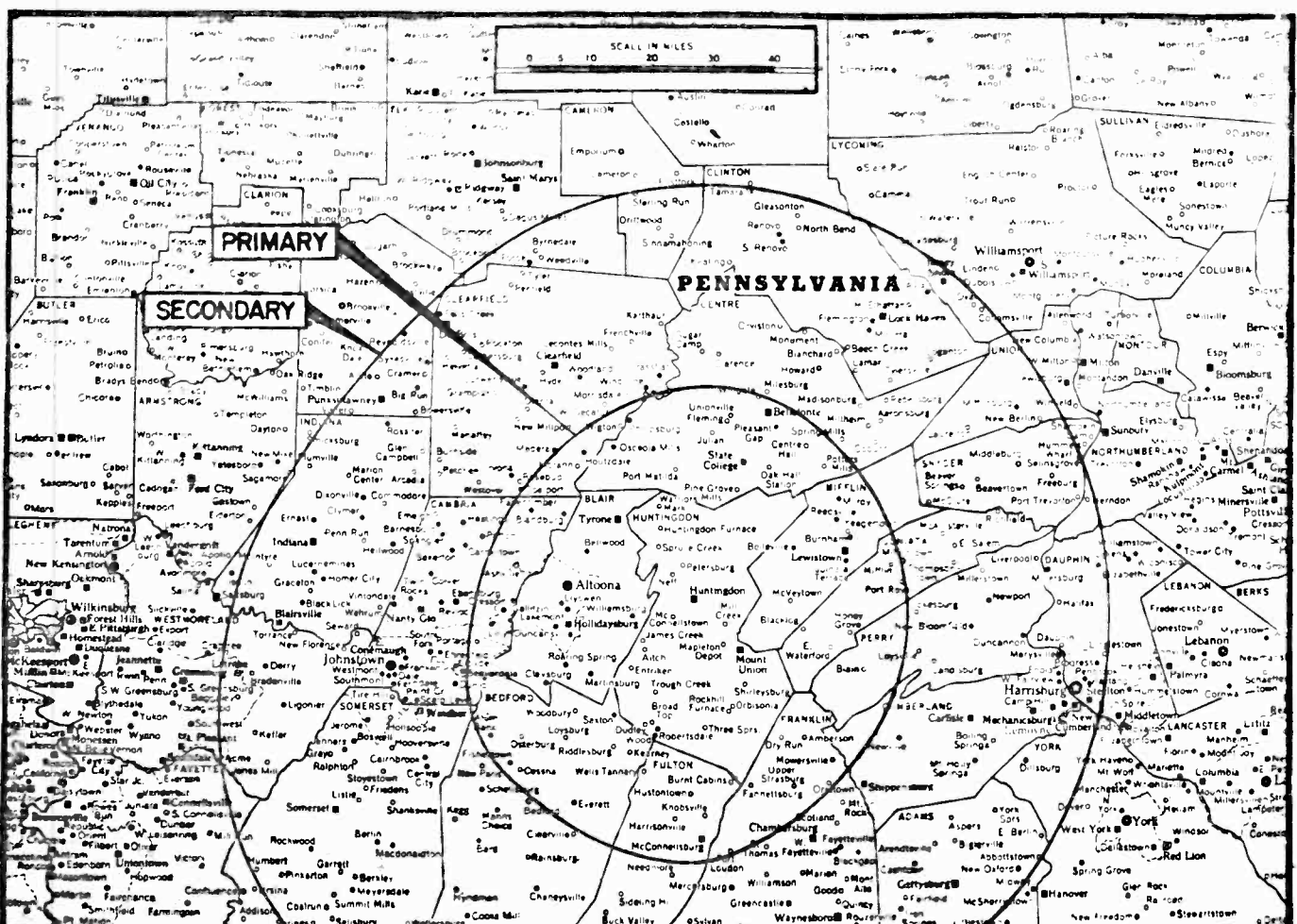
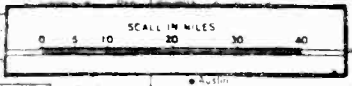
in Johnstown and the surrounding area

Now the Johnstown Area has an
 AM Radio Station serving a sizable portion of
 Western Pennsylvania outside Johnstown itself . . .

WJAC

GREATER REACH
GREATER POWER
GREATER SERVING ABILITY THAN EVER BEFORE
First to serve . . . First to inform

