

MARKET FACTS

Population 491,600

Radio Homes 140,400

Consumer Spendable Income \$1,521,434,000

Retail Sales \$868,698,000

SOURCE; SRDS JUNE 1968

WAMSLAND

More people in Wamsland listen to WAMS each week
than any other radio station!!

WTUX

**WILMINGTON
DELAWARE**

- **COVERAGE**
- **RATES**
- **MARKET DATA**



GENERAL

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.	ID's
1 time ...	80.00	45.00	27.00	20.00	15.00	10.00	7.50	5.00
26 times .	76.00	42.75	25.65	19.00	14.25	9.50	7.10	4.75
52 times .	72.00	40.50	24.30	18.00	13.50	9.00	6.75	4.50
104 times .	68.00	38.25	22.95	17.00	12.75	8.50	6.40	4.25
156 times .	64.00	36.00	21.60	16.00	12.00	8.00	6.00	4.00
260 times .	60.00	33.75	20.25	15.00	11.25	7.50	5.60	3.75
312 times .	56.00	31.50	18.95	14.00	10.50	7.00	5.25	3.50

SATURATION PACKAGE PLAN

1 minute announcements for consecutive weeks' broadcasting

SPOTS PER WEEK

NUMBER OF WEEKS	6	12	18	24	30 or more
1-12	\$8.00	\$7.50	\$7.00	\$6.50	\$6.00
13-25	7.50	7.00	6.50	6.00	5.50
26-52	7.00	6.50	6.00	5.50	5.00

66th in Population but THIRD HIGHEST INCOME-PER-HOUSEHOLD IN THE NATION!

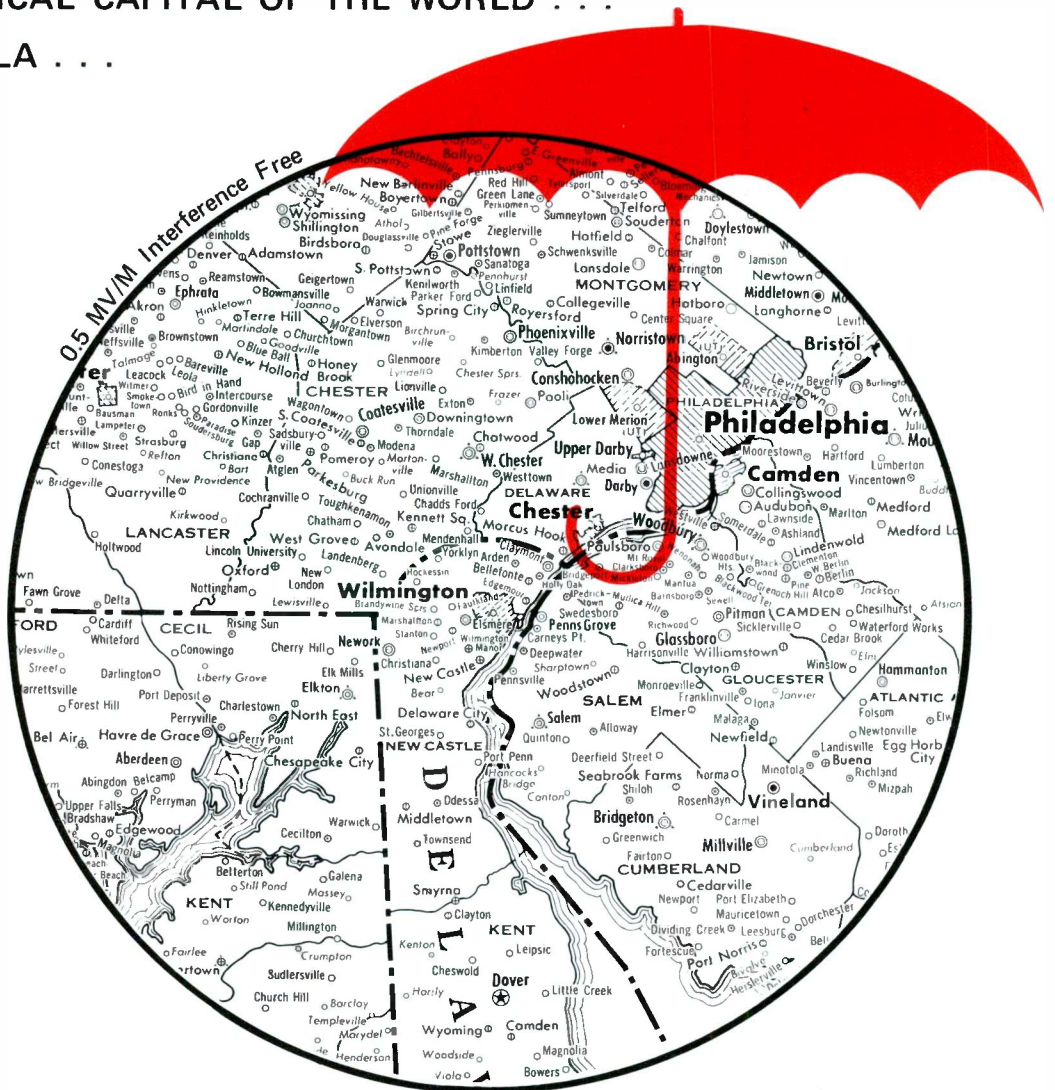
	NEW CASTLE COUNTY, DELAWARE		Metro
	"Editor & Publisher"	SRDS	SRDS
Population	326,506	318,700	379,300
Spendable Income	\$1,009,942,000.	\$921,312,000.	\$1,038,672,000.
Income per Household	9,680.	10,024.	9,490.
Total Retail Sales	473,190,000.	452,779,000.	520,147,000.
Food	112,395,000.	110,811,000.	128,256,000.
Drug	16,259,000.	16,120,000.	17,567,000.
General	62,152,000.	61,711,000.	63,611,000.
Apparel	30,815,000.	29,323,000.	32,261,000.
Home Furnishings	29,484,000.	26,655,000.	29,695,000.
Automotive	69,842,000.	70,934,000.	84,295,000.
Filling Station	35,128,000.	38,628,000.	44,150,000.
Radio Households		86,740	102,510
		95,730	119,020

WTUX

COVERS THE CHEMICAL CAPITAL OF THE WORLD . . .
LIKE A GIANT UMBRELLA . . .

