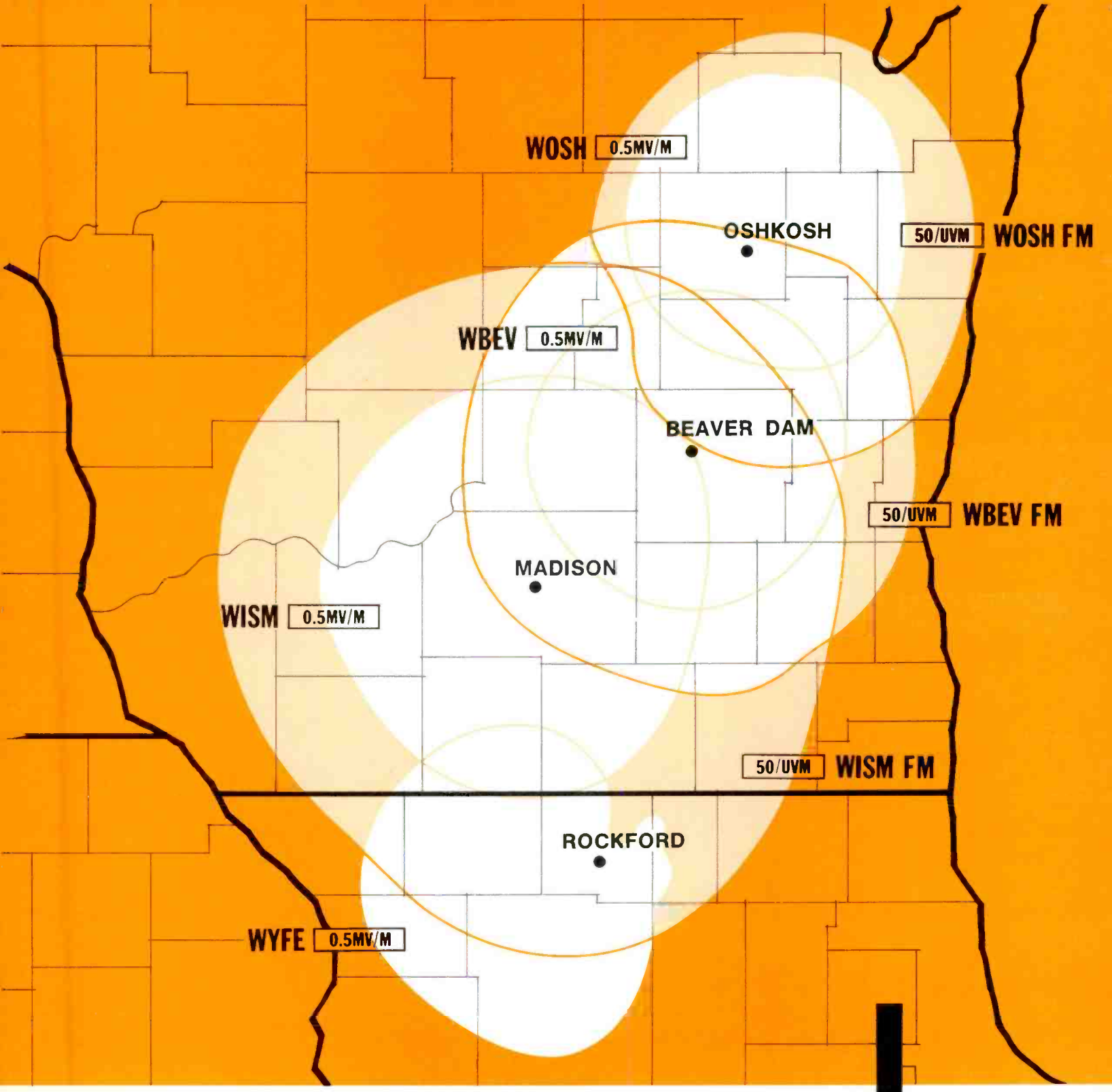


With one knowledgeable buy—
Get 4-station local coverage of this
3.8 Billion Dollar market
of 2 Million listeners

WISM
MADISON
(AM) 1480 kc, 5,000 w
(FM) 98.1 mc, 20,000 w-v & h

WOSH
OSHKOSH
(AM) 1490 kc, 1,000 w
(FM) 103.9 mc, 3,000 w

WBEV
BEAVER DAM
(AM) 1430 kc, 1,000 w day
(FM) 95.3 mc, 3,000 w

WYFE
ROCKFORD
(AM) 1150 kc, 500 w day

The MID WEST Family®
P.O. Box 2058 • Madison, Wisconsin

Nationally Represented by
STONE REPRESENTATIVES, INC.
New York, Chicago —
Other Major Cities

IN MICHIGAN
WSJM AM-FM St. Joseph—Benton Harbor
WITL AM-FM Lansing

MID-WEST FAMILY COVERAGE*

WISCONSIN	POPULATION	HOUSE-HOLDS	RETAIL SALES	WISM AM & FM	WOSH AM & FM	WBEV AM & FM	WYFE AM
Waupaca	34,300	10,330	$ 67,041,000		½		
Outagamie	114,500	30,640	206,369,000		X		
Brown	146,900	39,390	262,623,000		½		
Waushara	12,600	4,010	24,216,000	¼	¼	½	
Winnebago	117,400	34,040	324,943,000		X	½	
Calumet	23,900	6,340	37,526,000		X		
Manitowoc	79,100	22,700	123,394,000		½		
Juneau	15,200	4,580	31,668,000	½			
Adams	7,400	2,370	9,046,000	½			
Marquette	8,300	2,630	11,633,000	X		½	
Green Lake	15,100	4,790	39,335,000	X	½	X	
Fond du Lac	78,700	22,140	137,164,000	½	X	X	
Sheboygan	91,300	27,790	143,585,000		½	½	
Richland	15,300	4,440	31,957,000	½			
Sauk	33,200	9,720	74,992,000	X		½	
Columbia	37,000	11,050	81,637,000	X		X	
Dodge	64,800	18,410	104,906,000	X		X	
Washington	53,500	14,610	75,275,000	½		X	
Iowa	18,800	5,230	28,361,000	X			
Dane	258,400	74,250	500,251,000	X		½	
Jefferson	53,900	16,000	99,624,000	X		X	
Waukesha	203,300	54,770	268,889,000	½		½	
Lafayette	17,700	4,910	24,239,000	X			
Green	26,300	7,910	61,025,000	X			½
Rock	125,300	37,160	230,782,000	X			½
Walworth	57,500	17,040	122,338,000	X			
TOTAL	1,709,700	487,250	$3,122,819,000				
ILLINOIS							
Stephenson	49,100	15,470	77,873,000	½			X
Winnebago	247,400	74,610	453,526,000	¼			X
Boone	22,100	6,650	43,278,000	¼			½
Carroll	19,500	6,190	30,439,000				½
Ogle	40,800	12,700	63,330,000				X
Lee	39,900	10,093	56,008,000				½
TOTAL	2,128,500	612,963	$3,847,273,000				
WISM	997,075	308,259	$1,825,312,500				
WOSH	548,950	136,662	1,030,044,500				
WBEV	665,250	190,595	1,212,195,000				
WYFE	453,850	136,781	805,495,000				

*Market Data from SRDS est. 1/1/68

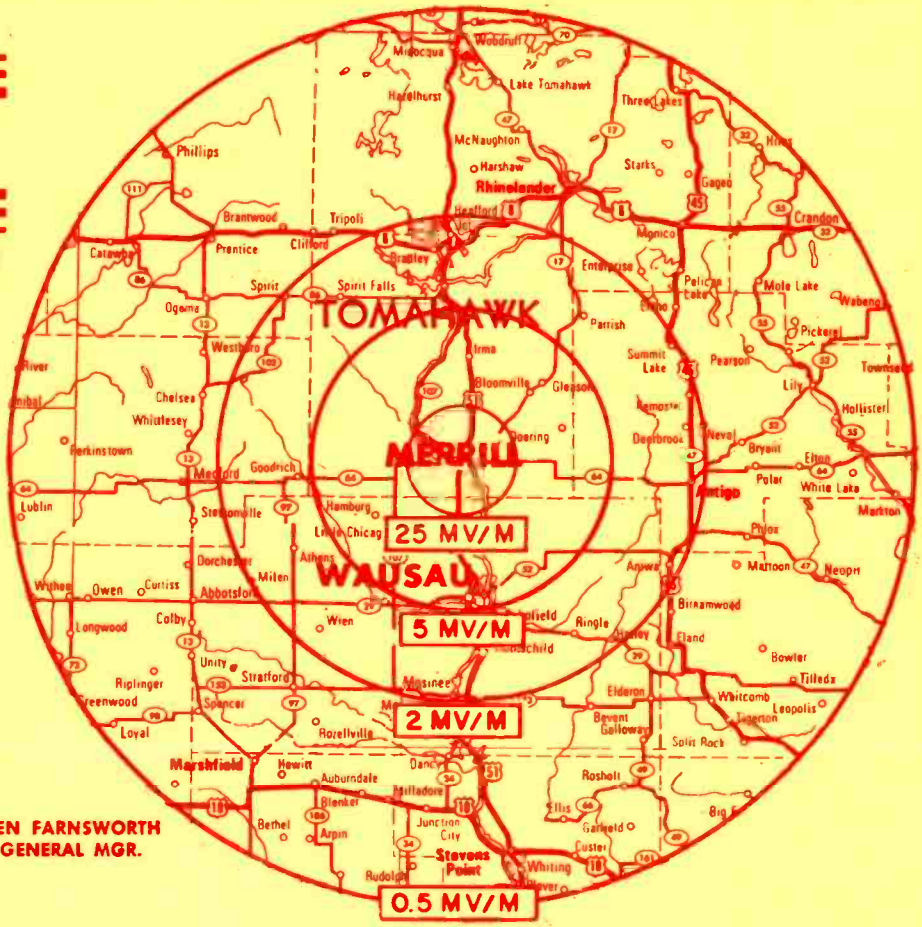
WXMT

MERRILL, WISCONSIN

730
KC

1000
WATTS

TELEPHONE
715-536-6262
BOX 71
MERRILL
WISCONSIN
54452



KEN FARNSWORTH
GENERAL MGR.

ONE MINUTE — RATES — FIXED

TIMES	ONE WEEK	FOUR WEEKS	THIRTEEN WEEKS	FIFTY-TWO WEEKS
1	5.59 / 5.59	5.29 / 21.16	5.00 / 65.00	4.70 / 244.40
2	4.12 / 8.24	3.82 / 30.51	3.53 / 91.78	3.24 / 336.96
3	3.82 / 11.46	3.52 / 42.36	3.24 / 126.36	2.94 / 458.64
4	3.53 / 14.12	3.24 / 51.84	2.94 / 152.88	2.65 / 551.20
5	3.24 / 16.20	2.94 / 58.80	2.65 / 172.65	2.35 / 611.00
10	2.94 / 29.40	2.65 / 106.00	2.35 / 305.50	2.06 / 1071.20

30 SEC. 80% OF APPLICABLE RATE

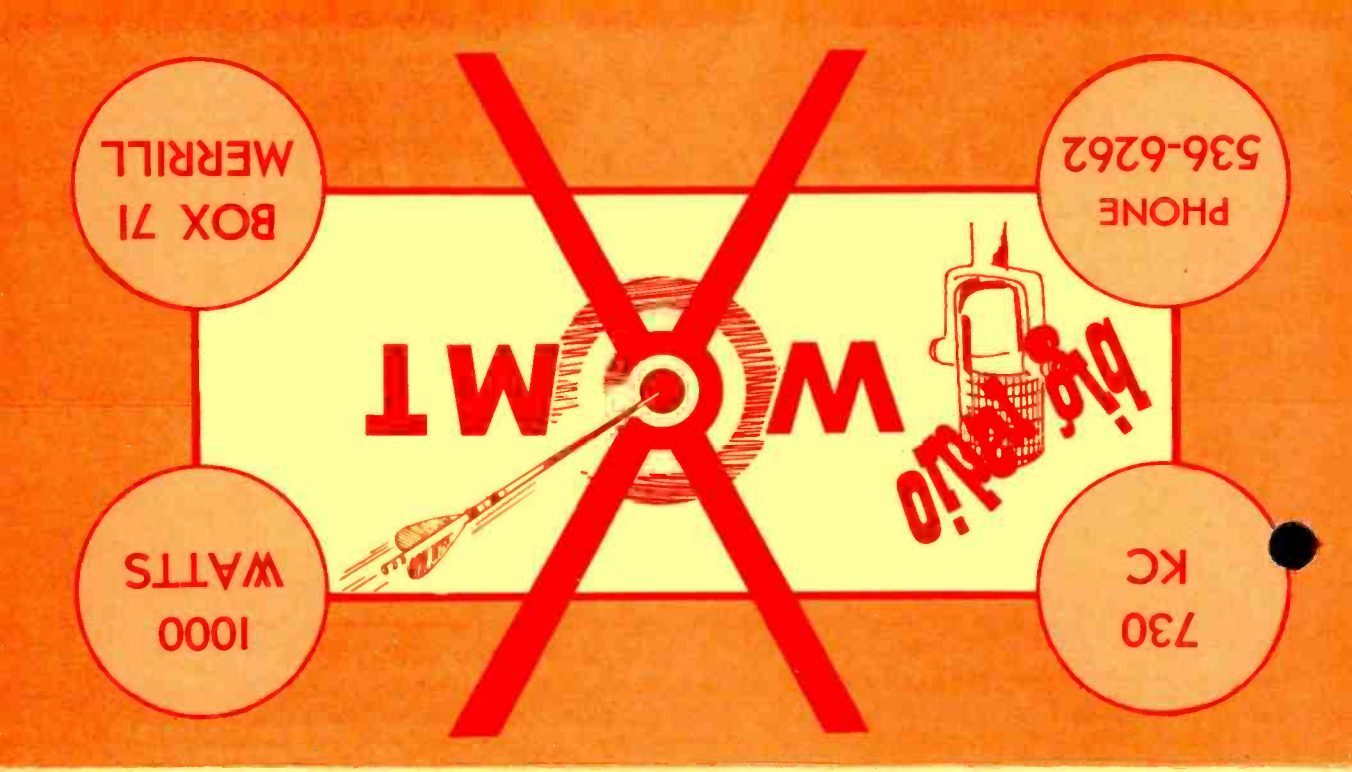
BIG X — R.O.S. MERCHANDISE MOVERS

MIN. PER WEEK		MIN. PER MONTH	
10@ 2.50	25.00	50@ 2.35	117.50
20@ 2.25	45.00	100@ 2.10	210.00
50@ 1.90	95.00	200@ 1.80	360.00

30 Sec. 80% of Applicable Rate 10 Sec. 40% of Applicable Rate

PROGRAM RATES

	1	26	52	260
5 Min.	10.60	8.25	5.90	4.15
15 Min.	21.20	14.25	10.60	8.25
30 Min.	35.50	27.50	21.00	15.00
60 Min.	60.00	47.25	35.50	24.00



RADIO STATION WXMT

General Information

United Press International

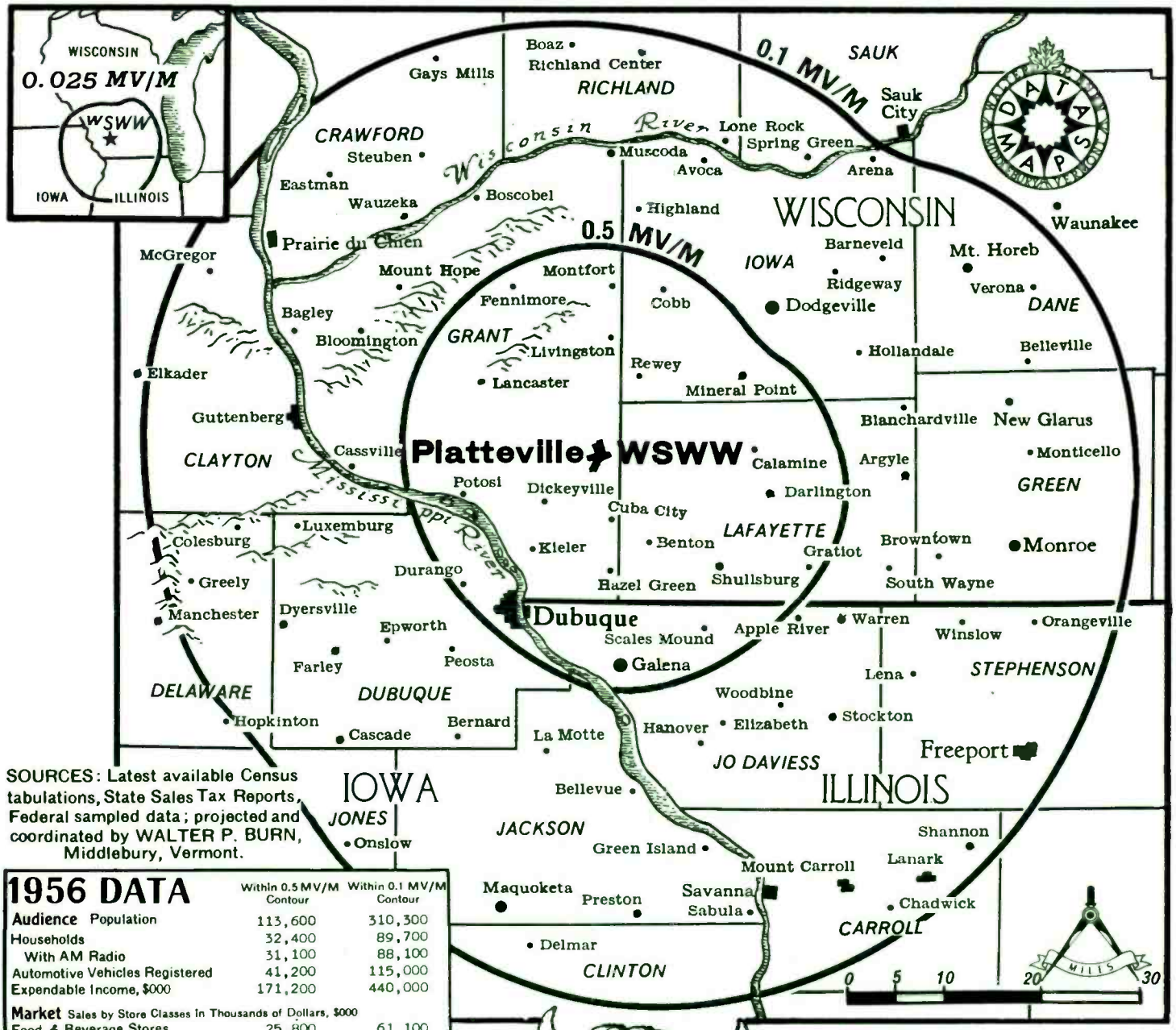
Terms: Net 10 days. Advertising agency commissions are not included in rates.

Rates for sports, remote broadcasts, and special programs, will be quoted on request.

Political advertising is accepted at regular commercial rates, payable in advance, and subject to prior approval of WXMT.

Religious broadcasts are accepted at regular commercial rates. Such programs are subject to prior approval by WXMT.

If advertiser cancels contract before expiration, he will be charged for all announcements or programs used at rate earned.



SOURCES: Latest available Census tabulations, State Sales Tax Reports, Federal sampled data; projected and coordinated by WALTER P. BURN, Middlebury, Vermont.

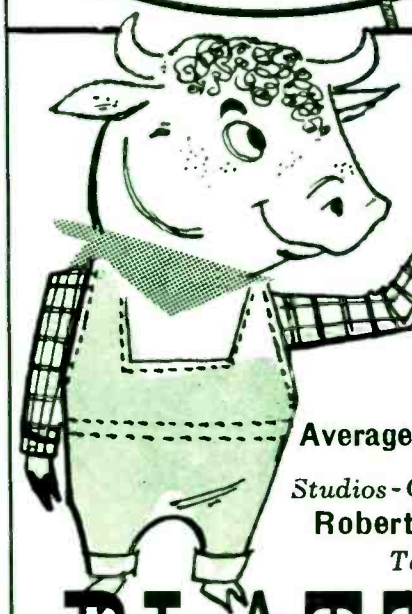
1956 DATA

	Within 0.5 MV/M Contour	Within 0.1 MV/M Contour
Audience Population	113,600	310,300
Households	32,400	89,700
With AM Radio	31,100	88,100
Automotive Vehicles Registered	41,200	115,000
Expendable Income, $000	171,200	440,000
Market Sales by Store Classes In Thousands of Dollars, $000		
Food & Beverage Stores	25,800	61,100
Restaurants, Drinking Places	10,730	26,500
Hotels & Roadside Courts	1,330	2,940
General Merchandise Stores	17,150	26,720
Apparel Stores	5,420	9,650
Personal & Household Services	3,900	7,490
Building Supplies & Materials	14,900	45,800
Home Furnishings Stores	5,520	12,750
Repair & Maintenance Services	1,600	4,050
Automotive & Accessory Stores	23,300	59,600
Gasoline Service Stations	8,770	21,900
Farm Machinery & Supplies	12,200	40,500
Drug Stores	4,100	7,450
All Other Retail Stores	8,010	20,030
Amusements	1,200	2,900
TOTAL RETAIL SALES	135,900	332,000
TOTAL SERVICE RECEIPTS	8,030	17,380
WHOLESALE SALES	129,400	239,400

Farm Market Total Farm Audience Within 0.1 MV/M Contour

Type of Farm	COMMERCIAL	RURAL-HOME
Number Operated	24,300	1,640
Population Living on Farms	102,540	6,460
Occupied Dwellings With Radio	24,800	1,610
Other Income more than Farm, %	3.0	54.2
Sales of Farm Products $000	225,000	1,020
Farm Supplies Purchased $000	67,500	710
*Gross Income per Farm, $	9,580	920

*Includes Value Products Consumed, Government Payments.



WSWW

1000 W DAY 1590 KC

Serving Southwest Wisconsin

One of America's Richest Farming Areas

Gateway to America's Dairyland

Average Commercial Farm Income, $9500

Studios-Offices: RADIO PARK, Platteville, *Wis.*

Robert J. Bodden, *General Manager*

Telephone: Platteville 2775

PLATTEVILLE

Wisconsin

W-RIT Radio *COMMUNICATES*

reaching TODAY'S audience . . .

MUSIC

W-RIT airmen add their special brand of personality to carefully chosen music balanced to suit the time of day. The total effect: broad appeal with a strong slant toward the preferences of today's all-important 18 and older young adult.

NEWS

W-RIT emphasizes people-oriented news. W-RIT features Milwaukee's only 24-hour radio news operation, backed by the facilities of United Press International, ABC Radio, and a staff of professional reporters covering the Milwaukee beat. W-RIT's efforts in news reporting have brought the station many coveted awards. W-RIT news is contemporary. . .it's TODAY!

4-COUNTY METROPOLITAN MILWAUKEE MARKET DATA

POPULATION	1,416,200
PASSENGER CARS	562,090
SPENDABLE INCOME	$5,660,330,000
GENERAL MERCHANDISE	496,841,000
FOOD	547,686,000
APPAREL	132,616,000
HOME FURNISHINGS	115,044,000
AUTOMOTIVE	410,859,000
SERVICE STATION	149,880,000
TOTAL RETAIL SALES	$2,865,605,000

Source: SRDS Consumer Market Data, Feb. 1972

W-RIT SERVICE CONTOURS

1340 KC **1.0 KW**

Based on field intensity measurements made in F.C.C. required manner.

January, 1964.

Robert A. Jones, Consulting Engineer LaGrange, Illinois

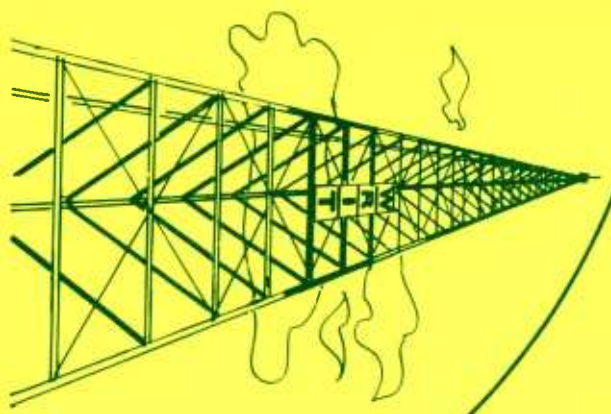
W-RIT *Radio*

5407 W. McKinley Ave., Milwaukee, Wisc. 53208, 453-4130

Represented nationally by

ROBERT E. EASTMAN & CO., INC.

W·RIT



GREAT TRAILS BROADCASTING CORPORATION

WING
Dayton

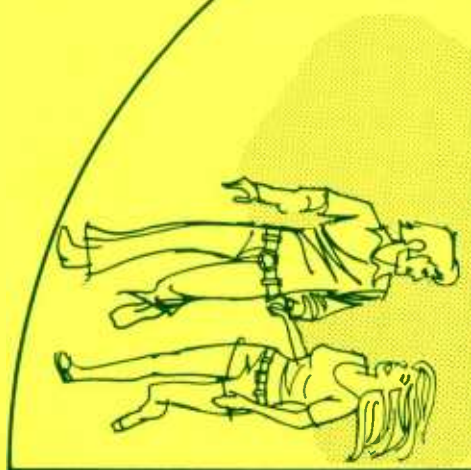
W-RIT/WFWO FM
Milwaukee

WIZE
Springfield

WCOL AM/FM
Columbus

WKLO AM/FM
Louisville

TODAY Radio in MILWAUKEE



ATN
AIR TRAILS NETWORK

W-RIT MILWAUKEE · WCOL COLUMBUS · WEZE BOSTON · WKLO LOUISVILLE · WING DAYTON · WIZE SPRINGFIELD

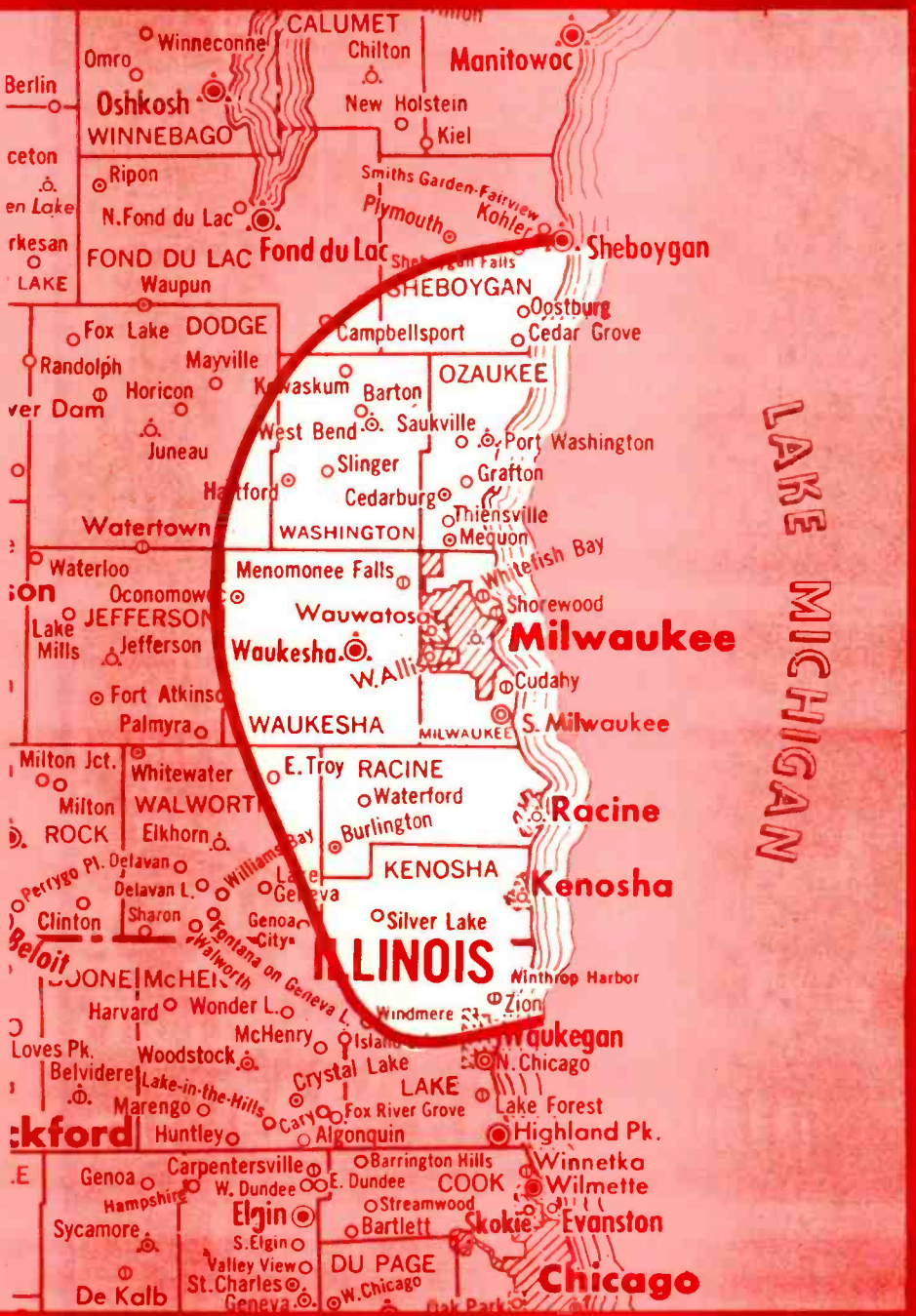
THE "EAR" OF MILWAUKEE!

THE NEW

W-RIT

MILWAUKEE, WISCONSIN

1340 AM 102.9 FM



MARKET FACTS

Population

1,835,600

Radio Homes

554,621

Consumer Spendable Income

$4,299,965,000

Total Retail Sales

$2,317,051,000

Farm Population

101,511

Source: S.R.D.S.

March, 1964

W-RIT SERVICE CONTOURS

1340 KC **1.0 KW**

Based on field intensity measurements made in F.C.C. required manner.
January, 1964.

Robert A. Jones, Consulting Engineer LaGrange, Illinois

represented nationally by
robert e. eastman & co., inc.

WAUSAU, WISCONSIN . . . WHERE wrig IS NUMBER 1!

IN CENTRAL WISCONSIN . . .

