

WPHN

PATRICK HENRY BROADCASTING CO.

Box 378

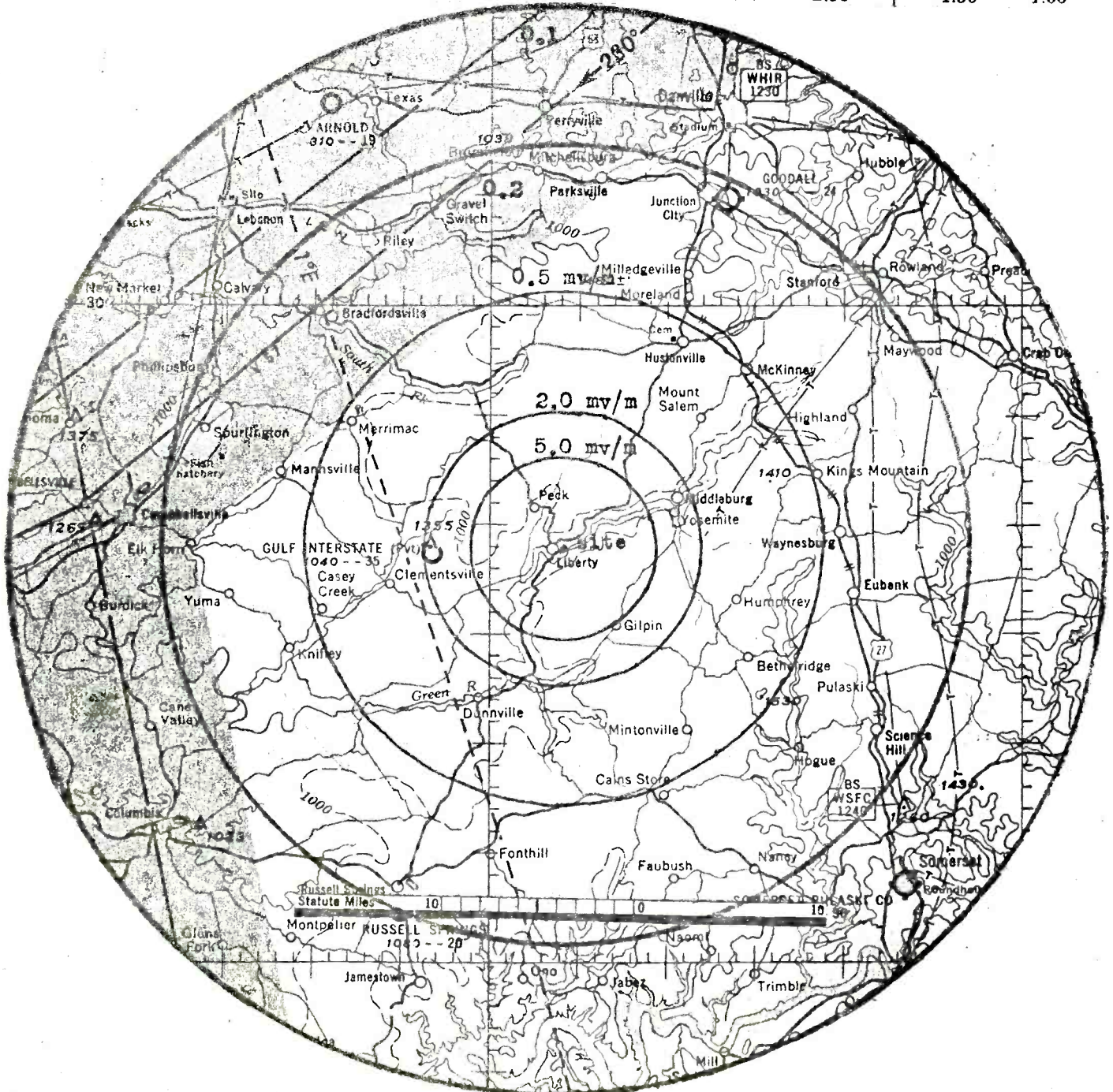
LIBERTY, KENTUCKY



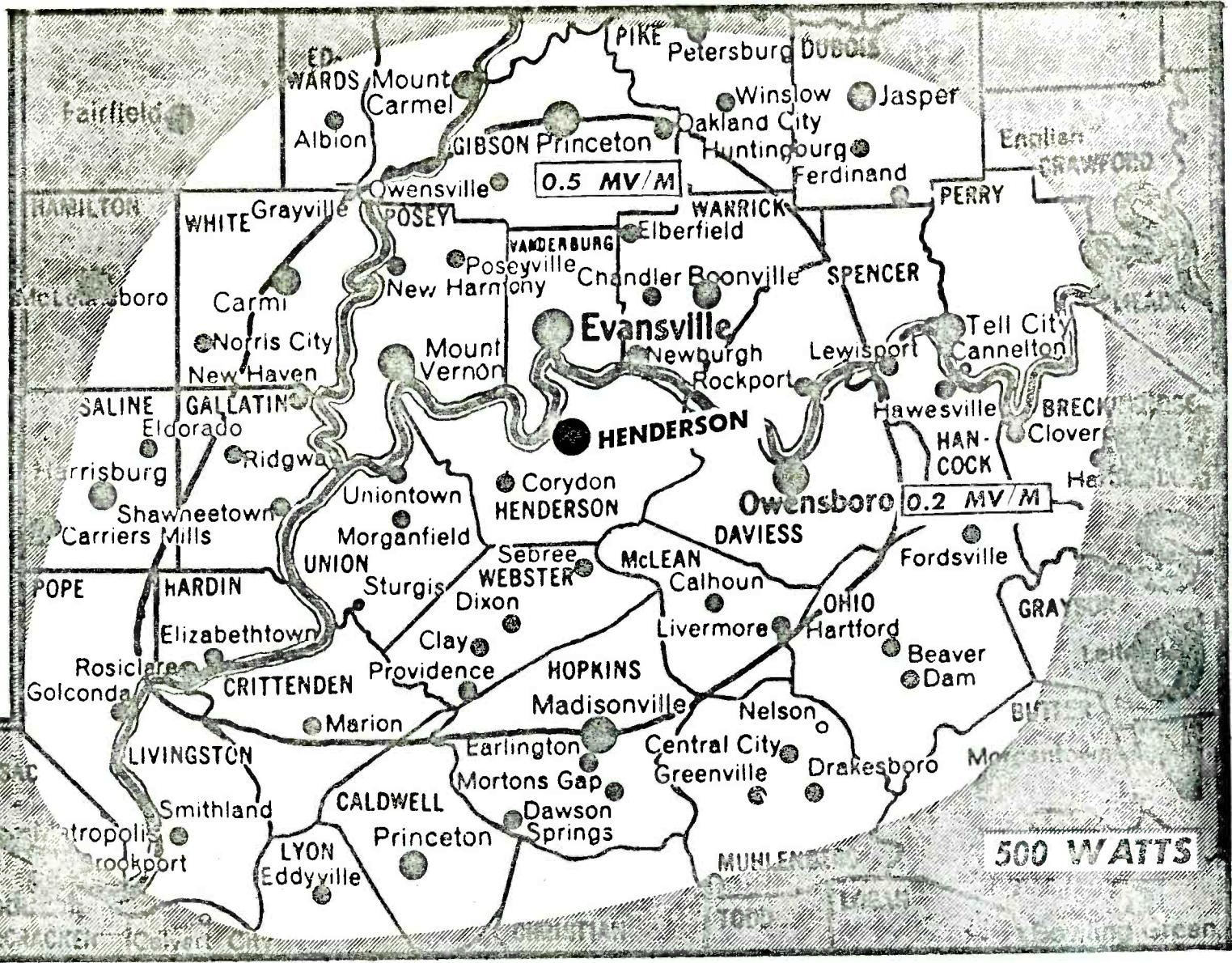
PROGRAMS

ANNOUNCEMENTS

	1-Hr.	¾-Hr.	½-Hr.	¼-Hr.	10-Min.	5-Min.	1-Min.	½-Min.
1 Time	30.00	25.00	18.00	10.00	8.00	5.00	3.00	2.00
13 Times	28.50	23.75	17.10	9.50	7.60	4.75	2.85	1.90
28 Times	27.00	22.50	16.20	9.00	7.20	4.50	2.70	1.80
39 Times	25.50	21.25	15.30	8.50	6.80	4.25	2.55	1.70
52 Times	24.00	20.00	14.40	8.00	6.40	4.00	2.40	1.60
104 Times	22.50	18.75	13.50	7.50	6.00	3.75	2.25	1.50
156 Times	21.00	17.50	12.60	7.00	5.60	3.50	2.10	1.40
208 Times	19.50	16.25	11.70	6.50	5.20	3.25	1.95	1.30
260 Times	18.00	15.00	10.80	6.00	4.80	3.00	1.80	1.20
312 Times	16.50	13.75	9.90	5.50	4.40	2.75	1.65	1.10
364 Times	15.00	12.50	9.00	5.00	4.00	2.50	1.50	1.00



860 IN THE MIDDLE OF THE DIAL



MARKET DATA:	Within	Within
	0.5 M/VM Coverage	0.2 M/VM Coverage
Total Population.....	411,285	627,900
Total Households.....	130,060	188,370
Total Radio Homes.....	127,890	186,900
Total Passenger Cars.....	134,960	190,035
Spendable Income.....	\$722,424,000	981,665,000
RETAIL DATA:		
Food Sales.....	\$134,236,000	177,686,000
Drug Sales.....	\$ 16,970,000	17,165,000
Eat-Drink Places.....	\$ 30,088,000	40,150,000
Genl. Merchandise Sales.....	\$ 59,993,000	75,454,000