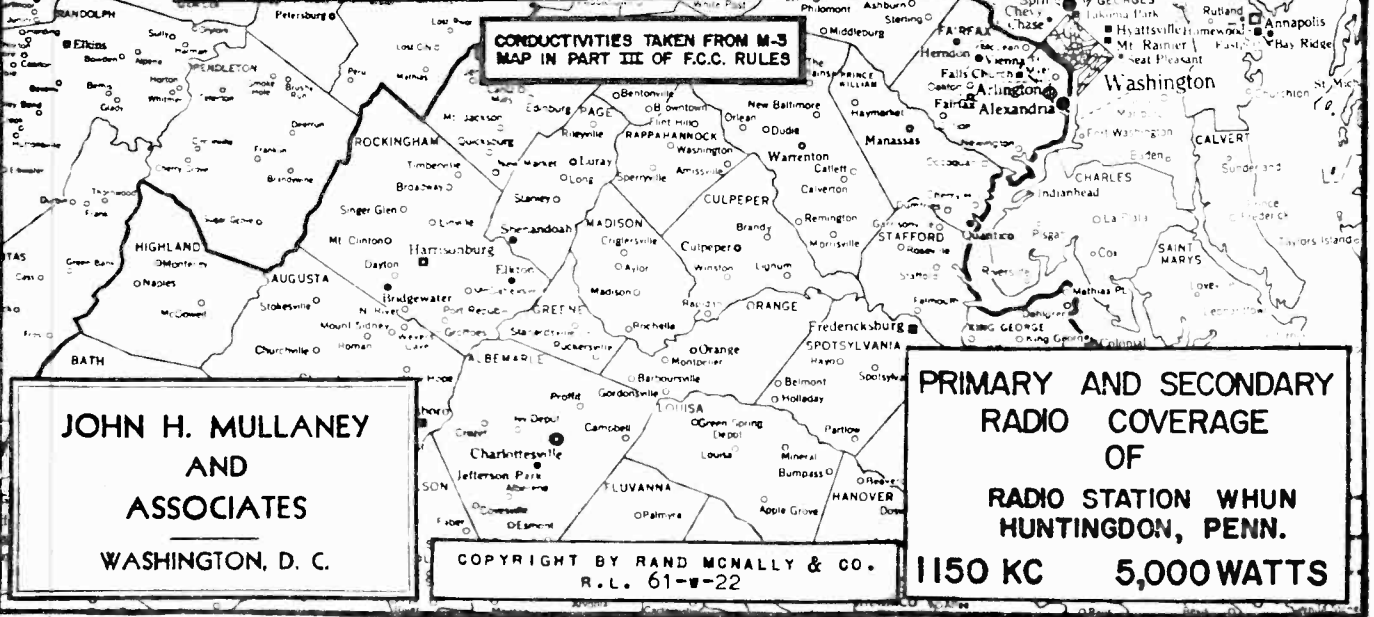
SINCE
1925



	POPULATION	AREA (SQ. MI.)
PRIMARY	384,302	4,415
SECONDARY	1,458,367	16,148

SOURCE OF DATA: 1960 CENSUS

CONDUCTIVITIES TAKEN FROM M-3 MAP IN PART III OF F.C.C. RULES



**JOHN H. MULLANEY
AND
ASSOCIATES**
WASHINGTON, D. C.

COPYRIGHT BY RAND MCNALLY & CO.
R.L. 61-W-22

**PRIMARY AND SECONDARY
RADIO COVERAGE
OF
RADIO STATION WHUN
HUNTINGDON, PENN.**
1150 KC 5,000 WATTS

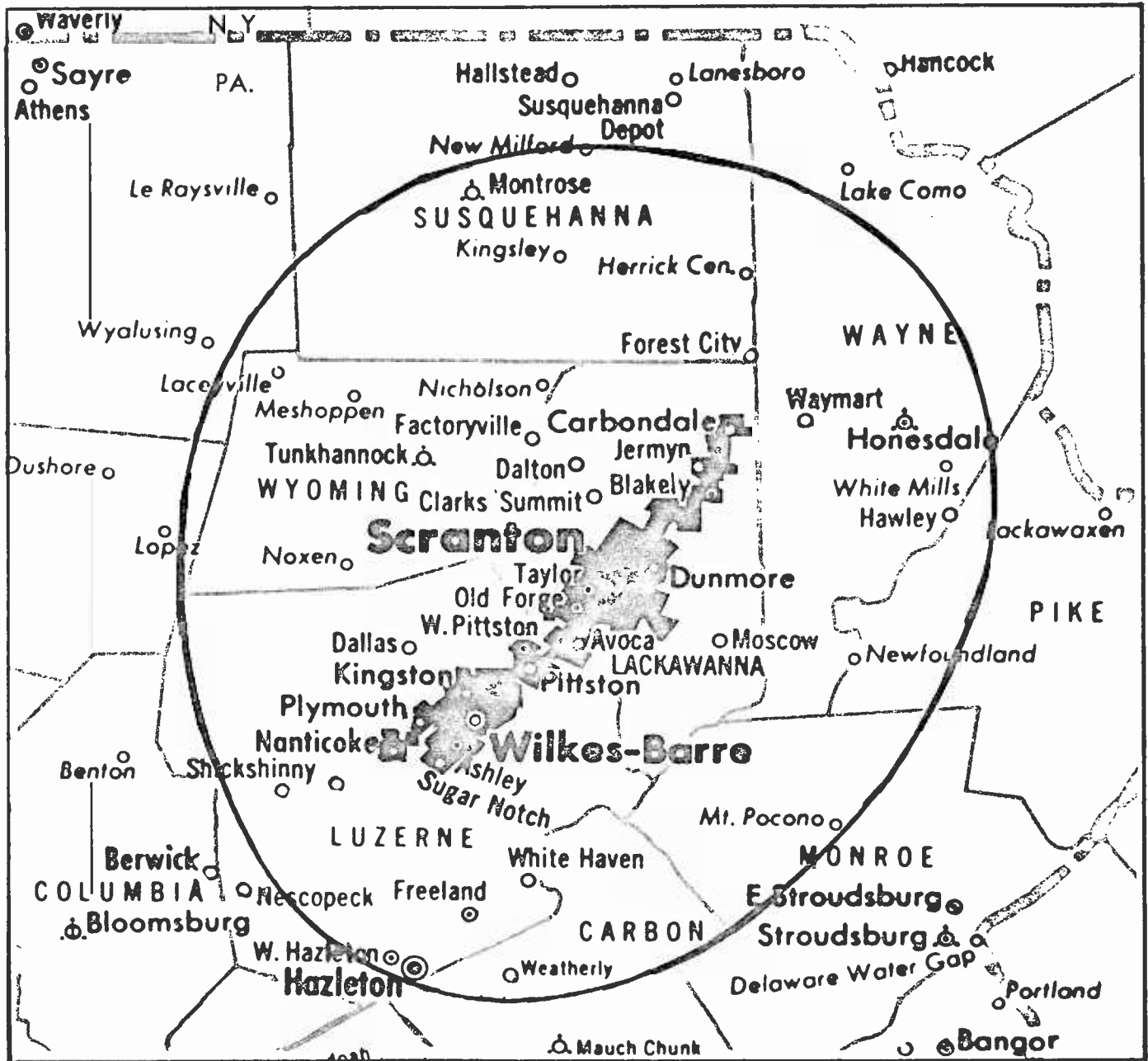
WGBI

AM - 910 Kc.

FM - 101.3 Mc.

COMPUTED Coverage in

Northeastern Pennsylvania
SCRANTON - WILKES BARRE



"HOME OF THE COUNTRY GENTLEMEN" ... WGBI is the dominant Radio voice of Pennsylvania's third largest market ... now in its 41st year ... CBS for N.E. Pa.

POPULATION	842,000	RETAIL SALES	\$970,562,000
RADIO HOMES	247,700	FOOD SALES	\$275,000,000
PASSENGER CARS	317,380	DRUG SALES	\$ 24,147,000



Represented Nationally by H-R REPRESENTATIVES, INC.

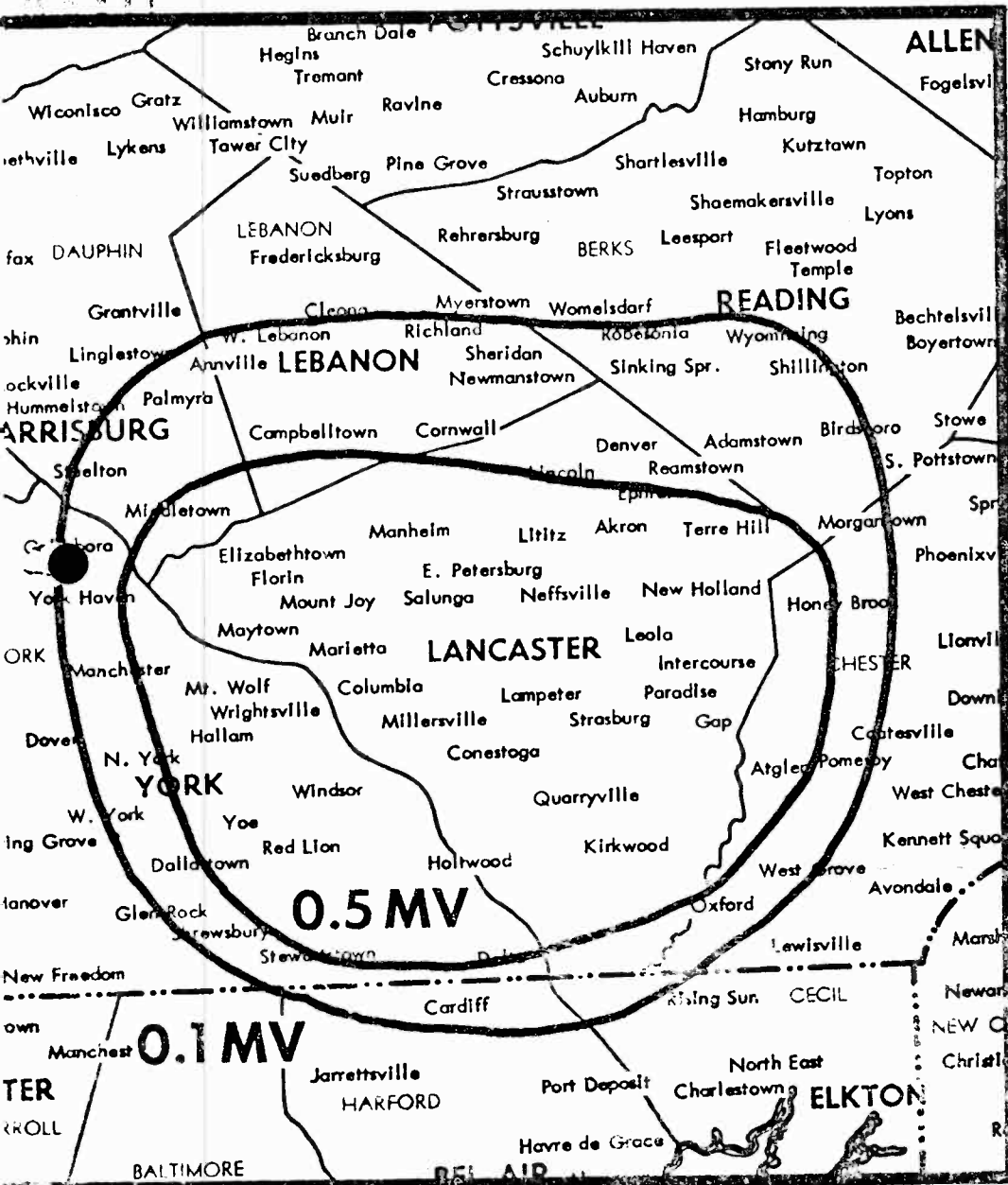


W G A L

First in
LANCASTER - PENNSYLVANIA

1,000 WATTS
(250 Watts Nighttime)