BIG wrig

ZEROS IN ON $PENDING CONSUMERS

UNIVERSAL APPEAL PROGRAMMING

LISTENER DOMINANCE

SOLID AREA COVERAGE

COMMUNITY INVOLVEMENT

wrig AM/FM

1400 KC – 101.9 MC ON YOUR DIAL

529 THIRD ST. • WAUSAU, WISCONSIN • TEL. (715) 845-4275

ALL PROGRAMMING SIMULCAST DAY AND NIGHT ON

wrig

AM-1400 KC 1,000 Watts
FM-101.9 MC 100,000 Watts

1ST IN

- PROGRAMMING
- LISTENERSHIP
- COVERAGE
- COMMUNITY INVOLVEMENT

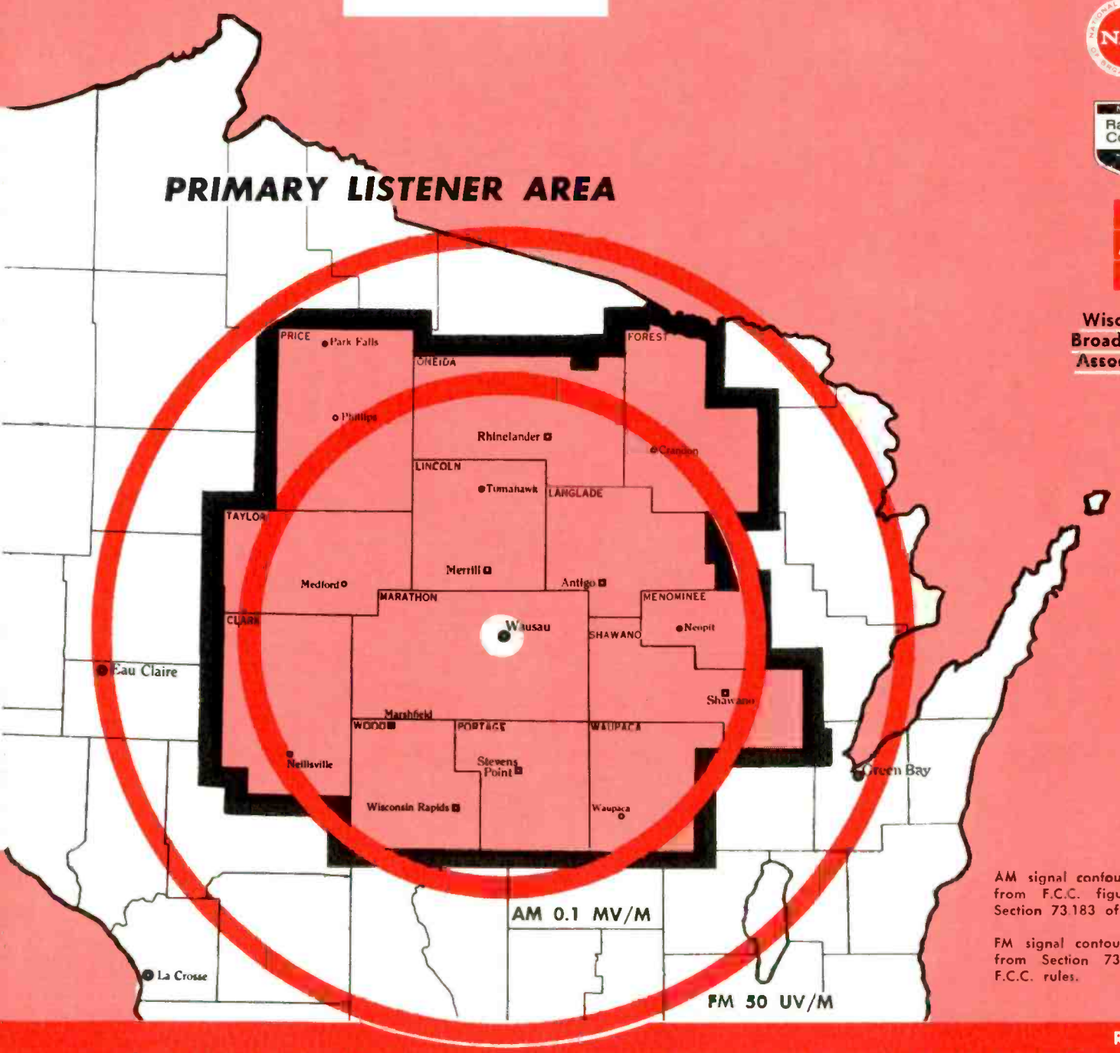
MEMBERSHIP IN

NAB

NAB Radio Code

RAB

Wisconsin Broadcasters Association



AM signal contour determined from F.C.C. figure M3 and Section 73.183 of F.C.C. rules.

FM signal contour determined from Section 73.313 of the F.C.C. rules.

wrig MEANS BUSINESS!

PROGRAMMING

WRIG is a happy sounding radio station. A carefully formulated musical policy is adhered to featuring the best of the current popular music (no hard rock) interspersed with familiar updated standards by well known artists. Personality announcers maintain a close rapport with listeners during their daily programs and at numerous personal appearances. WRIG's full time news department presents five minute news summaries hourly at :55 and headline coverage each hour at :25. Twenty minute newscasts are featured at 12 Noon and 5:00 P. M. Emphasis at all times is on local news and frequent use is made of mobile on-the-scene reports and news actualities.

LISTENERSHIP

WRIG's happy sound is oriented toward persons age 18-49 — the active Spending group of consumers. Clearcut dominance of this segment of the population is illustrated by audience survey after audience survey. In many time periods, WRIG has more listenership than all other stations combined.* Ask your WRIG representative for full details.

COVERAGE

All WRIG programming is broadcast on both AM and FM and with good reason. Soil conditions in Central Wisconsin tend to be somewhat unfavorable for long distance AM coverage. However high power FM cuts through loud and clear to provide the only dependable full time radio service to thousands of Central Wisconsin residents. Area circulation studies and mail from virtually every community within 100 miles of Wausau substantiate that the 100,000 watt FM signal from WRIG is well listened to. Only on WRIG do you get the advantages of both AM and FM for one low price.

COMMUNITY INVOLVEMENT

That WRIG cares about the community and the community depends on WRIG is clearly illustrated by WRIG's active participation in all important community functions. Whether it be a service, social, fraternal, political or religious organization, a WRIG staff member is represented, taking the pulse of the community and learning how the station can better contribute to the community's overall well being. WRIG is the only Wausau station that is 100% locally owned and operated.

* Subject to limitations of survey.

MARKET FACTS

	MARATHON COUNTY	12 COUNTY LISTENING AREA
Population*	93,350	393,700
Total Retail Sales**	$116,100,000	$551,000,000
Food Store Sales**	$ 26,690,000	$129,200,000
Automotive Dealers**	$ 22,400,000	$104,000,000
Gasoline Sales**	$ 7,160,000	$ 40,490,000
Apparel & Acces'y**	$ 8,400,000	$ 32,460,000
Furniture & Elect. Appliances**	$ 7,999,000	$ 23,990,000
Drug & Prop'y**	$ 2,662,000	$ 13,610,000

* Wisconsin Blue Book 1968
** U. S. Census of Business updated from 1963

A GROWING, PROSPERING COMMUNITY

* Industry

The Wausau area is the home of 80 diversified industries manufacturing a wide range of products including paper, chemicals, tools and dies, millwork, prefabricated homes, batteries, containers, roofing granules, electric motors, snow plows, industrial and road building machinery, piston rings, dairy products, luggage, rubber apparel, paints, fabricated and warehouse steel and many more. The home office of the third largest underwriter in the United States of Workmen's Compensation Insurance, Employer's Insurance of Wausau, is located in a new multimillion dollar complex on Wausau's west side. A few of the many manufacturing concerns are: Marathon Division of American Can, 3M Company, Kraft Foods, Foremost Dairies, Marathon Electric, Marathon Division of Gould National Batteries, Mosinee Paper Mills, Wausau Paper Mills, Pauly Cheese Division of Swift, Hammerblow Tool, and Drott Division of J. I. Case.

* Dairy Products

Located in the heart of America's Dairyland, Marathon County is second only to Los Angeles County, California, in total production of dairy products. Marathon County has more dairy cattle than any other county in the United States.

* Distribution Center

Marathon County is the population and distribution center for all of Central and North Central Wisconsin. 147 wholesale establishments located in the county supply the needs of 500,000 people.

WAUSAU WISCONSIN • • • • WHERE wrig IS NUMBER 1!

REPRESENTED NATIONALLY BY:

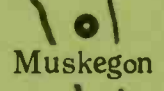
STONE REPRESENTATIVES - NEW YORK - ATLANTA - BOSTON - CHICAGO - LOS ANGELES - SAN FRANCISCO - SEATTLE

CONTACT YOUR STONE MAN FOR COMPLETE INFORMATION

WOKY coverage map

WOKY RADIO-MILWAUKEE, WIS.

5,000 W. Day—1,000 W. Night
0.5 M. V. Day Contour
920 K. C.



16 COUNTY MARKET DATA*

Population: 2,495,500

Annual Consumer Spendable Income: 7,781,512,000

Total Retail Sales: 4,204,224,000

Food: 959,341,000

Drugs: 124,900,000

General Mdse.: 737,955,000

Apparel: 207,190,000

Home Furn.: 211,683,000

Automotive: 732,748,000

Service Station: 265,944,000

*Source: Standard Rate and Data Service

Prepared by E. Ray Cooke
Consulting Radio Engineer, Milwaukee, Wisconsin

WNFL Local Rates

(effective April 1, 1968)

CLASS "AA"

MONDAY through SATURDAY
6:30–9:00 A.M., Noon–1:00 P.M., 4:00–6:00 P.M.

	60 Seconds	30 Seconds or Less
1 time	$6.00	$4.80
26 times	5.50	4.40
52 times	5.00	4.00
156 times	4.50	3.60
260 times	4.00	3.20

CLASS "A"

All other times

	60 Seconds	30 Seconds or Less
1 time	$5.00	$4.00
26 times	4.50	3.60
52 times	4.00	3.20
156 times	3.50	2.80
260 times	3.00	2.50

One hour — $60.00 **½-hour — $35.00** **15 minutes — $22.00** **10 minutes — $18.00**

Class "AA" and "A" may be combined for lowest rate. Political advertising — regular rates in advance

WNFL SATURATION RATES

Times	60 Seconds	30 Seconds or Less
10	$37.50 (3.75)	$32.50 (3.25)
20	70.00 (3.50)	60.00 (3.00)
30	97.50 (3.25)	72.50 (2.75)
40	120.00 (3.00)	100.00 (2.50)

Saturation spots are run of schedule at station's discretion and to be aired within 10 days.

Total number of spots in any one day will be determined by availability.

NEWS and SPORTSCASTS

Five (5) minute newscasts and sportscasts — $6.25 per program.

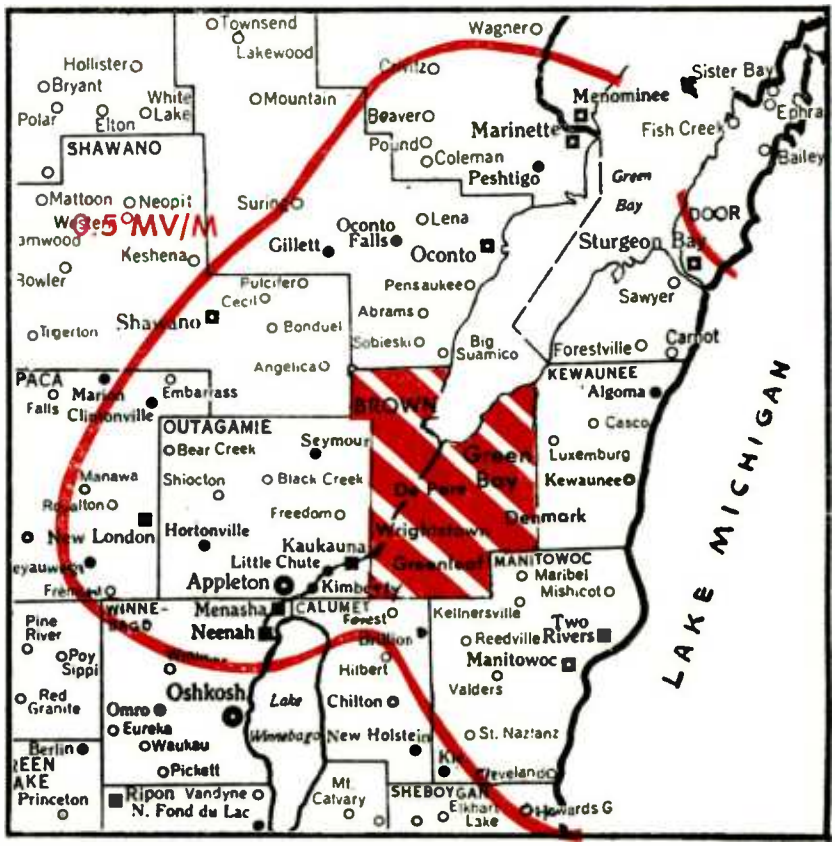
(Opening and closing billboard and either one 60-second ot two 30-second spots.)

Other sports programming rates on request.

FACILITIES

5,000 watts — day, 500 — night. Directional antenna.

5:00 A.M. — Midnight, seven days a week.



County	Population	Households	Total Retail Sales ($000)	Food Stores ($000)	Drug Stores ($000)	General Mdse. Stores ($000)	Apparel Stores ($000)	Home Furnishing Stores ($000)	Automotive ($000)	Filling Stations ($000)	Passenger Cars
Brown	145,000	38,870	248,285	52,539	6,368	42,138	13,843	13,555	43,891	16,739	50,100
Door	19,900	5,940	39,346	9,044	652	2,987	994	1,006	7,665	2,866	8,440
Kewaunee	18,700	5,140	21,953	3,406	399	3,266	507	1,090	3,651	1,123	6,740
Manitowoc	79,100	22,690	116,657	30,213	2,810	11,402	4,180	3,824	20,520	7,776	28,980
Marinette	33,100	9,700	56,170	14,342	902	8,115	1,072	1,323	10,599	4,243	13,320
Oconto	23,500	6,670	29,372	6,899	543	2,408	593	957	3,160	2,176	9,500
Outagamie	112,900	30,020	195,102	42,672	4,245	35,526	7,497	8,873	32,678	10,918	40,070
Shawano	32,800	9,160	48,755	11,027	848	3,275	10,405	1,628	8,968	3,056	12,580
Waupaca	34,600	10,420	63,381	12,658	1,584	3,560	2,565	3,058	12,794	4,121	14,540
TOTAL	499,600	138,790	819,021	182,800	18,351	112,677	41,656	35,314	143,926	53,018	184,270

Source: S.R.D.S. — Jan. 1, 1967, estimates

Wisconsin's Championship Market

GENERAL POLICY

WNFL, licensed by the Federal Communications Commission, is a subscriber to the NAB Code of Good Practices.
WNFL limits commercial copy to 18 minutes per hour, except during unusual periods, then allowing a maximum of 20 minutes.
WNFL recommends maximums of 135 words per minute and 70 words per 30 seconds.
Live copy must be at station 12 hours in advance of broadcast.
Production copy must be at station 24 hours in advance of broadcast.
No agency commission, no cash discounts. Bills payable 15th of month following billing.
Rates are guaranteed for a period of six months from effective date of card.

Member of Wisconsin Broadcasters Association, Radio Advertising Bureau, National Association of Broadcasters Code, Broadcasters Promotion Association.

NBC RADIO

WNFL

P. O. BOX 520 • 414/435-7575
GREEN BAY, WISCONSIN 54305

1440
on your radio dial

LOCAL RATES

(effective April 1, 1968)

Green Bay's Championship Station Serves

WMAM

NBC
News
Music
Sports
Farm

570 KC REGIONAL COVERAGE

Nationally Represented by:
BURN-SMITH CO.
New York-Chicago-Los Angeles

WMAM

MARINETTE - MENOMINEE
(Wisconsin) *(Michigan)*

Established 1939

The Station Preferred by Advertisers in Northeastern Wisconsin and Upper Michigan for more than 25 years . . . . . Balanced programming to appeal to all age groups.

Famous 570 Frequency

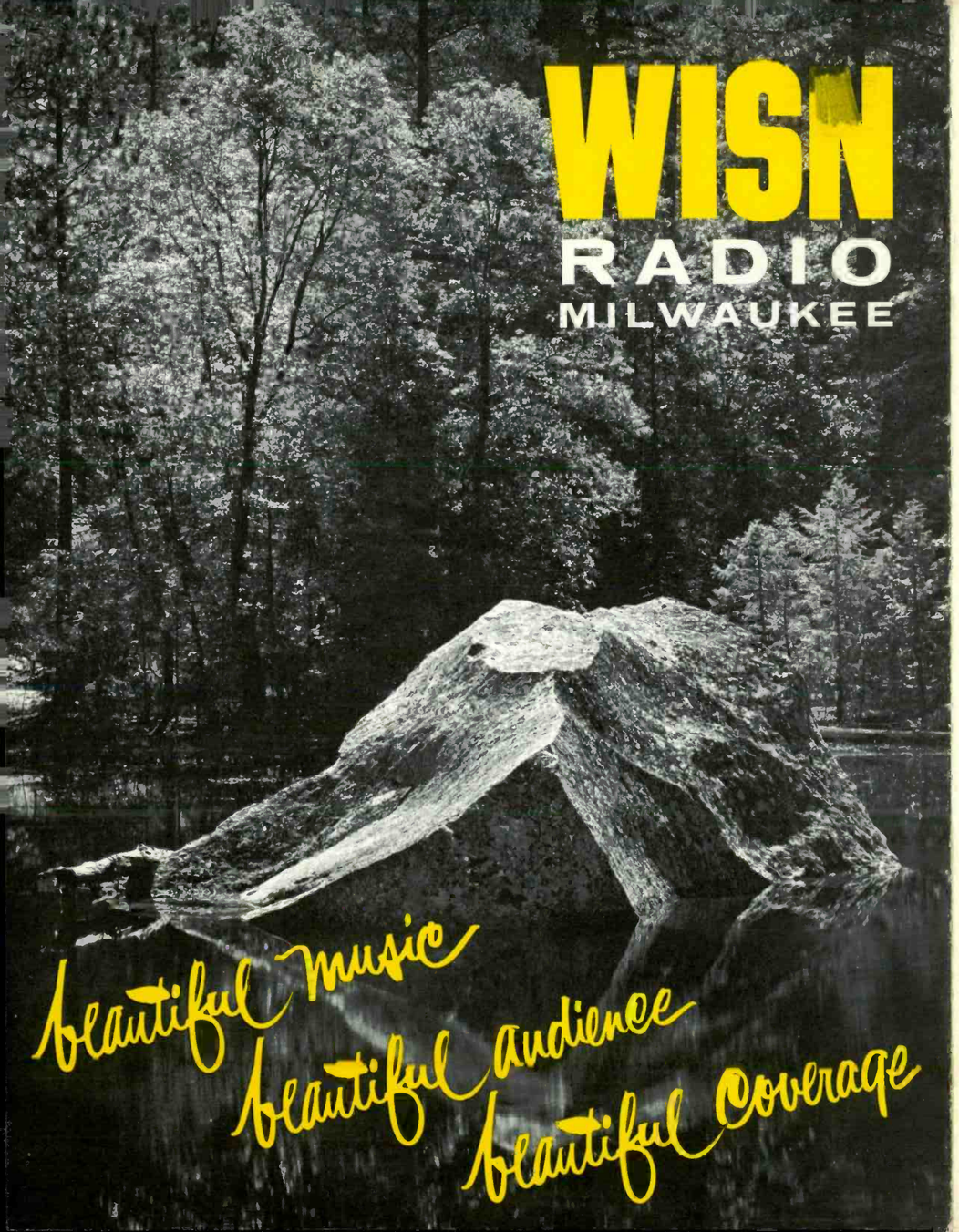
Marinette Central Broadcasting Co.
Howard L. Emich, General Manager

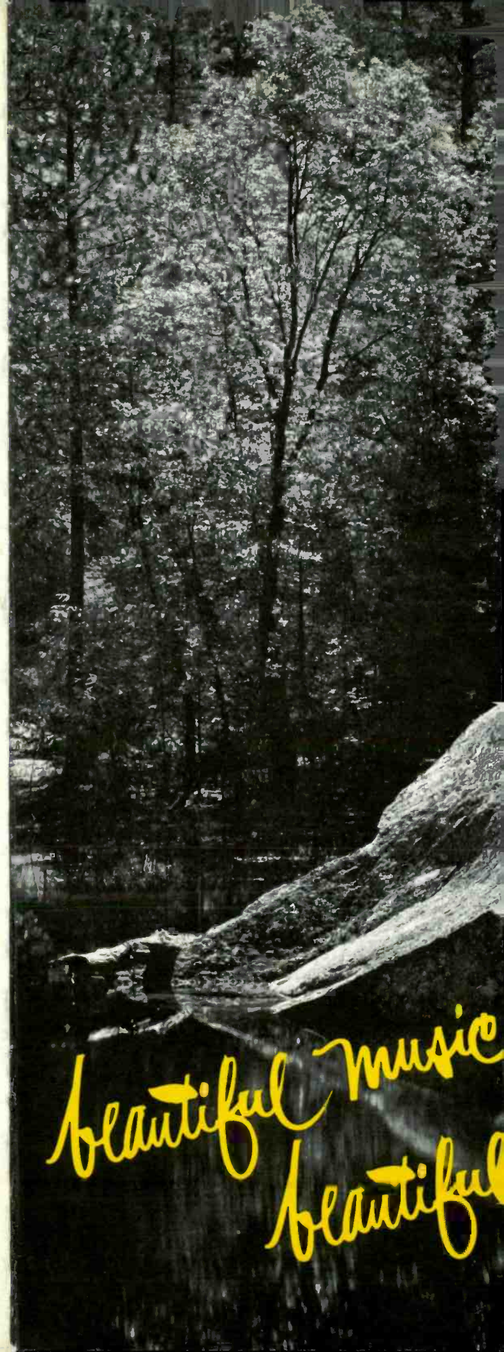
Phone (715) 735-6631
MARINETTE, WISCONSIN

MARKET DATA:	0.5 MVM Coverage
Population	359,800
Households	101,890
Radio Homes	98,400
Automobiles	123,820
Spendable Income	$691,556,000
RETAIL DATA:	
Food Stores	$ 98,906,000
Drug Stores	$ 10,822,000
Gen'l. Merchandise	$ 42,656,000
Apparel Stores	$ 17,884,000
Home Furnishings	$ 15,090,000
Automobile Sales	$ 78,223,000
Service Stations	$ 30.924,000
****Total Retail Sales**	**$474,689,000**
FARM DATA:	
Population	57,800
Gross Farm Income	$130,356,000

SOURCE: SRDS Consumer Data

Prepared by MARKET DATA ASSOCIATES


WISN
RADIO
MILWAUKEE
beautiful music
beautiful audience
beautiful coverage


beautiful music
beautiful

beautiful Coverage

WITH WISCONSIN'S FIRST AND ONLY 50,000 WATT RADIO STATION

Our new signal carries the Beautiful Music of WISN, clear as a bell, from south of Chicago to north of Green Bay . . . from the shores of Lake Michigan far into western Wisconsin. The programming that took the Milwaukee area by storm now reaches across a rich industrial and farming area where 70% of the state's population lives and where the consumer spendable income per household is nearly $500 above the national average.

THE MARKET AT A GLANCE

	MILWAUKEE METRO AREA	CLASS "A" DAYTIME COVERAGE (EXCLUDING ILLINOIS)
POPULATION	1,308,600	2,883,700
HOUSEHOLDS	390,660	840,220
CONSUMER SPENDABLE INCOME	$3,152,764,000	$6,266,964,000
C.S.I. PER HOUSEHOLD	$8,070	$7,459
RETAIL SALES	$1,742,602,000	$3,712,073,000
PASSENGER CARS	420,120	962,340

SOURCE: S.R.D.S.

MERCHANDISING

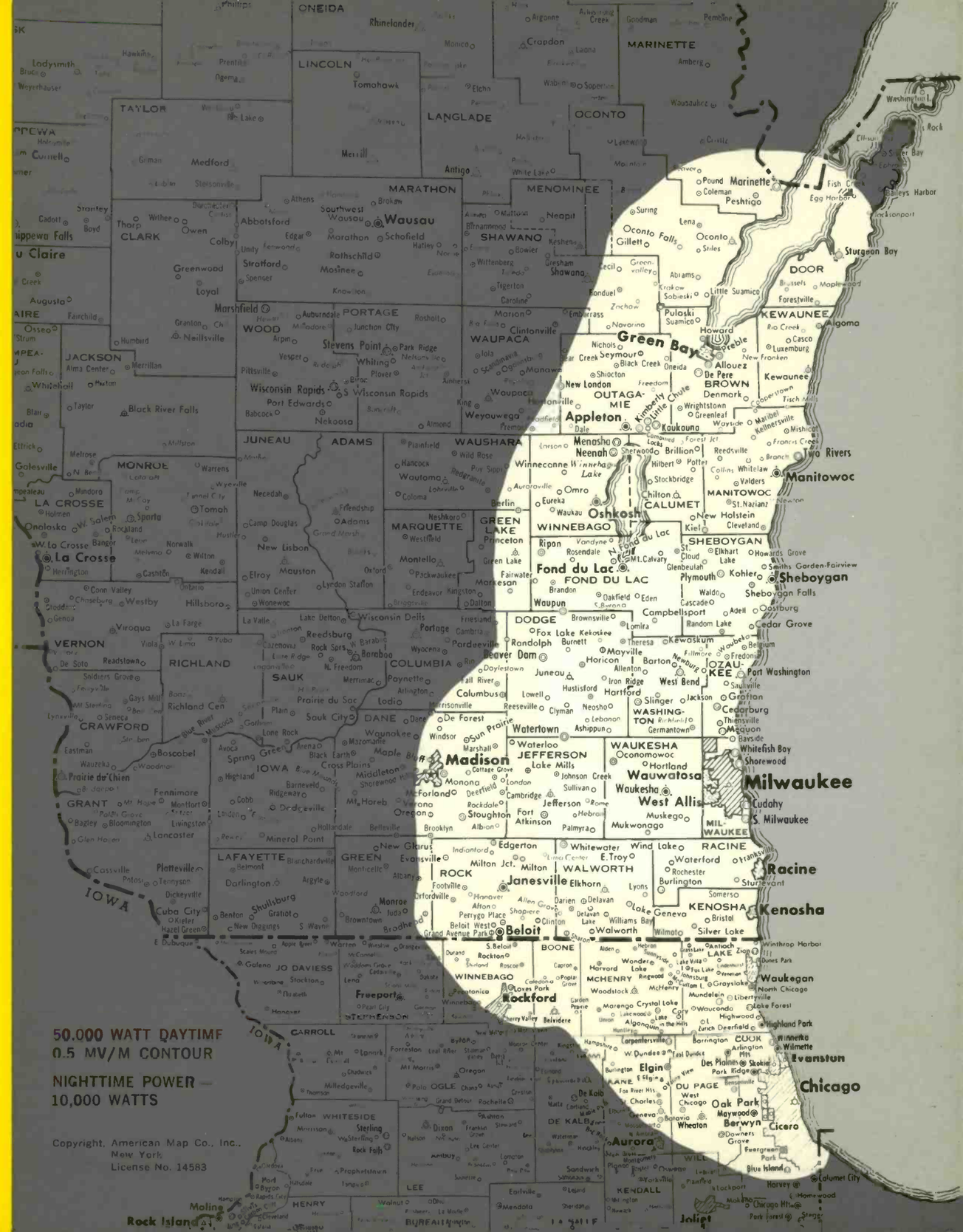
WISN is ready, willing and able to back up your commercial schedule with a variety of merchandising aids . . . point of purchase material, dealer information letters and meetings, trade ads and special projects. Ask us what we have done for other advertisers and we will show you what we can do for you.

COMMERCIAL POLICY

WISN adheres to a policy of only three spots within a quarter hour plus one at the break. Your message stands alone, protected from competition and protected from a flood of other commercials. WISN is a member of the National Association of Broadcasters and a subscriber to the NAB Radio Code of Good Practices.

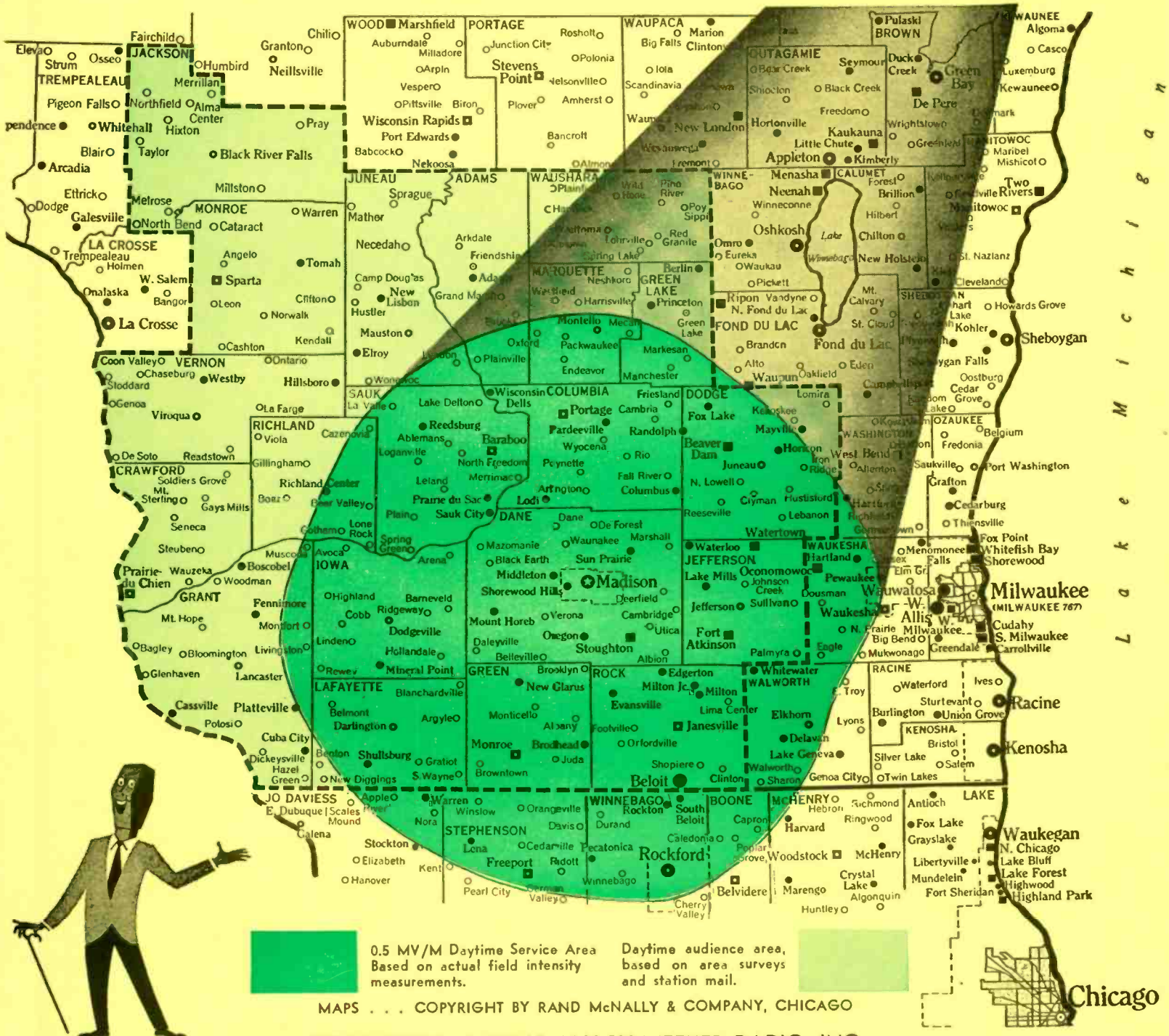
REPRESENTED NATIONALLY BY THE McGAVREN-GUILD COMPANY

New York, Chicago, St. Louis, San Francisco, Los Angeles, Detroit, Boston, Atlanta



wiba RADIO

5000 Watts - 1310 KC - in MADISON, WIS.



0.5 MV/M Daytime Service Area Based on actual field intensity measurements.

Daytime audience area, based on area surveys and station mail.