Apparel Sales.....	\$ 27,594,000	34,175,000
Home Furnishings Sales.....	\$ 32,798,000	40,195,000
Automotive Sales.....	\$148,139,000	183,820,000
Filling Station Sales.....	\$ 44,915,000	59,964,000
Building Materials.....	\$ 29,165,000	35,175,000
TOTAL RETAIL SALES.....	\$603,169,000	715,722,000
TOTAL WHOLESALE SALES.....	\$398,058,000	449,039,000
TOTAL SERVICE RECEIPTS.....	\$ 58,023,000	73,963,000
FARM DATA:		
Total Farm Population.....	67,800	132,500
Farm Households.....	15,305	31,040
Farm AM Radio Homes.....	14,900	31,000
Farm Passenger Cars.....	13,900	30,360
Total Farm Income.....	\$ 99,786,000	165,572,000

WSON

Henderson, Kentucky

- ★ Branch Campus, University of Kentucky
- ★ Ranking Recreational Center in Valley
- ★ Kentucky's Furniture Manufacturing Center
- ★ Large Spencer Farm Chemicals Plant
- ★ Ranking Plastics Manufacturing Center
- ★ Kentucky's Biggest Oil Producing County
- ★ A Leading Textile Manufacturing City

WSON 500 Powerful Watts at 860 KC
Plus 20,000 Watts FM Bonus!!

OWNED BY HENDERSON BROADCASTING CO., INC.

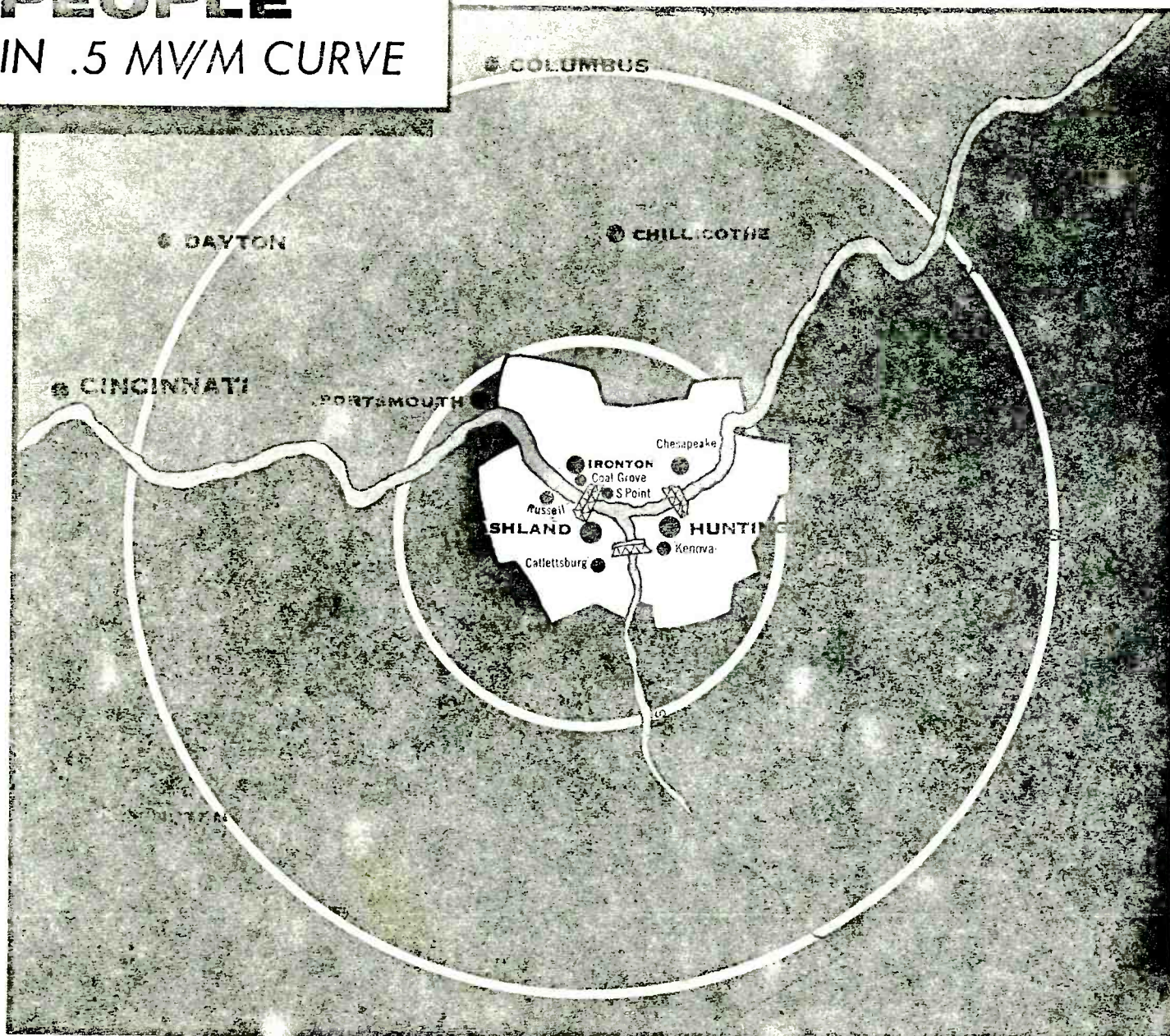
HECHT S. LACKEY, PRESIDENT

SOURCE: SDRS Consumer Data; Sales Management Survey of Buying Power (Further Reproduction not Licensed); U. S. Department of Commerce; U. S. Department of Agriculture; RETMA.