1490 ON YOUR DIAL



POPULATION 561,610
Families 166,843

EFFECTIVE BUYING INCOME
\$1,189,993,750

TOTAL RETAIL SALES
\$703,591,500

Food Sales \$161,661,200

General Mdse. Sales
\$81,679,550

Apparel Sales
\$37,836,900

Home Furnishing Sales
\$39,628,200

Automotive Sales
\$153,365,200

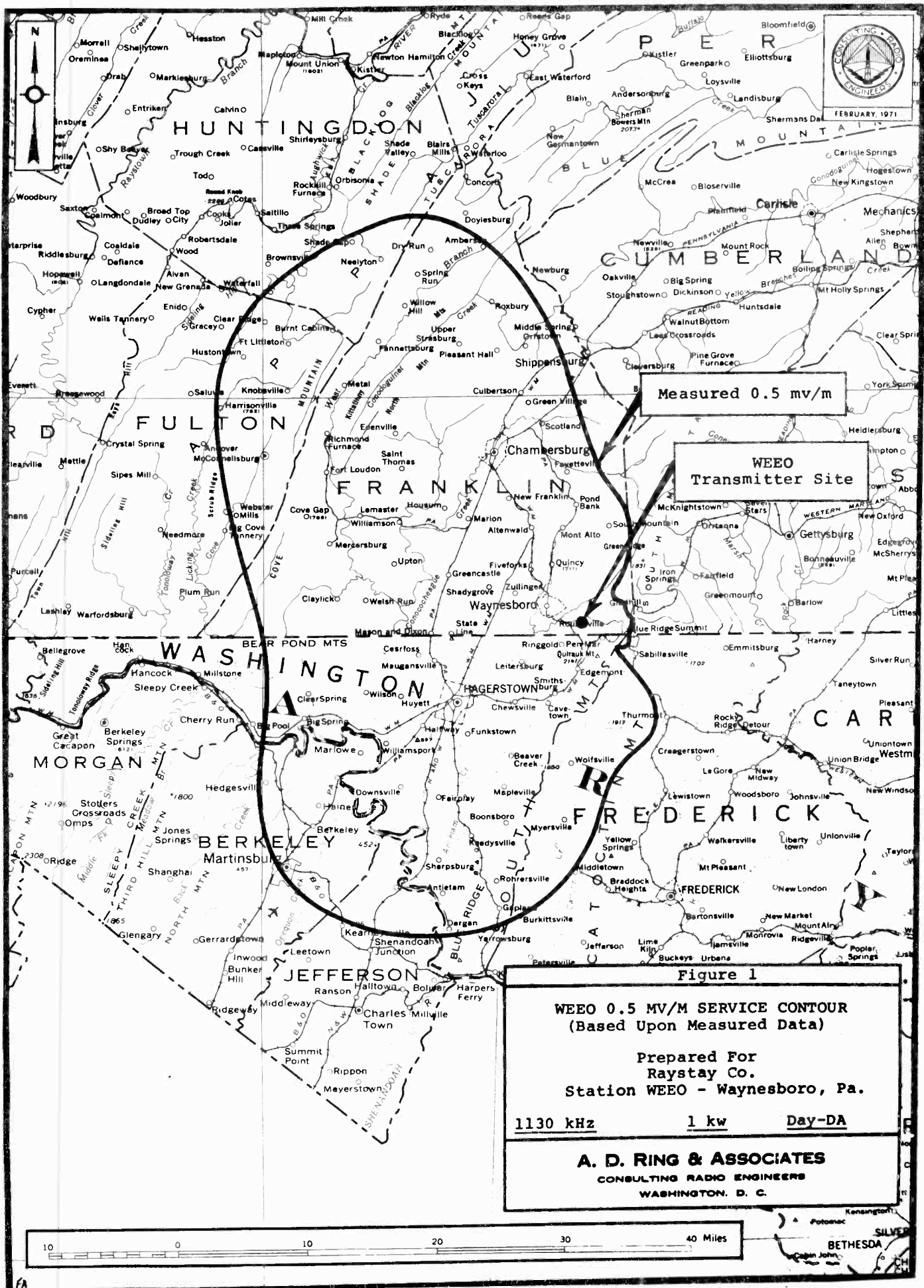
Gas Station Sales
\$47,154,250

Drug Sales \$15,389,250

Source: SRDS 1/1/64

STEINMAN STATION
Clair McCollough, President





Measured 0.5 mv/m

WEEO
Transmitter Site

Figure 1

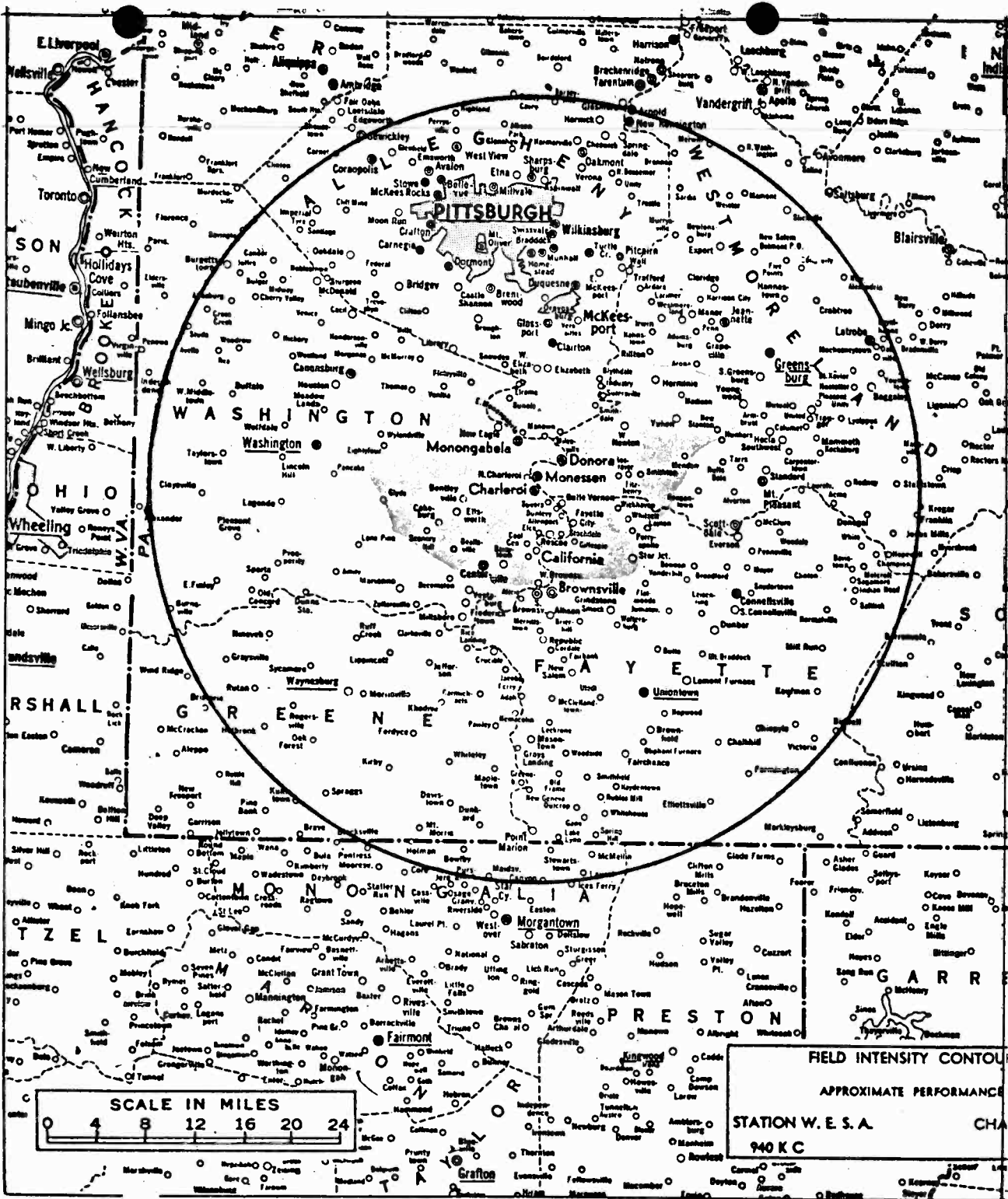
WEEO 0.5 MV/M SERVICE CONTOUR
(Based Upon Measured Data)

Prepared For
Raystay Co.
Station WEEO - Waynesboro, Pa.

1130 kHz 1 kw Day-DA

A. D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.





P.O. Box 584

WESA



Charleroi 15022

FM 98

AM 94

LAUBACH RADIO PROPERTIES, INC.

John L. Laubach, Jr.

Robert Burstein

*Carl J. Marcocci

WESA RADIO

the only station in
the growing Mon Valley
broadcasting day & night.

AREA CODE 412

483-6551

Local

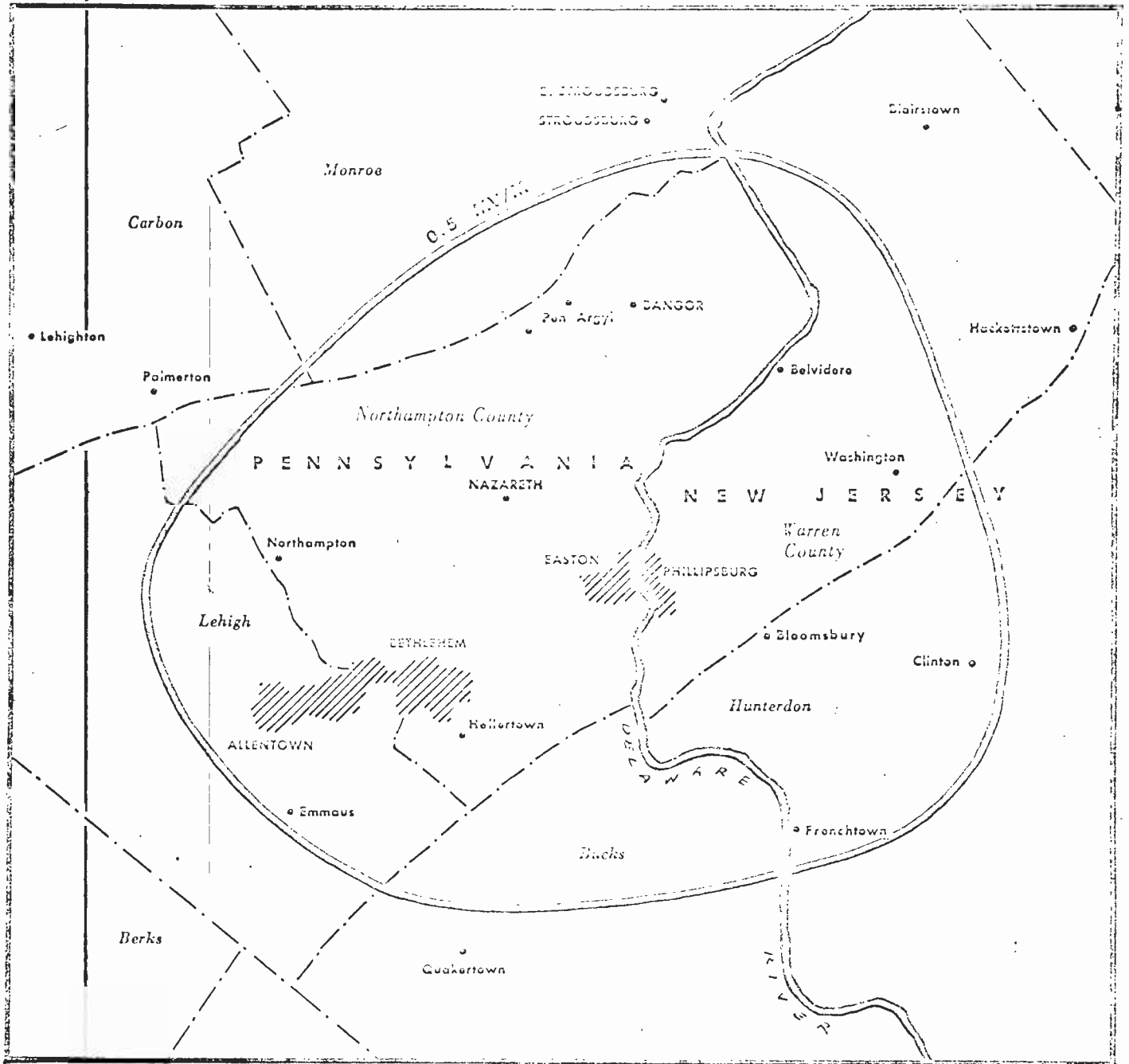
391-7902

Pgh.

JAN. 1, 1970

*EXEC. V.P. & G.M.