MAPS . . . COPYRIGHT BY RAND McNALLY & COMPANY, CHICAGO

REPRESENTED NATIONALLY BY MEEKER RADIO, INC.

MINNEAPOLIS, Harry S. Hyett Co., Inc.; DETROIT, Pearse Sales

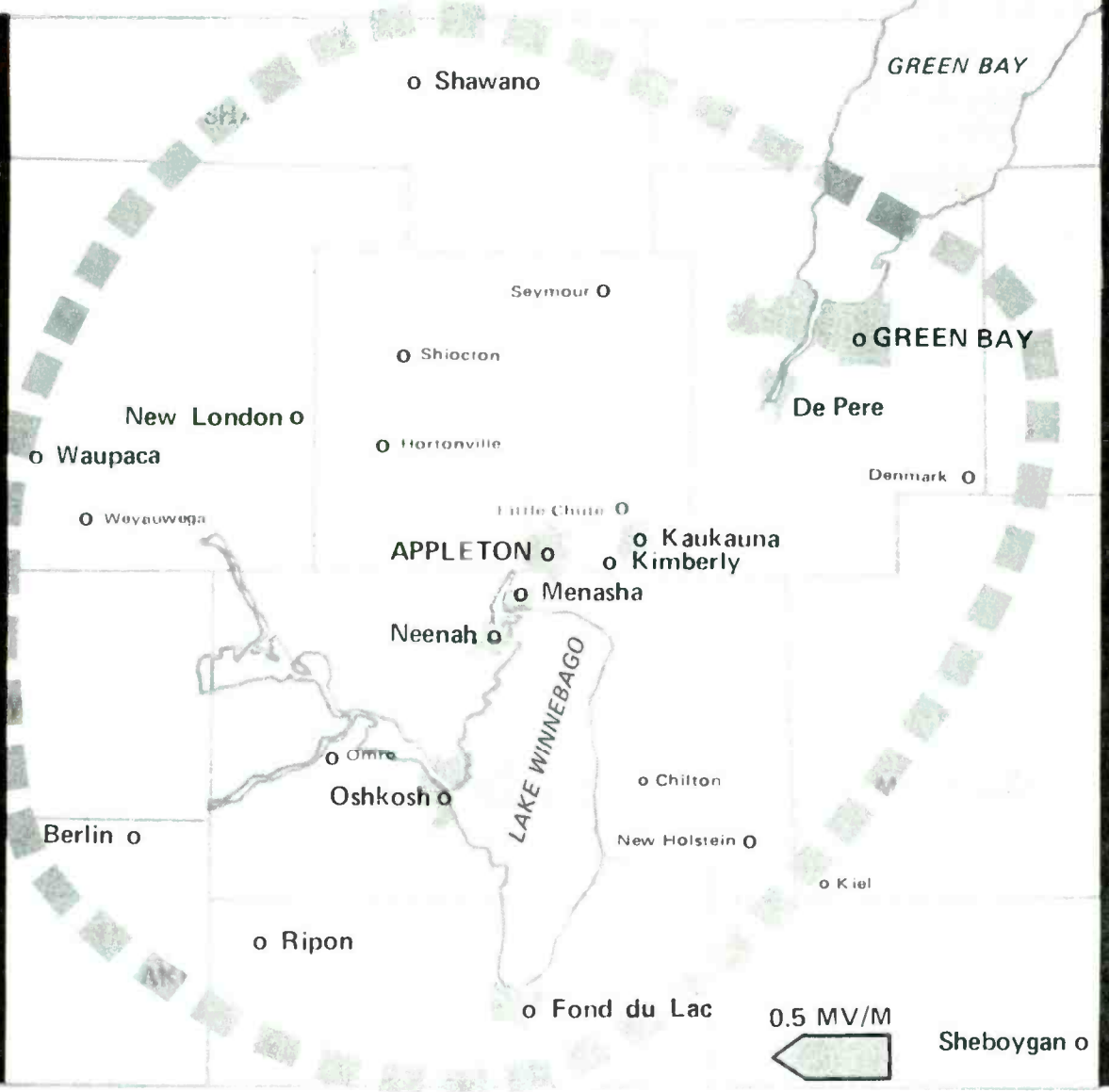
FIRST IN WISCONSIN'S THIRD MARKET

WHBY

1230 KHz

1000 WATTS

ESTABLISHED 1925



FROM APPLETON, WISCONSIN
FULL–TIME, BASIC RADIO with emphasis on
Local Staff News, Major League Sports and Modern Family Music

Metro Radio Sales

Division of Metromedia Inc.

NEW YORK

485 Lexington Avenue
New York, New York 10017
212-682-9100

CHICAGO

410 North Michigan Avenue
Chicago, Illinois 60611
312-467-6340

BOSTON

430 Statler Office Building
Boston, Massachusetts 02116
617-423-3306

DETROIT

1263 Guardian Building
Detroit, Michigan 48226
313-962-3830

LOS ANGELES

5746 Sunset Boulevard
Los Angeles, California 90028
213-464-3168

PHILADELPHIA

19th and Walnut Streets
Philadelphia, Pennsylvania 19103
215-568-2900

SAN FRANCISCO

155 Montgomery Street
San Francisco, California 94104
415-362-1945

METROPOLITAN AREA

0.5MV/M AREA

24-hour Voice of Milwaukee

wemp

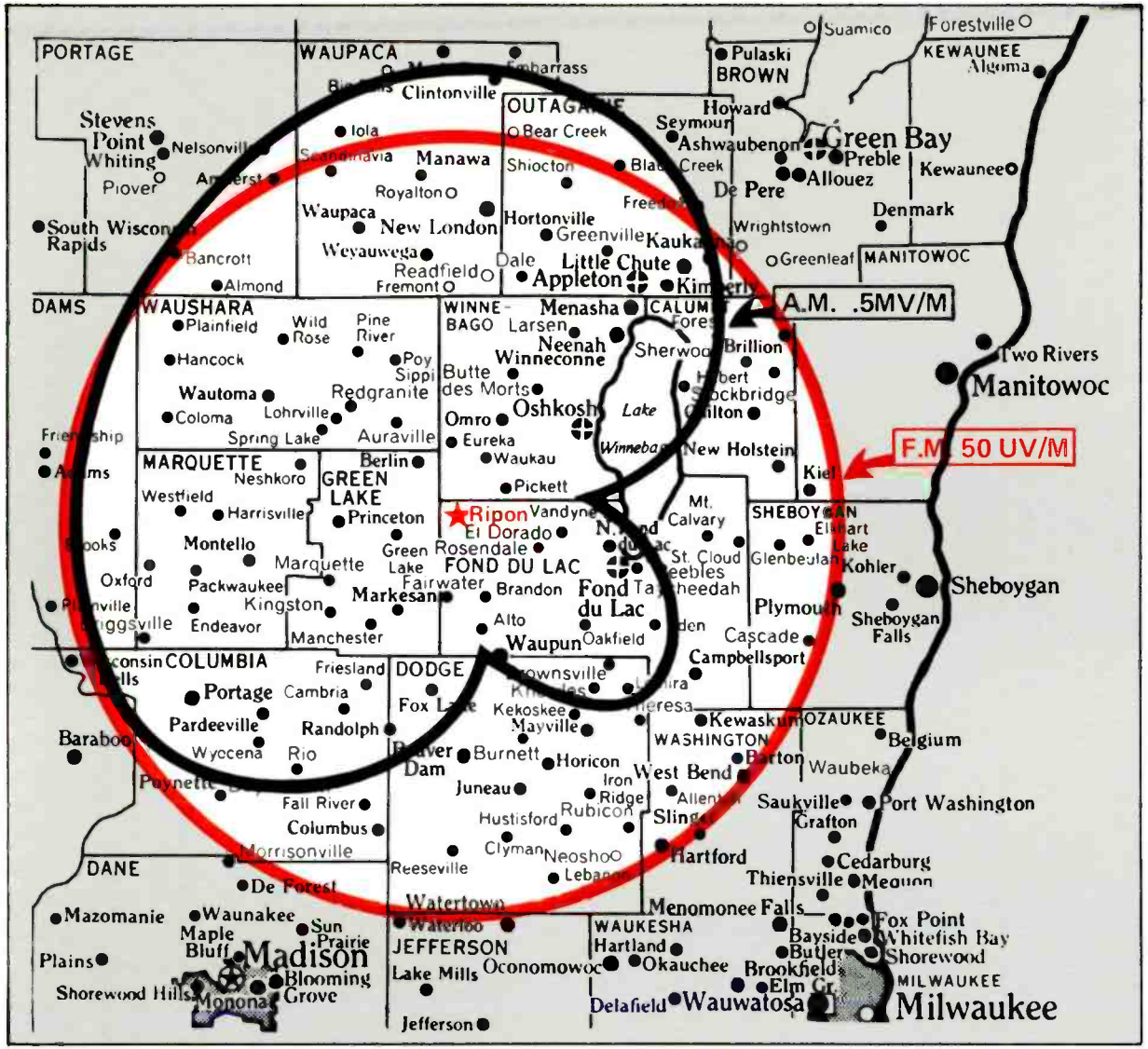
5000 Watts on 1250
34,000 Watts erp on 99.1 fm

MARKET DATA

	Metropolitan Area (4 Counties)	0.5 MV/M Area
Total population	1,401,400	2,427,800
Total households	416,920	706,450
Total radio homes	405,120	684,498
Total passenger cars	492,540	902,630
Spendable income	$3,793,312,000	$6,281,958,000
Automotive sales	$374,055,000	$635,941,000
Filling station sales	$144,997,000	$256,093,000
Total Retail Sales	$2,033,997,000	$3,472,034,000

Source: SRDS Consumer Market Data 2/1/67

725 E. Michigan St., Milwaukee, Wis. 53202; 414-272-1200



WCWC

NEWS — UPI Audio News each hour
Five "Local Newscasts" daily. Area and State News at the half hour.

FARM — Agricultural and Consumer Information 5:00 - 7:00 Monday - Friday. Mid-Day Farm Report 12:30 - 12:45 Monday - Friday.

SPORTS — Sport News throughout the day. Sports Picture 4:45 - 5:00 Monday - Friday. All Play by Play of Ripon High School and Ripon College Football and Basketball.

ENTERTAINMENT — Well know personalities play General Popular Music. Top 40 Music 6:00 p.m. to Midnight.

RADIO

	AM COVERAGE .5 MV/M	FM COVERAGE 50uV/M
MARKET DATA		
Population	428,844	547,014
Households	130,190	177,954
Passenger Cars	184,281	252,184
Spendable Income	10,312	10,627
RETAIL SALES		
Food	$161,293,000	$213,870,000
Drugs	21,379,000	28,879,000
General	90,096,000	133,290,000
Apparel	36,217,000	46,967,000
Home Furnishings	36,348,000	46,817,000
Automotive	150,829,000	199,962,000
Service Stations	55,503,000	71,027,000
TOTAL	$835,610,000	$1,109,758,000
FARM		
Gross Income	$178,151,000	$332,129,000

SOURCE: Market Data: SRDS, June 1973

WCWC

P.O. Box 156
Ripon, WI 54971
(414) 748-5111

AM 1600 kHz
5,000 watts

FM 95.9 MHz
3,000 watts

5:00 A.M. — Midnight

WEST CENTRAL WISCONSIN'S ONLY 24 HOUR RADIO SERVICE

WBIZ

MUSIC
SPORTS
NEWS

100.7 FM
100,000 WATTS

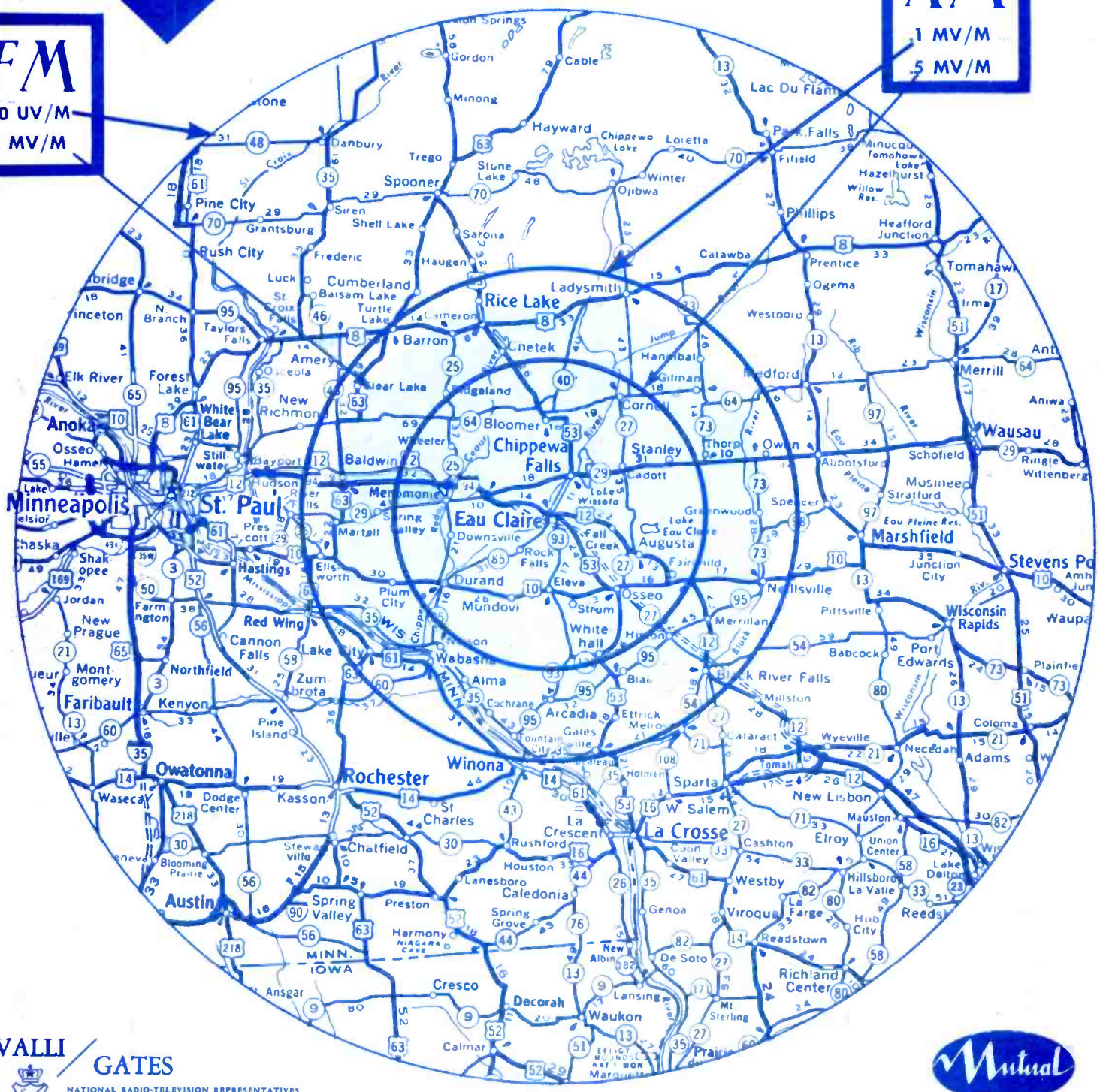
1400 AM
1000 WATTS

TELEPHONE 715/835-5111 • P. O. BOX 24 • 609 CAMERON ST. • EAU CLAIRE, WISCONSIN 54701

COVERAGE CONTOURS BY: Ralph J. Bitzer Consulting Engineers, St. Louis, Missouri

FM
50 UV/M
1 MV/M

AM
1 MV/M
.5 MV/M



SAVALLI / GATES
NATIONAL RADIO-TELEVISION REPRESENTATIVES

Mutual

AREA SPORTS COVERAGE • 24 HOURS DAILY • MUTUAL BROADCASTING SYSTEM

PROGRAMMING for everyone

WBIZ

100.7 FM
100,000 WATTS

WEST CENTRAL WISCONSIN'S ONLY 24 HOUR RADIO SERVICE

1400 AM
1000 WATTS

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
12 MIDNIGHT-5 a. m.	NIGHTIME	DOLLY HOLIDAY – "NIGHTIME"					
5 a. m.-8 a. m.	SUNDAY SHOW	M. O. R. MUSIC AND NEWS					
8 a.m. - 9 a.m.	RELIGIOUS PROGRAMMING	JACK KELLY'S BREAKFAST HOUR					SATURDAY SWING ALONG
9 a.m.-12 Noon	RELIGIOUS PROGRAMMING	M. O. R. MUSIC AND NEWS					
12 Noon-1 p.m.	LOCAL NEWS RELIGIOUS PROGRAMMING	3 STAR NEWS – MARKETS – BACK TO BIBLE					LOCAL NEWS BACK TO BIBLE
1 p.m. 3:00 p.m.	PLAY-BY-PLAY SPORTS	M. O. R. MUSIC AND NEWS					PLAY-BY-PLAY SPORTS
3:00 p.m. 7 p.m.	SUNDAY SHOW RELIGIOUS PROG.	CONTEMPORARY MUSIC					SATURDAY SWING ALONG
7 p.m.-8 p.m.	PUBLIC AFFAIRS RELIGIOUS PROG.	WORLD TODAY – PUBLIC AFFAIRS					SCHOOL SHOWS
8 p.m.-10 p.m.	BIG 1 + 40 COUNTDOWN (CONTEMPORARY MUSIC)	PLAY-BY-PLAY SPORTS					PLAY-BY-PLAY SPORTS
10 p.m.-11 p.m.		DREAM MACHINE					MUSICAL SCOREBOARD
11 p.m.-12 MIDNIGHT		MUSICAL SCOREBOARD					

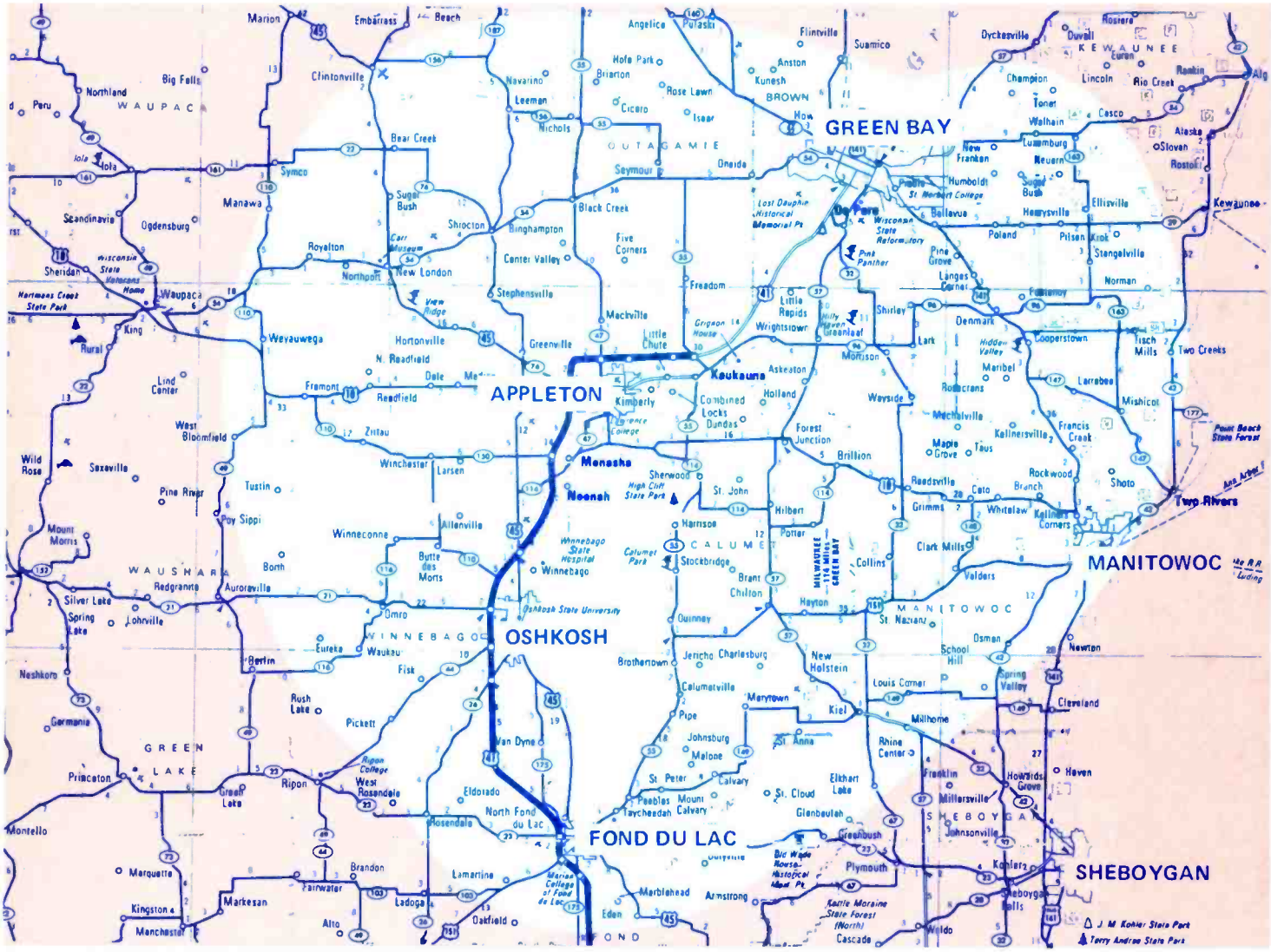
HOURLY NEWS THROUGH THE WORLD WIDE FACILITIES OF THE MUTUAL BROADCASTING SYSTEM
Local and Area News 24 Times Daily Through the Complete Facilities of the WBIZ News Department

WAPL
1570 RADIO

SERVING THE FOX RIVER VALLEY SINCE 1952

COUNTRY MUSIC ASSOCIATION

BEST LIKED WORLD-WIDE



"THE COUNTRY GIANT"

LOCAL RATE CARD NO. 7 • EFFECTIVE APRIL 16, 1973

1000 WATTS CLEAR CHANNEL

STUDIOS AND OFFICES • 103 W. COLLEGE AVE. • APPLETON, WISCONSIN • PHONE: 414/734-9226

PROFILE - WAPL AM RADIO
THE COUNTRY GIANT

EXCLUSIVE COUNTRY MUSIC FORMAT: WAPL is the only AM radio station in the Fox Valley programming country music exclusively all day, everyday, seven days a week.

REGIONAL COVERAGE AT SINGLE MARKET COST: WAPL has primary coverage of Appleton, Neenah-Menasha, Oshkosh. . .a standard metropolitan statistical area with a population of 275,047. Plus bonus coverage of Green Bay, Fond du lac and Manitowoc. All of the key cities in Northeastern Wisconsin are reached by the Country Giant. . .WAPL.

WAPL LISTENERS HAVE BUYING POWER: WAPL serves the heart of America's paper industry where great mills pay top wages to skilled workers to make the WAPL market buying power one of the nation's highest.

NEWS COVERAGE: ABC Information Network plus aggressive coverage of local news. WAPL has the services of a full time News Director. Our News Department is equipped with AP Wire Service and a mobile unit for coverage of news on the scene.

SPORTS: In addition to regular sportscasts, WAPL carries many special sports events such as Championship Snowmobile races, The Indianapolis 500, and tournament high school basketball.

SPECIAL PROGRAM FEATURES: At Your Service, Birthday Club, Cradle Roll, Paul Harvey, Earl Nightingale

PROMOTIONS: Cooking School

FACILITIES: Established 1952, WAPL operates on a clear channel frequency of 1570 Khz with a power of 1,000 watts, 6:00 AM—local sunset

FIRST BY A COUNTRY MILE IN EAST CENTRAL WISCONSIN

WAPL SELLS TO THE PEOPLE WHO BUY: WAPL RADIO IS TOPS WITH THE over-25 crowd...the ones who buy more of everything from cars to teething rings.

	1X	52X	156X	260X	520X	780X
60	$6.50	6.00	5.50	5.00	4.50	4.00
30	$5.50	5.00	4.50	4.00	3.50	3.00

15 Second Spots — 60% of 1-minute rate

PROMOTIONAL PACKAGES

60 SECOND		30 SECOND	
20 — (5.00)	$100.00	20 — (4.00)	$ 80.00
40 — (4.50)	180.00	40 — (3.50)	140.00
60 — (4.00)	240.00	60 — (3.00)	180.00

3—MINUTE NEWS ON THE HALF HOUR

30 Seconds Commercial Time Plus Opening Sponsor Identification And Closing Sponsor Billboard

WEEKLY PLAN — 13 WEEK MINIMUM CONTRACT

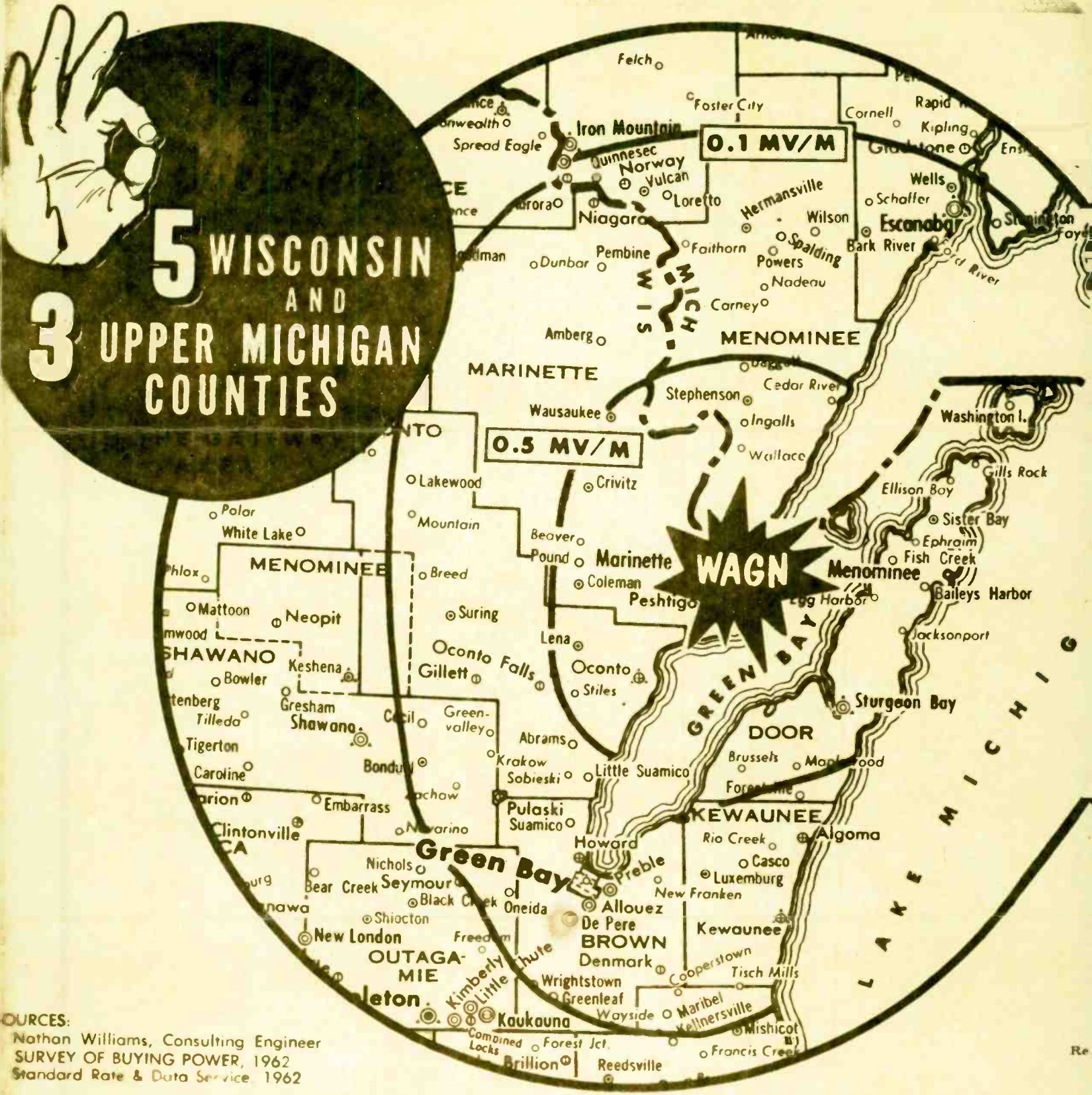
3X	5X	7X
$8.00	$7.00	$6.50

GENERAL INFORMATION

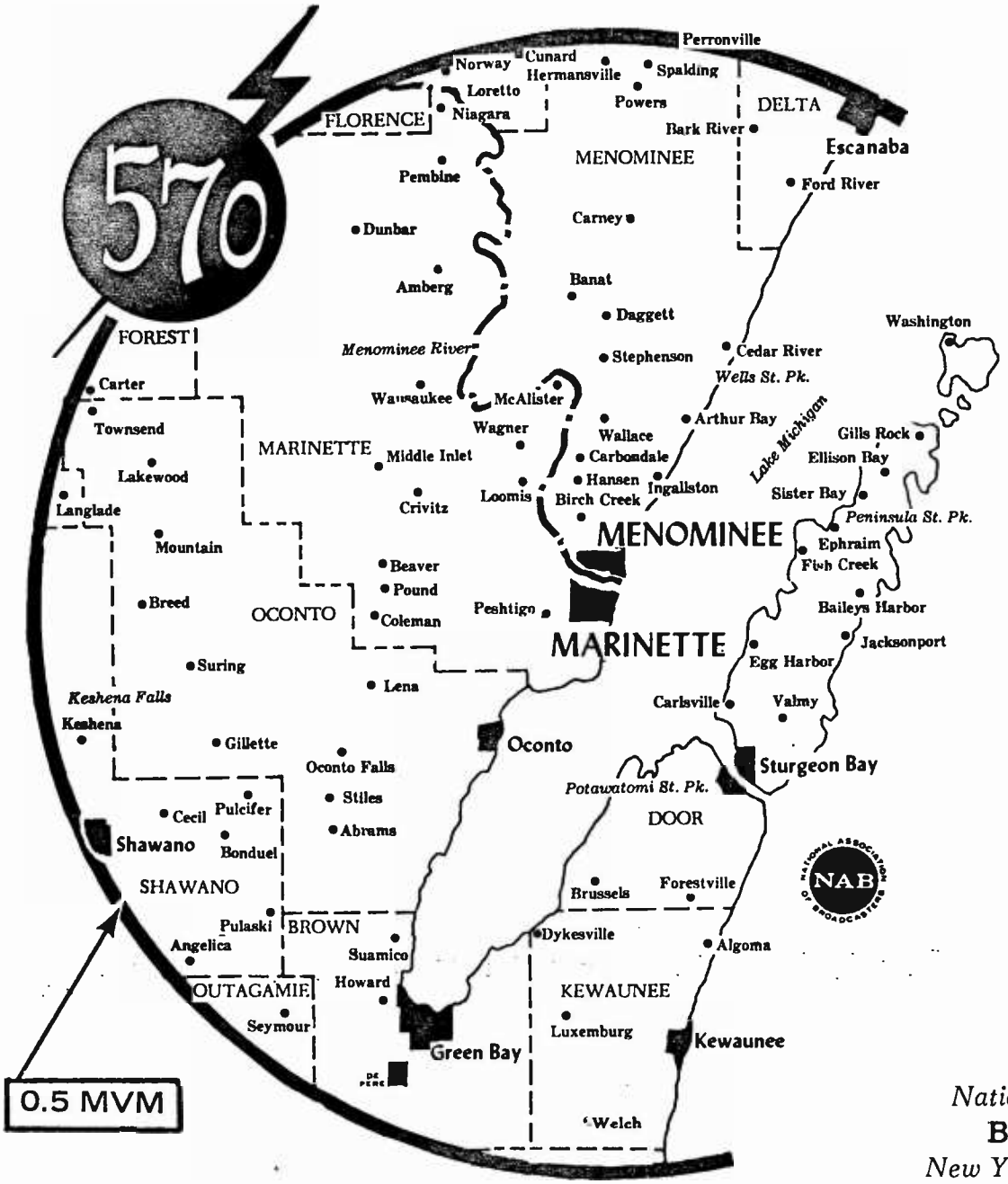
1. All rates net to Station.
2. Commercial Length
   60 Seconds — 120 Words
   30 Seconds — 65 Words
   15 Seconds — 35 Words
3. Political — Payable in advance — 24 hours before first broadcast.
4. Production copy must be received by Station 48 hours before broadcast.
5. All programs and announcements are subject to the continuing approval of Station's management. WAPL adheres to the policy of the Federal Communications Commission requiring control of excessive loudness in commercial announcements. The Station reserves the right to reduce broadcast modulation of commercials that station deems excessively loud or to decline to broadcast announcements that Station determines cannot be adequately controlled.
6. All rates are subject to change without notice, but rates for time and announcements actually contracted for and started prior to the effective date of a rate revision are allowed for 3 months from effective date of such revision.
7. Remote Programs — rates for time, equipment and personnel will be quoted upon request.
8. This rate card is for information purposes only and does not constitute an offer on the part of WAPL.