A WILMARKAY RESEARCH PRODUCTION

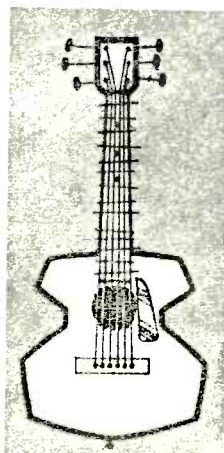
Represented by: Kentucky Radio Sales

**OVER
270,000
PEOPLE
IN .5 MV/M CURVE**



Households 79,040
Average F.S.I. 17,781
Retail Sales \$ 389,019,000

1420



TOP COUNTRY RADIO

WTCR RADIO

ASHLAND HUNTINGTON IRONTON

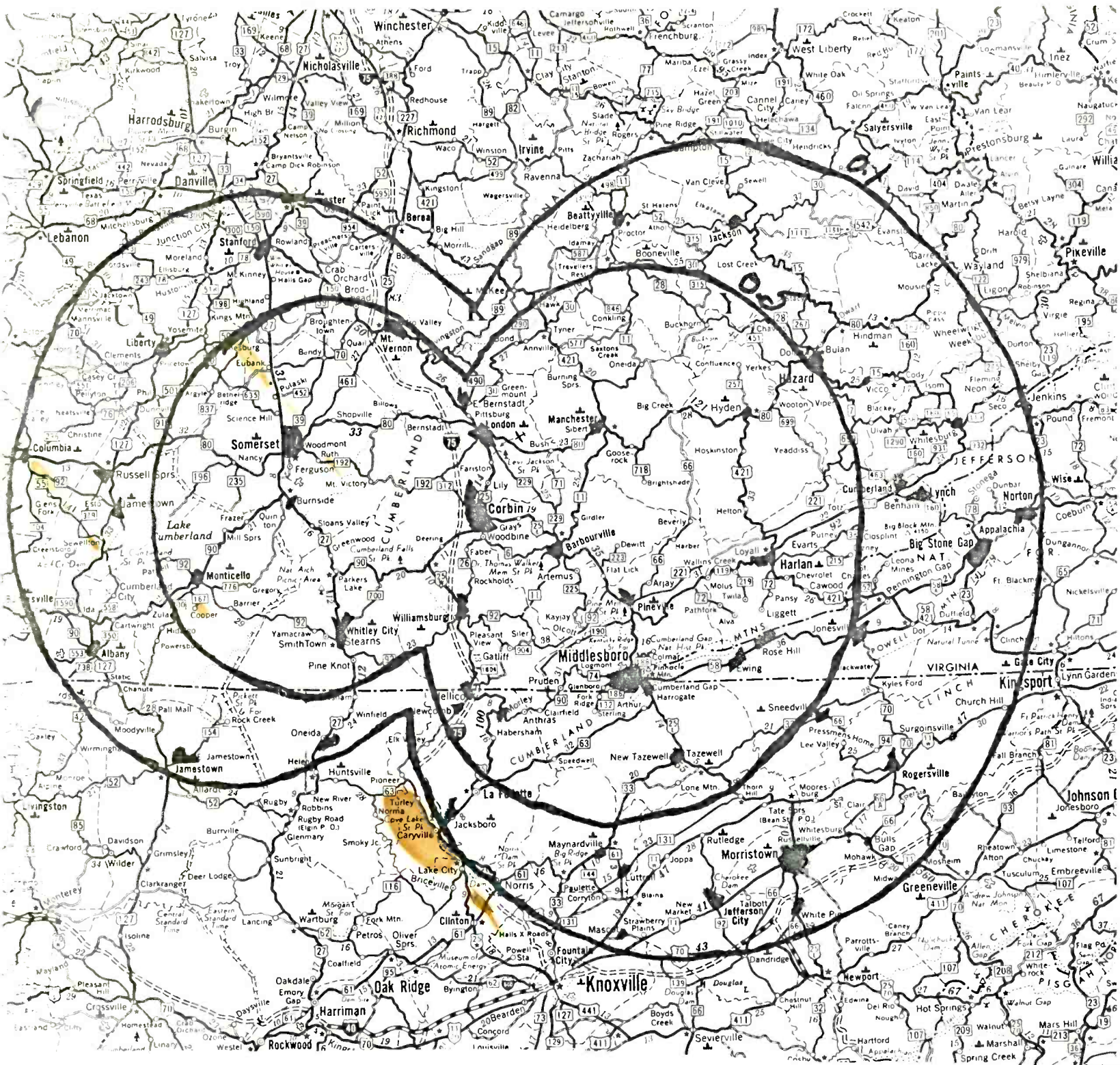
5,000 Watts of the "Nashville Sound"