* Complete Coverage with WEEK



PULSE, INC. PROVES WEEK IS THE TOP STATION
IN THE ENTIRE NORTHAMPTON-WARREN COUNTY AREA

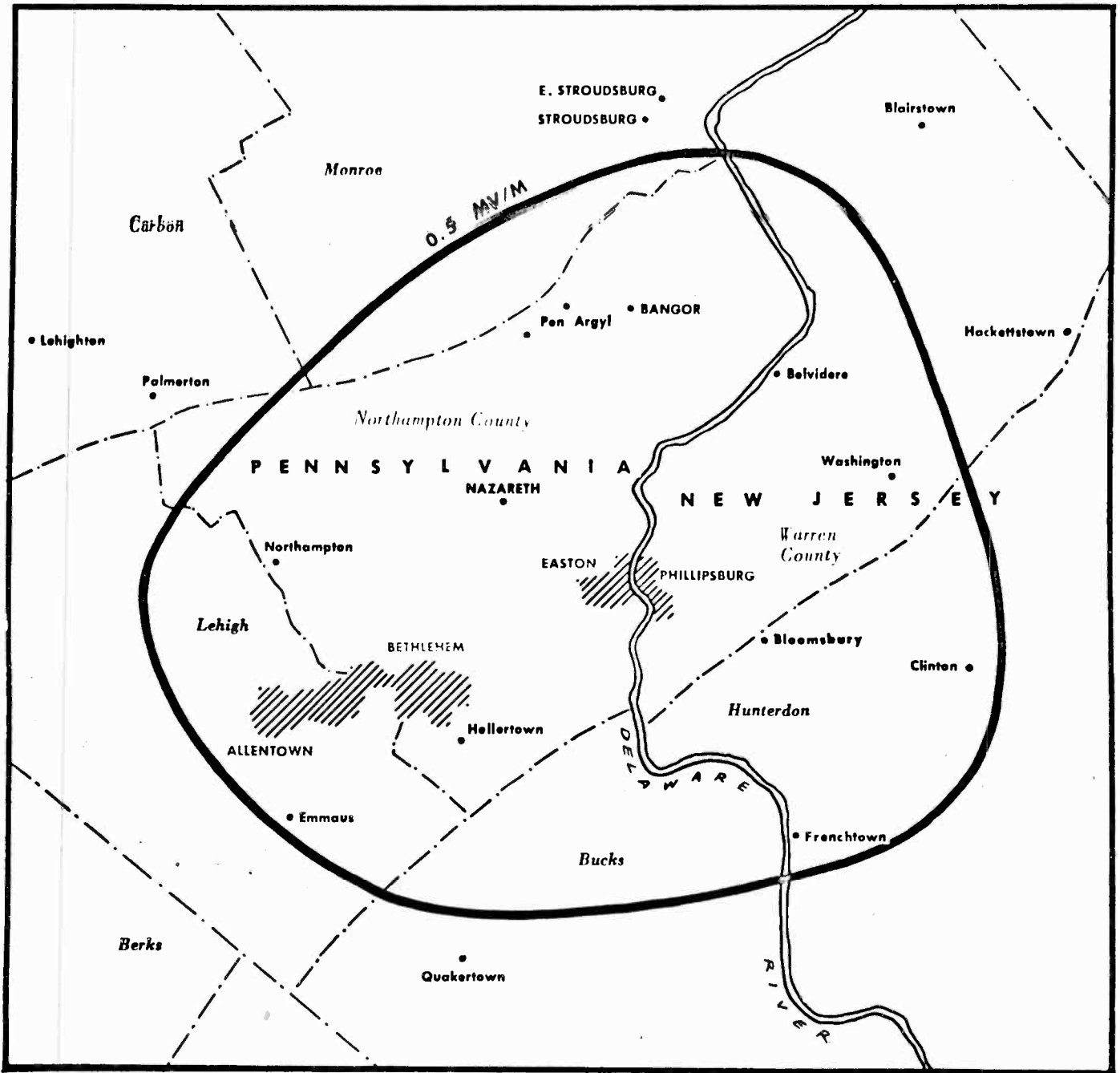
- * TOPS IN RATING
- ** TOPS IN AUDIENCE
- ** TOPS IN PROGRAMMING

WEEK-FM
99.9 MC

WEEK
1230 KC
EASTON, PA.

* PRIMARY COVERAGE AREA ON FILE WITH FEDERAL COMMUNICATIONS COMMISSION

* Complete Coverage with WEEX



PULSE, INC. PROVES WEEX IS THE TOP STATION
IN THE ENTIRE NORTHAMPTON-WARREN COUNTY AREA

- * TOPS IN RATING
- ** TOPS IN AUDIENCE
- ** TOPS IN PROGRAMMING

WEEX
1230 KC
EASTON, PA.

WEEX-FM
99.9 MC

* PRIMARY COVERAGE AREA ON FILE WITH FEDERAL COMMUNICATIONS COMMISSION

WCRO

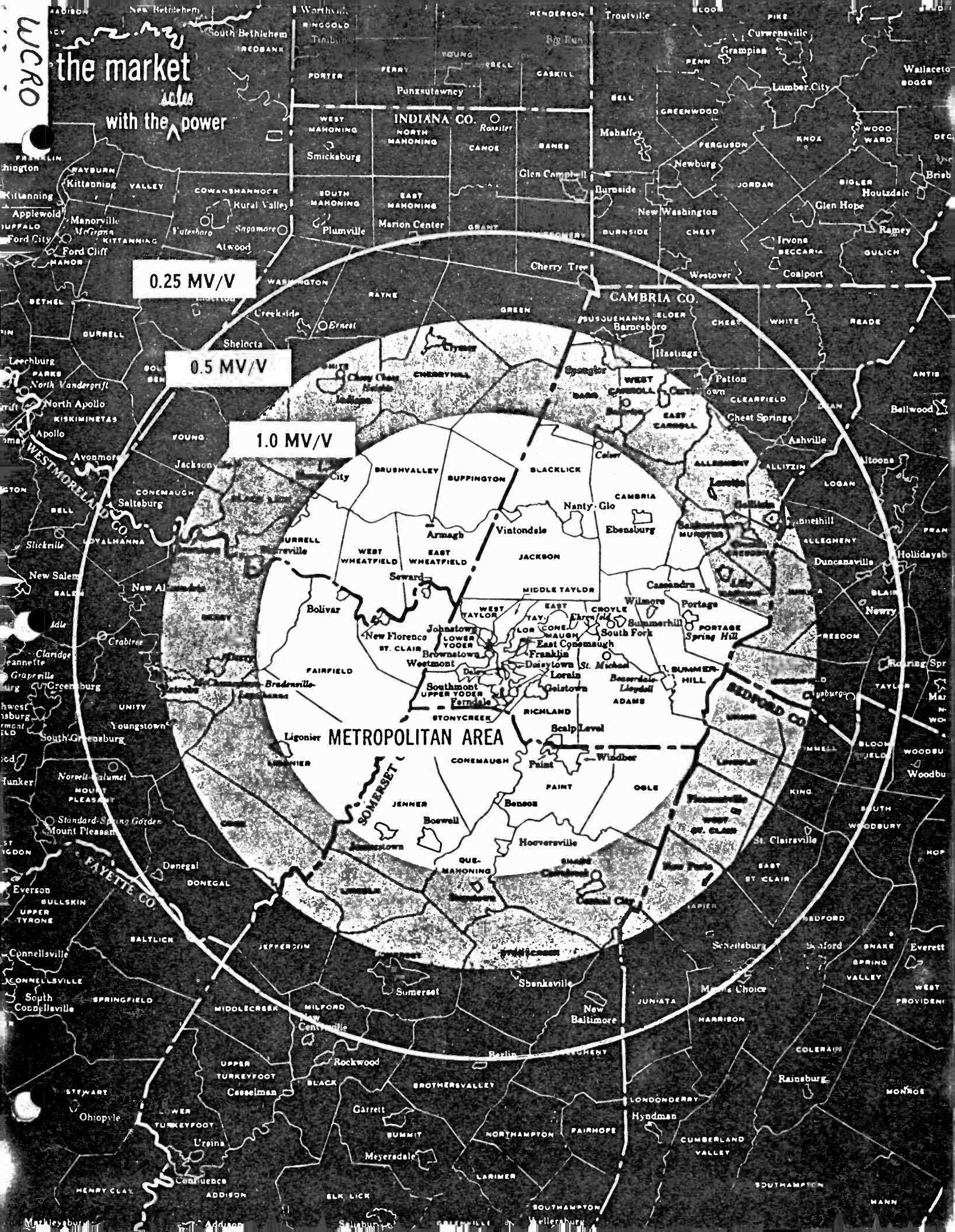
the market
with the power

0.25 MV/V

0.5 MV/V

1.0 MV/V

METROPOLITAN AREA



WCDL

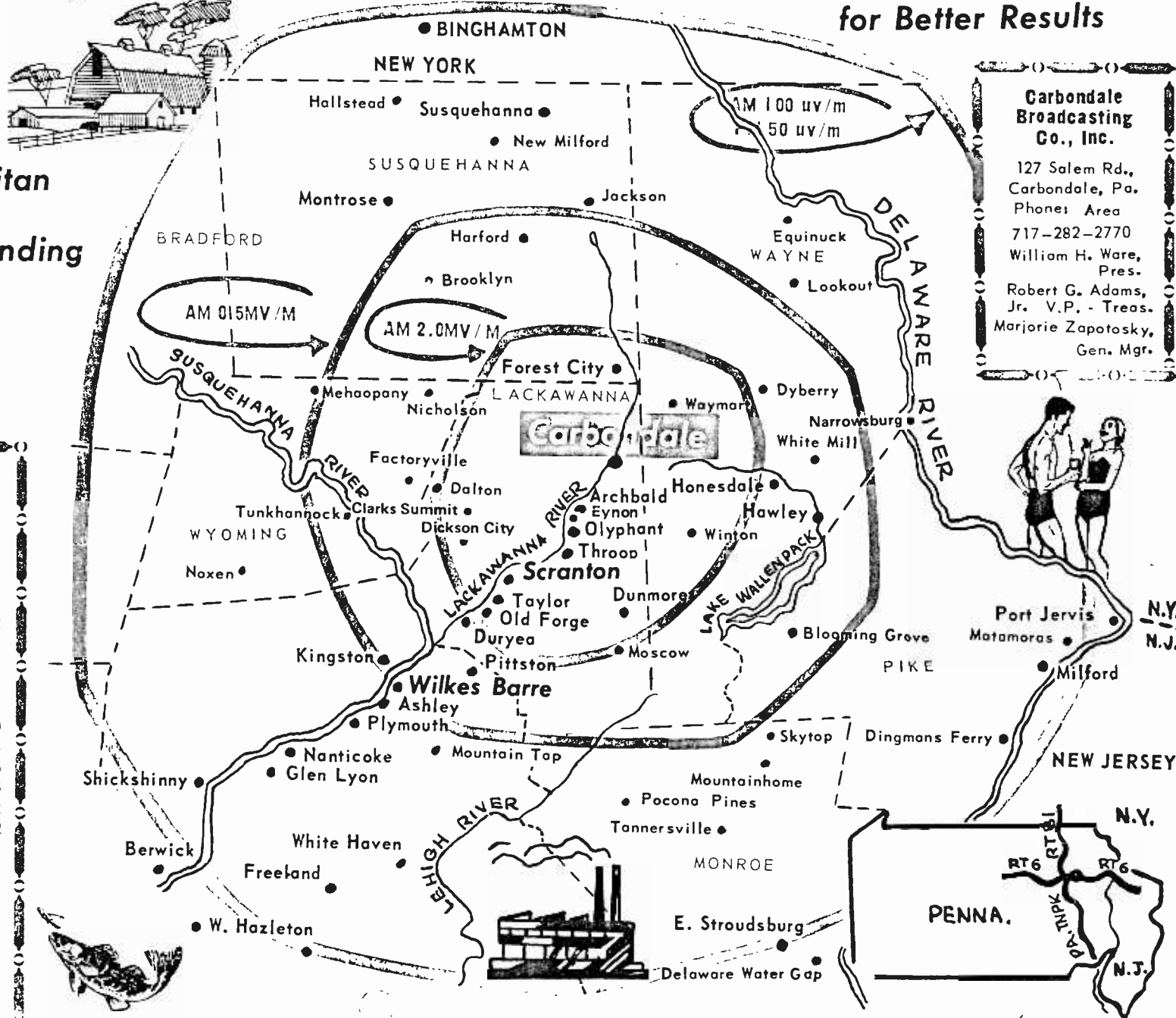
CARBONDALE, PA.