*WTUX has served Wilmington
for over a quarter of a century.*

**WTUX BLANKETS
THE DELAWARE
VALLEY WITH A
NON-DIRECTIONAL
SIGNAL . . .
CLEAN, CLEAR,
EFFECTIVE
BROADCASTING!**



WTUX

WILMINGTON, DELAWARE

TEL. 302-655-8821

Gordon K. MacIntosh, *President*
William S. Ewing, *V-P, Commercial*

1290 ON YOUR DIAL

1000 WATTS

A SENSIBLE SOUND . . .

A SOUND THAT CATERS TO THE ADULT LISTENER

REPRESENTED NATIONALLY by **SAVALLI / GATES**

509 Madison Avenue
New York, New York



THE GREATEST COMPANION A LISTENER EVER HAD!

NEWS:

TUX has a mature news staff. Up to the minute national and international news — over 30 complete summaries received daily from the Associated Press, all broadcast by professionals. News from the State Capitol by a full time AP man plus reports from the Governor's special news line. TUX newsmen make regular checks with all police headquarters and monitor all police and fire dispatchers for late breaking stories. Up to the minute sports, stocks and weather predictions for a wide area are broadcast throughout the day. The big and small stories, you hear it all, on TUX.

MUSIC:

We at TUX call it "Music too Good To Miss" and our listeners agree. TUX presents a variety of sounds, never stuffy, always entertaining. Beautiful music attractively orchestrated and performed by such greats as Percy Faith, 101 Strings, Nelson Riddle, Jack Jones, and Perry Como. Everything from Burt Bachrach to Irving Berlin. Show tunes, happy tunes, Big Band, Goulet, Streisand, Durante, they're all on TUX. Our business is **SOUND**, and the sound is great on TUX!

**THE BIG "T"
TELLS IT
LIKE IT IS!**

We at TUX value our advertisers. We strive for effective scheduling of your commercial announcement.

TUX stimulates sales without irritating your potential customer. Our commercials are never grouped together.

Your message is prepared by writers with 60 years of creative know-how.

A TUX salesman is an able, experienced friend who will help you plan your advertising budget.

When your message is heard in TUX TERRITORY — you get results. When you buy time on TUX, you buy increased sales for your business!

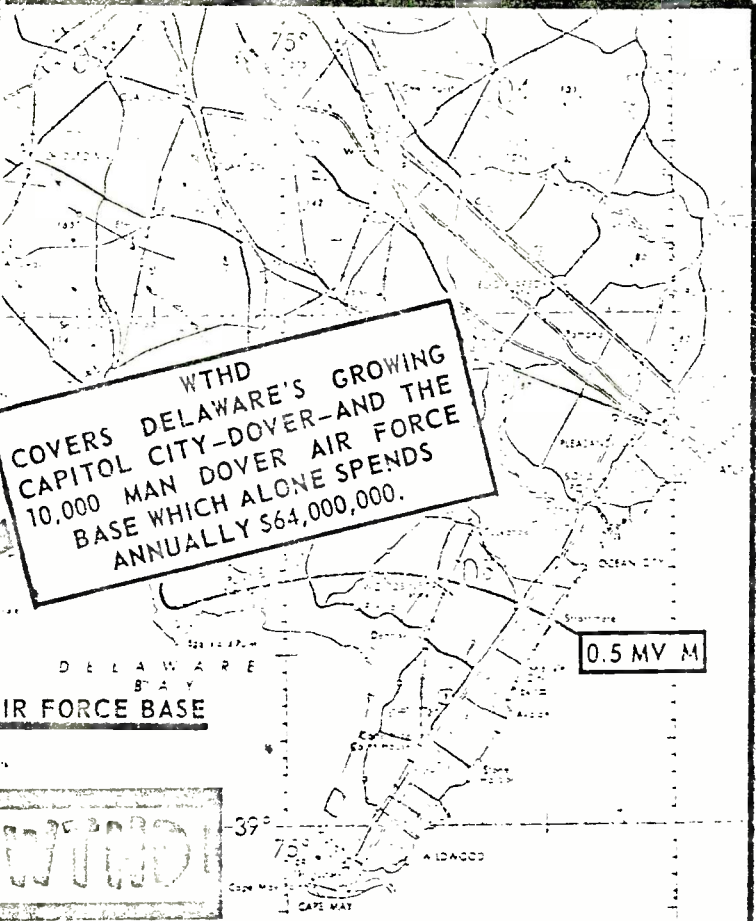
For an approximate cost of 87¢ — **ONE THOUSAND** listeners receive your impression at any one time.