0.5 MV/M DAY FIELD INTENSITY CONTOUR

BLUEGRASS BROADCASTING COMPANY
WVLK

590 KC
1 KW-N/5 KW-D, DA-2
Lexington, Kentucky



5,000 WATTS

WYGO

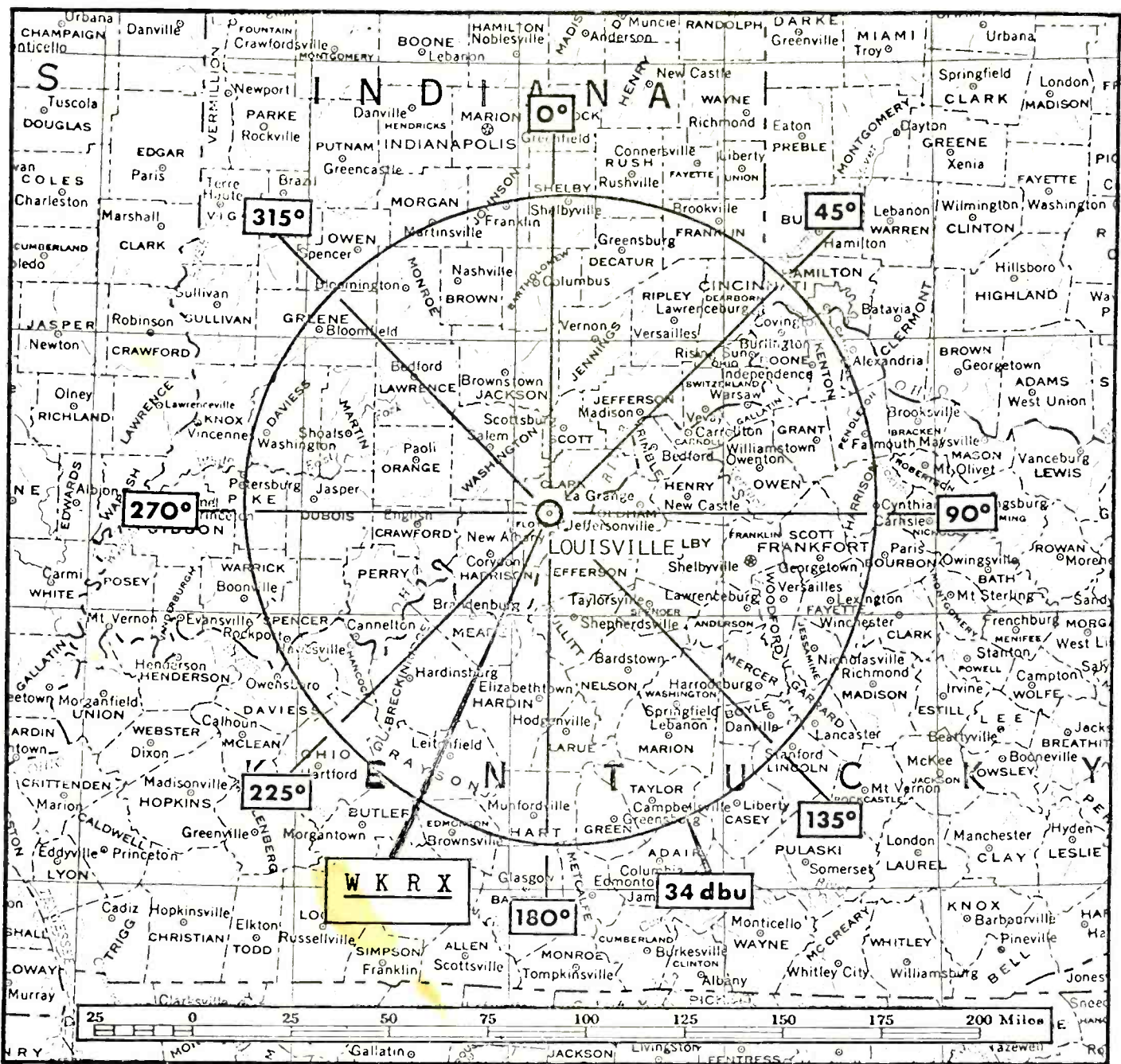
DIAL 1330

**The Go-Sound in The Go-Town
Corbin, Kentucky**

TOTAL POPULATION 790,000
RADIO HOMES 158,000

TOTAL INCOME \$550,000,000
RETAIL SALES \$456,000,000



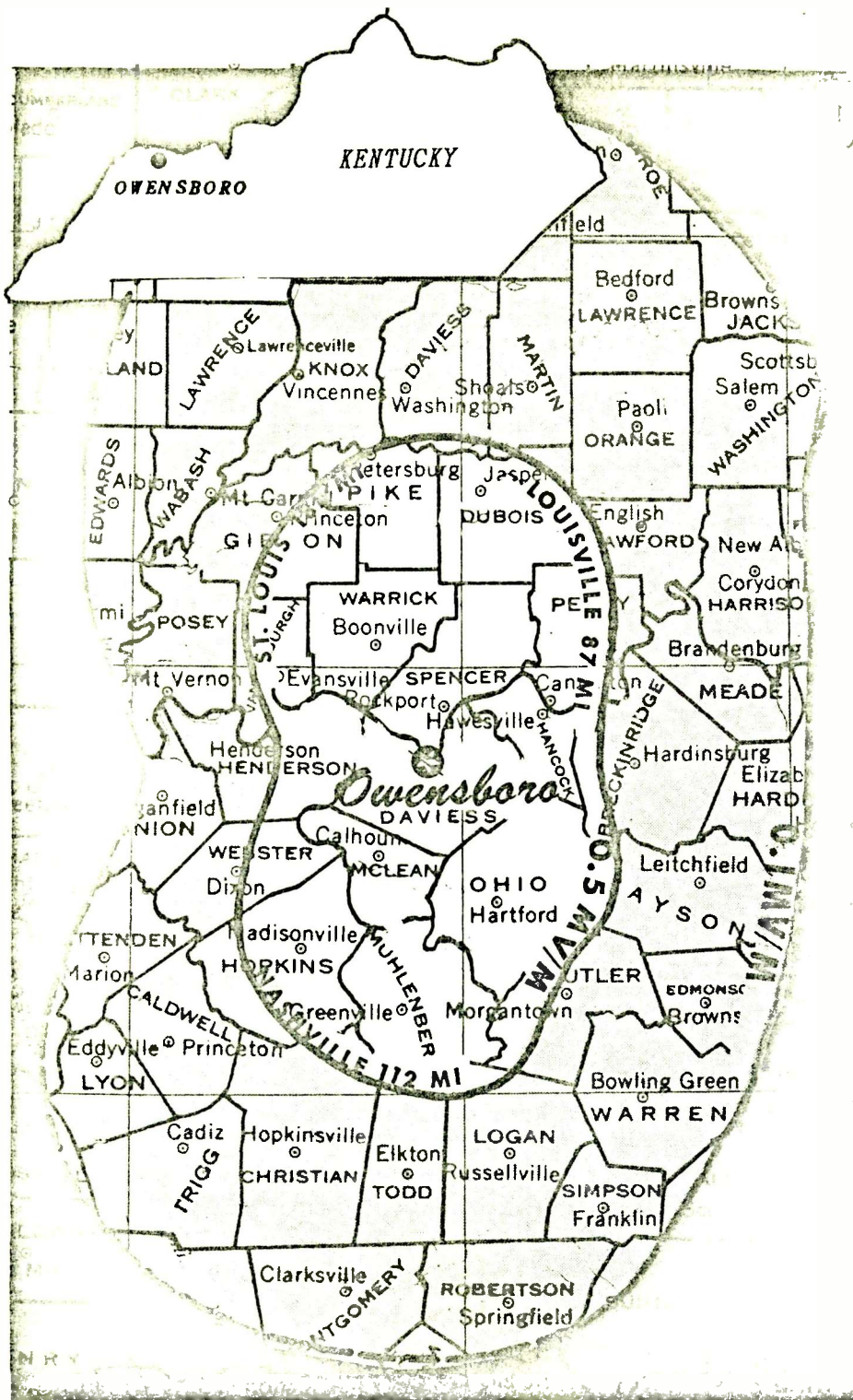


	WKRX FM LOUISVILLE, KENTUCKY 106.9MHZ 50,000 WATTS PRIMARY COVERAGE MAP
	<i>Gautrey & Jones - Consulting Radio Engineers</i>

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C



OWENSBORO

Kentucky

WVJS

RADIO

5000 WATTS DAY
1000 WATTS NIGHT

1420 Kc
Full Time

10000 WATTS
ERP-FM
96.1 Mc

Owensboro, Kentucky

WVJS Radio

Consider

This:

Many persons who live in primary markets were born and reared in secondary markets where their brand preferences and buying habits were formed. Build for the present and future in America's secondary markets.

THIS MAP IS NOT INTENDED TO REPRESENT THAT THE WVJS SERVICE AREA IS INTERFERENCE FREE IN ALL DIRECTIONS TO ITS 100 MICROVOLT-PER-METER CONTOUR.