CONTACT YOUR WAPL SALES REPRESENTATIVE OFFICES AND STUDIOS 103 W. COLLEGE AVE. APPLETON, WISCONSIN 54911
PHONE: AREA CODE 414/734-9226

5 WISCONSIN AND 3 UPPER MICHIGAN COUNTIES



SOURCES:
Nathan Williams, Consulting Engineer
SURVEY OF BUYING POWER, 1962
Standard Rate & Data Service, 1962



WMAM

NBC
News
Music
Sports
Farm

570 KC REGIONAL COVERAGE

Nationally Represented by:
BURN-SMITH CO.
New York-Chicago-Los Angeles

WMAM

MARINETTE - MENOMINEE
(Wisconsin) *(Michigan)*

Established 1939

The Station Preferred by Advertisers in Northeastern Wisconsin and Upper Michigan for more than 25 years . . . . . Balanced programming to appeal to all age groups.

Famous 570 Frequency

Marinette Central Broadcasting Co.
Howard L. Emich, General Manager

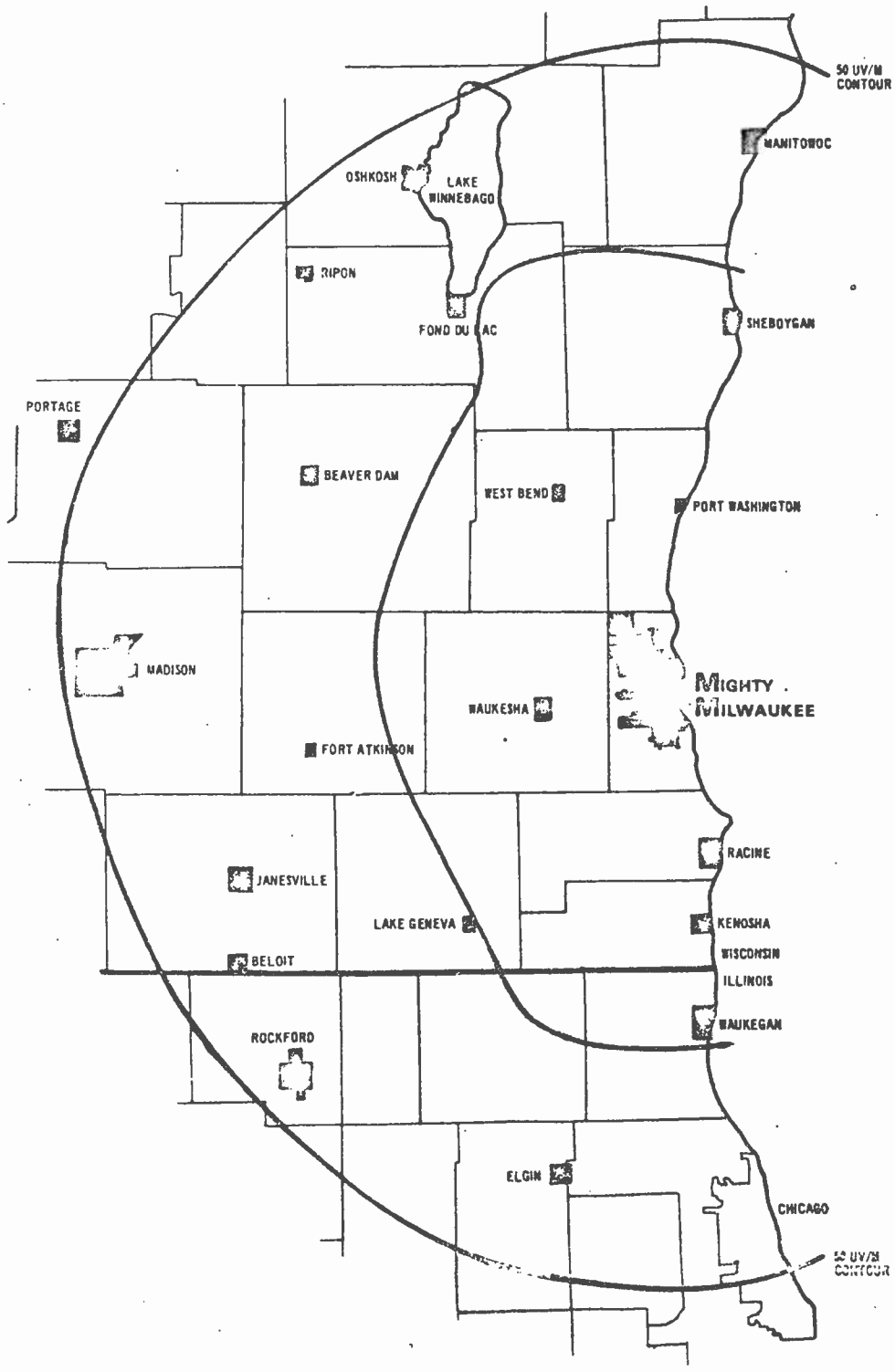
Phone (715) 735-6631
MARINETTE, WISCONSIN

MARKET DATA:	0.5 MVM Coverage
Population	359,800
Households	101,890
Radio Homes	98,400
Automobiles	123,820
Spendable Income	$691,556,000
RETAIL DATA:	
Food Stores	$ 98,906,000
Drug Stores	$ 10,822,000
Gen'l. Merchandise	$ 42,656,000
Apparel Stores	$ 17,884,000
Home Furnishings	$ 15,090,000
Automobile Sales	$ 78,223,000
Service Stations	$ 30,924,000
****Total Retail Sales**	**$474,689,000**
FARM DATA:	
Population	57,800
Gross Farm Income	$130,356,000

SOURCE: SRDS Consumer Data

Prepared by MARKET DATA ASSOCIATES

1290 RADIO 1,000/50,000 WATTS STEREO 96



COVERAGE MAP

SERVING

SOUTHEASTERN

WISCONSIN

24 HOURS A DAY

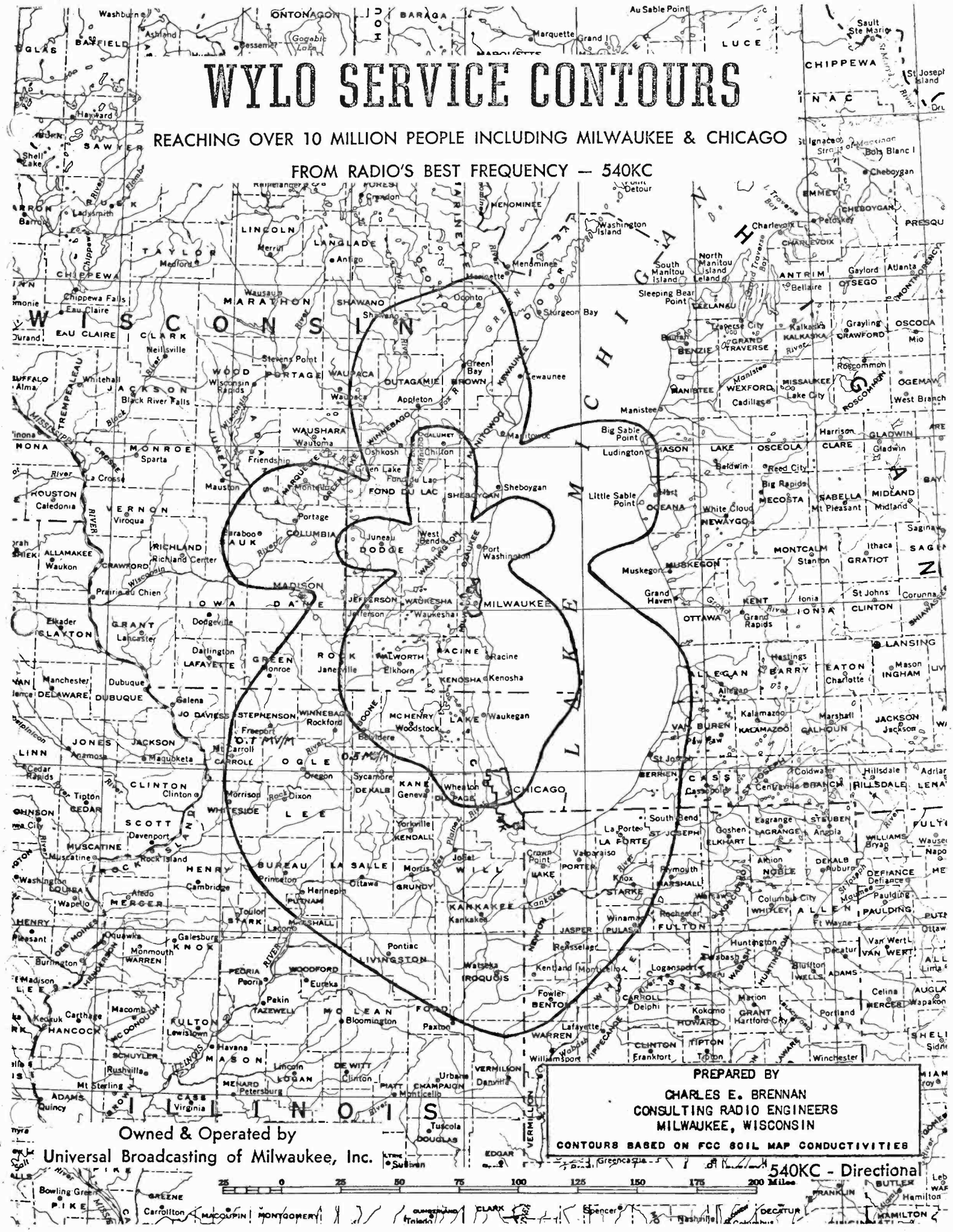
Studios & Offices: Milwaukee, Wisconsin (414) 964-6500

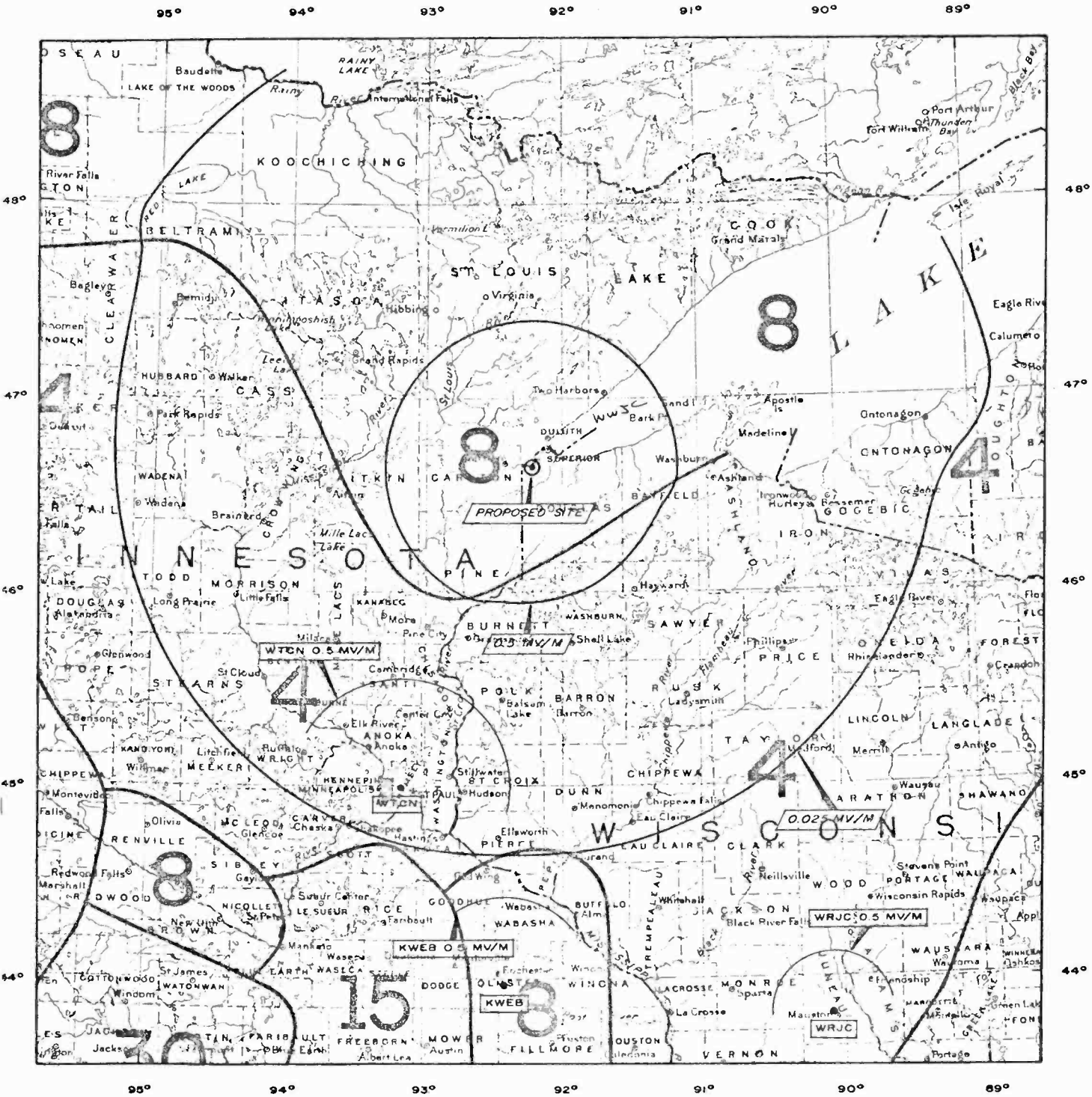
Prepared by Paul E. LeSage: Consulting Engineer, Milwaukee, Wisconsin

WYLO SERVICE CONTOURS

REACHING OVER 10 MILLION PEOPLE INCLUDING MILWAUKEE & CHICAGO

FROM RADIO'S BEST FREQUENCY — 540KC

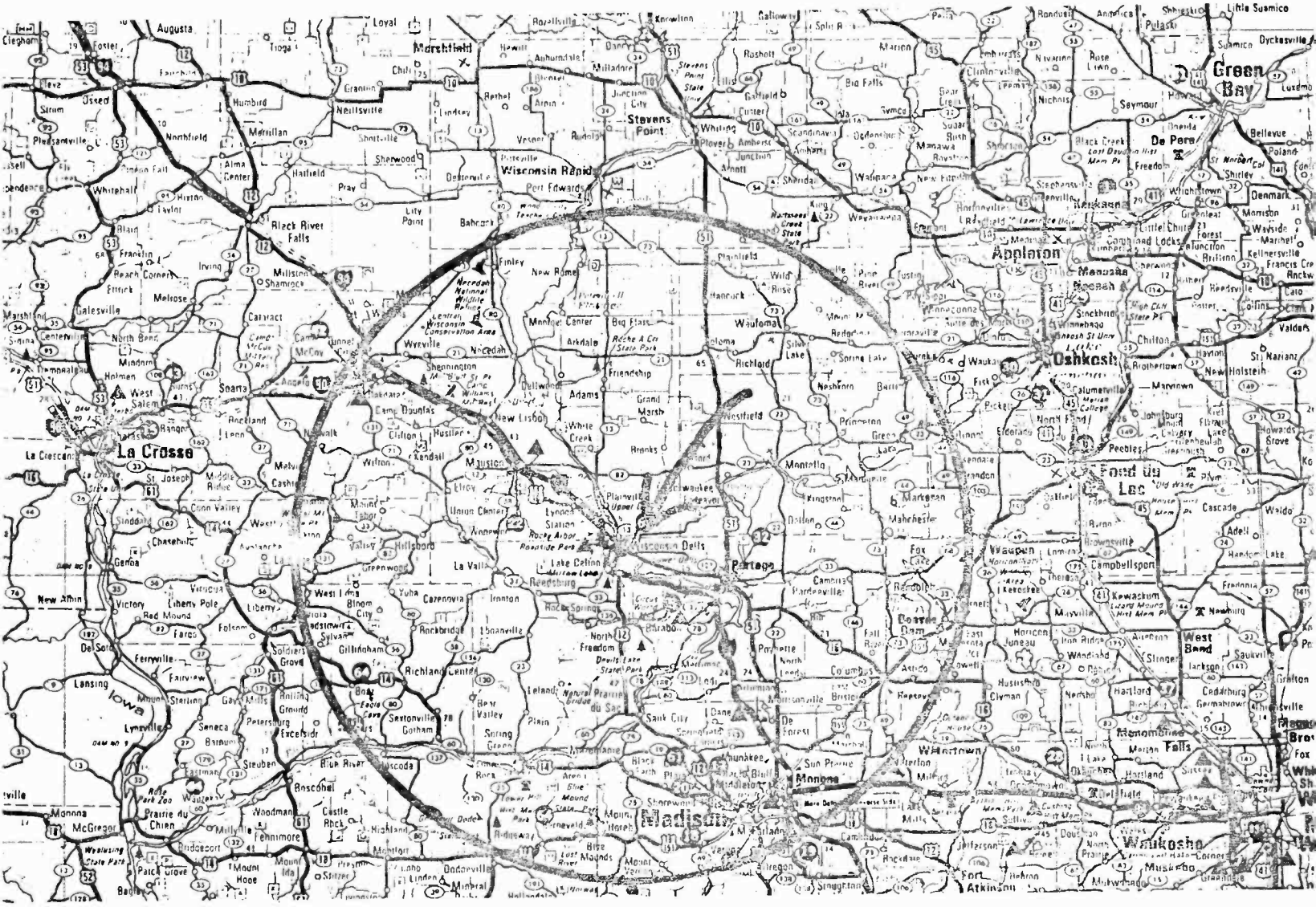




TWIN PORTS CHRISTIAN BROADCASTING CORPORATION

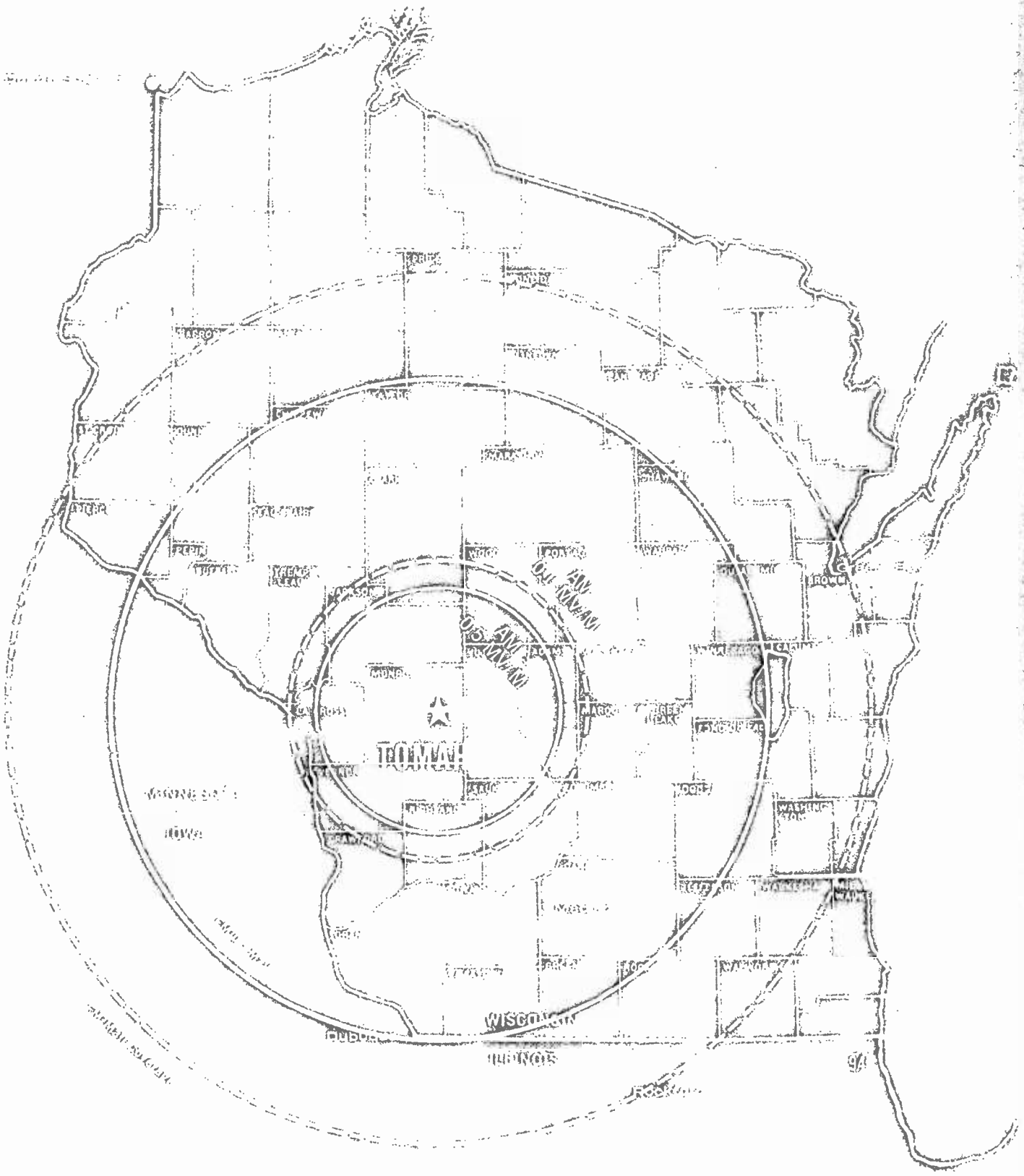
DAYTIME ALLOCATION MAP WWJC
PROPOSED STATION - SUPERIOR, WISCONSIN
1270 KC - 5 KW - DAY

GAUTNEY & JONES
RADIO ENGINEERS WASHINGTON, D. C.
May, 1961



COVERAGE MAP

WTMB-1460

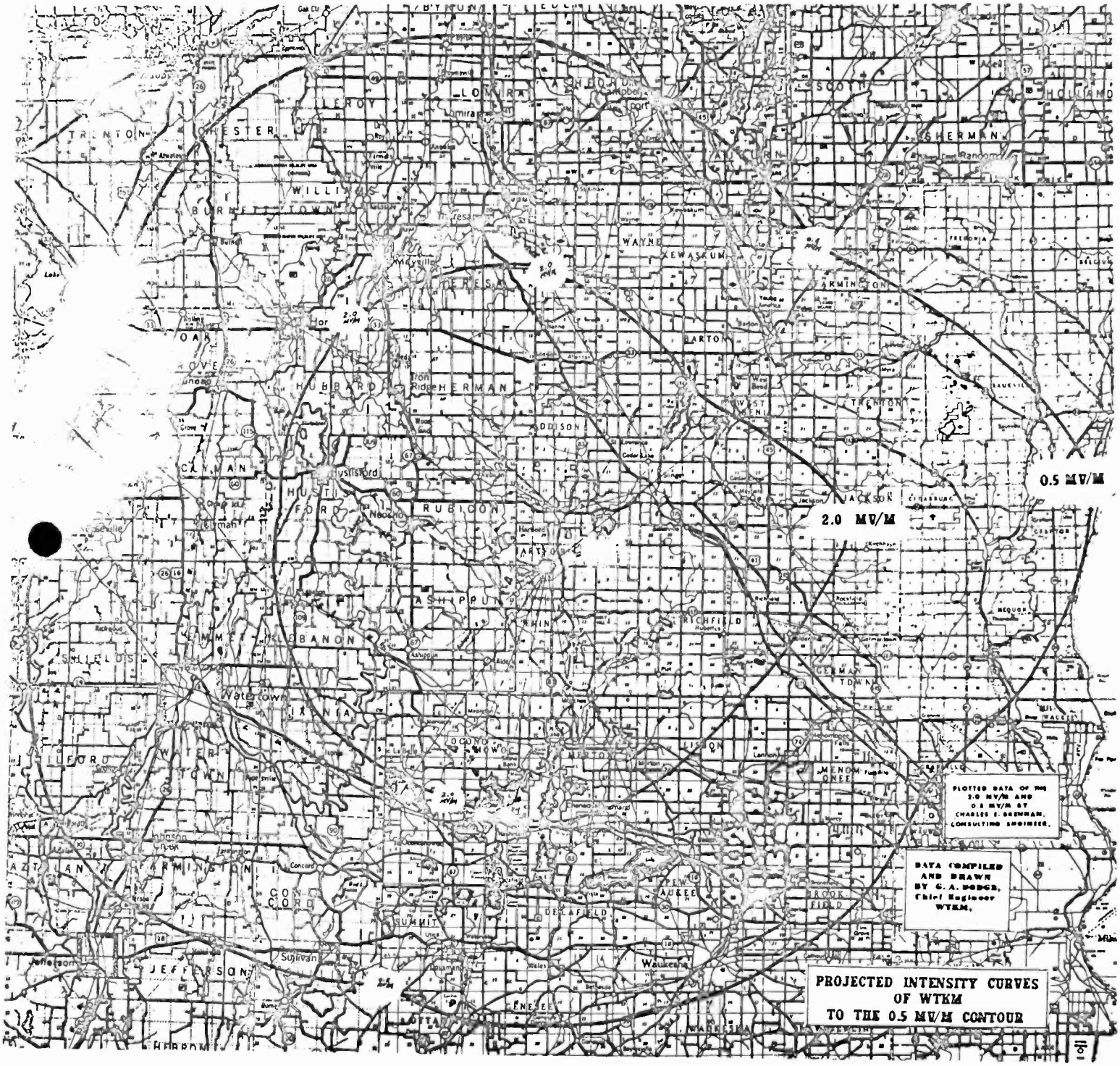


WtMB

1540

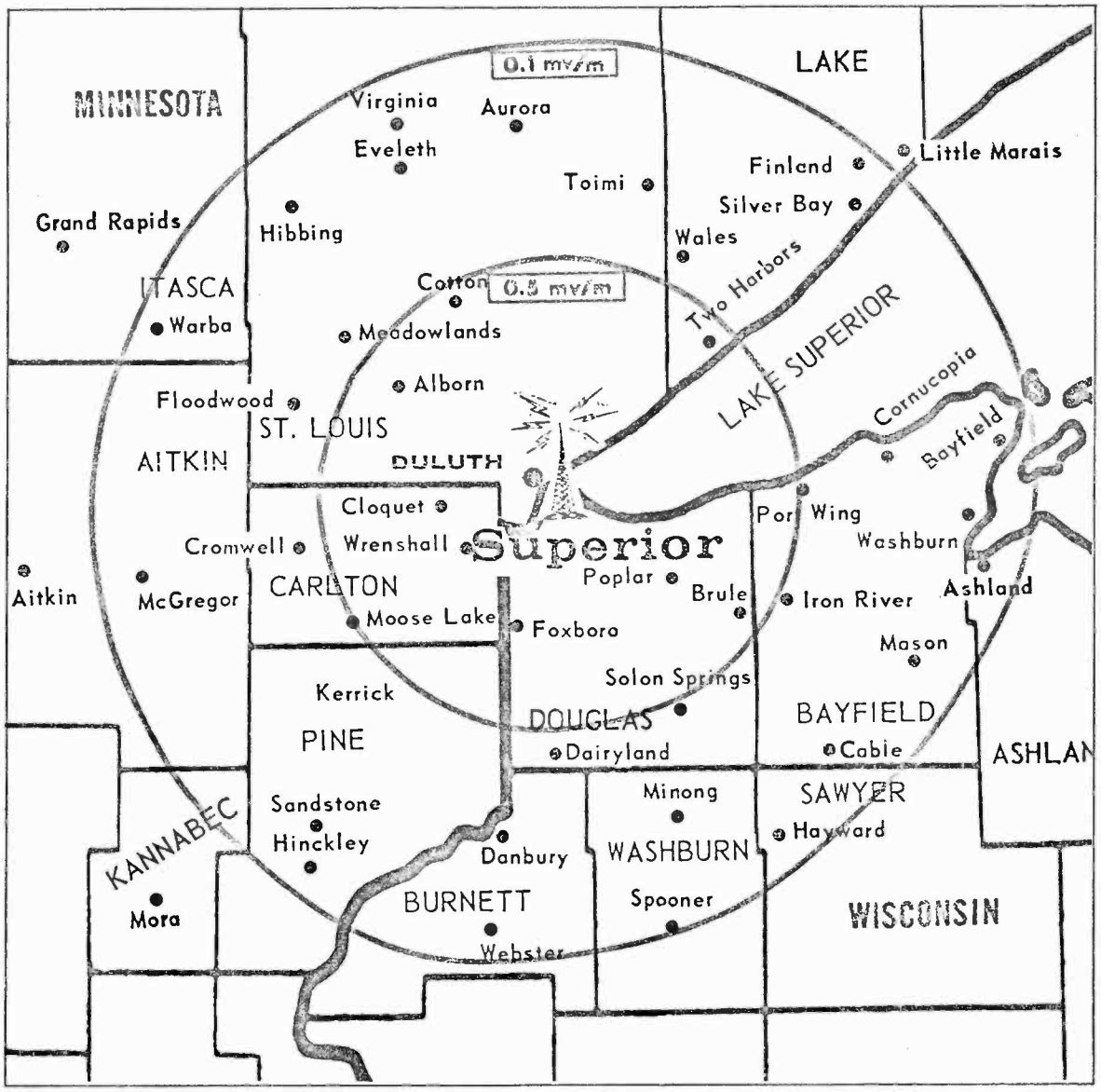
on your dial

23 North Main Street • Hartford, Wisconsin



These measurements were taken by Charles Brennan and Associate, our Consulting Engineers. Please note that the outer contour line gives only the zero point five M. V. Scale (0.5Mv). Our mail count shows a vast audience way beyond this perimeter. Total population in our coverage has increased tremendously and now rates very close to 1,000,000.