W T U X FOR RESULTS THAT COUNT AND CAN BE COUNTED . . .
TUNE 1290 ON YOUR DIAL . . . WTUX BROADCASTS FROM 1400 MARKET ST. WILMINGTON

THE WTHD

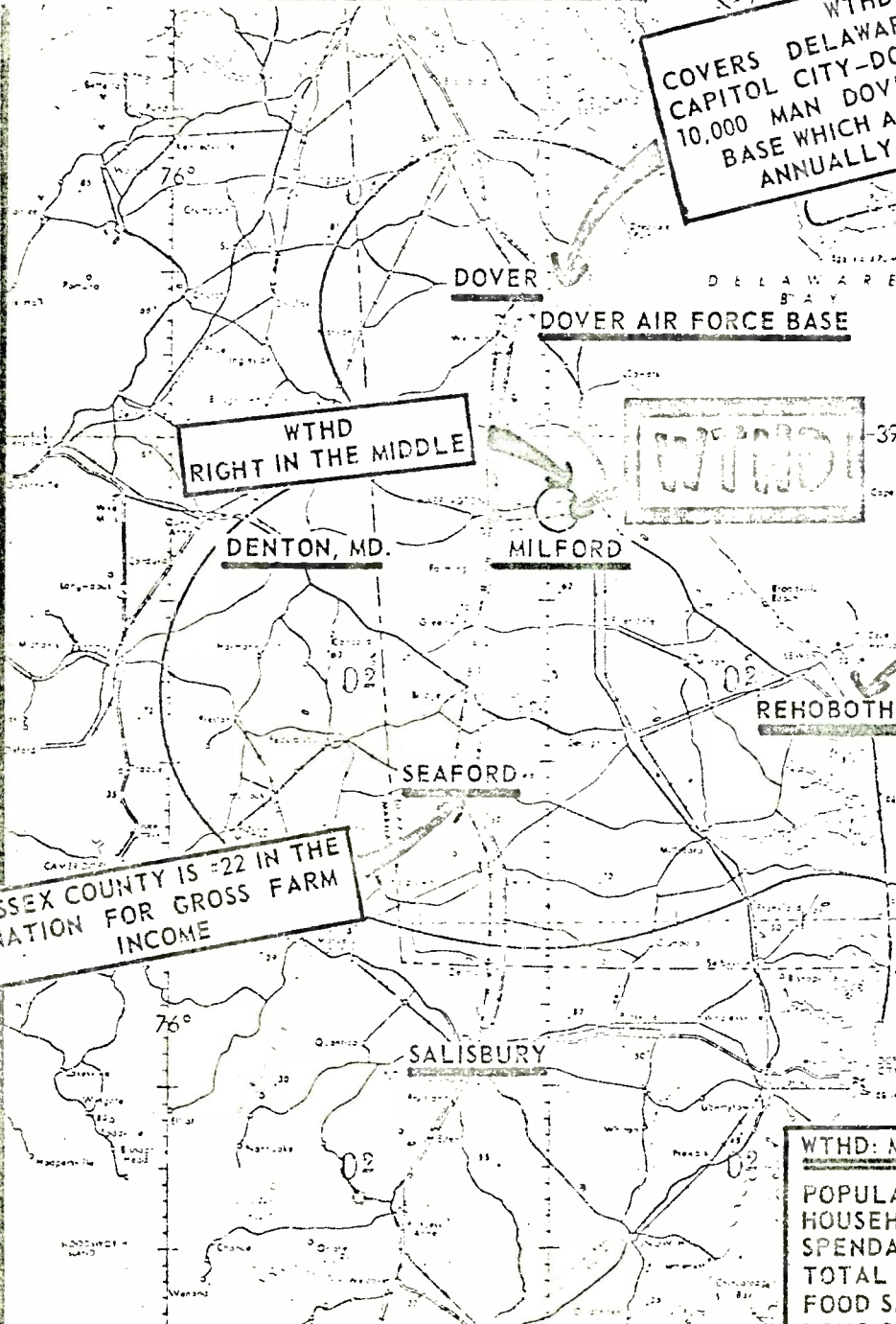
radio

Milford, Delaware



WTHD
COVERS DELAWARE'S GROWING
CAPITOL CITY-DOVER-AND THE
10,000 MAN DOVER AIR FORCE
BASE WHICH ALONE SPENDS
ANNUALLY \$64,000,000.

0.5 MV M



WTHD
RIGHT IN THE MIDDLE

WTHD

THE NATION'S SUMMER
CAPITOL-REHOBOTH BEACH
1,000,000 SUMMER TOURIST

SUSSEX COUNTY IS #22 IN THE
NATION FOR GROSS FARM
INCOME

0.5 MV M

WTHD: MARKET DATA

POPULATION	243,450
HOUSEHOLDS	73,265
SPENDABLE INCOME	\$5,580,950,000
TOTAL RETAIL SALES	\$4,264,400,000
FOOD SALES	\$1,008,800,000
DRUG SALES	\$981,000,000
GROSS FARM INCOME	\$1,610,810,000

SERVING THE CAPITOL MARKET.....
from DOVER, the State Capitol
to REHOBOTH BEACH, The Nation's Summer Capitol
from MILFORD, a Living City in the Land of Plenty....