AM 1440 KC FM 94.3 MC

WCDL'S AM and FM Two-Way Mighty Voice Covers and Influences the Diversified Metropolitan Industrial Market of \$486,000,000 and extending into the \$1,257,000,000 Agricultural and Resort (FM 50 uv/m and AM 100 uv/m) Market

THE MIGHTY

Two-Way Voice (AM & FM) of Northeastern Pennsylvania with Power-Packed Performance based on Well Rounded Programming and Promotions for Better Results



Carbondale Broadcasting Co., Inc.
127 Salem Rd., Carbondale, Pa.
Phone: Area 717-282-2770
William H. Ware, Pres.
Robert G. Adams, Jr. V.P. - Treas.
Marjorie Zapotosky, Gen. Mgr.



MARKET FACTS

WCDL - AM and FM Carbondale, Pa.		A.M. 100uv/m	F.M. 50mv/m
\$1,000's added	A.M. 0.5MV/M	A.M. 100uv/m	F.M. 50mv/m
TOTAL SALES	486,179	1,256,553	57,222
Lumb'r, Bldg, Mar'l, Hdwe.	22,140	62,813	162,342
Gen. Merchandise	62,813	120,482	311,392
Food Stores	120,482	86,900	224,598
Automotive Dealers	86,900	30,995	80,108
Gas Service Stations	30,995	31,477	81,355
Apparel & Acces'y	31,477	13,109	33,880
Furniture & Home Furng's	13,109	8,030	20,753
Elec. Appl's	8,030	37,761	97,596
Eating & Drinking	37,761	14,859	38,405
Drug & Prop'y	14,859	43,656	112,832
Other Retail Stores	43,656	13,957	36,072
Non-store Retailers	13,957		71,287
Total Agric'l Prod's Sold			82,964
Total Dairy Prod's Sold			
Population	135,495	927,610	
Households	41,059	281,094	

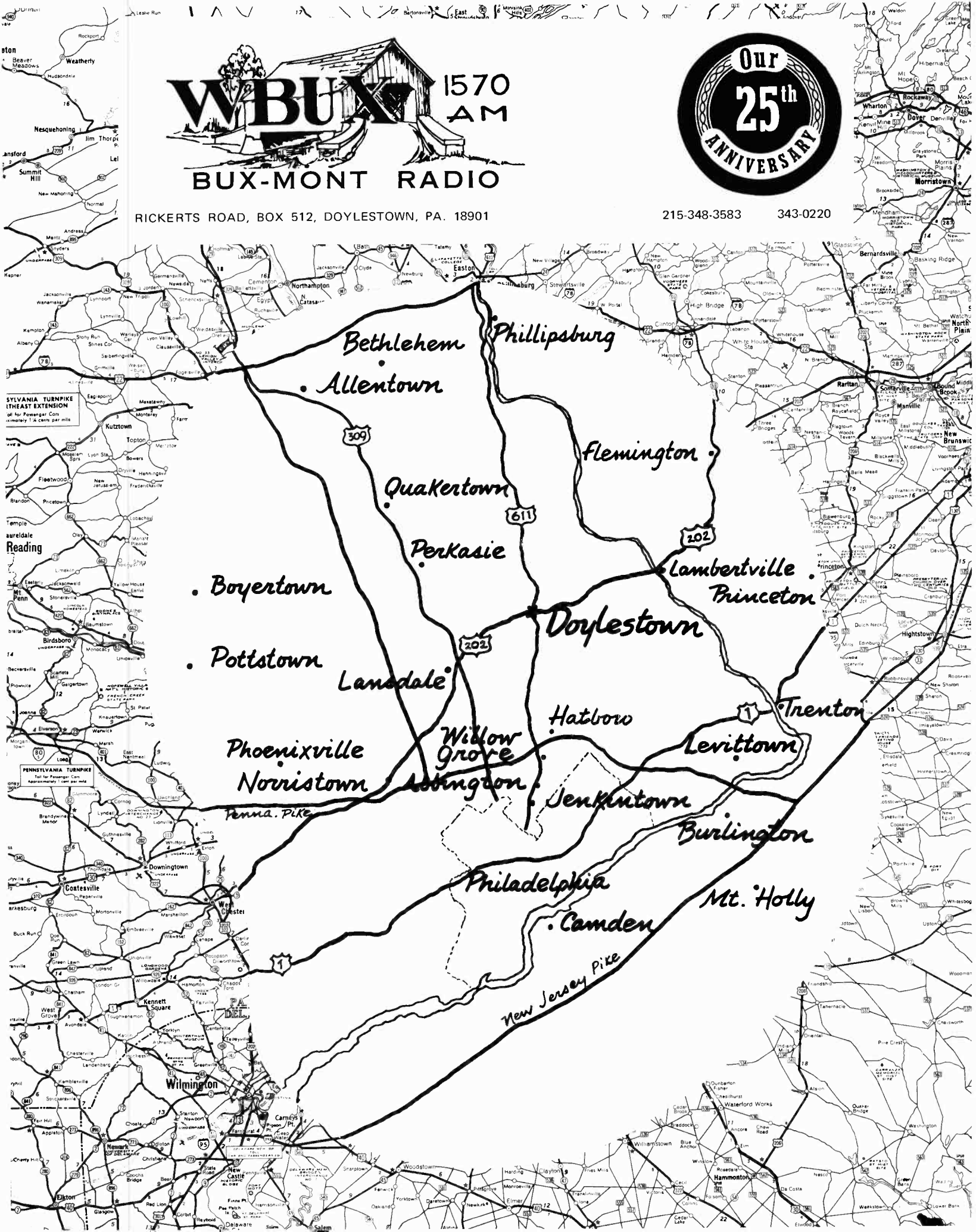
All figures are from the U. S. Census and other sources and are delineated and updated by Ed Feiker & Associates, Inc., Box 141, Ambler, Pa. 19002 (215) 661-0637 11/15/68



RICKERTS ROAD, BOX 512, DOYLESTOWN, PA. 18901

215-348-3583

343-0220



SYLVANIA TURNPIKE (EAST EXTENSION)
of for Passenger Cars
approximately 1.5 cents per mile