WQMN-the GOOD MUSIC and NEWS station



WQMN

QUALITY RADIO, INC.

Superior, Wisconsin

1320 KC
1,000 WATTS

NON DIRECTIONAL

AFFILIATE

MUTUAL

World's Largest Network

ADULT LISTENING FOR ADULT BUYING POWER

Market Data and Contours
CERTIFIED BY
Charles Niles & Associates
5805 Excelsior Blvd.
Minneapolis 16, Minnesota

MARKET DATA

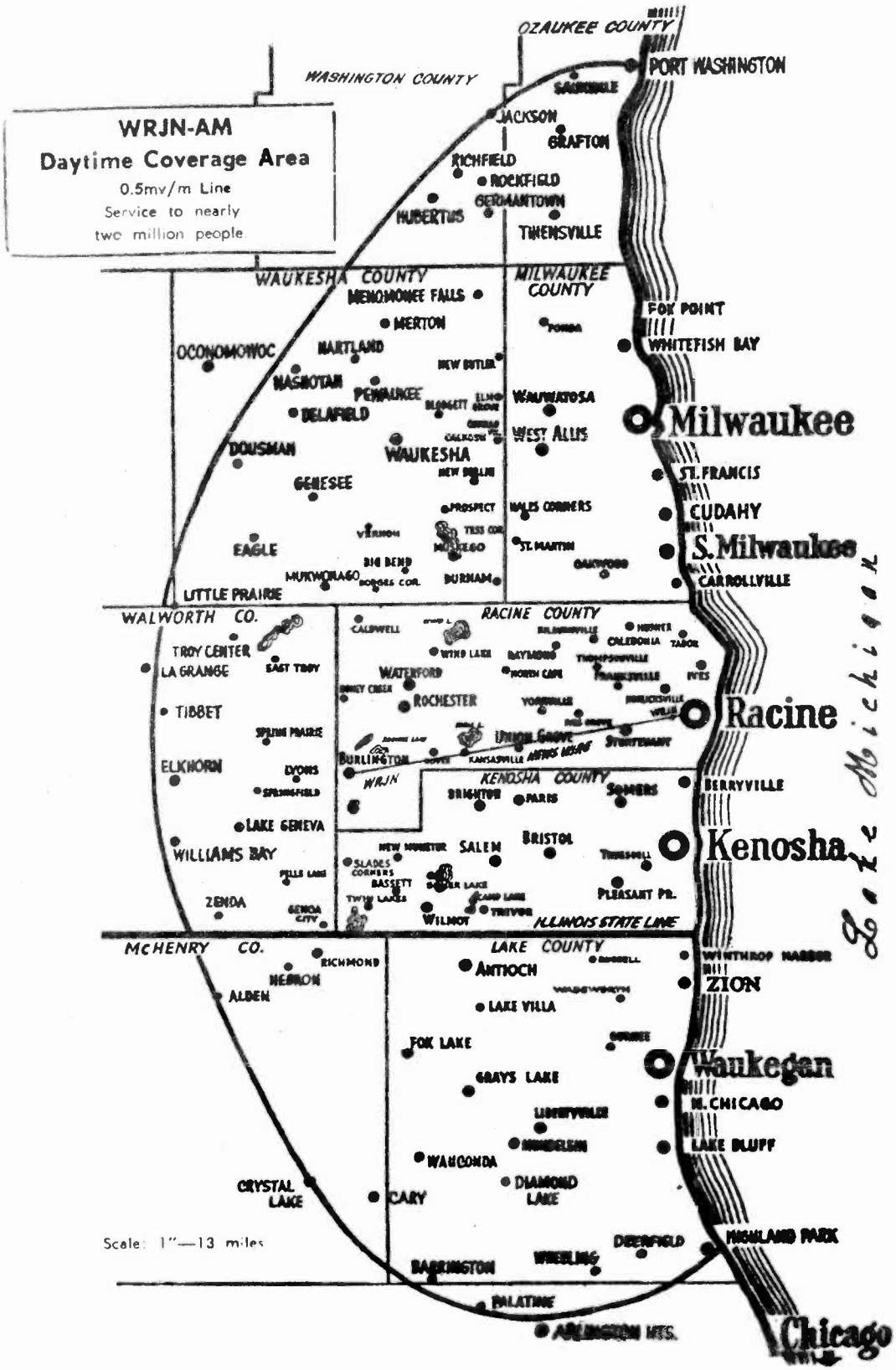
	Within 0.5 mv/m Contour	Within 0.1 mv/m Contour
Total Population	193,071	280,183
Retail Sales	$194,658,000	$283,559,000
Payroll	$ 23,284,000	$ 30,956,000
General Merchandise	$ 30,019,000	$ 40,078,000
Food	$ 47,985,000	$ 66,004,000
Automotive	$ 30,675,000	$ 49,487,000
Gas Service Stations	$ 16,794,000	$ 24,442,000
Drug	$ 6,720,000	$ 9,158,000
Bank Deposits	$195,143,000	$252,151,000
Total Farm Population	24,115	62,619

Sources: SM Survey of Buying Power; U.S. Dept. of Commerce; U.S. Dept. of Agriculture; Polk's Bank Directory.

WQMN

RADIO

SUPERIOR · DULUTH

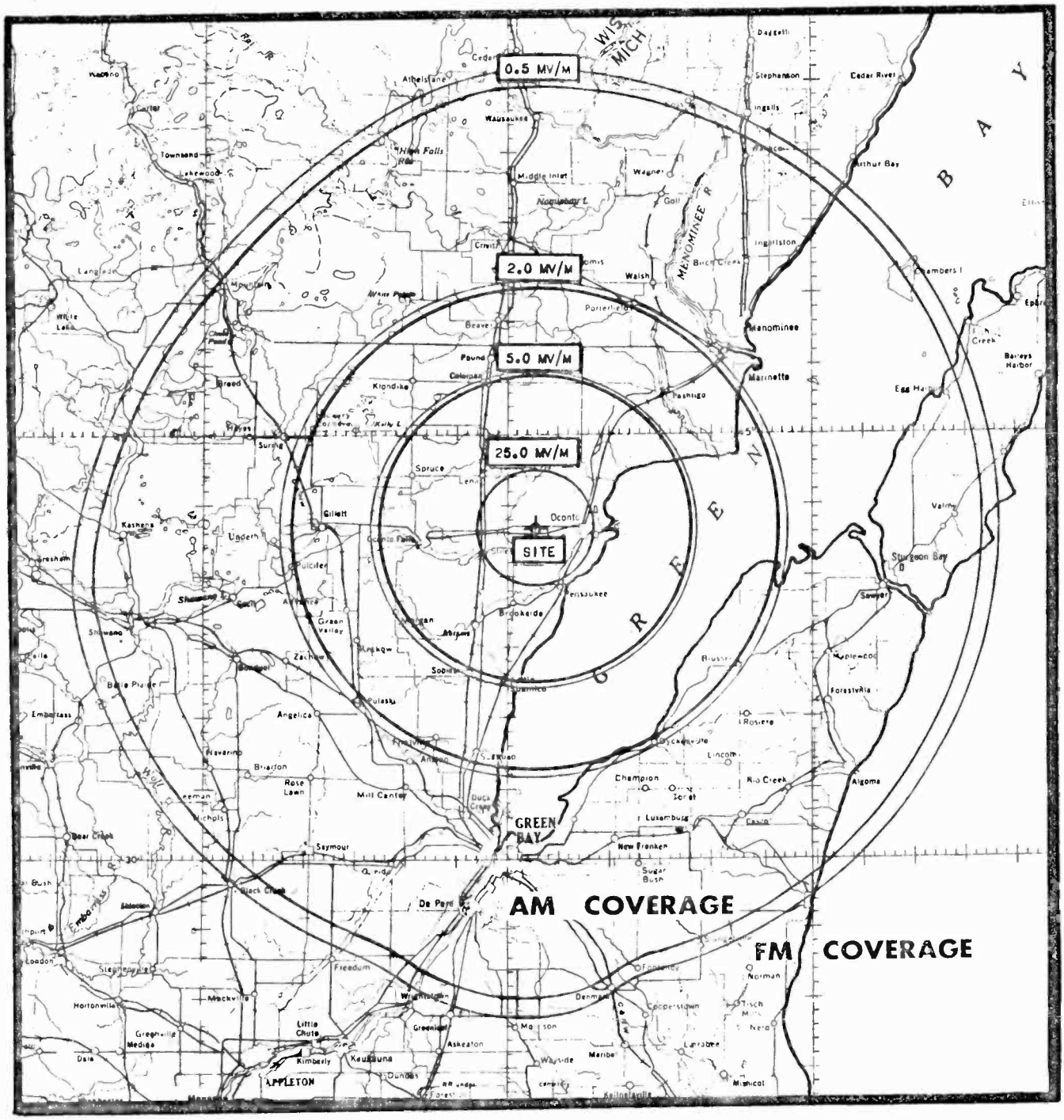


WRJN

1,000 watts day
250 watts night

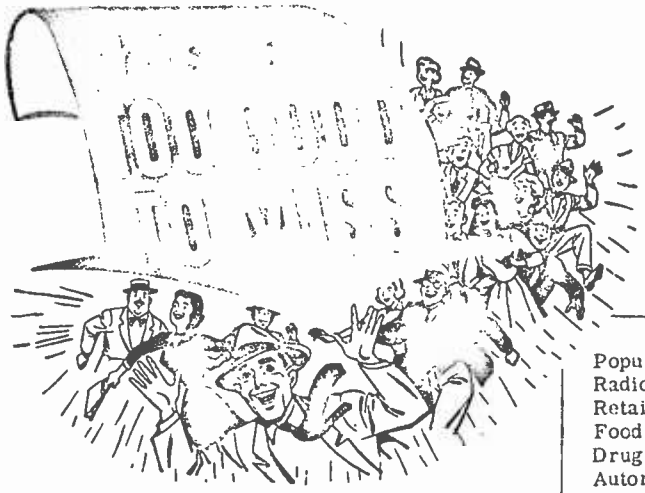
RACINE, WISCONSIN

ABC Network — Wisconsin Network



WOCO, located in the heart of Oconto County on the desirable frequencies of 1260 KHz AM and 107.1 MHz FM, serves Northeastern Wisconsin. Included in this coverage area are most of, or all of, Oconto, Brown, Shawano, Menominee, Marinette, Forest, Door and Outagamie Counties. This area is shown above. This area has a population of over 200,000.

WOCO
P. O. BOX 197
OCONTO, WIS



RADIO STATION

WISV

1360 KC 1000 WATTS

VIROQUA, WISCONSIN

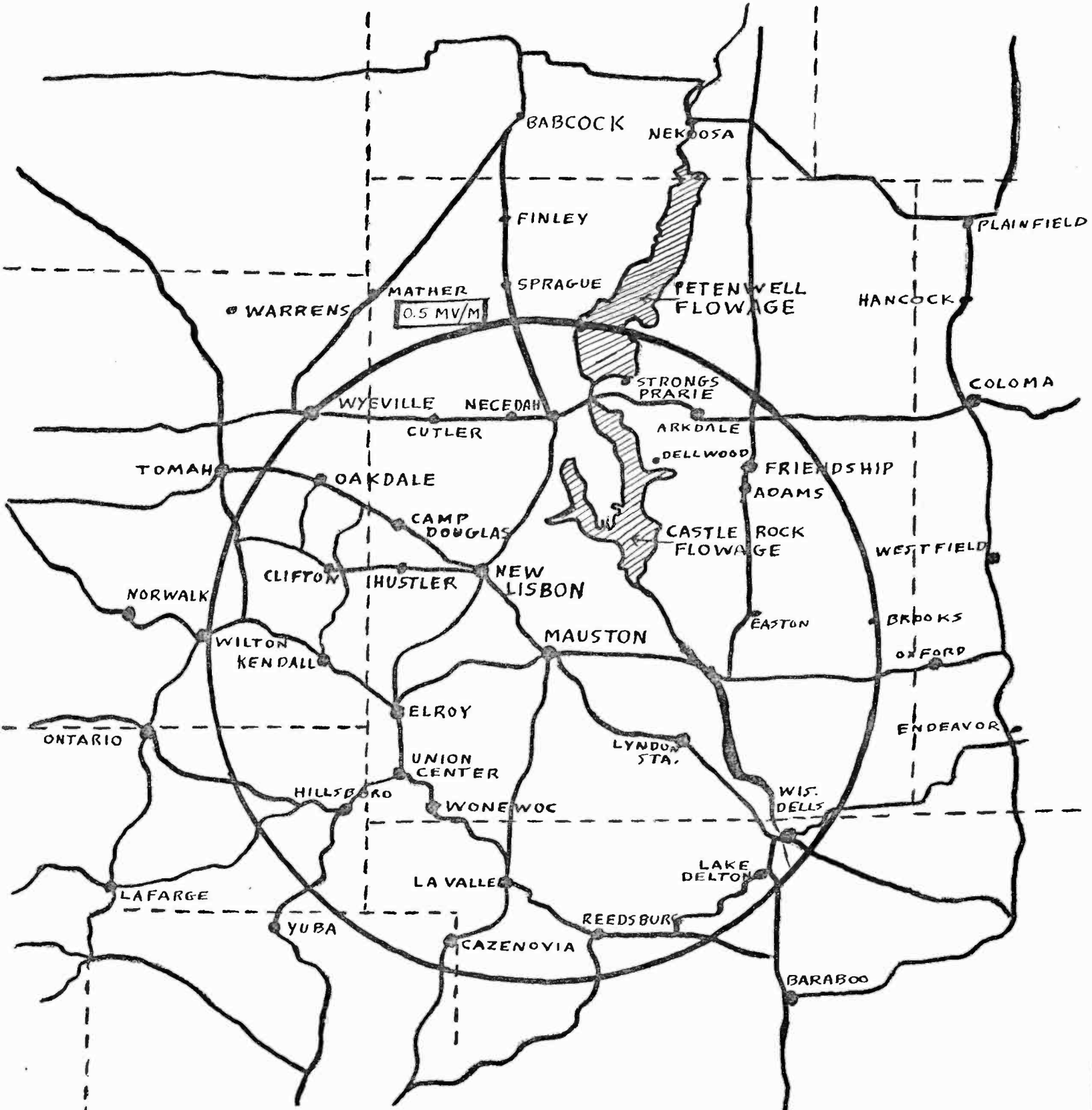
Phone ME 7-7200

COVERAGE DATA

Population	234,000
Radio Homes	67,000
Retail Sales	$245,000,000
Food Sales	$48,000,000
Drug Sales	$5,000,000
Automobiles	78,000

WISV

SERVING THE TRI-STATE AREA'S
RICH TOBACCO AND DAIRYLAND



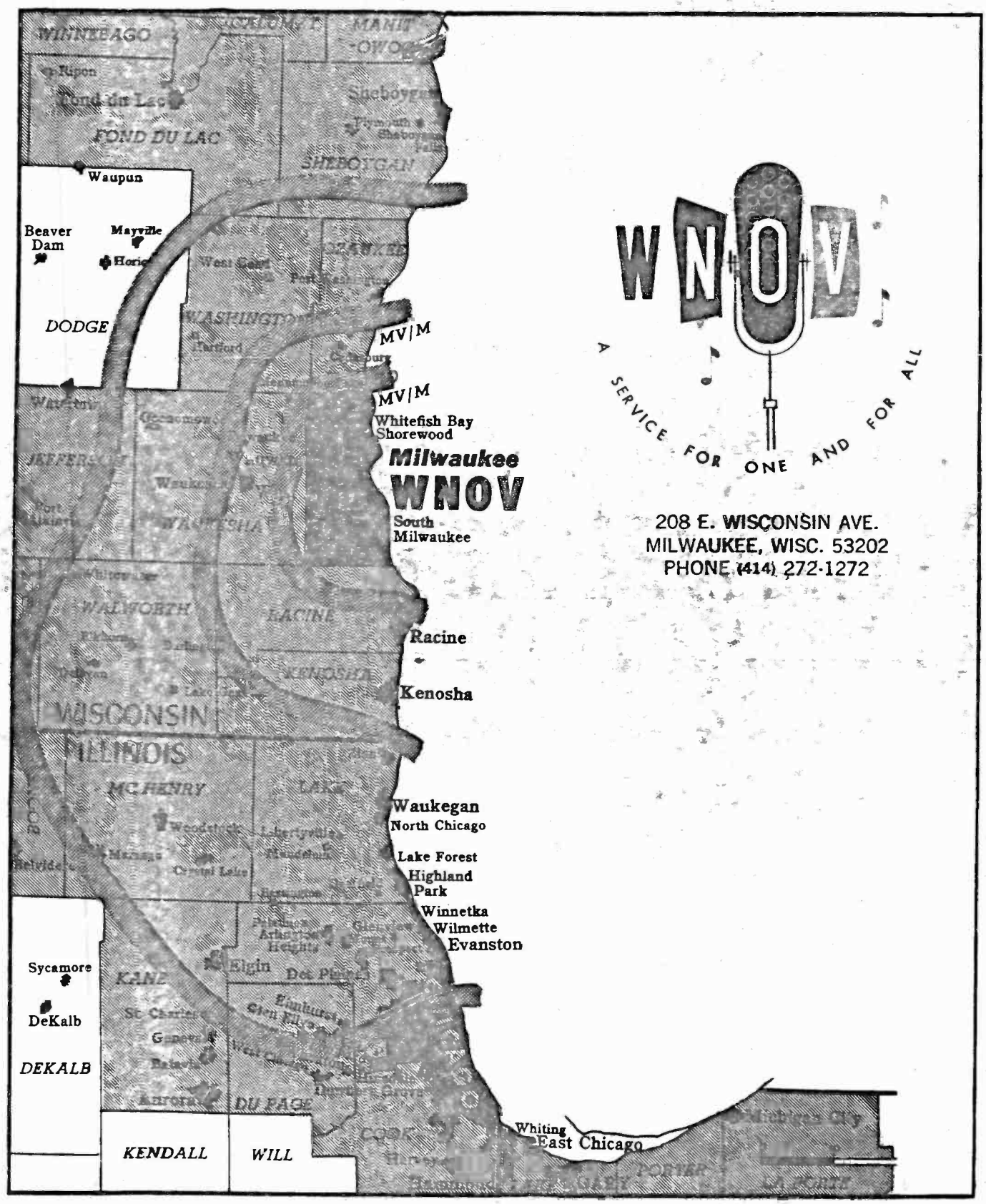
RADIO JUNEAU COUNTY

WRJC

200 Hickory St., Mauston, Wisconsin

Population Inside
0.5 Contour 51,891
Phone VIctor 3-8001
1270 Kilocycles

Serving:
Adams, Sauk, Vernon,
and Monroe Counties


WINNEBAGO
Ripon
Fond du Lac
FOND DU LAC
Sheboygan
SHEBOYGAN
Waupun
Beaver Dam
Mayville
DODGE
WASHINGTON
MV/M
MV/M
Whitefish Bay
Shorewood
Milwaukee
WNOV
South Milwaukee
WAUKESHA
WALWORTH
RACINE
Racine
KENOSHA
Kenosha
WISCONSIN
ILLINOIS
MCHENRY
LAKE
Waukegan
North Chicago
Lake Forest
Highland Park
Winnetka
Wilmette
Evanston
Sycamore
KANE
Elgin
DeKalb
DEKALB
DU PAGE
KENDALL
WILL
COOK
Whiting
East Chicago
PORTER
LA PORTE
WNOV
A SERVICE FOR ONE AND FOR ALL
208 E. WISCONSIN AVE.
MILWAUKEE, WISC. 53202
PHONE (414) 272-1272

1000 WATTS

RADIO STATION

WMIR

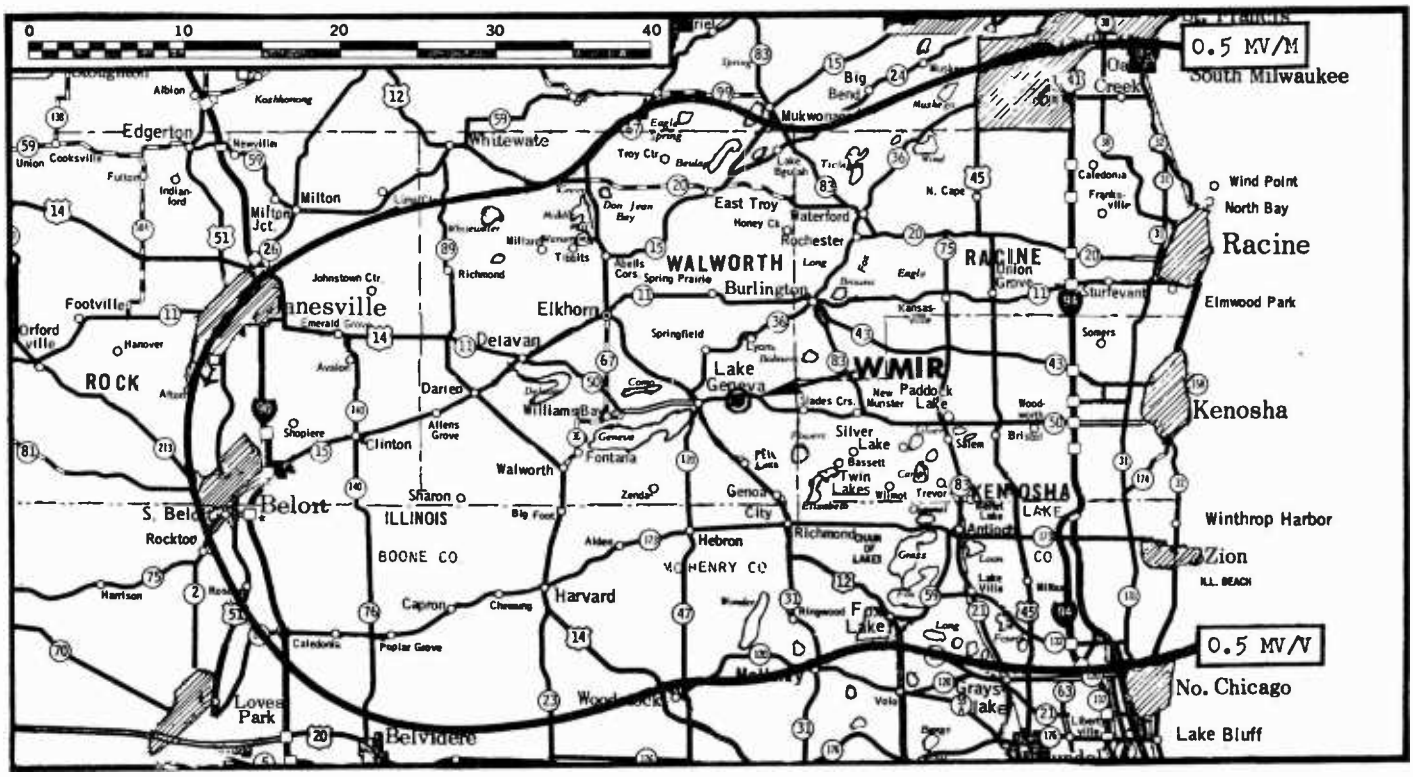
1550 ON YOUR DIAL

The Sound Approach to Advertising

Lake Geneva, Wisconsin
53147

Telephone: Area 414
248-6656

Local News . UPI Audio Network
Sports . Good Music . Good Listening
Serving Southeastern Wisconsin
Industry . Tourist . Dairyland



Market Information:

Walworth County Population - *59,948.

W M I R total population within its 0.5 MV/V contour, including Racine and Rock County **- 302,131

Note: This does not include Northern Illinois area of Harvard, Hebron, Richmond, Fox Lake, Antioch and Zion, Illinois.

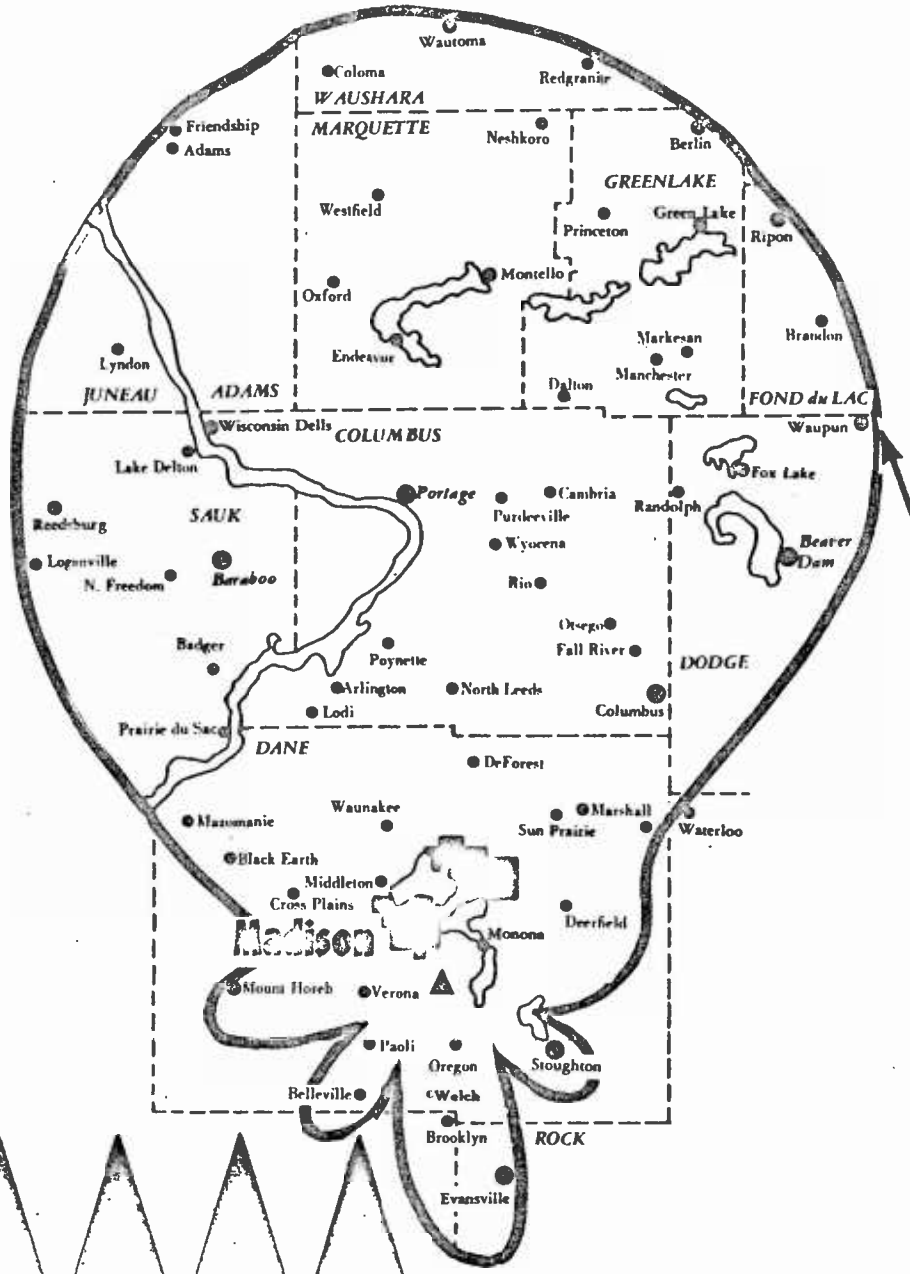
Radio penetration - 98%.