TEL: 302-422-7575
WTHD, BOX 324, MILFORD, DEL. 19963

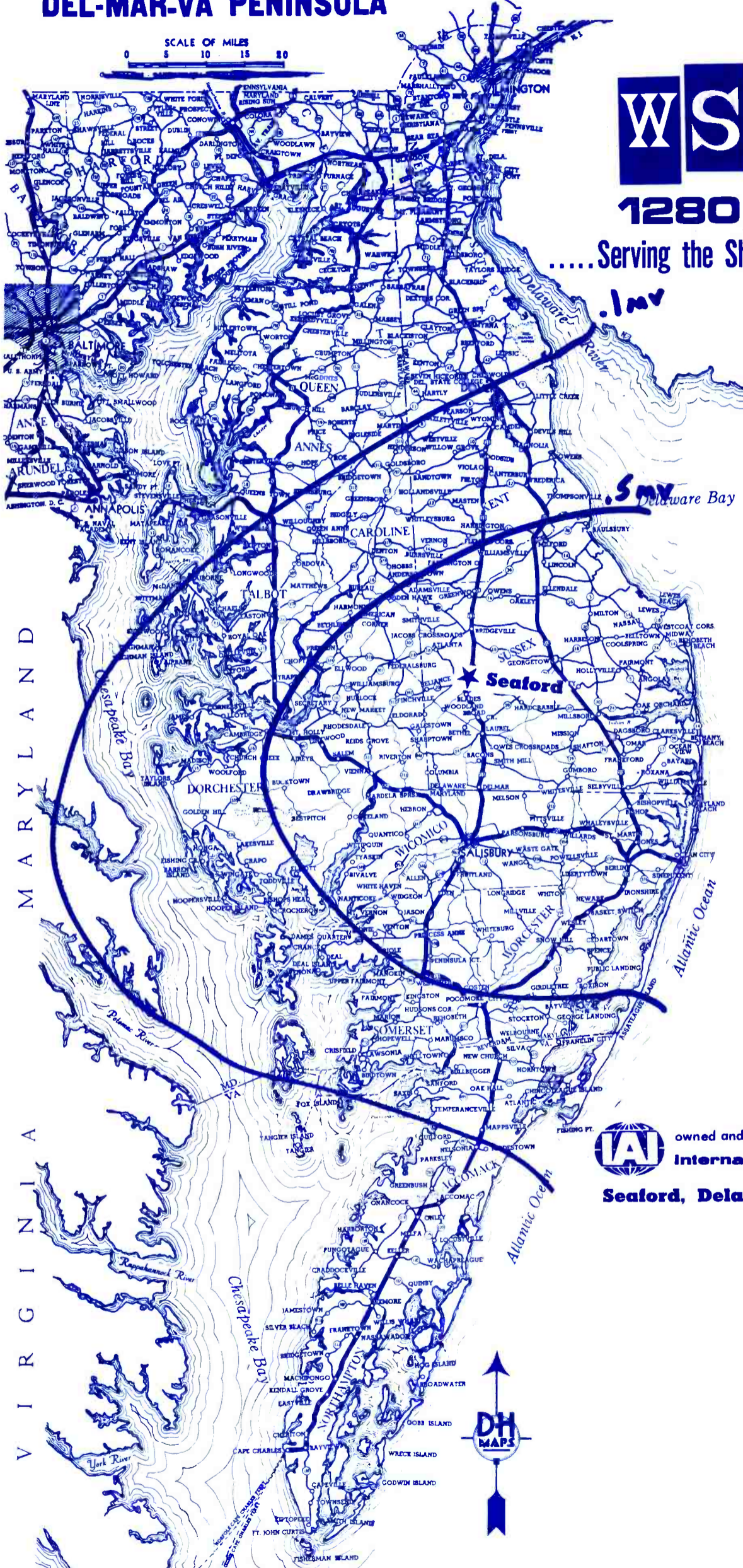
DEL-MAR-VA PENINSULA

SCALE OF MILES
0 5 10 15 20

WSUX

1280 RADIO

.....Serving the Shore From Seaford



MARYLAND

VIRGINIA



owned and operated by
International Air Inc.

Seaford, Delaware

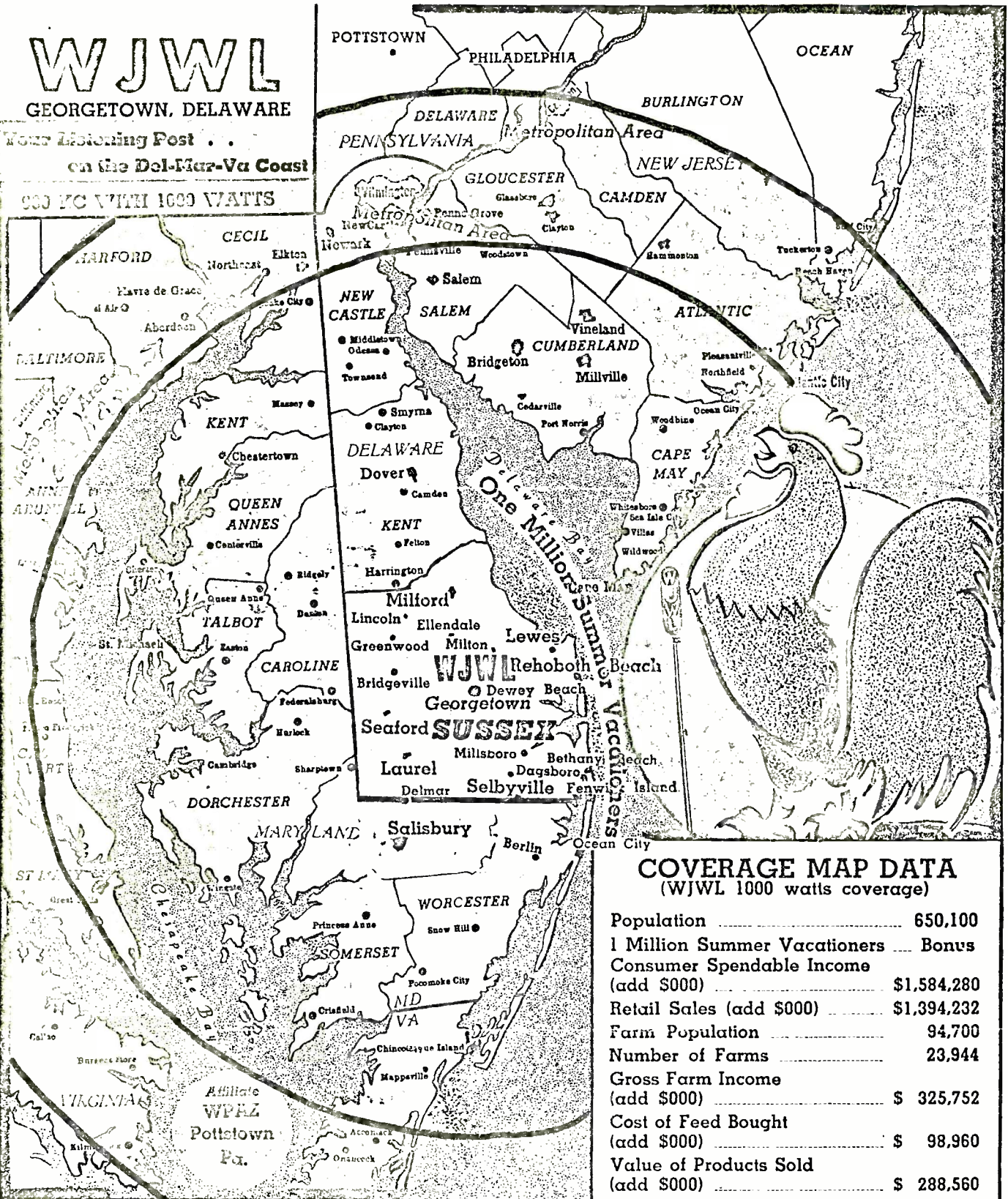


WJWL

GEORGETOWN, DELAWARE

Your Listening Post . . .
on the Del-Mar-Va Coast

900 KC WITH 1000 WATTS



COVERAGE MAP DATA (WJWL 1000 watts coverage)