PENNSYLVANIA TURNPIKE
Toll for Passenger Cars
approximately 1.5 cents per mile

WBZY

1230 AM
3:30 PM

15:00
15:00
15:00

15:00
15:00

15:00

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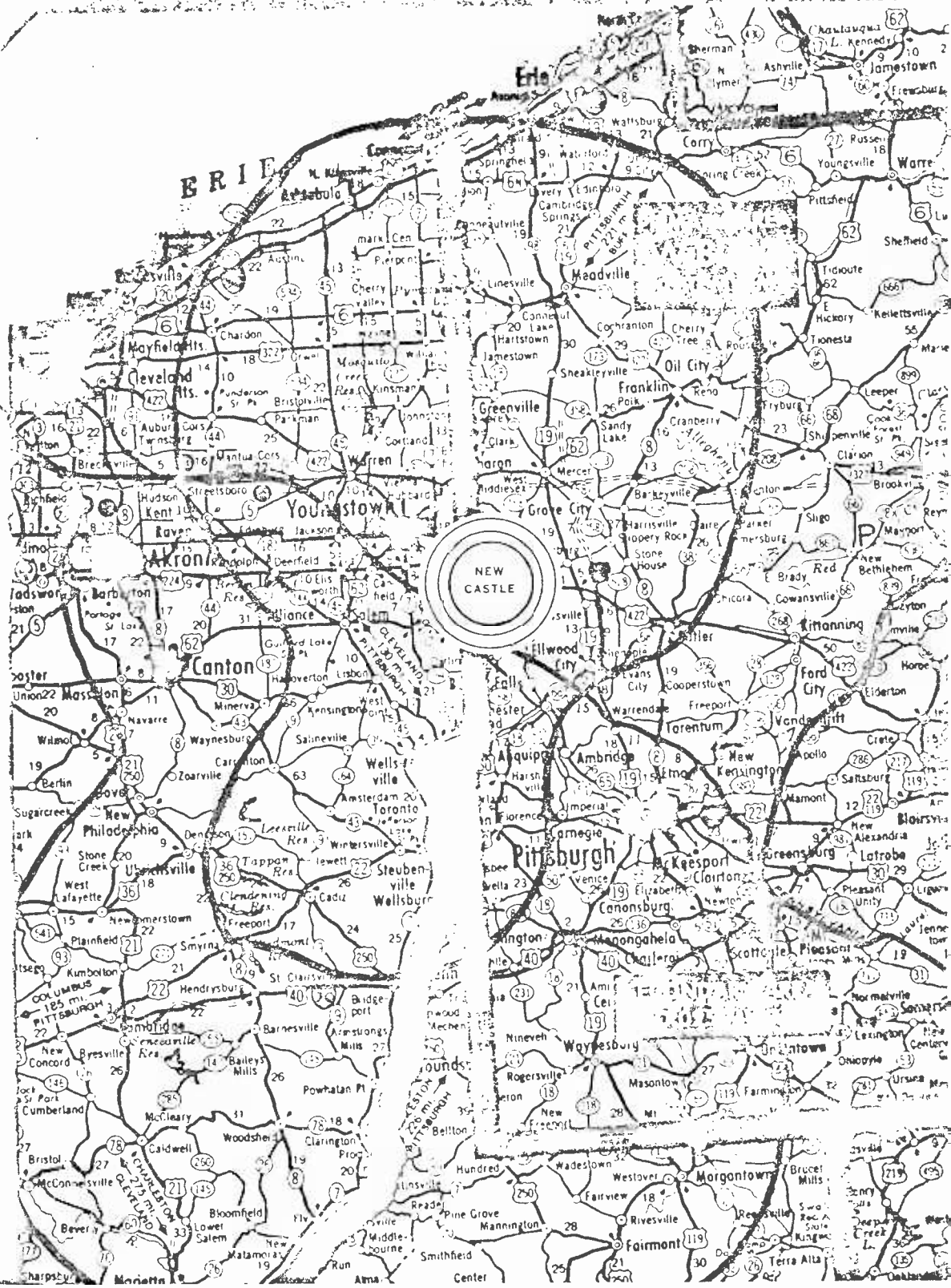
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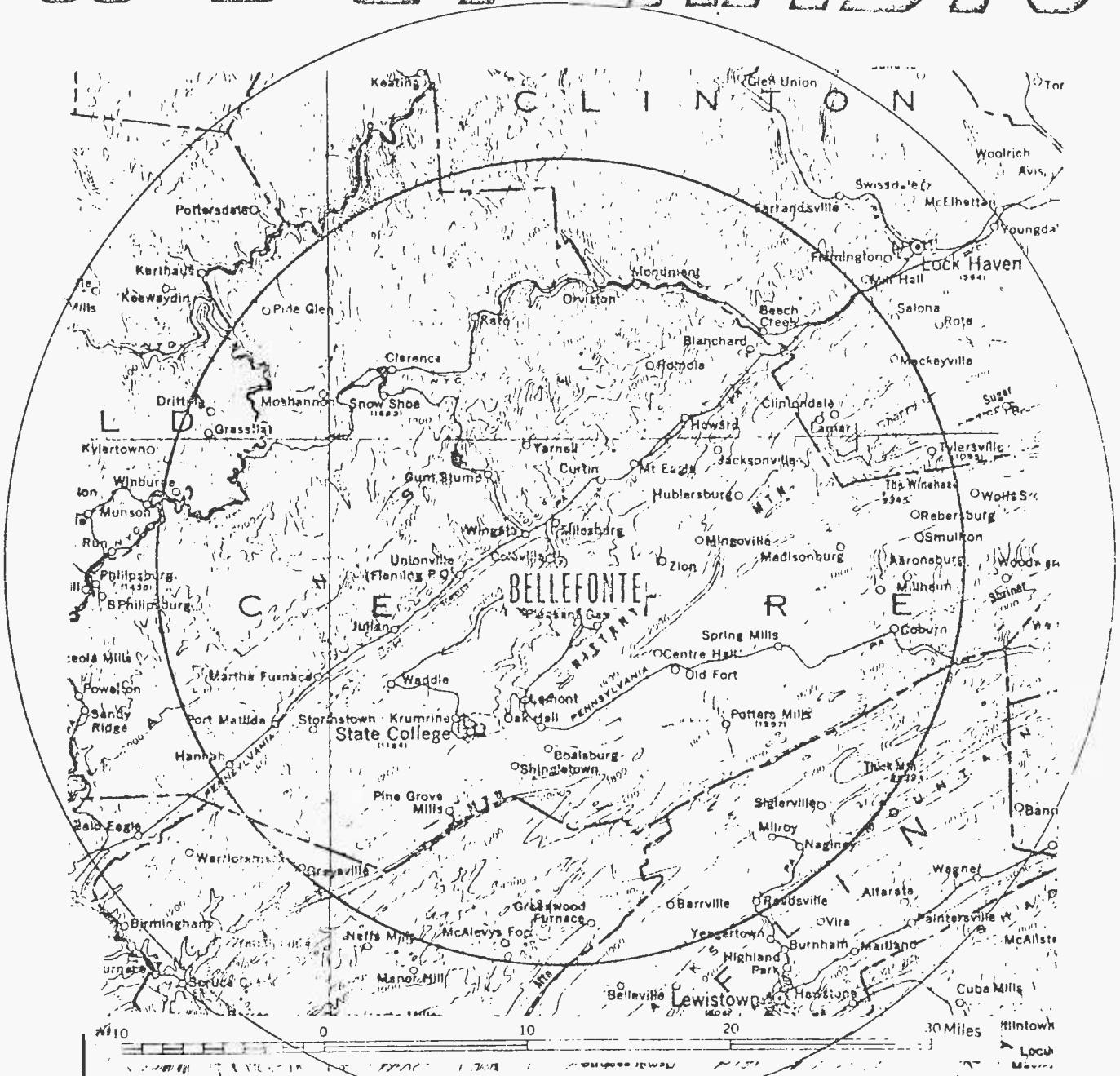
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WBLF RADIO



THE *RADIO* STATION THAT *SELLS*

CENTRAL PENNSYLVANIA'S BIG SOUND

BELLEFONTE, PA.

WBFD WAKM

AM
1310 KC
5000 Watts

FM
100.9 MC
3000 Watts
Stereo

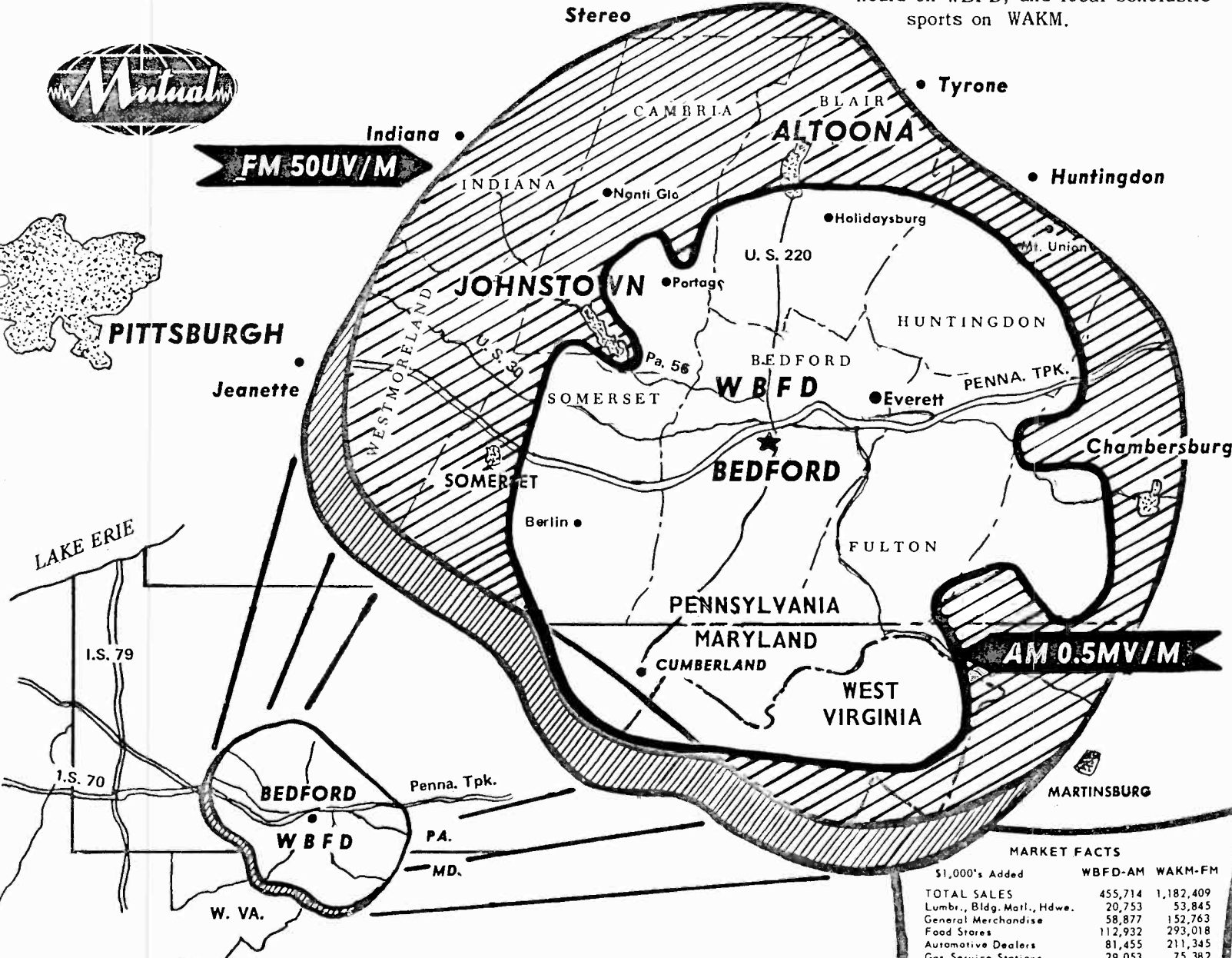
In Bedford County and a large area of South Central Pennsylvania, nearly everyone listens to the twin-sounds of WBFD and its Stereo FM affiliate, WAKM. Separately programmed, they provide intensive local news coverage, in addition to the news facilities of the Mutual Broadcasting System and United Press International.

WBFD has built a reputation for Public Service, Community Involvement and modern programming. WAKM is top-rated with its special brand of stereo "wonderful music," extending these daily services into the night hours. Professional sports, including baseball, football and auto racing are heard on WBFD, and local scholastic sports on WAKM.



FM 50UV/M

AM 0.5MV/M



WBFD and WAKM, with separate programming designed to please all tastes, pack a real one-two selling punch, day and night. They provide double coverage to a great and growing Tourist, Recreational, and Agricultural area, which has continually attracted new industry because of its many advantages. They blanket the "Recreational Gateway" to the North, South, East and West, with a Primary AM market of more than \$450,000,000 and FM market of more than \$1,180,000,000 in Retail Sales. Thousands of campers, visitors and sportsmen, with their small transistors, tune almost exclusively to these stations, in all seasons of the year.