MARKET DATA-0.5 MV/M AREA

Population.....	439,445
Homes.....	130,055
Urban Population.....	239,722
Total Retail Sales.....	\$538,289,722

Serving all of Daviess, McLean, Muhlenberg and Ohio Counties in Kentucky; Spencer and Warrick Counties in Indiana and parts of Butler, Breckenridge, Christian, Grayson, Henderson, Hopkins, Logan, Todd and Webster Counties, Kentucky and Crawford, DuBois, Gibson, Perry, Pike and Vandenberg Counties in Indiana.

AUTHORITY: SALES MANAGEMENT

Represented by MASLA ASSOCIATES, Inc.

WVJS

OWENSBORO ON THE AIR, Inc.
OWENSBORO, KENTUCKY

V. J. Steele, President

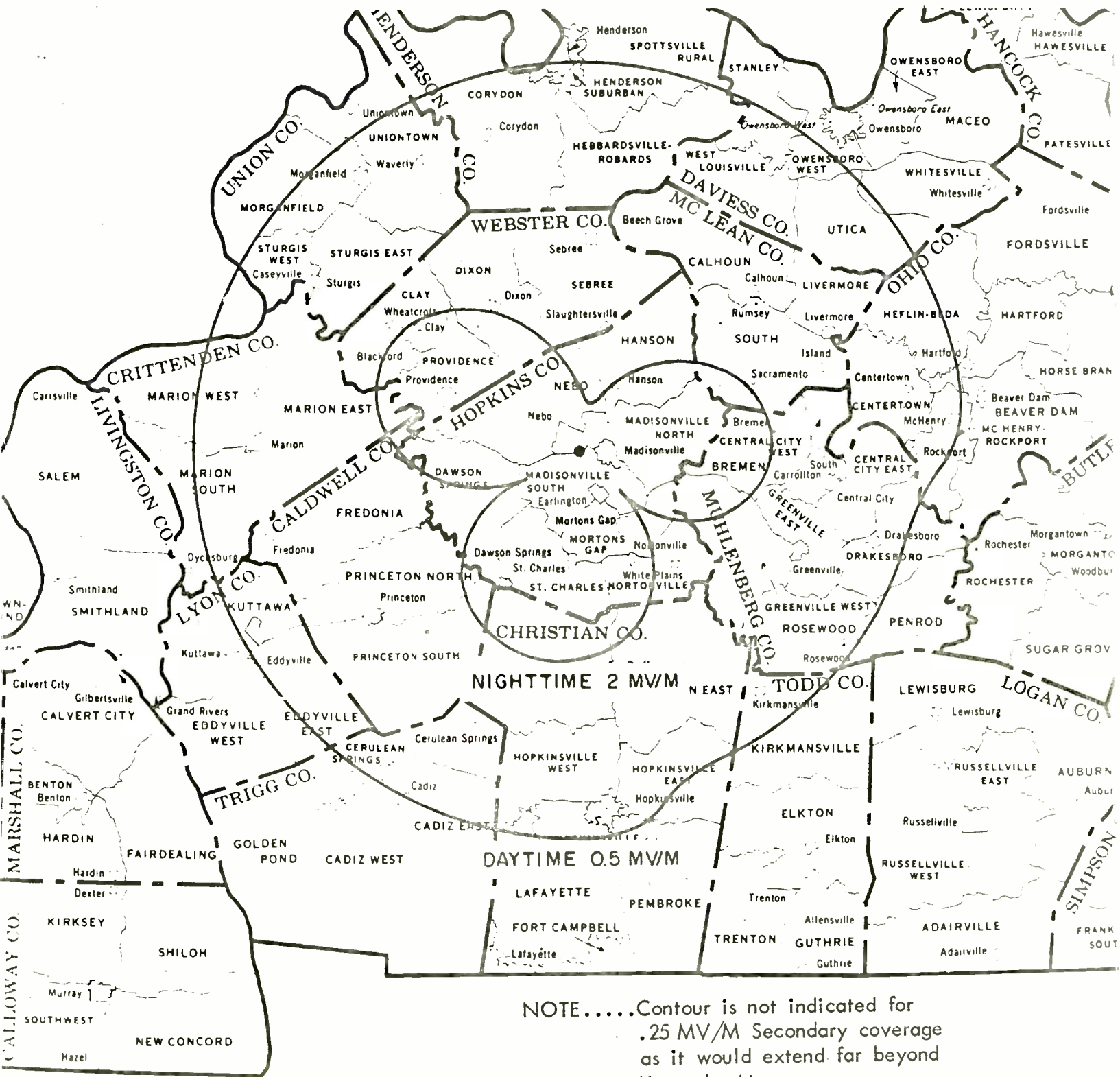
Malcolm Greep, Executive Vice-President
& General Manager

Contact Joe Fife, Gen. Commercial Mgr.

ABC — Phone 683-3521

**COVERAGE MAP FOR RADIO STATION WTTL
1310 KCS 1000 WATTS-LS, 500 WATTS, DA-N
MADISONVILLE, KENTUCKY**

RALPH J. BITZER, CONSULTING RADIO ENGINEERS, ST. LOUIS, MISSOURI



NOTE.....Contour is not indicated for .25 MV/M Secondary coverage as it would extend far beyond Kentucky Map

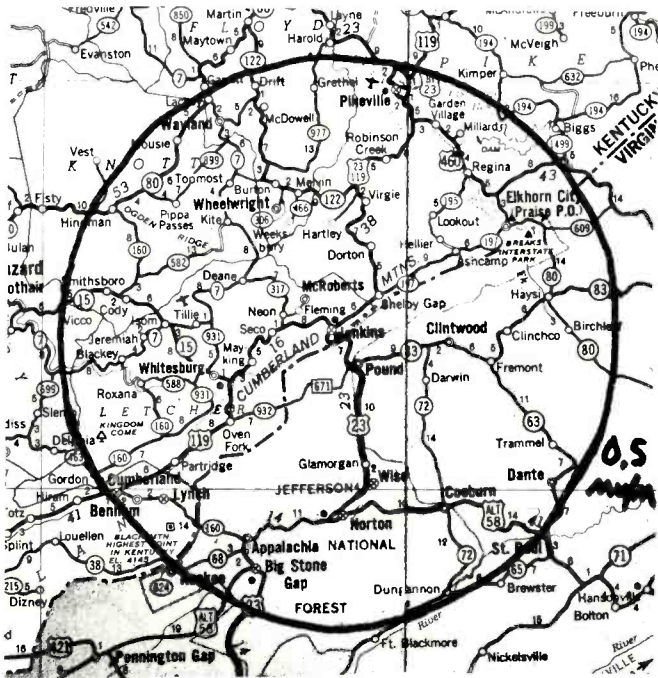
WTMT
LOUISVILLE, KY.
620 Kcs., 500 Watts DA-D
Measured 0.5 mv/m