Population	650,100
1 Million Summer Vacationers	Bonus
Consumer Spendable Income	
(add \$000)	\$1,584,280
Retail Sales (add \$000)	\$1,394,232
Farm Population	94,700
Number of Farms	23,944
Gross Farm Income	
(add \$000)	\$ 325,752
Cost of Feed Bought	
(add \$000)	\$ 98,960
Value of Products Sold	
(add \$000)	\$ 288,560

SOMETHING TO CROW ABOUT - \$17,581 per farm family

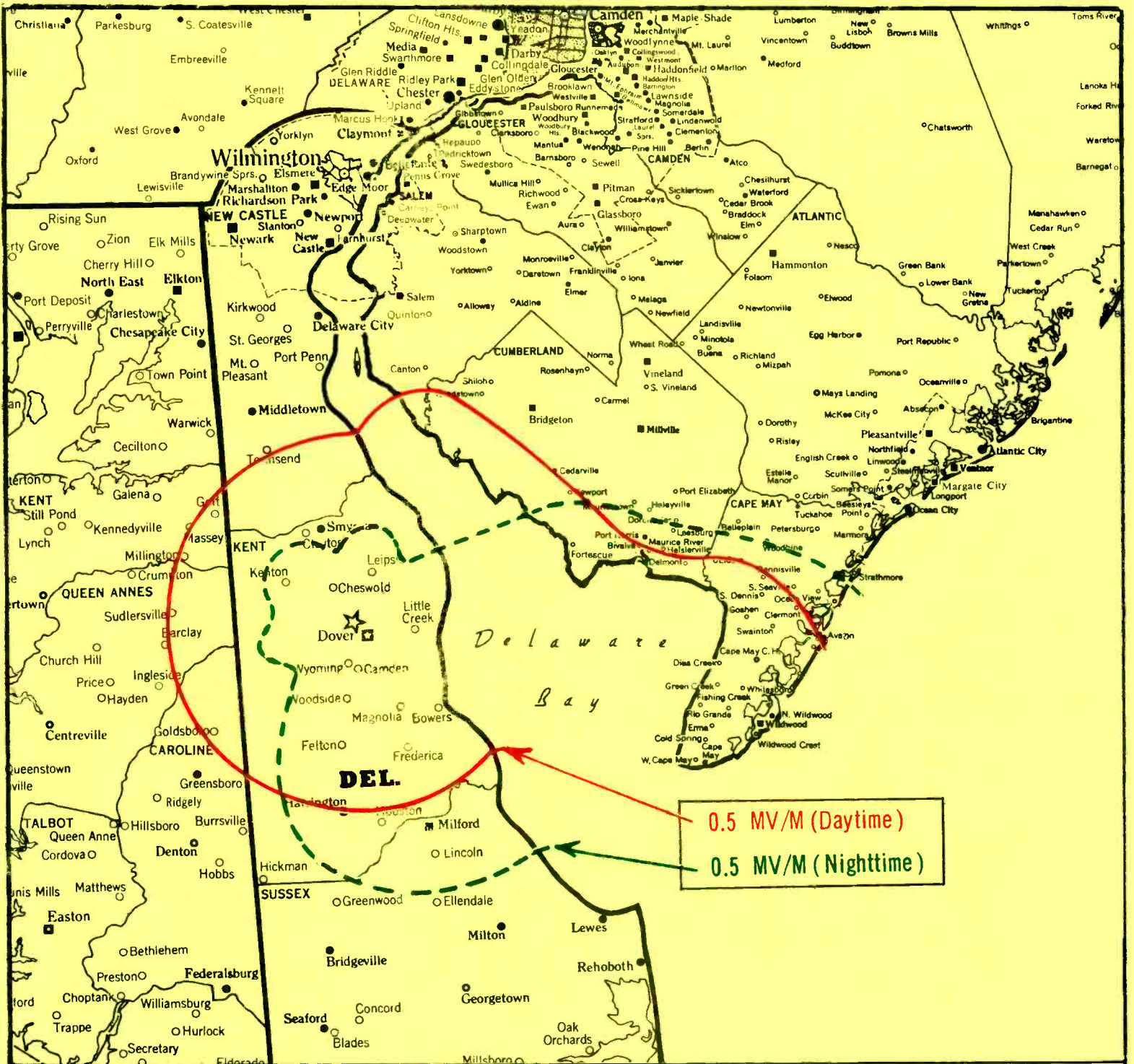
In Delaware and along Maryland's famed Eastern Shore, WJWL reaches the highest income farms of the eastern seaboard—the largest broiler-producing area in the world.