MARKET FACTS

\$1,000's Added	WBFD-AM	WAKM-FM
TOTAL SALES	455,714	1,182,409
Lumbr., Bldg. Matl., Hdwe.	20,753	53,845
General Merchandise	58,877	152,763
Food Stores	112,932	293,018
Automotive Dealers	81,455	211,345
Gas Service Stations	29,053	75,382
Apparel & Accessory	29,505	76,554
Furniture & Home Furngs.	12,287	31,880
Electric Appliances	7,526	19,528
Eating & Drinking	35,395	91,837
Drug & Propy.	13,928	36,054
Other Retail Stores	40,921	106,174
Non-store Retailers	13,082	33,944

Population 296,702 768,750
Households 89,910 232,955

All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, Inc., 1-D Forrest Gardens, P.O. Box 141, Ambler, Pa. 19002
(215) 643-0637 3/15/69

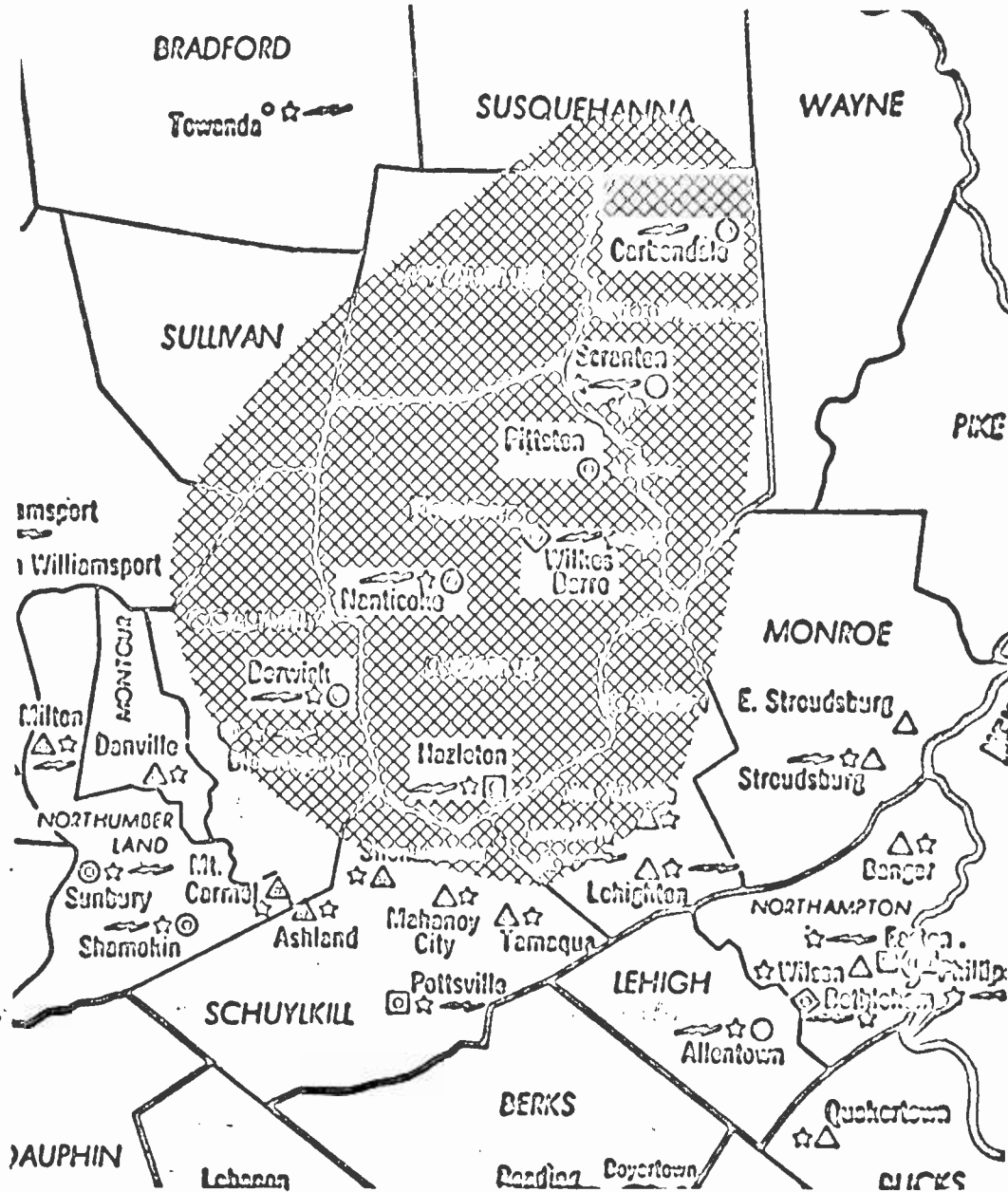
WOAX

1240

ADULT

"24 HOURS PER DAY"

WILKES-BARRE - SCRANTON



On Good Speaking Terms

with 300,000 Eastern Pennsylvanians

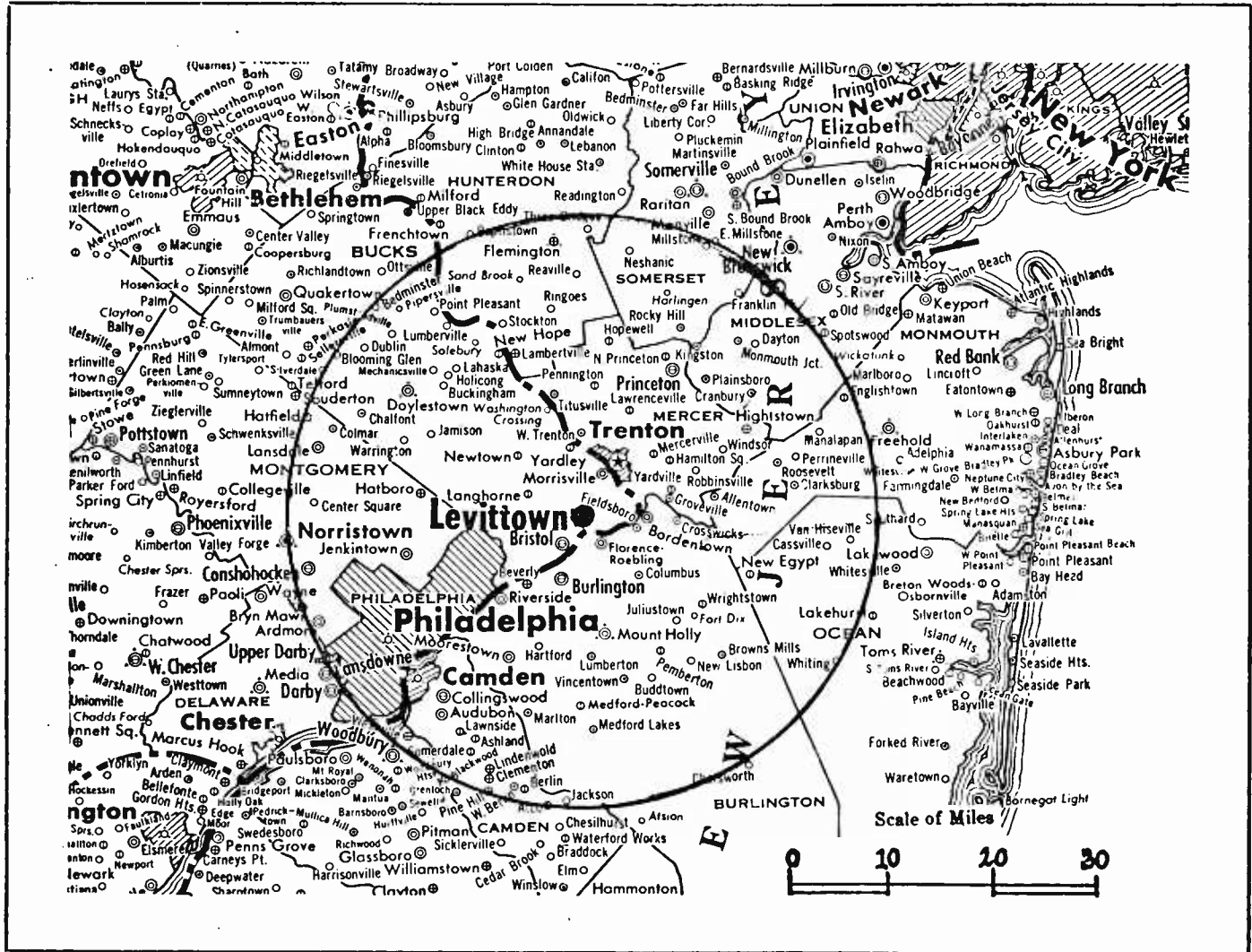
WBCB

CONTOUR COVERAGE MAP TRENTON – LEVITTOWN – PHILADELPHIA

1490 K.C.

NON-DIRECTIONAL

1000 WATTS



POPULATION DATA — JULY 1, 1961

Bucks County (Including Levittown)	257,000	Portions of New Jersey Counties	
Mercer County (Including Trenton, N. J.)	265,766	Hunterdon	25,550
		Somerset	31,000
Portions of Chester, Montgomery, and Phila. Counties		Middlesex	204,825
Chester County	38,000	Monmouth	63,717
Montgomery County	187,000	Ocean	28,000
Philadelphia County	2,002,112	Burlington	197,375
		Camden	123,420
TOTAL	2,749,878	Gloucester	25,000
		TOTAL	698,887
		GRAND TOTAL	3,448,765

SOURCES OF POPULATION DATA:

Commonwealth of Pennsylvania, Department of Commerce — New Jersey Department of Conservation and Economic Development
Bucks County Planning Commission — Greater Trenton Chamber of Commerce — Philadelphia Planning Commission

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MR. TIMEBUYER!
cover more homes
reach more people
FOR YOUR DOLLAR!