COVERAGE MAP

T
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1000 K C

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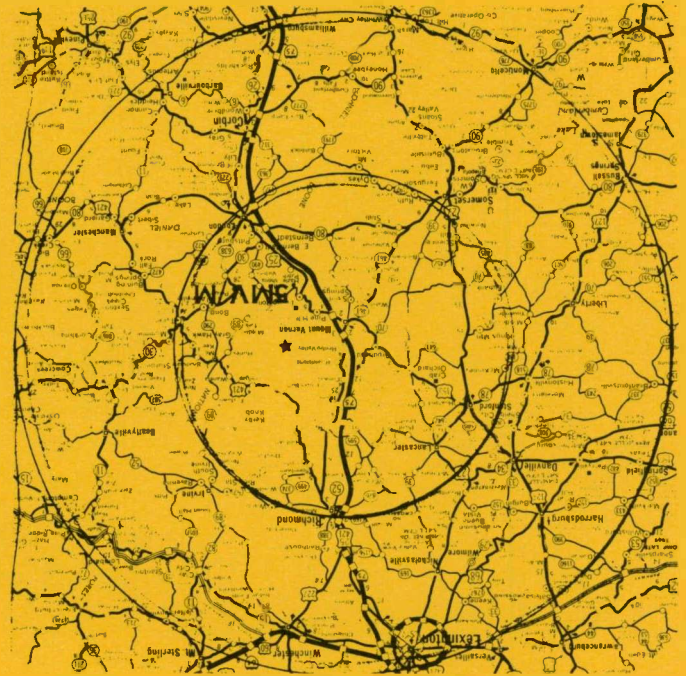
1000 WATTS

W R E M IS LICENSED TO CARDINAL BROADCASTING COMPANY,
INC. BY THE FEDERAL COMMUNICATIONS COMMISSION THE
OFFICES, STUDIO AND TRANSMITTER OF W R E M ARE LOCATED
ON A PEAK OF PINE MOUNTAIN 3000 Ft. ABOVE SEA LEVEL ON
THE KENTUCKY - VIRGINIA STATE LINE NEAR POUND GAP
W R E M IS EQUIPED WITH THE NEWEST AND MOST MODERN
EQUIPMENT AVAILABLE. THE F. C. C. PROTECTED SIGNAL OF
W R E M COVERS OVER 1,700 SQ. MILES HAVING A POPULATION
OF OVER 152,000 PEOPLE. * (1960 CENSUS, SHOULD BE MORE NOW)

WRVK MARKET DATA — Rockcastle County

SOURCE	
Population	12,305
U.S. Census - 1970	
Apparel	\$11,139
Auto & Power Equipment	\$70,338
Misc.	\$19,153
Food	\$196,807
Furniture	\$22,306
General Merchandise	
Services	
Hotel, Motel, etc.	\$18,766

State Capitol,
Frankfort, Ky.



“Good Country”



k b a

WRVK

RADIO 1460

RENFRO VALLEY, KY. 40473

PHONE (606) 256-2146

WRVK History . . .

Radio WRVK, located in beautiful Rentro Valley, Kentucky, was constructed in 1957. WRVK operates on a frequency of 1460 kc. through the Rentro Valley Network to radio stations across the nation.

Many stations have been built to promote and advance Country Music but Country Music was at Rentro Valley long before WRVK. The barn dance was broadcast over WHAS, Louisville, Kentucky and the Sunday Morning Gatherin' was on the CBS Network for several years.

Many country artists started their career in Rentro Valley. Red Foley, Jerry Byrd, Homer and Jethro, and the Duke of Paducah, being some of the better known. Red Foley and Homer, of the Homer and Jethro team, have since passed away.

For a small station, the studios of WRVK are larger than most. Sunday's log abounds with live shows and ministers holding church services in the studio with a live audience or congregation.

The walls of the studio are decorated with oil paintings by the late Bert Mullins who lived near Rentro Valley. Mr. John Lair and Bradley Kincaid had the distinction of being painted by the great artist. Bordering the ceiling on all four walls, are paintings depicting the evolution of music from the Stone Age to the present.

The building which houses the radio station and its offices, is one of the largest log-constructed buildings of its type. WRVK is owned and operated by Cochran-Smith Broadcasting, Inc., home office, Goodlettsville, Tennessee.

For Local News, Sports, World News from the Associated Press, Top Hits in music, and nationally known radio personalities, WRVK is No. 1.

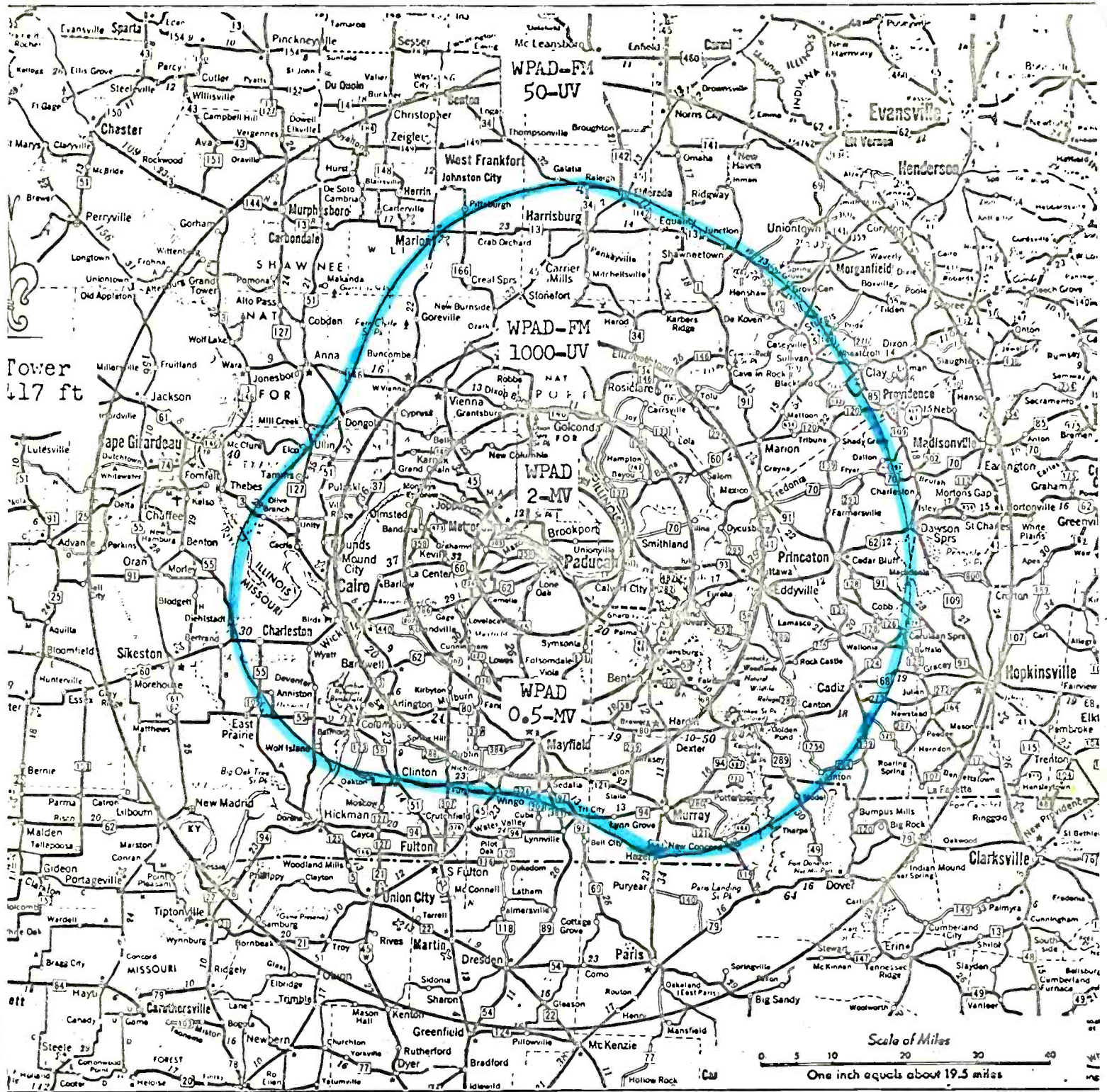
SPOT ANNOUNCEMENTS

60 SECONDS (4 week period)	1-60	\$1.60
61 or more	1-45	
30 SECONDS (4 week period)	1-60	\$1.25
15 SECONDS (4 week period)	61-	\$1.10
50 minimum		\$1.00