900 ON EVERY DIAL — SUSSEX COUNTY'S BEST SALESMAN — No. 1 ADVERTISING MEDIUM FOR DEL-MAR-VA

WJWL — DIAL 90 — RADIO
SCOTT BROADCASTING, INC.
BROADCAST PARK
SUSSEX COUNTY
DUFONT HIGHWAY
GEORGETOWN, DEL.
TELEPHONE: 858-2567

WJWL — "RADIO SWELL"
POULTRY AUCTION DAILY AT 1 P. M.
SUSSEX COUNTY NEWS 1ST
SUSSEX COUNTY'S ONLY RADIO NEWS BUREAU
HOMES — CARS — POULTRY
ALL THE NEWS AT SEA

WJWL IS THE MOST INTERESTING LISTENING EXPERIENCE



0.5 MV/M (Daytime)
0.5 MV/M (Nighttime)

CALCULATED COVERAGE CONTOURS

Radio Station WKEN
Dover, Delaware

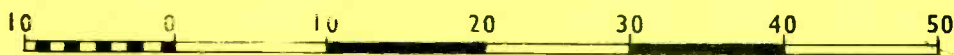
1600 kHz

0.5 KW D, 1 KW N, DA - N

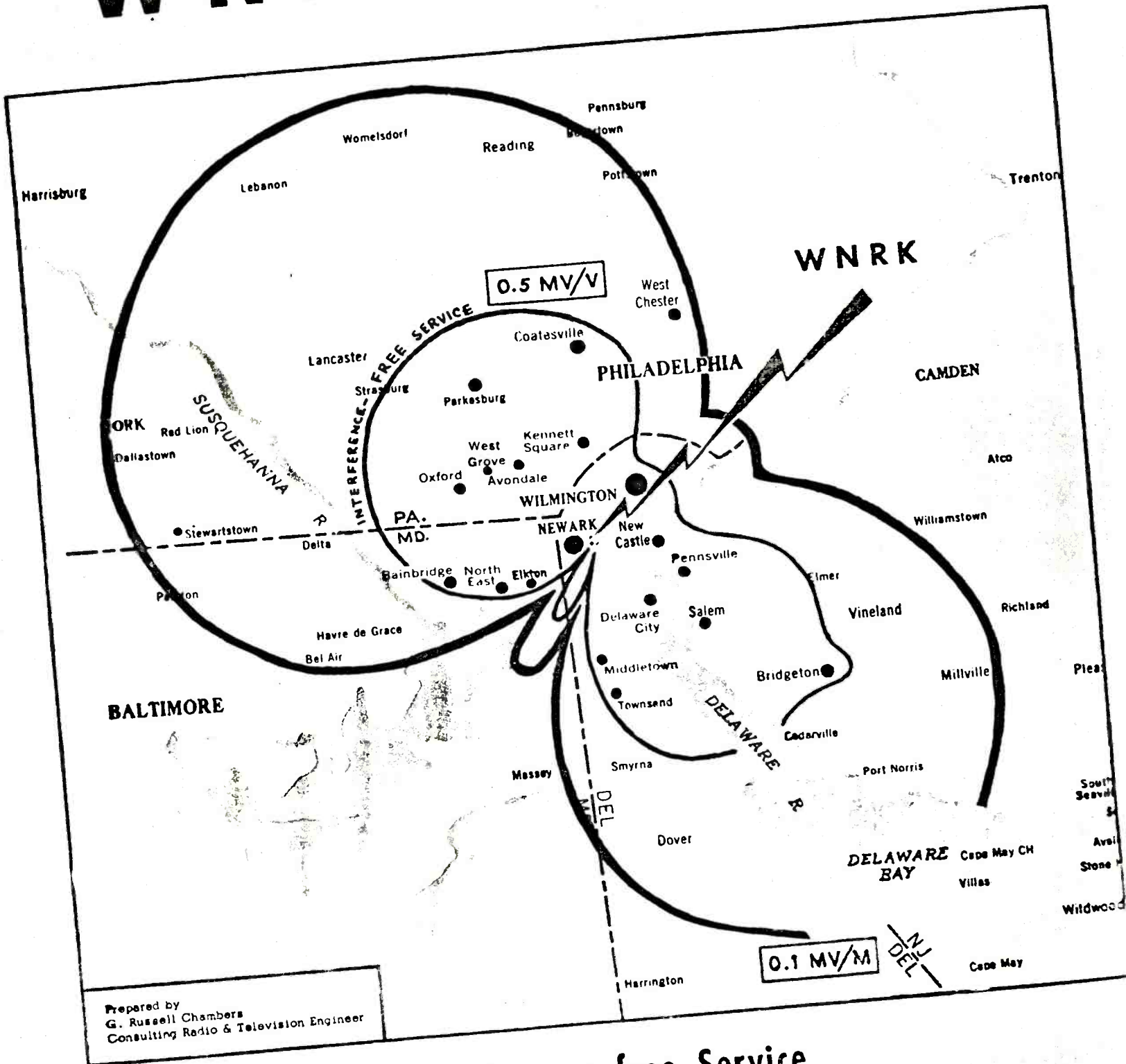
Prepared by

ROBERT L. PURCELL
Washington, D. C.