Households - 92,160.

W M I R Listenership - Households, not including auto or portable radios on the go in excess of 52,100.

* September 1965 - South Eastern Wisconsin Regional Planning Commission.

** 1963 Report - South Eastern Wisconsin Regional Planning Commission.



0.25 MVM

w m a d

Right at the Top of the Dial!

Madison, Wisconsin

wmad

Madison, Wisconsin

5000 Watts

New faces mean new customers! To attract new listeners, there's a happy newness to WMAD broadcast entertainment. The good new music is carefully programmed, the news is as new as it happens, and your sales story gets new meaning from our sales personalities . . .

Dan C. Palen

VICE PRESIDENT & GENERAL MANAGER

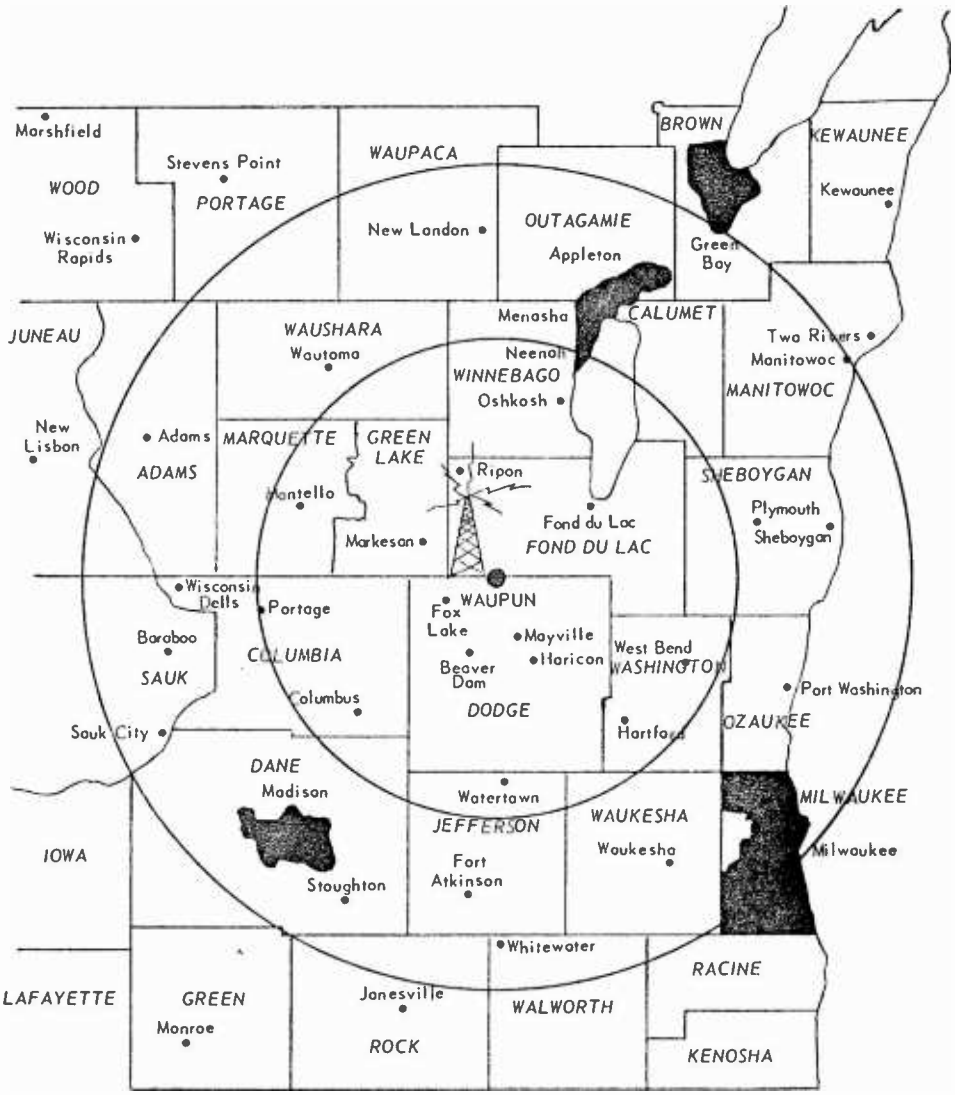
P. O. BOX 4300

MADISON, WISC. 53711

MARKET DATA:	0.25 MVM Coverage
Population	411,200
Households	118,870
Radio Homes	107,230
Automobiles	144,170
Spendable Income (CSI)	$805,870,000
RETAIL DATA:	
Food Stores	$106,069,000
Drug Stores	$ 17,330,000
Genl. Merchandise	$ 59,833,000
Apparel Stores	$ 29,312,000
Home Furnishings	$ 19,591,000
Auto Sales	$ 98,029,000
Service Stations	$ 37,493,000
*Total Retail Sales	$526,882,000
FARM DATA:	
Farm Population	$ 63,600
Farm Gross Income	$180,147,000

SOURCE: SRDS Consumer Data exclusively.

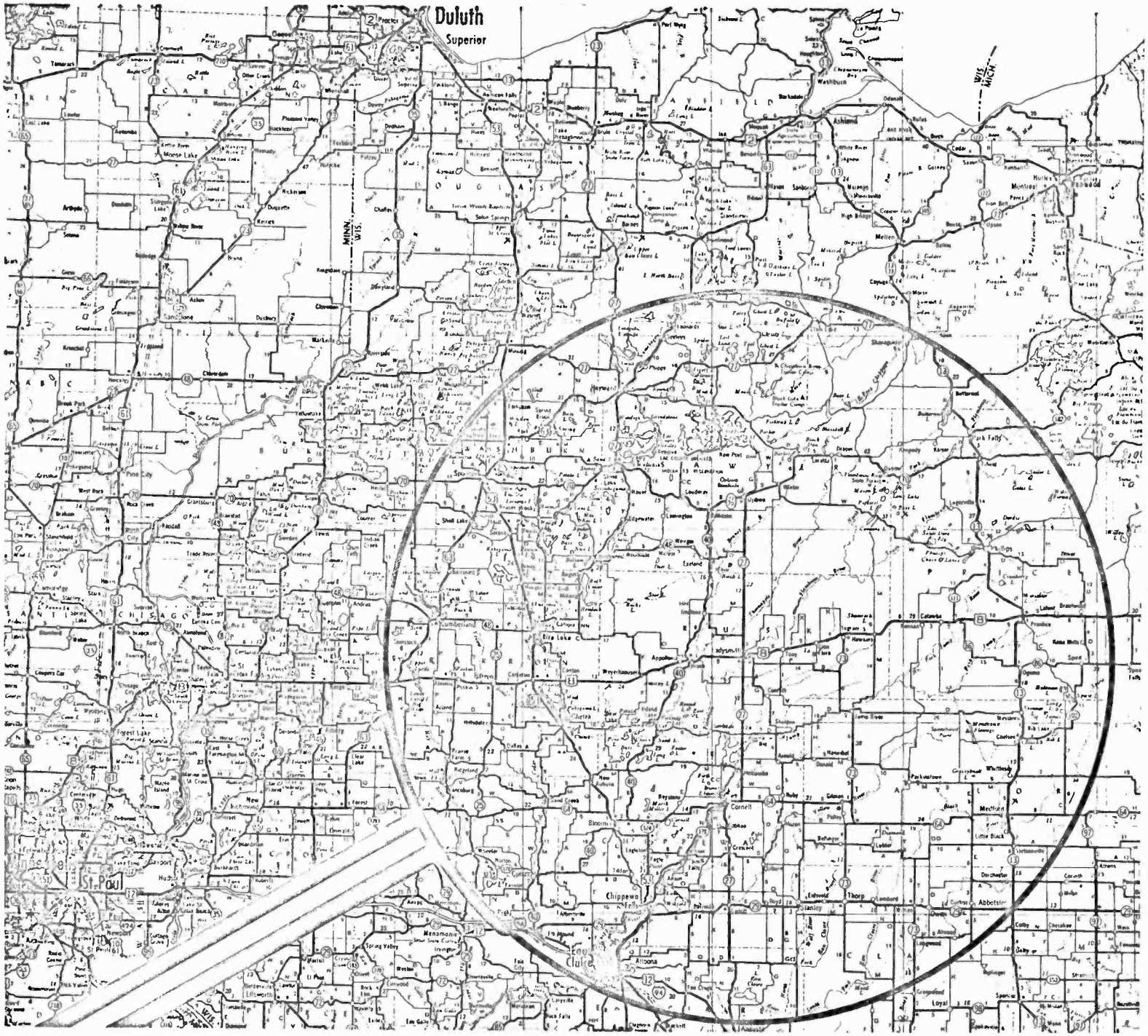
Prepared by Market Data Associates.



WLKE Is A Clear Channel Radio Station
serving
Southeastern Wisconsin
on 1170

POPULATION
Within .1 MV/M 1,696,568

WLKE RADIO
522 East Main Street
Waupun, Wisconsin
All Phones: 324-4441



1340 WLDY 1340

1,000 Watts

Studios in Ladysmith and
Branch Studio in Cornell, Wisconsin

Tops in Sports . . .

Milwaukee Braves
Green Bay Packers
Wisconsin Football and Basketball
All Local Sports in
Surrounding Towns

WLDY Coverage

- Counties 10
- Population 225,703
- Radio Homes 64,300
- Retail Sales 187,260,000
- Food Sales 43,359,000
- Drug Sales 5,677,000
- Auto Owners 72,228

WLDY Is Located in the Center of
Northern Wisconsin's Dairy Industry

RATES

Spot Announcements

1-13	Times	$4.00
14-26	Times	3.75
27-52	Times	3.50
53-104	Times	3.25
105-156	Times	3.00
157-264	Times	2.25
265 or More	Times	2.00

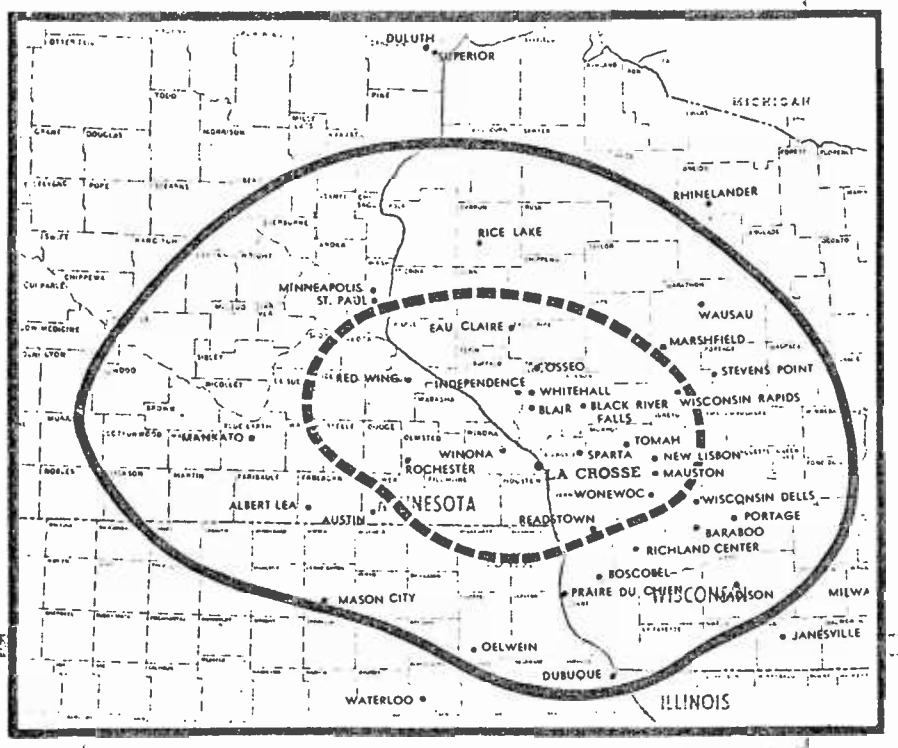
Program and Local Rates on Request
Package Prices Available

COVERAGE MAP

IN La Crosse it's... WKTY

5000 Watts - 580 KC

POWERFUL COVERAGE AT 580 KILOCYCLES . . . . . .

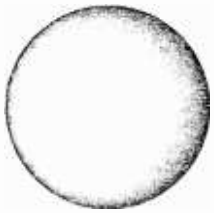


WHERE WKTY's 5,000 WATTS DO THE WORK OF OVER 700,000 WATTS

The lower the frequency of a broadcasting station, the greater its coverage; and WKTY has the Tri-States lowest frequency (580 kc). For example, to deliver a comparable signal over an equal area—

- **WKTY at 580 kc needs only 5,000 watts**

A station at 830 kc would need 50,000 watts



A station at 1,500 kc would need 700,000 watts

WKTY programming maintains listener appeal

News—most listened-to newscasts

Sports—top coverage with the only full-time sports director in La Crosse

Farm Service—full coverage with the only full-time farm service department in La Crosse

Musical Shows—tops in "pops" and old Standards

Disc Jockey Shows—tops in local personalities

. . . holds a wide variety of urban/rural listening interests.

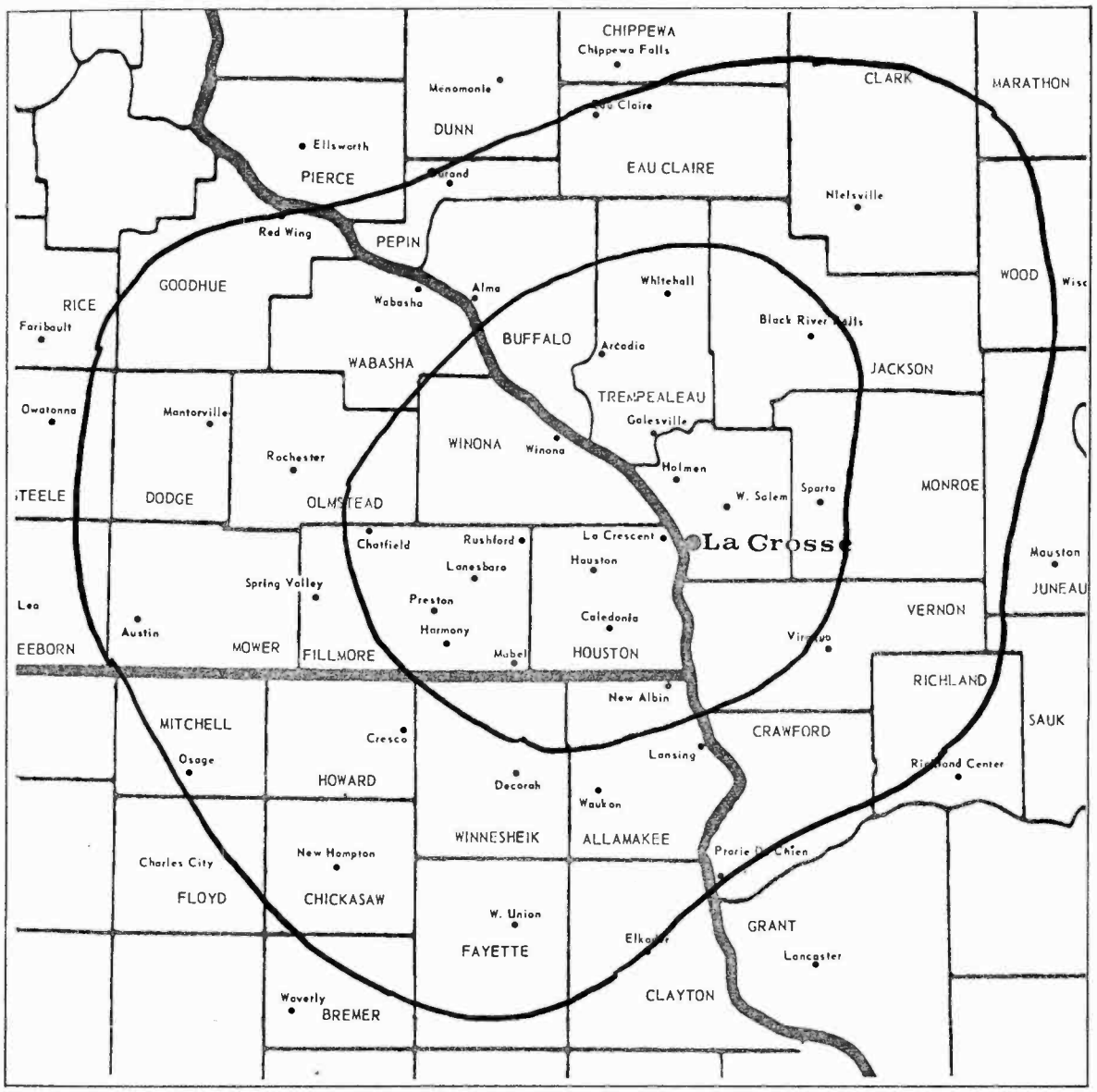
WKTY's new power increases the radio size of the La Crosse market . . . 5,000 watts extends the 0.5 mv/m limits into a 32 county area in Wisconsin, Minnesota and Iowa.

32-county WKTY 0.5 mv/m market

Population	1,298,200
Households	284,040
Spendable Income	$1,520,744,000
Retail Sales	$1,252,839,000

(Source: Spot Radio Rates and Data)

WKBH TRI-STATE COVERAGE MAP



Shaded portion represents area of consistently heavy mail response - details on request.

WKBH

WKBH, INCORPORATED

141 South 6th Street
LaCrosse, Wisconsin
Telephone: 2-4678

NBC
AFFILIATE

1410 KC
5,000 WATTS
NON DIRECTIONAL

Represented by

AVERY-KNODEL, INC

Regional Representative
HARRY HYETT
MINNEAPOLIS

Market Data and Contours
CERTIFIED BY
Charles Niles & Associates
5805 Excelsior Blvd.
Minneapolis 16, Minnesota

MARKET DATA

	Within 0.5 mv/m Contour	Within 0.1 mv/m Contour
Total Population	253,817	692,946
Total Retail Sales	$284,039,000	$795,141,000
Food	$ 58,500,000	$156,653,000
Gasoline Service Stations	$ 22,456,000	$ 61,983,000
Apparel	$ 12,878,000	$ 36,374,000
Drug	$ 7,642,000	$ 22,796,000
Total Farm Population	105,273	283,234

Sources: SM Survey of Buying Power; U.S. Dept. of Commerce; U.S. Dept. of Agriculture.

Coverage Map

SERVING THE COULEE REGION

WKBH RADIO

WKBH LA CROSSE 1410

the only Full Time, 5000 Watt Voice in La Crosse

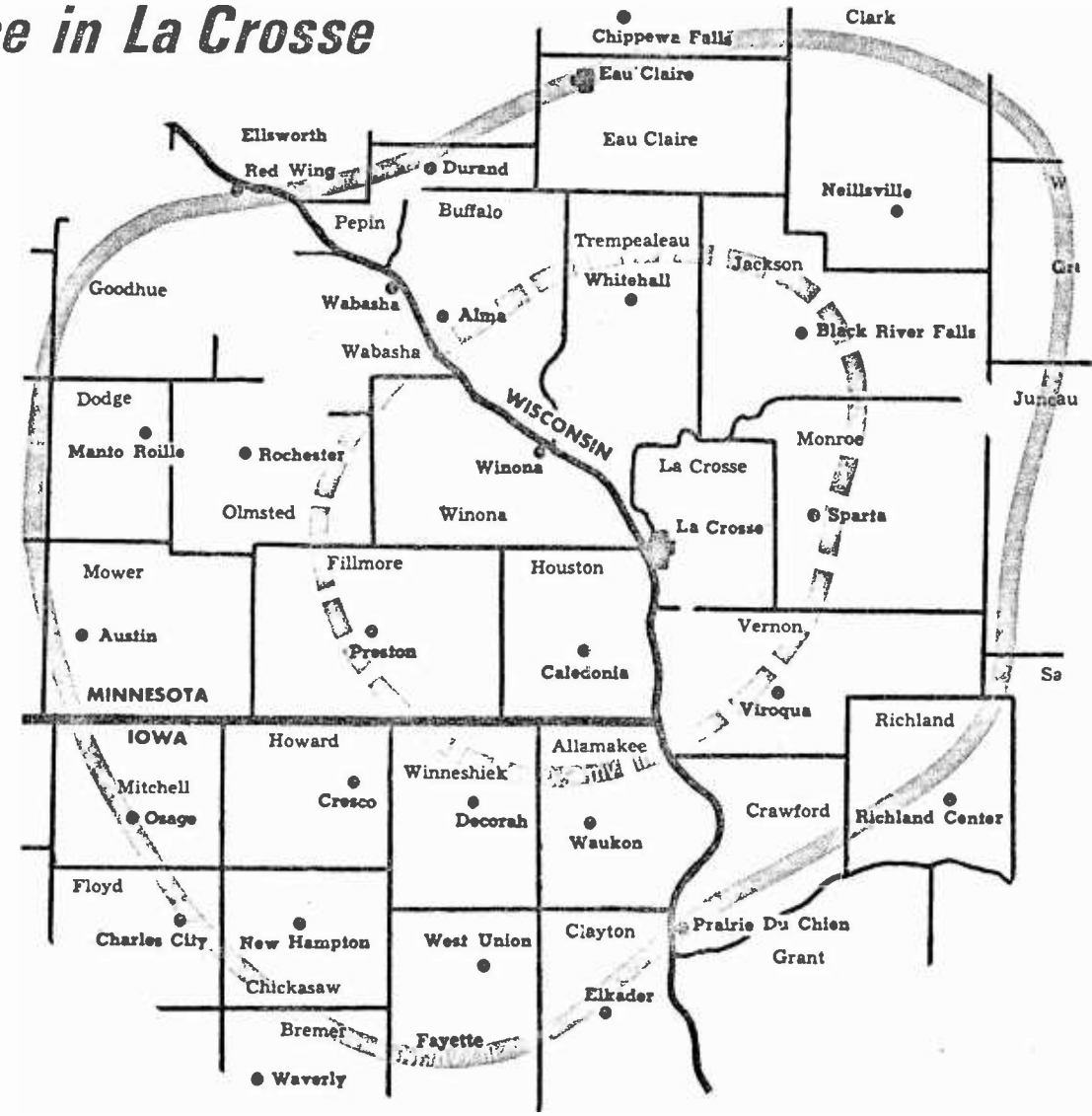
1410 Kc.

* WKBH - LAND MARKET DATA

Total Population	465,250
Households	133,353
Farm Population	129,250
Passenger Cars	183,921

Total Retail Sales	$645,246,780.
Apparel	27,765,320.
Food	124,453,970.
Gen. Merchandise	63,852,300.
Home Furnishings	27,992,190.
Automotive	113,449,880.
Filling Stations	55,467,570.

* Standard Rate & Data Service, Inc.

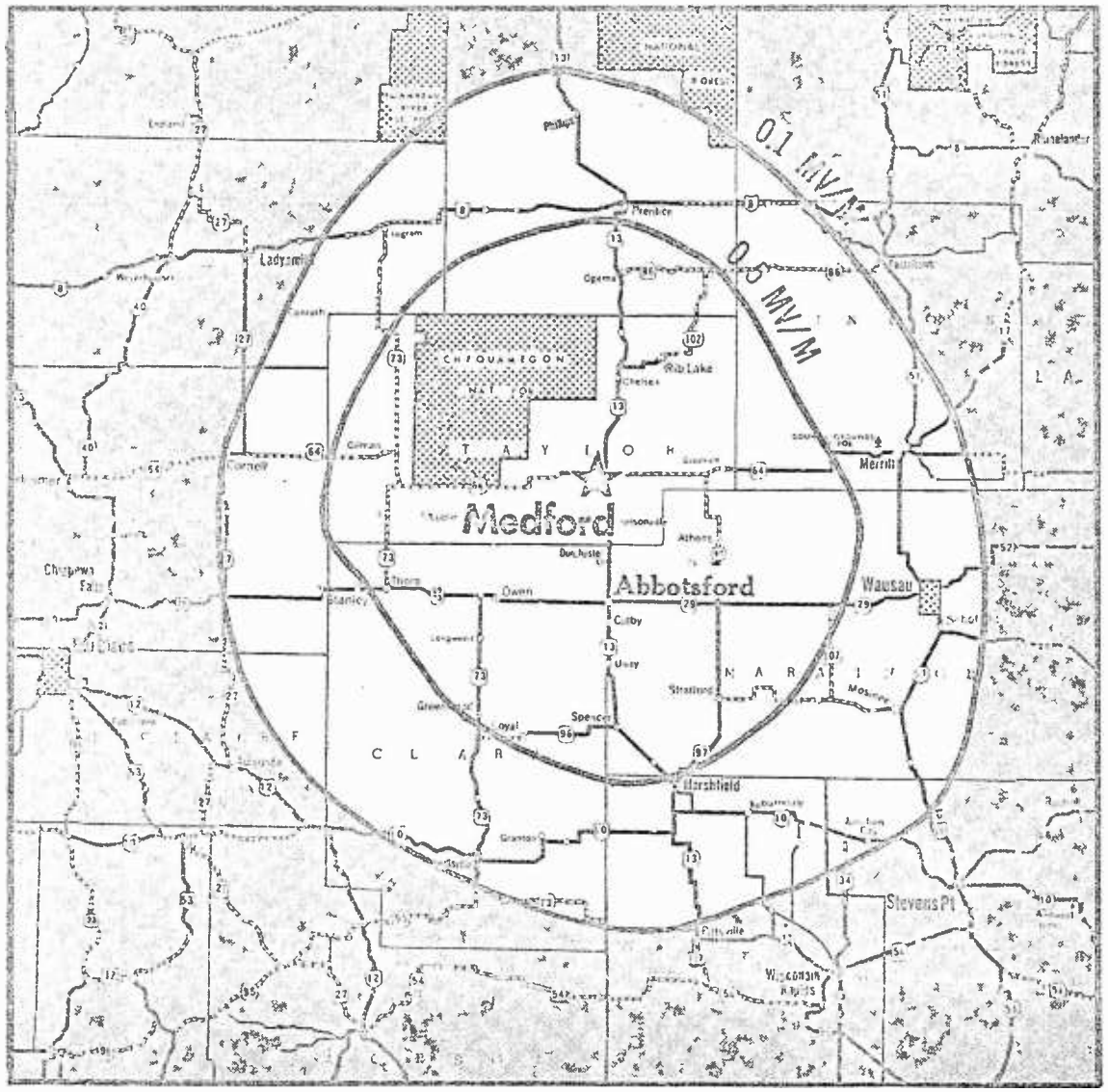


(Shaded portion represents area of consistently heavy mail response - details on request.)

WKBH RADIO

141 South 6th Street
LA CROSSE, WISCONSIN 54601
Telephone: 782-4678

Contours CERTIFIED BY
Charles Niles & Associates
5805 Excelsior Blvd.
Minneapolis 16, Minnesota



WIGM — 1000 Watts

MEDFORD, WISCONSIN — 1490 Kc

WIGM

MEDFORD'S full time station in the rich Dairy and Vacation Land of North Central Wisconsin

Over 20 years of dependable service to our listeners and advertisers

Complete News, Sports and Weather Coverage

Studios in Medford and Abbotsford, Wis.