PROGRAMS

13 Week Minimum	5 Minutes	\$4.50
	15 Minutes	\$10.50
	30 Minutes	\$17.75
	60 Minutes	\$30.00
FEATURES		
Rates For Remotes,		
News, Sports, etc.		
Available Upon		
Request		

A Look at WPADucahland



AM 250 Watts; 1450 KC Est. 1930 **WPAD** **FM** 36,000 Watts; 96.9 MC. Est. 1946

CBS In Paducah. Kentucky

A 'FRITTS' station

Covering AND selling 604 million dollar retail sales market in Kentucky, Illinois, Tennessee and Missouri.

BLUE line indicates listenable AM signal as measured for auto radios.

BLACK line indicates engineering levels for WPAD/FM

960

Regional Clear Channel

radio

W

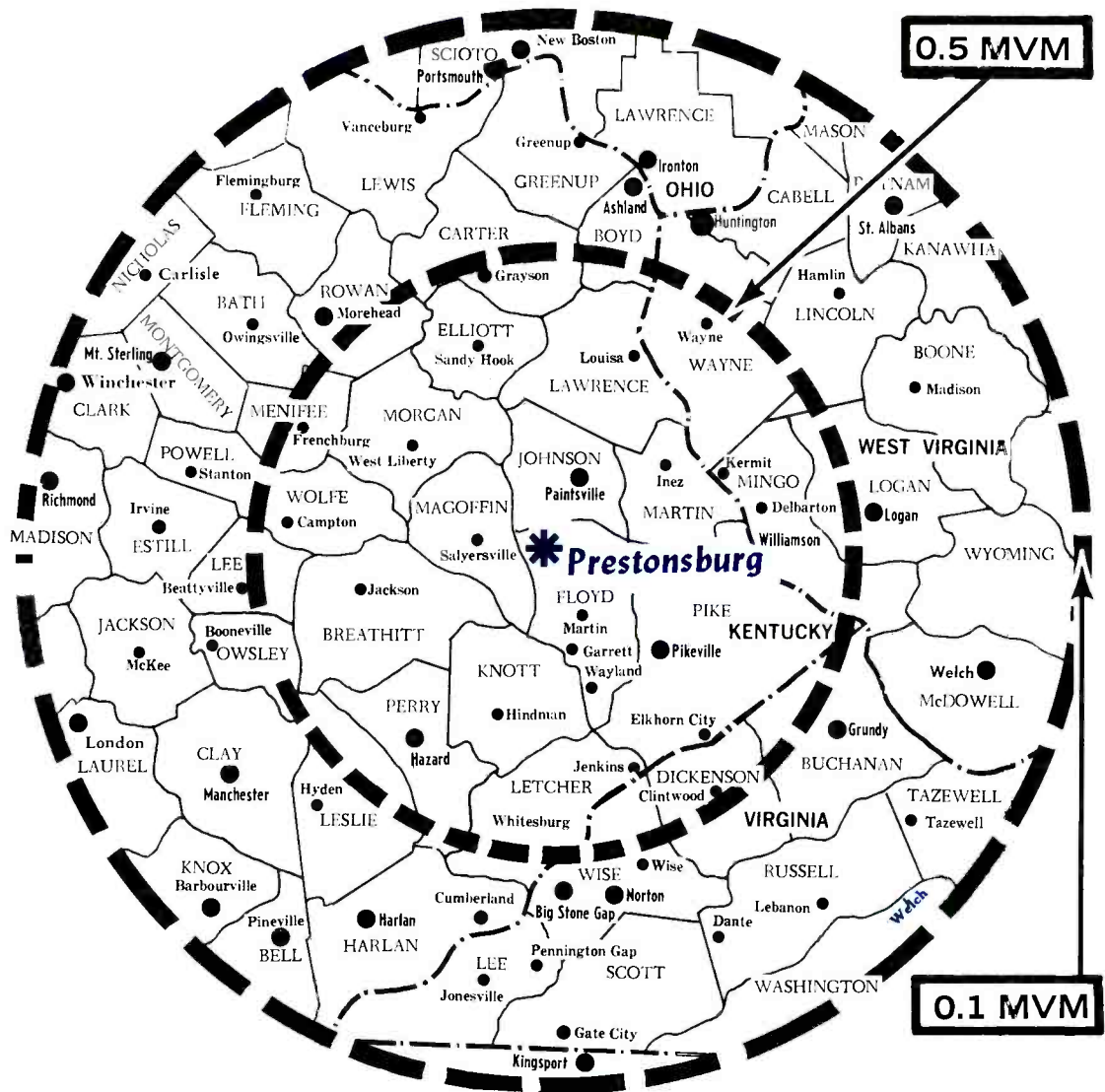
P

R

T

Serving Greater
Eastern Kentucky,
Western West Virginia
with 5000 Watts Power

Industrial Kentucky's Coal, Oil & Gas Center



W P R T

Radio on the Go



A Regional radio news/advertising medium
presenting the best rounded news coverage,
music, sports, farm markets and community
service programming in eastern Kentucky.

David L. Stephens, Manager
Phone 886-2050 Phone 886-8071
PRESTONSBURG, KENTUCKY

Nationally Represented by

MARKET DATA:

	0.5 MVM Coverage	0.1 MVM Coverage
Population	552,500	1,778,500
Households	133,870	466,590
Radio Homes	110,500	394,440
Automobiles	131,730	507,920
Spendable Income (CSI)	\$585,584,000	2,445,446,000