MERCHANDISING BY AIR

WARO



We're **BIG** on coverage

This represents our
100 microvolt signal
540 on your dial

Serving the Heart of the Dutch Country -



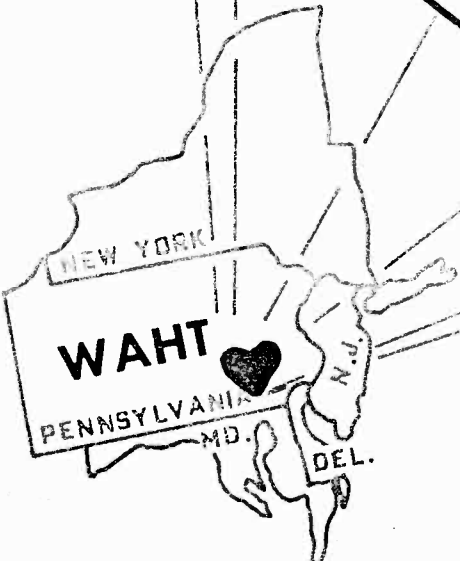
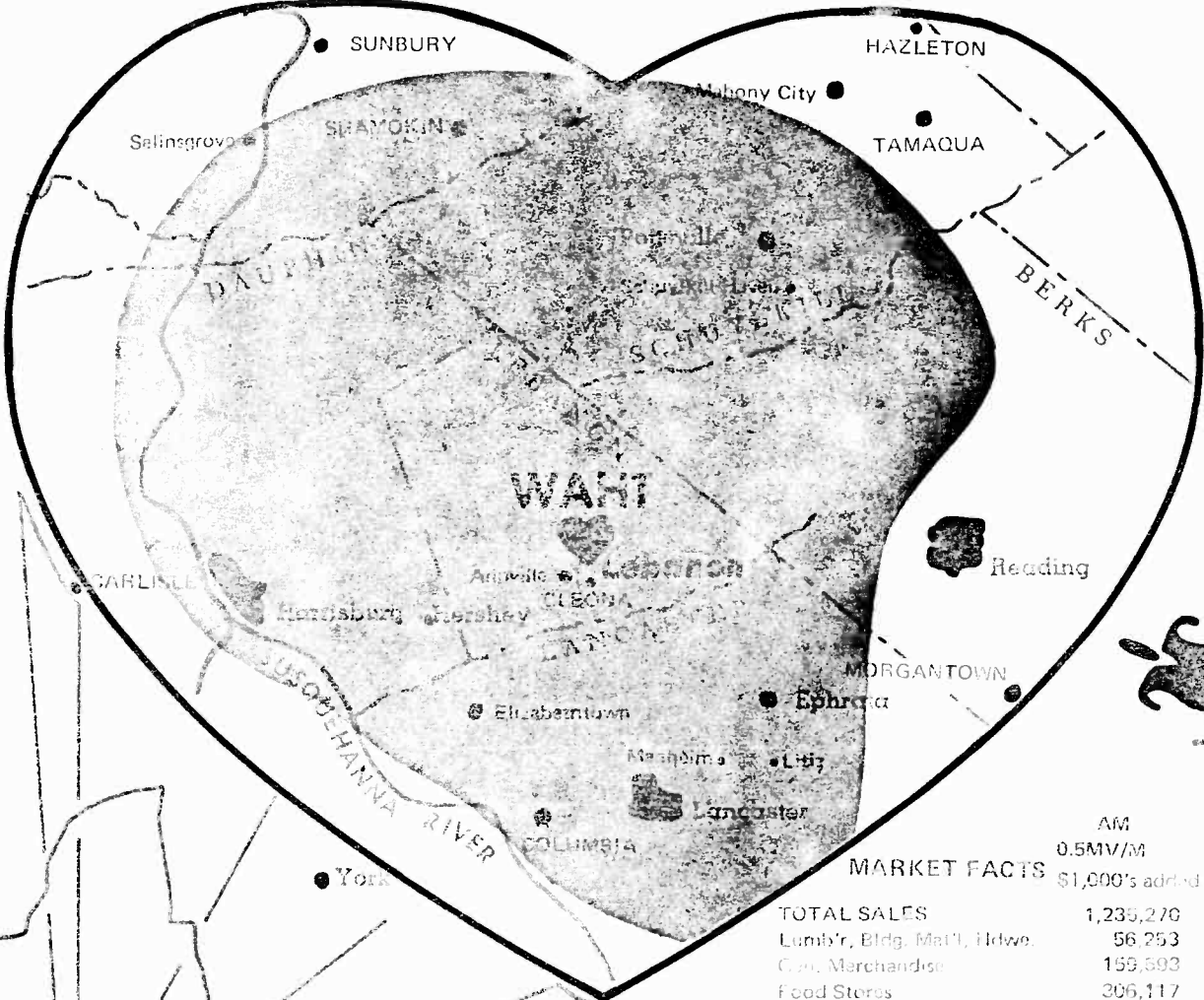
WONDERFUL GOOD!

1510

MUTUAL NEWS FOR CENTRAL PENNSYLVANIA

5000 WATTS

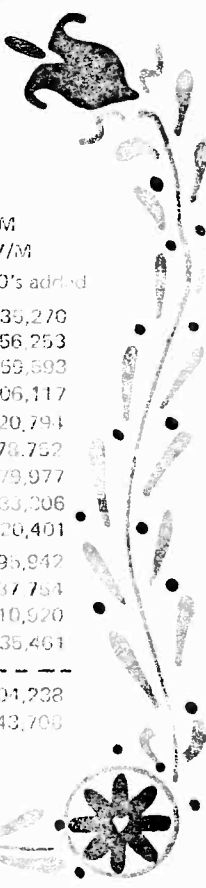
P.O. BOX 15 LEBANON, PA 717-273-8547



AM
0.5MV/M
\$1,000's added

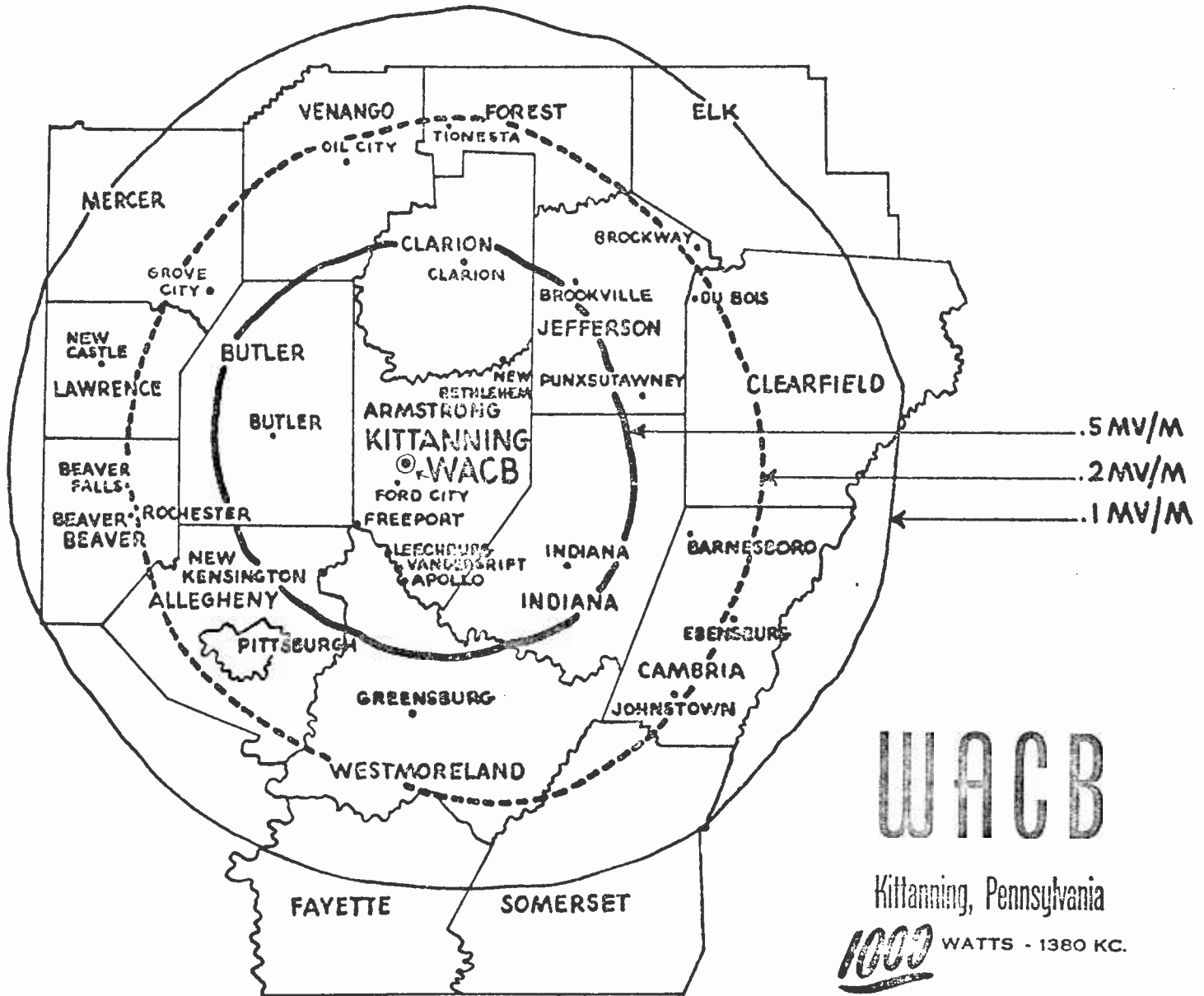
MARKET FACTS	
TOTAL SALES	1,235,270
Lumber, Bldg. Mat'l, Hdw.	56,253
Gen. Merchandise	155,593
Food Stores	306,117
Automotive Dealers	220,794
Gas Service Stations	78,752
Appl. & Accus'y	79,977
Furniture & Home Furn'g's	33,306
Elect. Appls	20,401
Food & Drinking	95,942
Drug & Prop'y	37,754
Other Retail Stores	110,920
Non-store Retailers	35,461
<hr/>	
Population	804,238
Households	243,708

All figures are from the U. S. Census and other sources and are delineated and updated by Ed Felker & Associates, Forrest Gardens, Suite 1 D, Ambler, Pa. 19002 (215) 643 0637 11/15/69



WACB

KITTANNING, PENNSYLVANIA



WACB

Kittanning, Pennsylvania

1000 WATTS - 1380 KC.