PAUL ALLMAN
General Manager

JOE DAHLVIG
Commercial Manager

MEDFORD, WISCONSIN

Box 59 Phone 748-2566

MARKET DATA

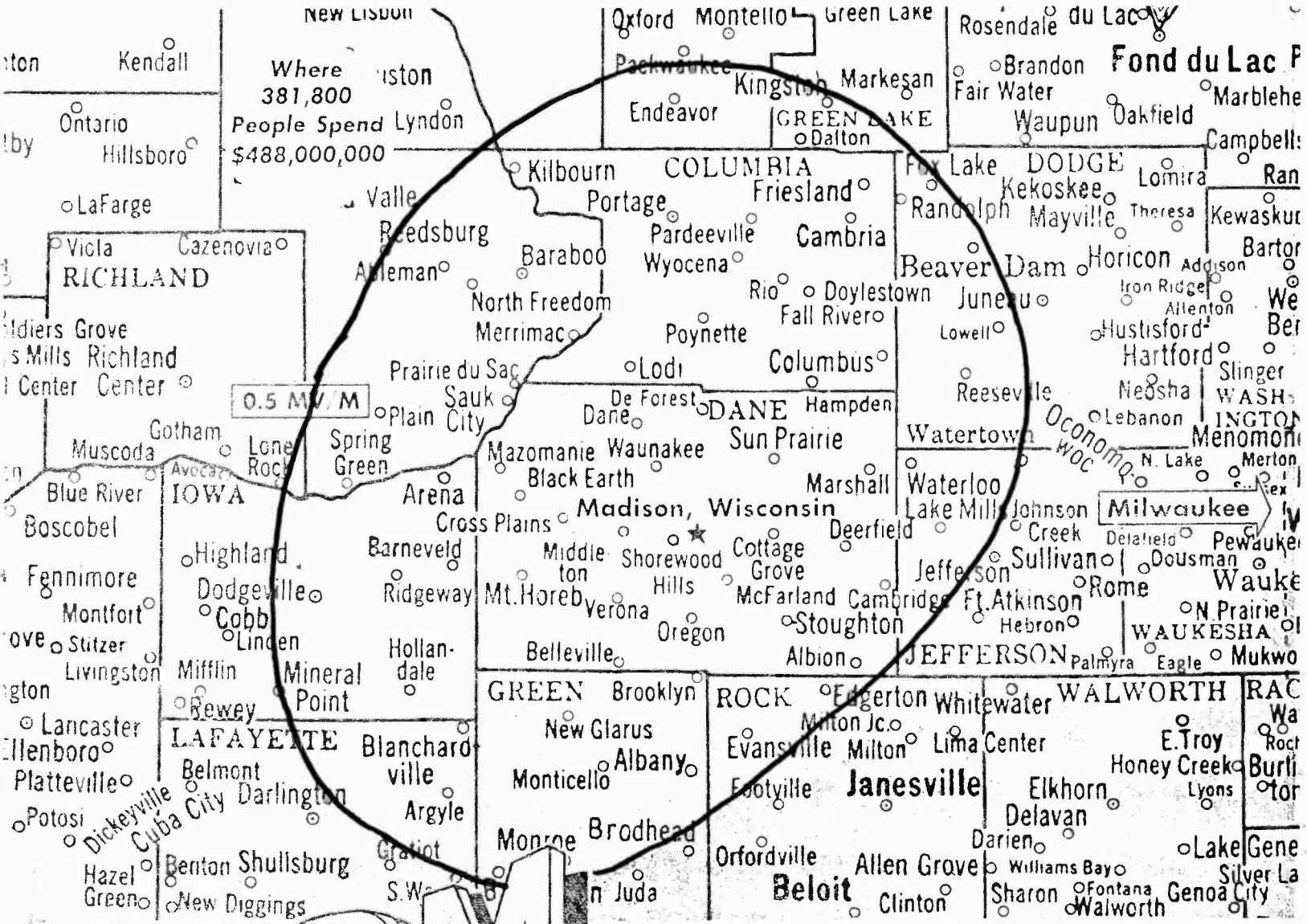
	Within 0.5 MV/M Contour	Within 0.1 MV/M Contour
Total Homes	36,500	84,400
Population	87,343	254,241
Retail Sales	209,807,000	304,906,000
Food Sales	37,621,000	64,491,000
Auto Sales	29,068,000	56,054,000
Drug Sales	3,068,000	7,507,000

New WISM RADIO (Formerly WISC)

First WITH THE MODERN SOUND FROM MADISON

Now 5 TIMES MORE POWER - 5,000 Watts

Only AM-FM STATION IN MADISON WITH FULL-TIME SATURATION COVERAGE



WISM RADIO

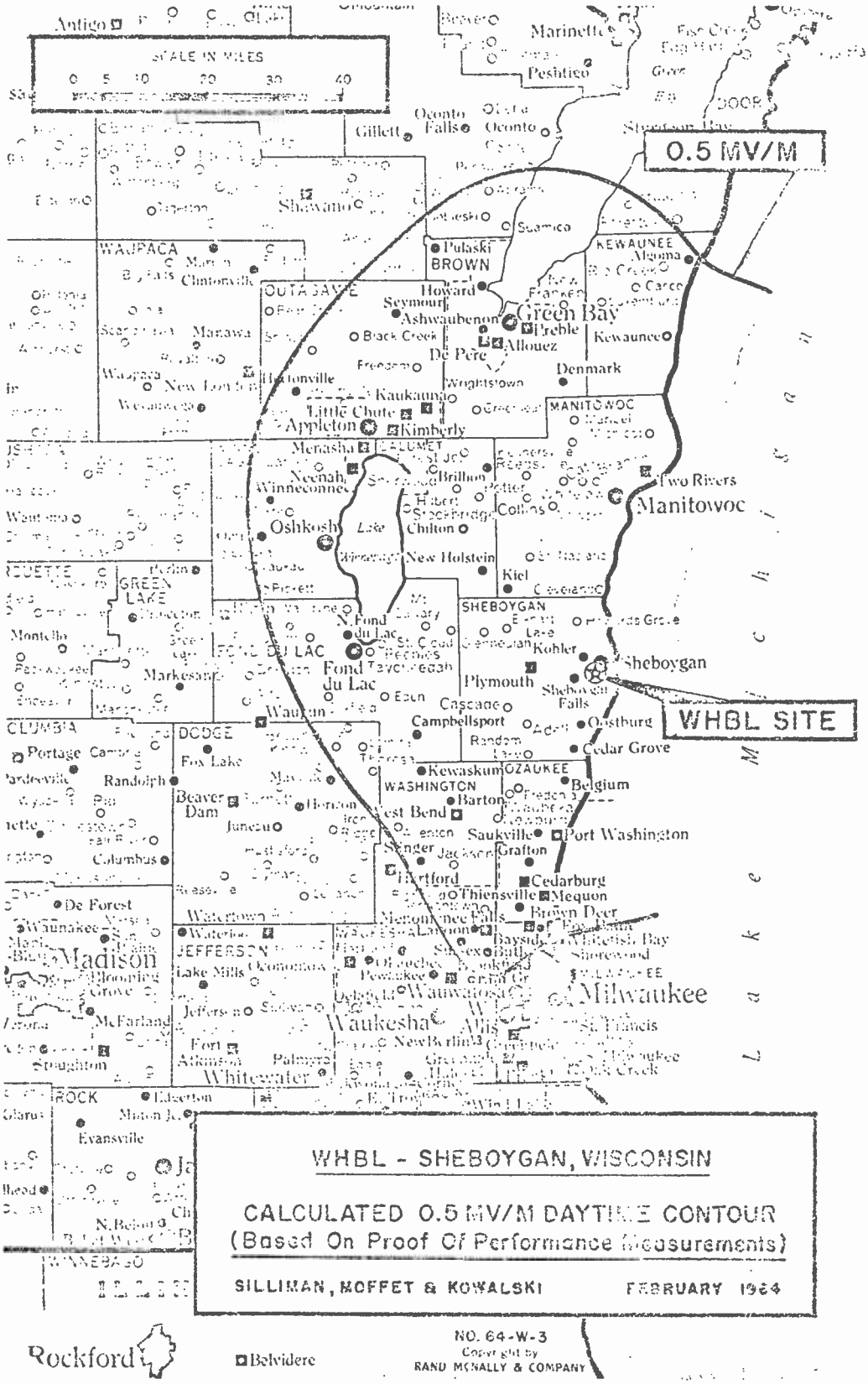
WISM BUILDING, 122 E. MAIN ST., MADISON 3, WIS. · TELEPHONE ALpine 6-3167

Nationally Represented by

RADIO-TV REPRESENTATIVES

NEW YORK • CHICAGO • SAN FRANCISCO

EAST-CENTRAL WISCONSIN



WHBL spans the mighty ma
facturing counties of East-Ca
tral Wisconsin. Located wit
this progressive marketpla
are such nationally known
dustrial names as: KOHLEF
HAYSSEN • KIMBERLY-CLA
• MARATHON • GARTON TO
MANITOWOC SHIPBUILDIN
• WEST BEND ALUMINUM
VOLLRATH • MIRRO ALUN
NUM • SPEED QUEEN • BER
STROM PAPER • SIMPLICI
• AMITY LEATHER • HAM
TON and many other lar
firms which provide this ar
with some $1,233,028,000
consumer spendable income
establishes WHBL as yo
prime target in reaching th
prosperous market.

FOR 38 YEARS WHBL HAS SATISFIED AD
LISTENERS WITH FINE MUSIC • COMPREH
SIVE NEWS • WEATHER • and SPO

CONCENTRATES ON 10 COUNTI

POPULATION
729,90

HOUSEHOLDS
202,97

RETAIL SALES
$886,808,0

FOOD SALES
$211,468,0

DRUG SALES
$23,375,0

WHBL 5,000 WATTS 1330 Kc. ABC NETWORK

SHEBOYGAN, WISCONSIN 53082 BOX 27 TELEPHONE 458-2107 PAUL F. SKINNER, President

WFHR AM FM

SERVES PEOPLE . . . *and lots of 'em*

has **ADULT SALES PUNCH** (for Teens too!)

STUDIOS IN WISCONSIN RAPIDS AND STEVENS POINT

1320 KC

5000 watts

103.3 MC

MARKET FACTS

Population	279,200
Radio Homes — AM Radio	74,540
Effective Buying Income (000)	$453,642
Retail Sales (000)	$334,637
Passenger Car Vehicles	98,410
Farm Population	75,700
Gross Farm Income (000)	$145,504

ADVERTISING RATES

	30 min.	15 min.	10 min.	5 min.	1 min.
1	$54.00	$36.00	$27.00	$15.00	$9.00
52	43.50	27.00	20.00	12.75	6.75
156	40.50	24.00	18.00	12.00	6.00
260	37.50	21.00	15.75	11.25	5.25
312	34.50	18.00	13.50	10.50	4.50

PACKAGE PLANS - 7 days

	1 min.	30 sec.
10 plan	$5.25	$4.20
15 plan	4.90	3.90
25 plan	4.50	3.60
50 plan	3.75	3.00

1/3 off . . . RUN OF SCHEDULE . . . all above rates.
Programs may be combined with spot schedule to establish spot frequency.
Rates not cumulative unless on blanket contract.

IN WONDERFUL MID-WISCONSIN

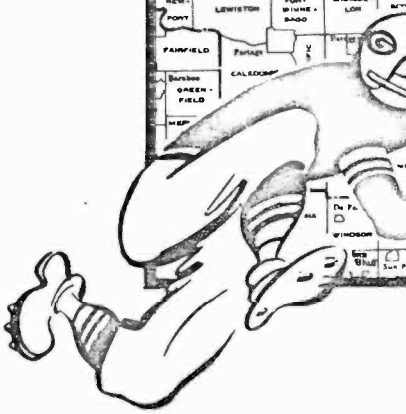
WILLIAM F. HUFFMAN RADIO, INC. • WISCONSIN RAPIDS, WISCONSIN
Area Code 715 423-7200 AFFILIATED WITH WISCONSIN RAPIDS DAILY TRIBUNE
REPRESENTED NATIONALLY BY THE MEEKER COMPANY

WDUZ

AMERICAN CONTEMPORARY RADIO

GREEN BAY WISCONSIN

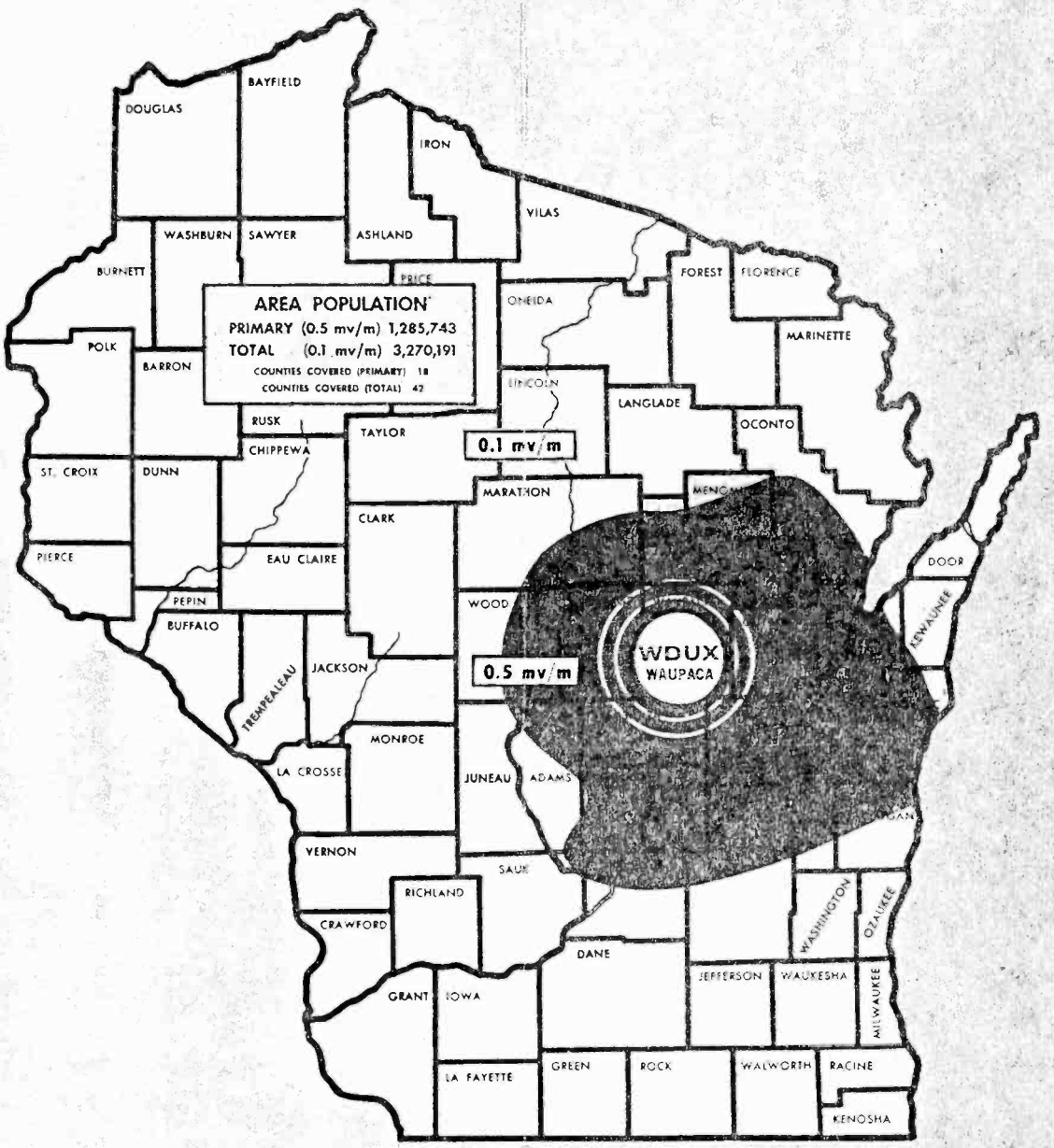
1000 WATTS - 1400 KILOCYCLES



NUMBER 1 IN GREEN BAY*
24 HRS. A DAY

*PULSE: GREEN BAY, WISCONSIN
JUNE 1971

WDUX WAUPACA, WISCONSIN

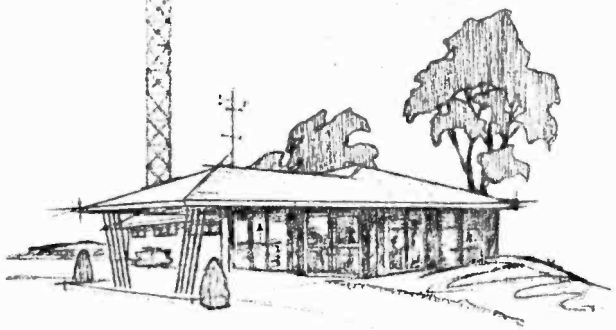


WDUX ABC RADIO

FREQUENCY · · · 800 KC

POWER · · · 1000 WATTS

STUDIOS · · · TOWER ROAD · · · WAUPACA, WIS.

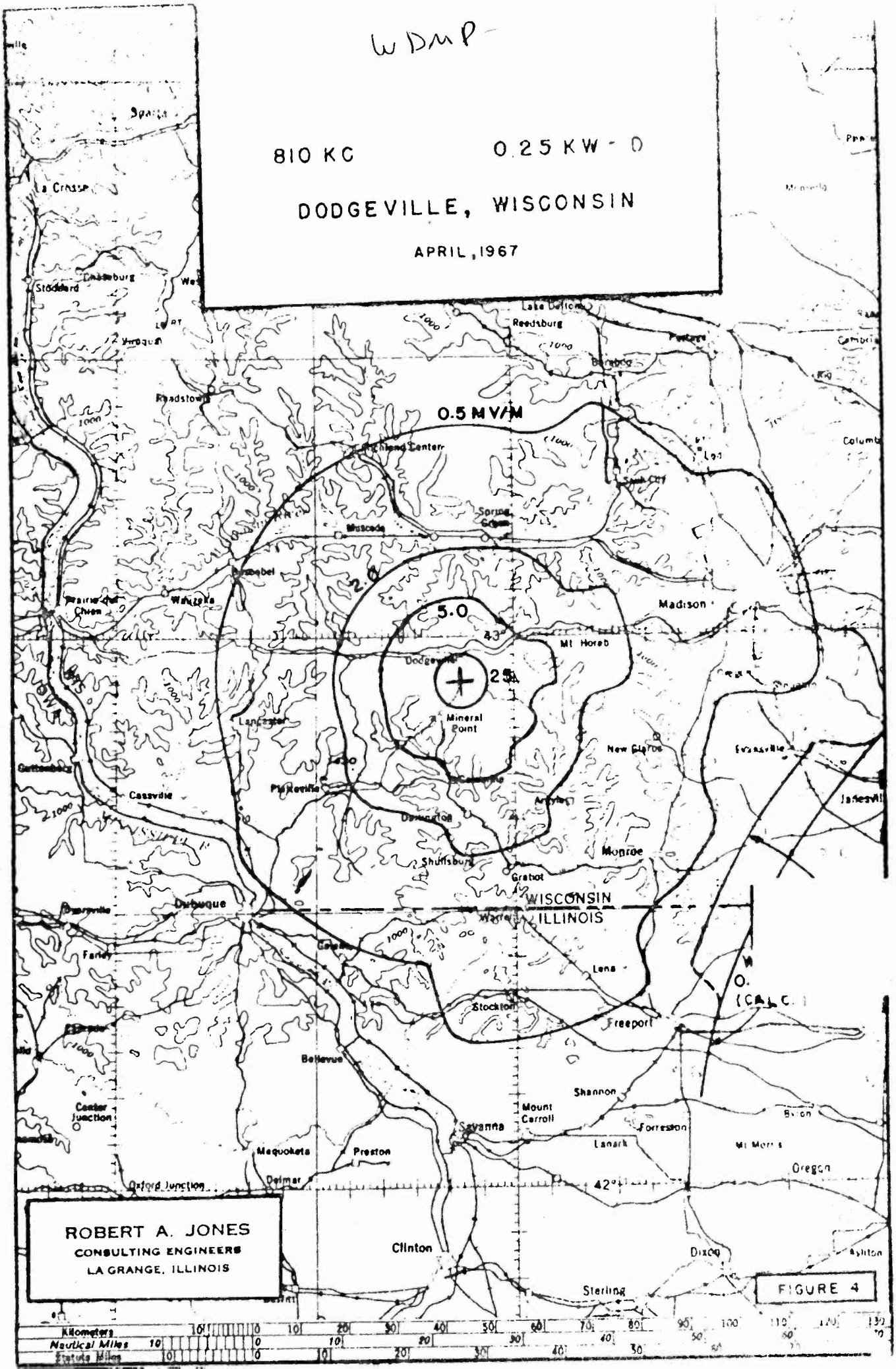


WDMP

810 KC 0.25 KW - D

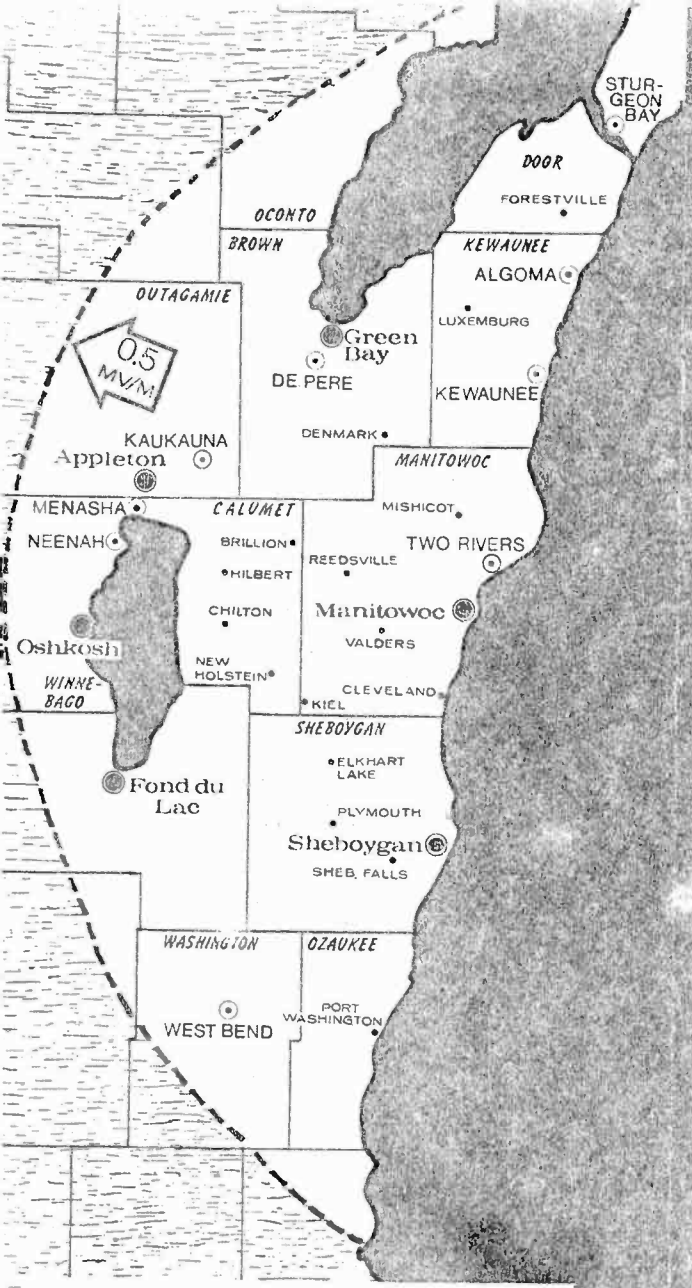
DODGEVILLE, WISCONSIN

APRIL, 1967



ROBERT A. JONES
CONSULTING ENGINEERS
LA GRANGE, ILLINOIS

FIGURE 4



MEASURED 0.5 MV/M CONTOUR

WCUB

MANITOWOC, WISCONSIN

Owned and Operated by –
EASTERN WISCONSIN
BROADCASTING CORPORATION
2500 Mirro Drive, Manitowoc, Wisconsin 54220
Phone 682-8226 Area Code 414

WCUB

General Information

1. NUMBER OF WORDS PER ANNOUNCEMENT

One Minute	130 words maximum
30 Seconds	65 words maximum
15 Seconds	30 words maximum

2. REGULATIONS AND RESTRICTIONS

A. Certain programs and announcements adjacent to or within special features are subject to additional charges. Rates available on request.

B. The last 30 seconds of every program of one-half hour or less are reserved for station use and identification. The last 30 seconds of every half hour portion of every program of one hour or more is also reserved for the same purpose.

C. All programs and announcements are subject to removal for any broadcast which, in the station's opinion, is in the greater public interest.

D. All program matter and commercial copy is subject to station approval.

E. This card is for information only and does not constitute an offer on part of station.

3. RATES AND REQUIREMENTS

A. Regular rates apply to political broadcasts. All political broadcasts must be paid in advance.

B. Rates quoted in this card are net and not subject to advertising agency commission.

C. Bills payable by 10th of month following service.

D. Frequency discounts are reflected in the rates quoted in this card. Continuing discounts are allowed providing the schedule continues without lapse. Rebates are allowed only on uninterrupted schedules provided there is no reduction in schedule. In cases of reduced schedules rebates are allowed only on as many announcements per week as are contained weekly in the reduced schedule.

E. Contracts are subject to cancellation by 28 days advance notice in writing for programs; 14 days for announcements. Cancelled contracts are subject to applicable short (earned) rate.

F. Rate protection: For life of existing contract.

4. GENERAL INFORMATION

A. Music Clearance: BMI, ASCAP and SESAC
B. News Service: AP Wire
C. Operating Schedule: 6:00 A.M. to Local Sunset
D. Networks: ABC (Information Network)
Wisconsin Network
E. President and General Manager: Jack Severson
F. Sales Manager: Bob Barrock

SUBSCRIBER

NAB

Radio
Code

Beautiful Manitowoc
In Wonderful Wisconsin

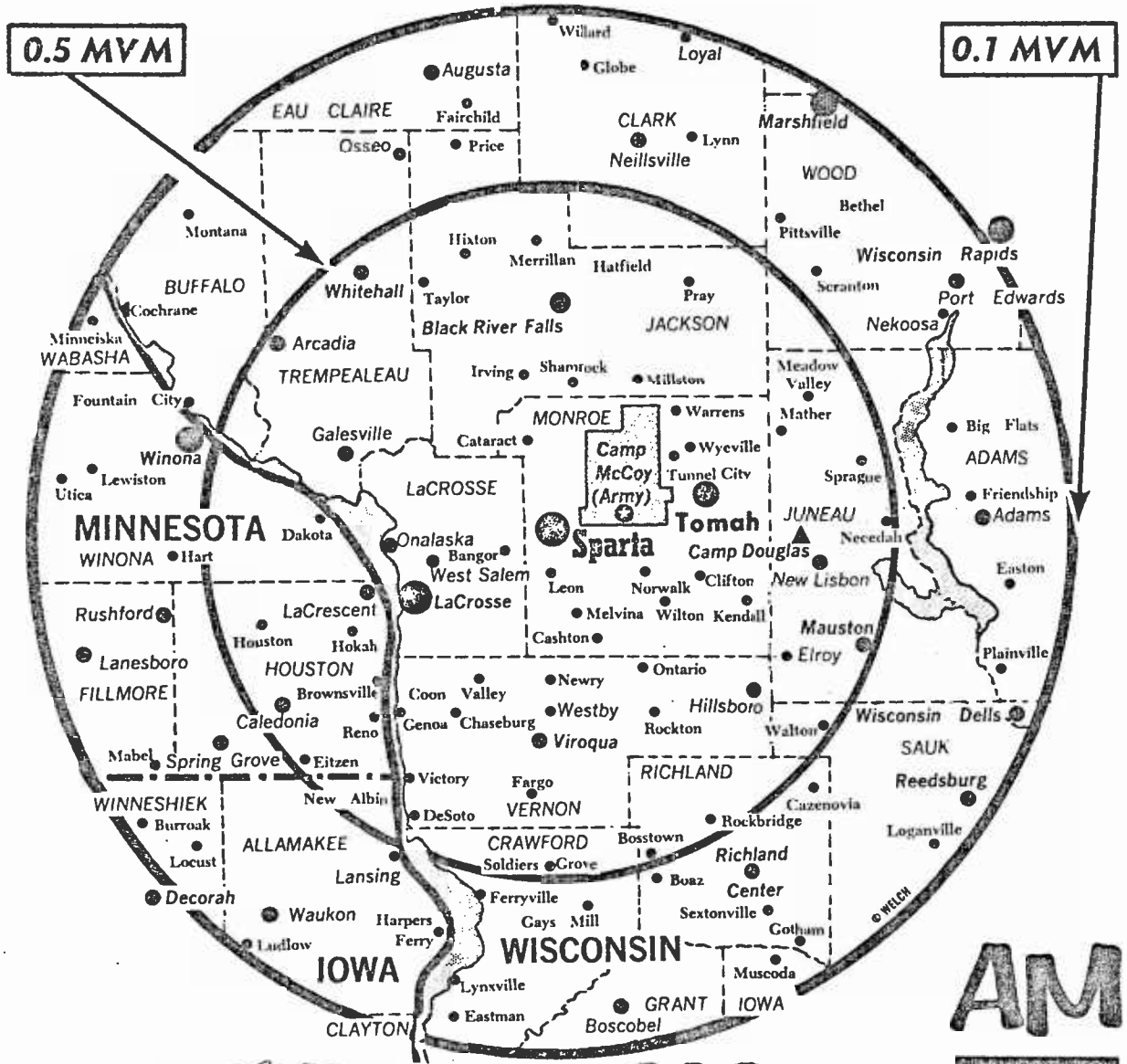
WCUB

Happy Radio at 980 KC

Effective July 1, 1968


AUGUSTA
FAIRCHILD
GRANTON
STRUM
OSSEO
NEILLSVILLE
NORTHFIELD
MERRILAN
ALMA CENTER
HIXTON
PITTSVILLE
WAUMANDEE
BLACK RIVER FALLS
NEKOOSA
BABCOCK
COCHRANE
ARCADIA
NEW WINER
WRJC
FOUNTAIN CITY
MELROSE
SPRAGUE
ROLLINGSTONE
GALESVILLE
WYEVILLE
SHENNINGTON
BIG FLATS
CAMP McCOY
WINONA
TREMPEALEAU
MINDORO
CUTLER
NEILLSVILLE
LEWISTON
HOLMEN
SPARTA
TOMAH
FRIENDSHIP
ADAMS
DAKOTA
CAMP DOUGLAS
WEST SALEM
BANGOR
NEW LISBON
GRAND MARSH
LAWRENCE
RUSHFORD
LA CRESCENT
NORWALK
MONEY CREEK
LA CROSSE
WILTON
KENDALL
MAUSTON
OXFORD
HOUSTON
HOKAH
CASHTON
ONTARIO
ELROY
COON VALLEY
STODDARD
MT. TABOR
LYNDON STATION
CHASEBURG
WESTBY
HILLSBORO
WONEWOC
CALEDONIA
WISCONSIN DELLS
MINN.
SPRING GROVE
GENOA
LAFARGE
LAVALLE
VIROQUA
YUBA
REEDSBURG
IOWA
QUANDAL
NEW ALBIN
WIS.
READSTOWN
HUB CITY
BARABOO
SOLDIERS GROVE
BOSSTOWN
FERRYVILLE
RICHLAND CENTER
GAYS MILLS
WCOW
BOSCOBEL

Serving Western Wisconsin Since 1951



WCOW

5,000 Watts AM 1290 KC — **Tomah Sparta** — **16,000 Watts FM 97.1 MC**

Mutual Network News

Play-by-Play Sports

SPARTA-TOMAH BROADCASTING CO., INC.
209 E. Main Street — **Phone 3307**
SPARTA, WISCONSIN

Other Studios in:

Tomah — Phone 372-6555
Mauston — Phone 843-8001

NATIONAL REPRESENTATIVE: Hal Walton & Co.