Scale in Miles



WNRK 1260 on your dial



Prepared by
G. Russell Chambers
Consulting Radio & Television Engineer

Interference-free Service
over 275,000 Listeners in Four States

from
NEWARK, DELAWARE

368-2588

W I L M

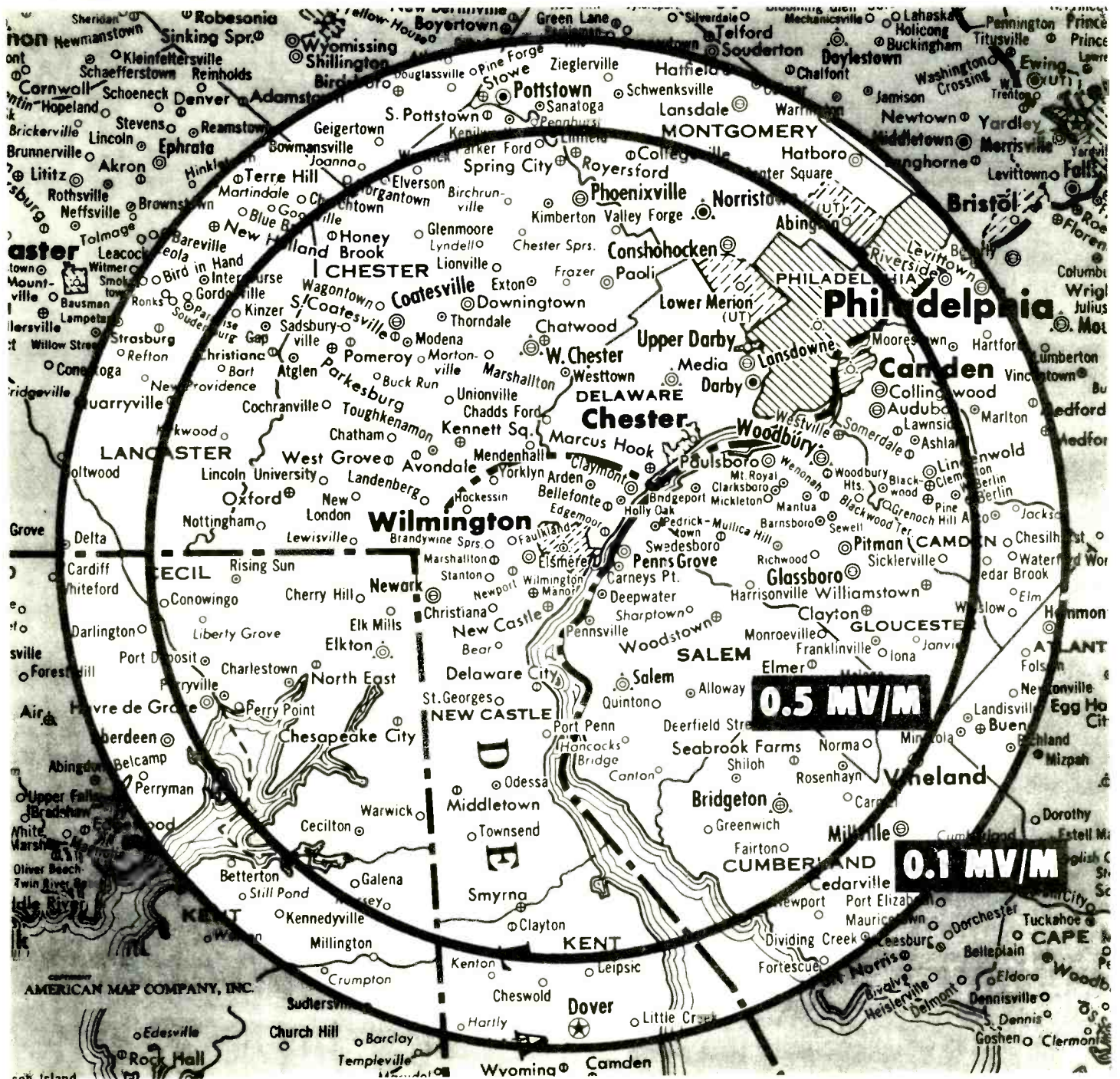
1450 RADIO

WILMINGTON, DELAWARE

Mutual Radio Network

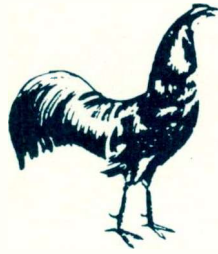
920 King Street

(302) 654-7771

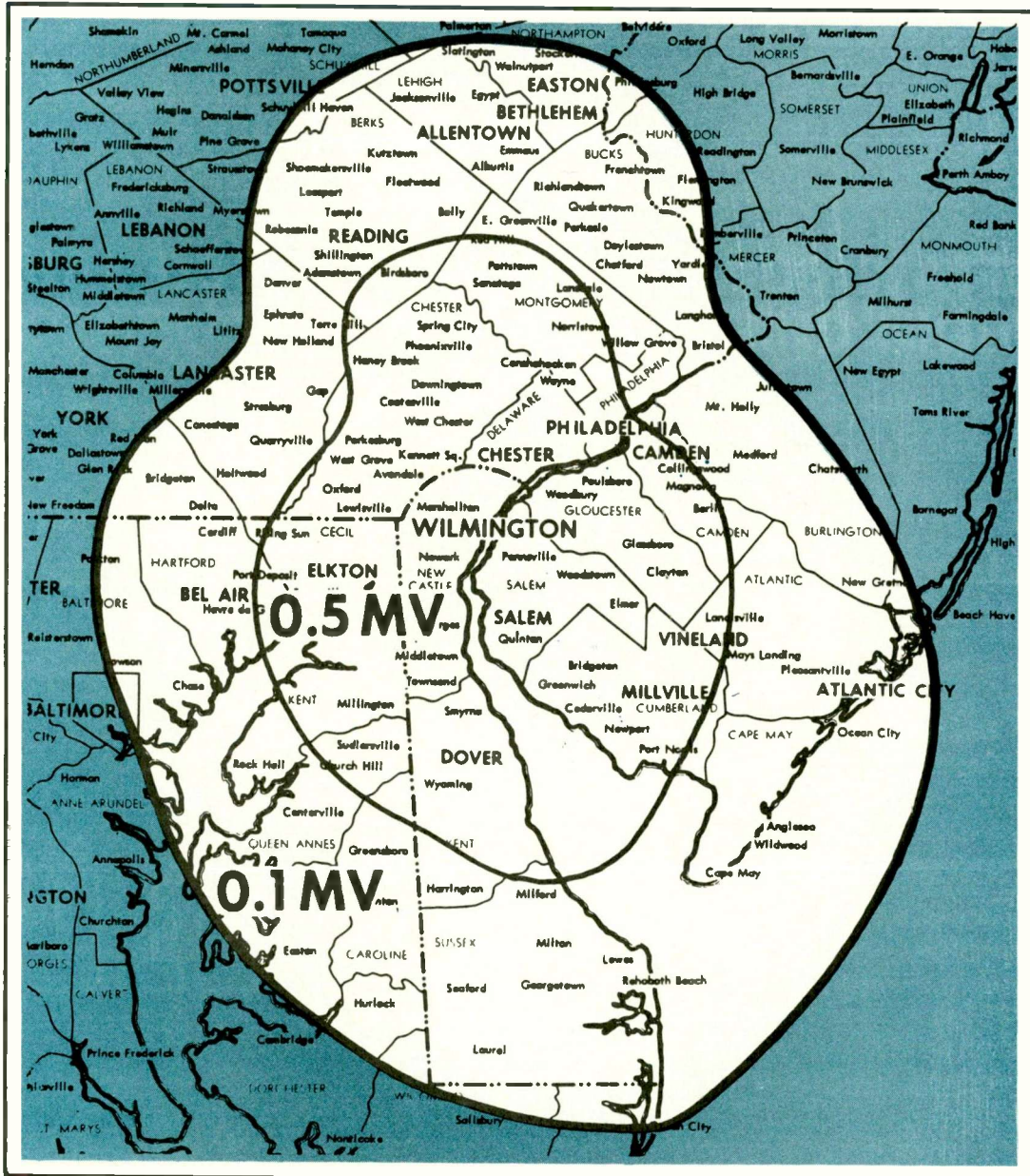