MARKET DATA:	0.5 MVM Coverage	0.1 MVM Coverage
Population	202,900	467,300
Households	58,180	133,450
Radio Homes	55,880	128,080
Automobiles	71,530	167,660
Spendable Income	$328,718,000	743,007,000
RETAIL DATA:		
Food Stores	$ 50,389,000	118,139,000
Drug Stores	$ 6,905,000	15,492,000
Genl. Merchandise	$ 21,642,000	53,152,000
Apparel Stores	$ 9,659,000	22,212,000
Home Furnishings	$ 9,257,000	22,251,000
Auto Sales	$ 43,754,000	111,615,000
Service Stations	$ 24,436,000	50,877,000
Total Retail Sales	$250,948,000	592,486,000
FARM DATA:		
Farm Population	56,700	142,600
Gross Farm Income	$124,395,000	336,857,000

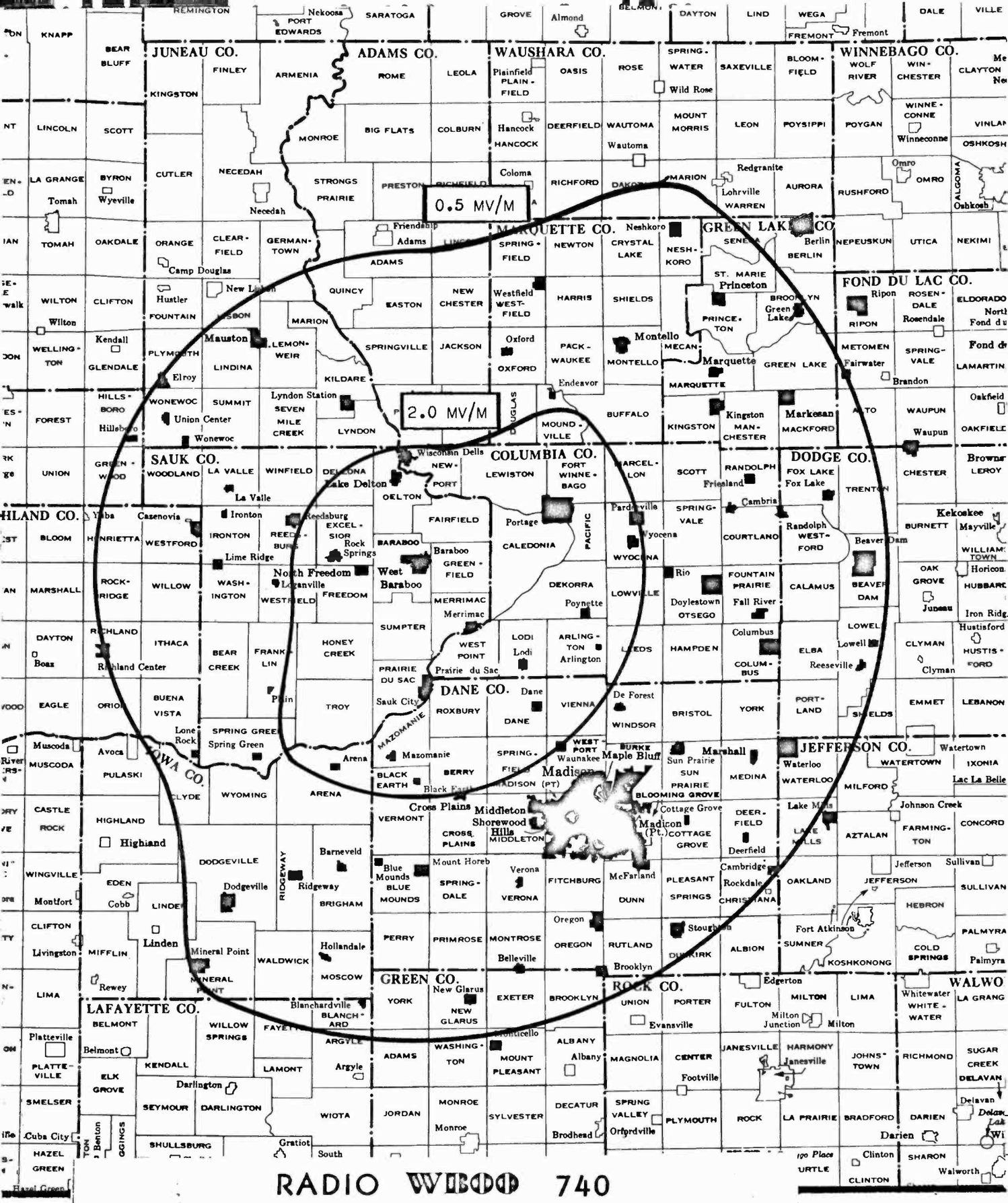
SOURCE: SRDS Consumer Data Exclusively.

Prepared by MARKET DATA ASSOCIATES

WCOW

AM — FM

SOUND POWER RESULTS!



RADIO WBOO 740

BARABOO BROADCASTING CORPORATION
608 - 356 - 3507
BARABOO, WISCONSIN 53913

WBOO RATE CARD #1 2

PRICES EFFECTIVE...AUGUST 1, 1969

PROGRAMS:	1	13	26	52	156	260
5 min.	7.50	7.00	6.50	6.00	5.50	5.00
10 min.	10.50	9.50	9.00	8.50	8.00	7.50
15 min.	14.50	13.50	12.50	11.50	10.50	9.50
½ hour	20.50	19.50	18.50	17.50	16.50	15.00
1 hour	35.50	33.50	31.50	29.50	27.50	25.50

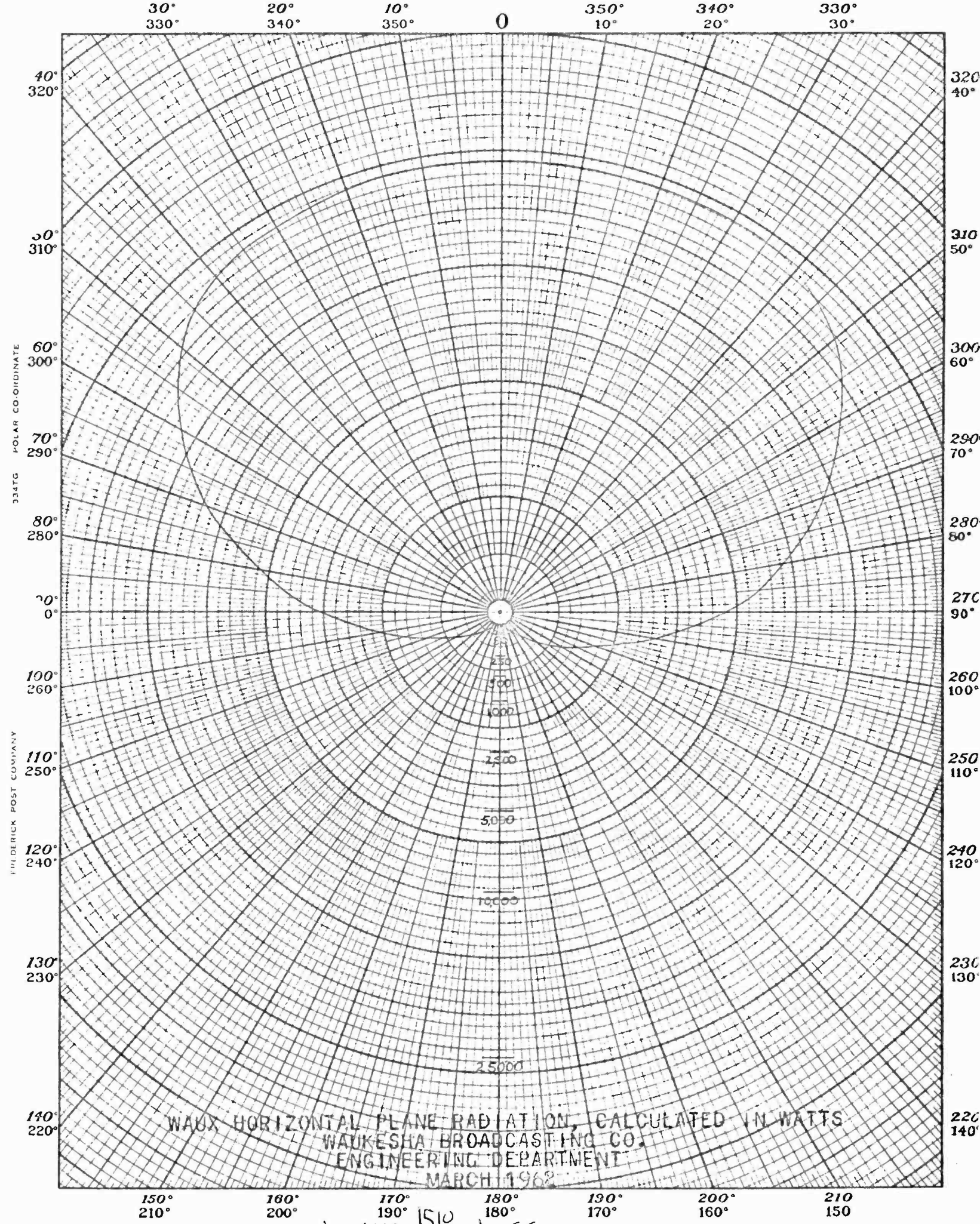
SPOT RATE CARD - WBOO

Thirty Seconds

1	13	26	39	78	156	260	365	500
$3.00	2.90	2.75	2.60	2.45	2.30	2.15	2.00	1.75

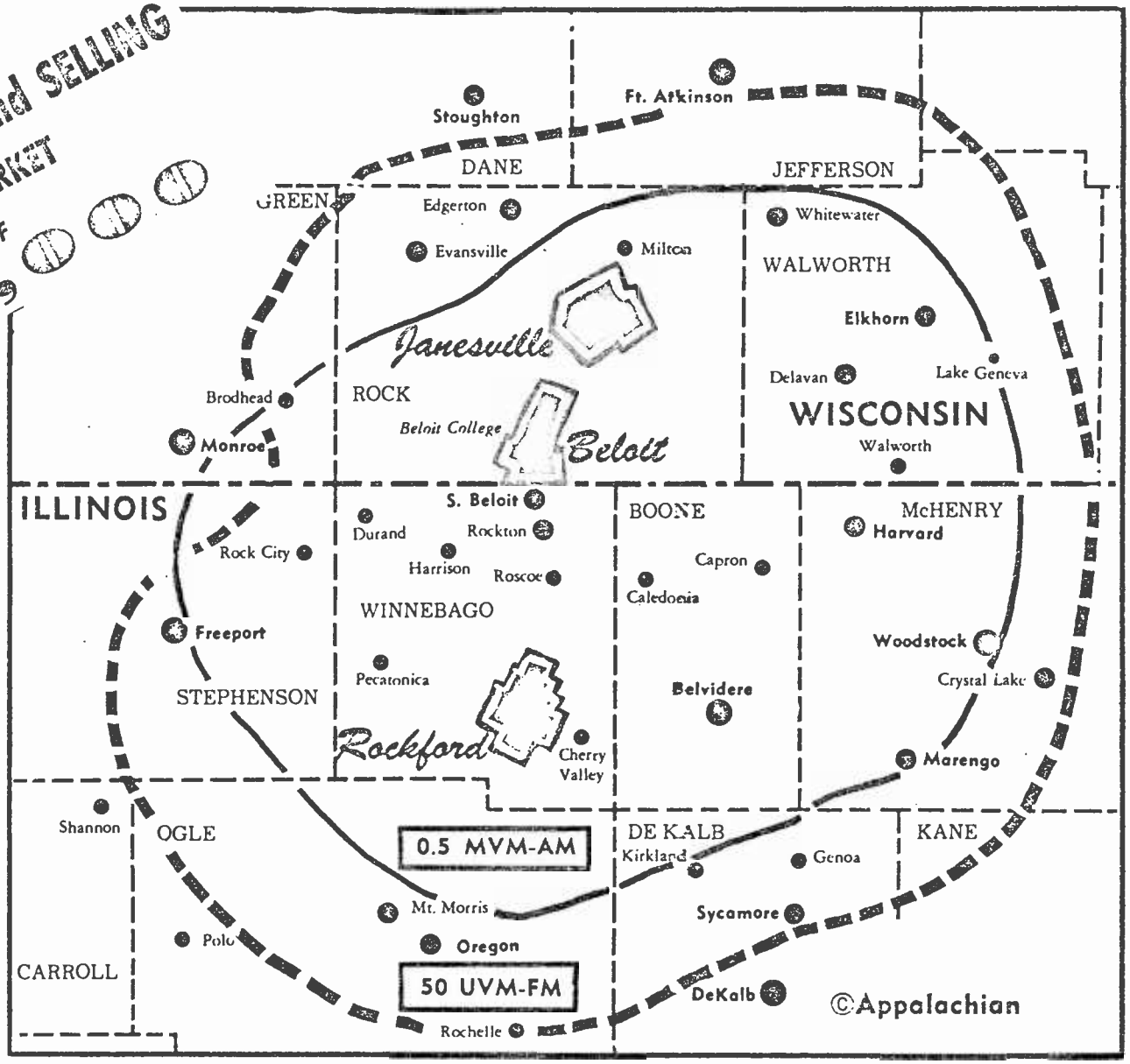
Sixty Seconds

1	13	26	39	78	156	260	365	500
$4.00	3.80	3.60	3.40	3.20	3.00	2.80	2.65	2.50



WAUX 1510 WISC.

WBEL ENTERTAINING and SELLING IN A MARKET OF 555,000



AM
5000 WATTS
FULLTIME
1380 KC

FM
1000 WATTS
FULLTIME
103.1 MC

Providing Adult Listening with Top Quality AM-FM Music!

Beloit, Wisconsin

National Representative
GILL-PERNA

Continuous Year-round Outdoor Merchandising Programs to Boost Audience Buying!

MARKET DATA:	0.5 MVM AM Coverage	50 UVM FM Coverage
Total Population	554,600	674,200
Households	164,640	199,960
Radio Homes	161,047	195,308
Automobiles	201,750	236,990
Consumer Income	$1,145,294,000	1,365,323,000
RETAIL SALES:		
Food Stores	$ 167,638,000	203,875,000
Drug Stores	$ 23,904,000	28,700,000
General Merchandise	$ 66,370,000	74,458,000
Apparel Stores	$ 36,198,000	43,956,000
Home Furnishings	$ 21,759,000	33,647,000
Auto Sales	$ 135,412,000	167,581,000
Service Stations	$ 60,719,000	74,641,000
TOTAL RETAIL SALES	$ 716,864,000	882,800,000
FARM DATA:		
Farm Population	47,200	71,900
Gross Farm Income	$ 191,525,000	349,685,000

SOURCE: SRDS Consumer Market Data 1963.

WBEL

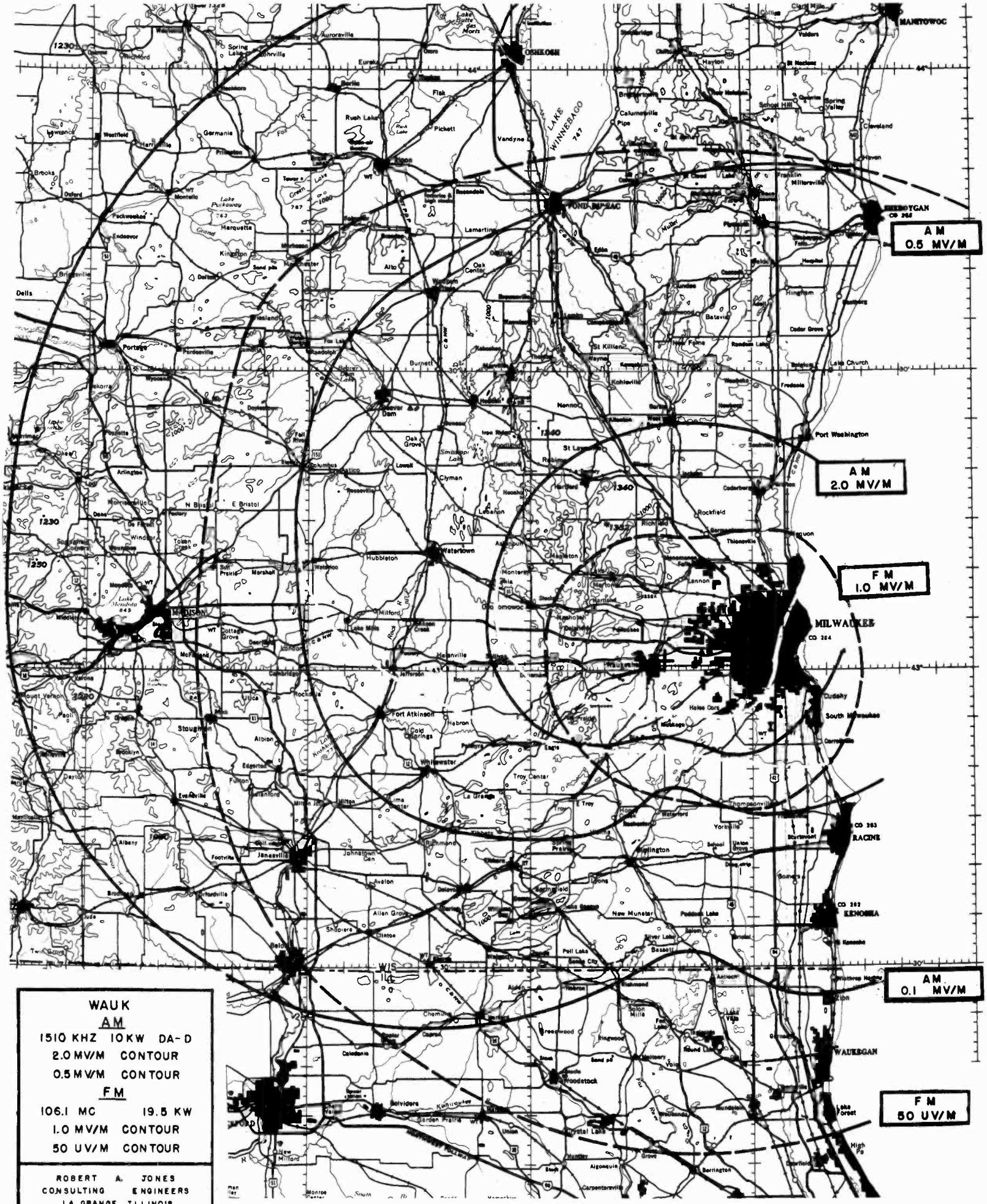
Serving Janesville-Beloit-Rockford since 1948.

NEWS . . . . . More than 30 Newscasts daily covering local, regional, US and world events . . . News headlines and weather on half-hour.

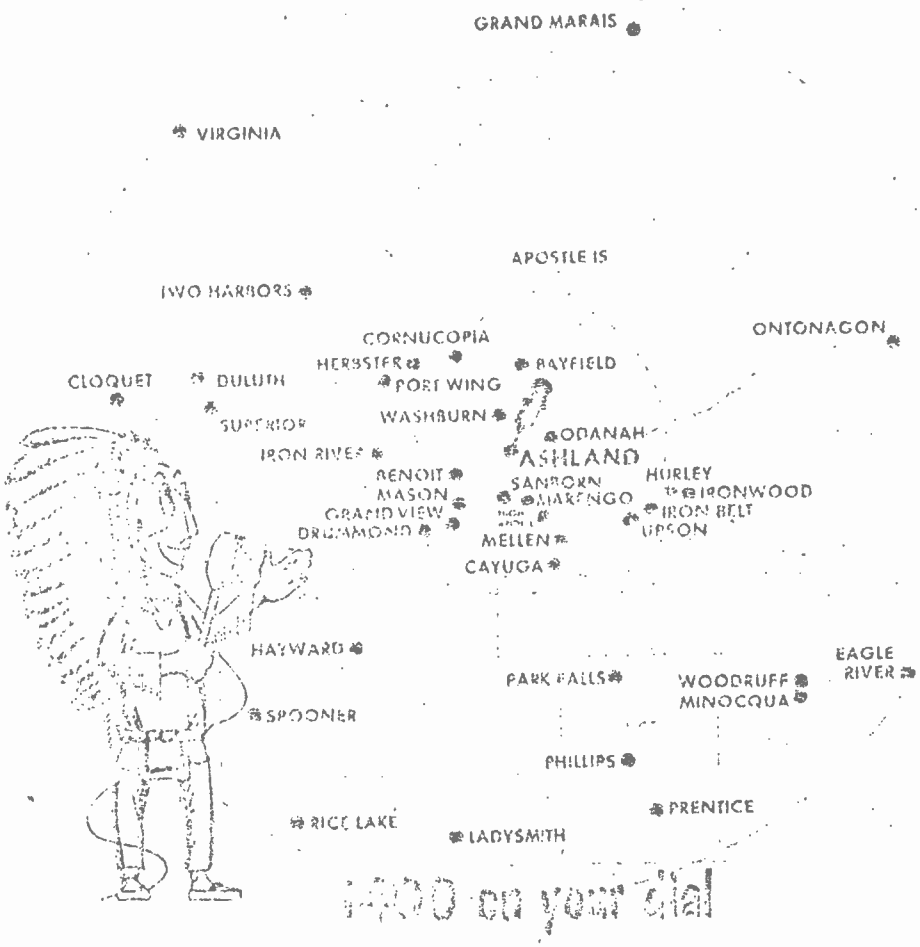
SPORTS COVERAGE . . . Milwaukee Braves baseball, Packers Football, U. of Wisconsin football and basketball PLUS complete coverage of SIX area high school sports events.

FARM SERVICE . . . . Farm News, Weather, Winter road reports, Winnebago and Rock County Farm Agent reports.

BELOIT BROADCASTERS, INC.
Russell G. Salter, President-Consulting Engineer
Robert O. Moran, General Manager
430 State Street Phone 365-6641
BELOIT, WISCONSIN
Affiliated with WKKD Aurora, Ill., and KCLN, Clinton, Iowa


AM
0.5 MV/M
AM
2.0 MV/M
FM
1.0 MV/M
AM
0.1 MV/M
FM
50 UV/M
OSHKOSH
MANITOWOC
FOND DU LAC
SHEBOYGAN
MILWAUKEE
RACINE
KENOSHA
WAUKEGAN
Madison
Janesville
Beloit
Waukesha
Watertown
Fort Atkinson
Whitewater
Stoughton
Portage
Port Washington
WAUK
AM
1510 KHZ 10KW DA-D
2.0 MV/M CONTOUR
0.5 MV/M CONTOUR
FM
106.1 MC 19.5 KW
1.0 MV/M CONTOUR
50 UV/M CONTOUR
ROBERT A. JONES
CONSULTING ENGINEERS
LA GRANGE, ILLINOIS

1000 WATTS of SERVICE
100% LOCAL IMPACT



1420 on your dial

Home-Town SHOWS

Home-Town PERSONALITIES

Home-Town NEWS

Exclusive "same day" coverage

Proven effective by

Home-Town SPONSORS

GENERAL INFORMATION

- No saturation plan spots may be scheduled on Sunday morning except where indicated in the one-week plan.
- In order to qualify for end rate, advertiser must contract for CWD, which means a minimum of one spot per week for 52 weeks.
- 15-minute spot separation available upon request, except on Sunday morning.
- All rates are net to station; advertising agencies add 15%.
- Terms: Cash payable within 10 days after receipt of statement.

WAKX

9-7-0 RADIO

DULUTH — SUPERIOR

Retail Rate Card

NUMBER **4**

EFFECTIVE SEPTEMBER 15, 1969

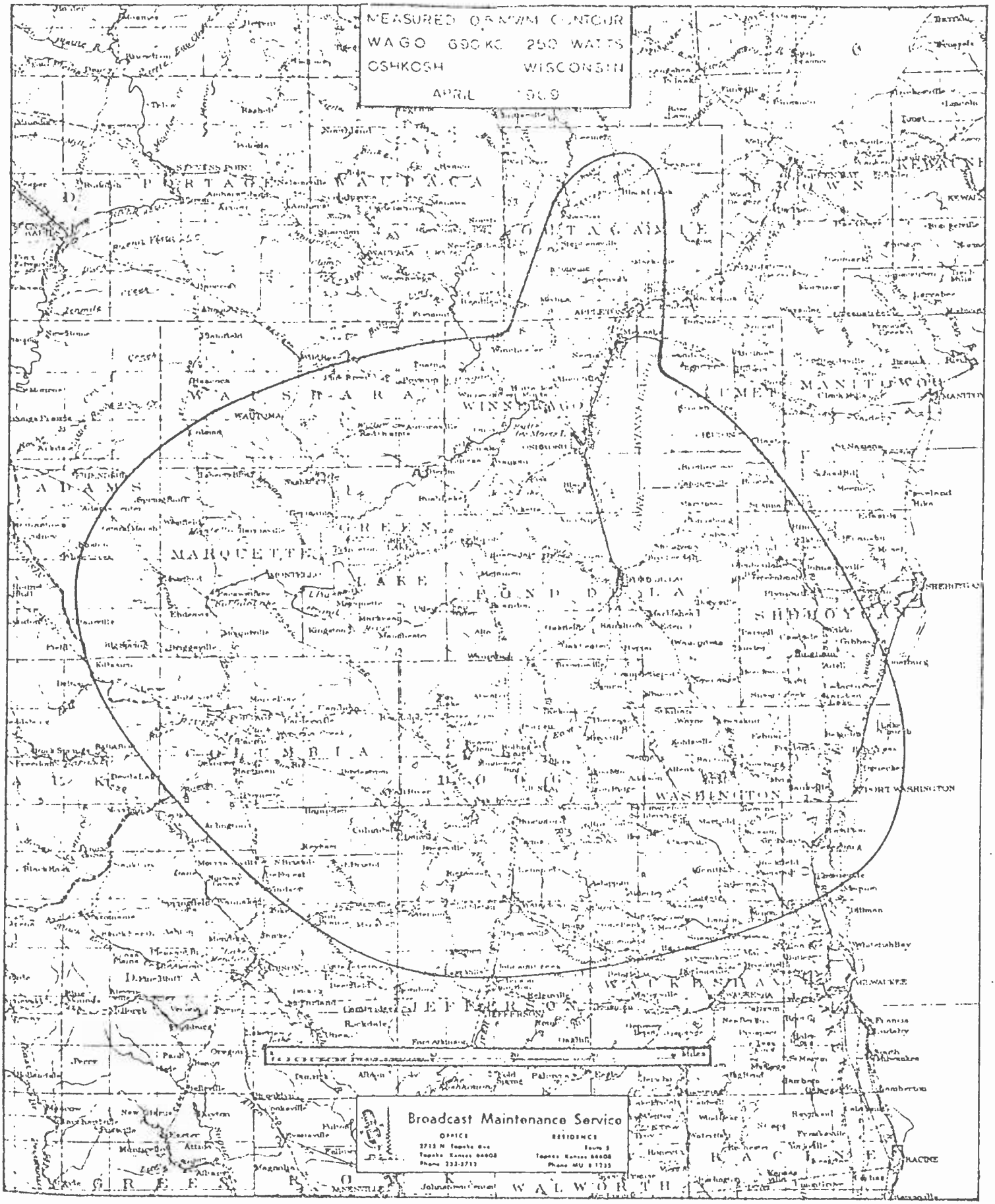
ABC Network and Local News Every Hour

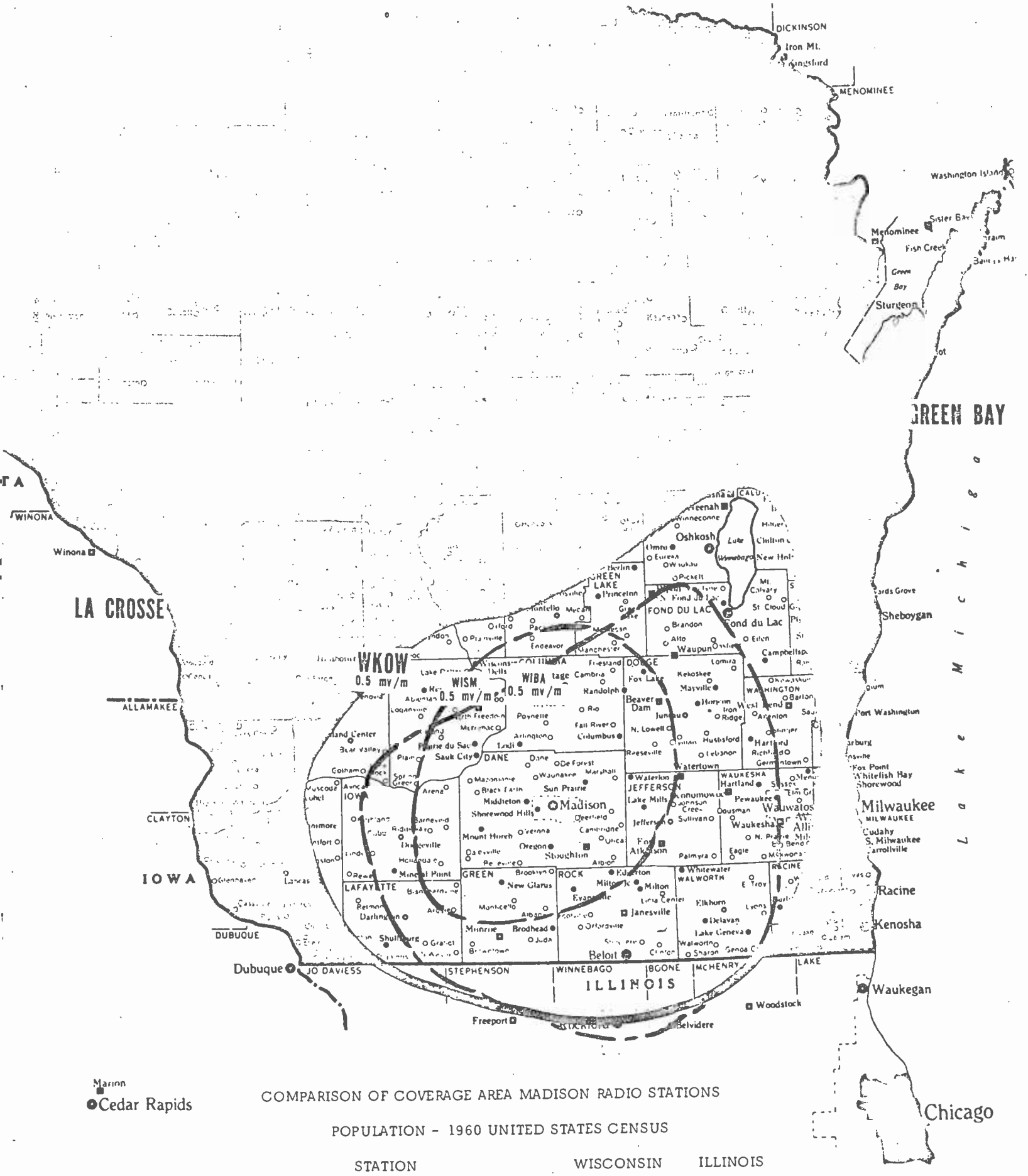
970 Kilocycles 500 Watts

On the air every day from 6:00 a.m. to sunset

Lew Latto, General Manager

Telephone (218) 727-7271


MEASURED OPTIMUM CONTOUR
WAGO 690 KC 250 WATTS
OSHKOSH WISCONSIN
APRIL 1969
Broadcast Maintenance Service
OFFICE
RESIDENCE



COMPARISON OF COVERAGE AREA MADISON RADIO STATIONS

POPULATION - 1960 UNITED STATES CENSUS

STATION		WISCONSIN	ILLINOIS
WKOW - .5m/v CONTOUR -		1,183,199	232,725
WIBA -	"	799,825	267,725
WISM -	"	403,500	