The WILM -- RADIO primary metropolitan area covers a population of 513,700 people; 151,270 households; with Consumer Spendable Income of \$1,521,434,000 and Retail Sales of \$901,287,000; owning and driving over 200,000 automobiles.

WDEL



COVERAGE



DIAL 1150



5,000 WATTS DAY AND NIGHT

FEBRUARY 15, 1971

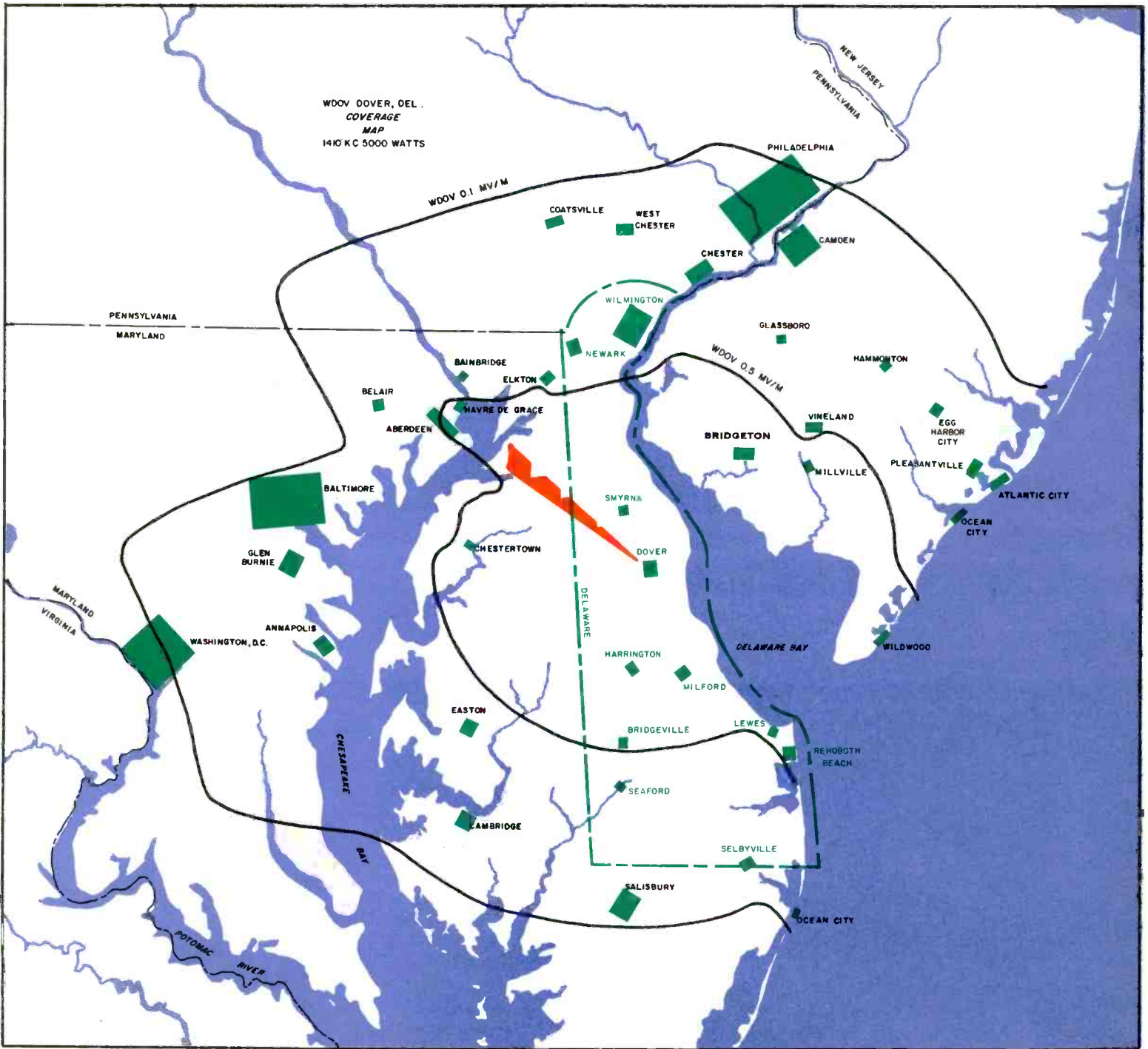
0400-0432 E.S.T.

DX Special

Joseph W-Jones

WDOV

NOW 5000 WATTS



COVERING ALL OF DELAWARE

PLUS half of Maryland – Southern New Jersey – and Southern Pennsylvania

DOVER, DEL.

RE. 4-5816