RETAIL DATA

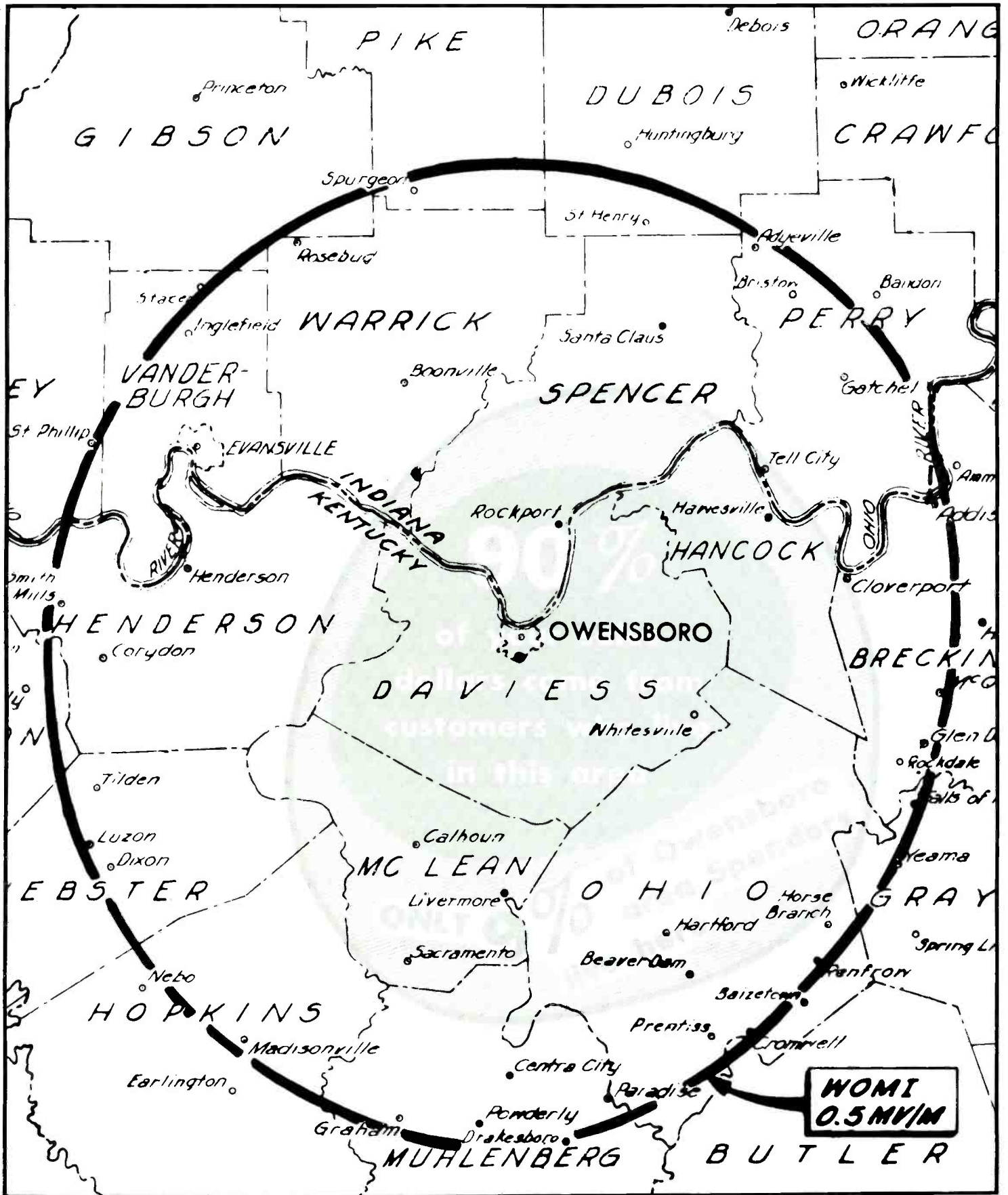
Food Stores	\$104,017,000	423,546,000
Drug Stores	\$ 7,669,000	45,030,000
Genl. Merchandise	\$ 54,563,000	240,641,000
Apparel Stores	\$ 19,562,000	87,551,000
Home Furnishings	\$ 16,917,000	78,193,000
Auto Sales	\$ 77,401,000	322,949,000
Service Stations	\$ 37,066,000	137,373,000
*Total Retail Sales	\$360,396,000	1,569,279,000

FARM DATA:

Farm Population	\$ 112,500	265,500
Farm Gross Income	\$ 25,540,000	151,906,000

SOURCE: SRDS Consumer Data exclusively.

PREPARED BY MARKET DATA ASSOCIATES



Coverage Marketing Survey **MAP for womi** radio 1490

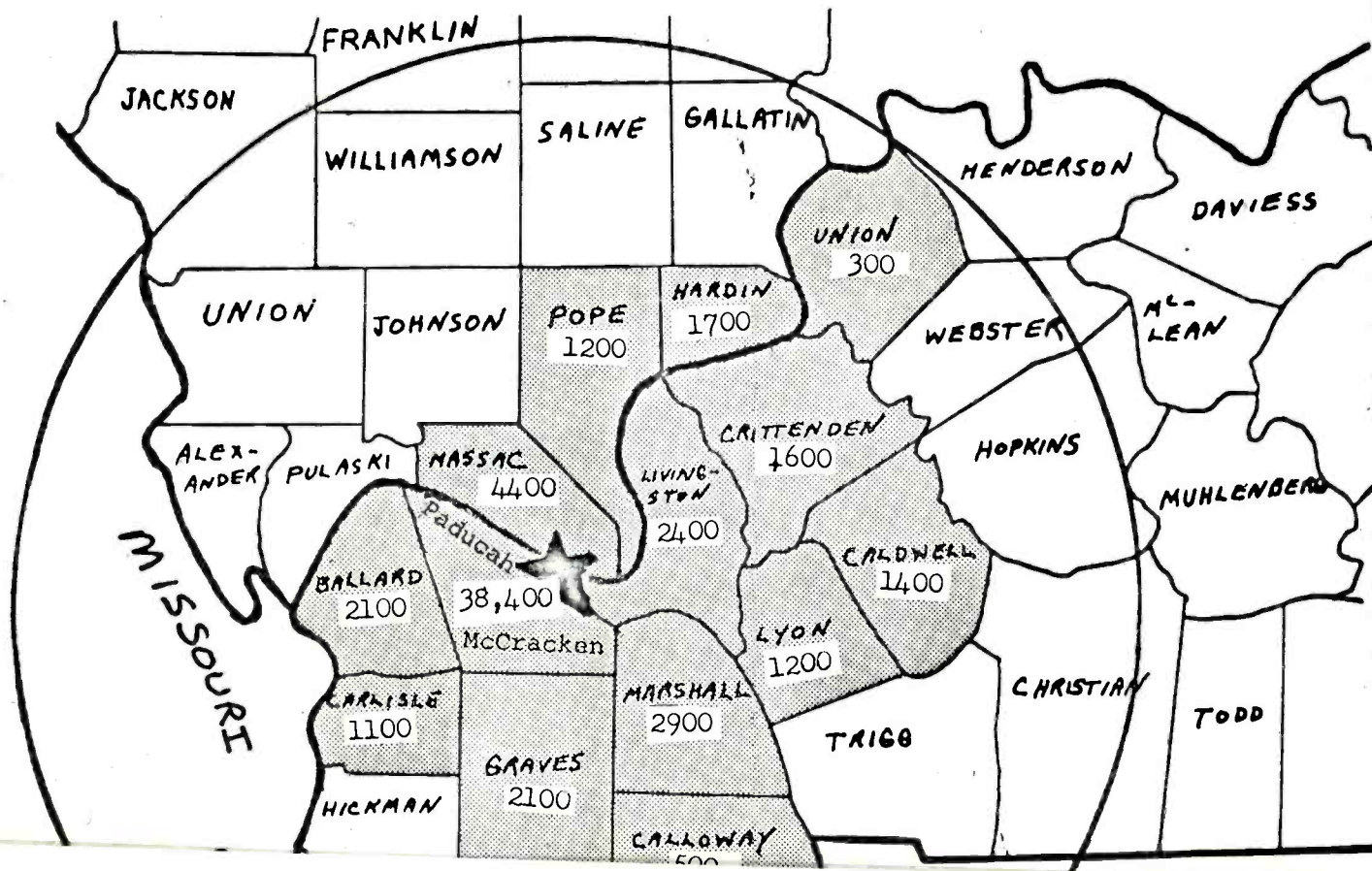
1490Khz • 1000 Watts Non-Directional Day • 250 Watts Night

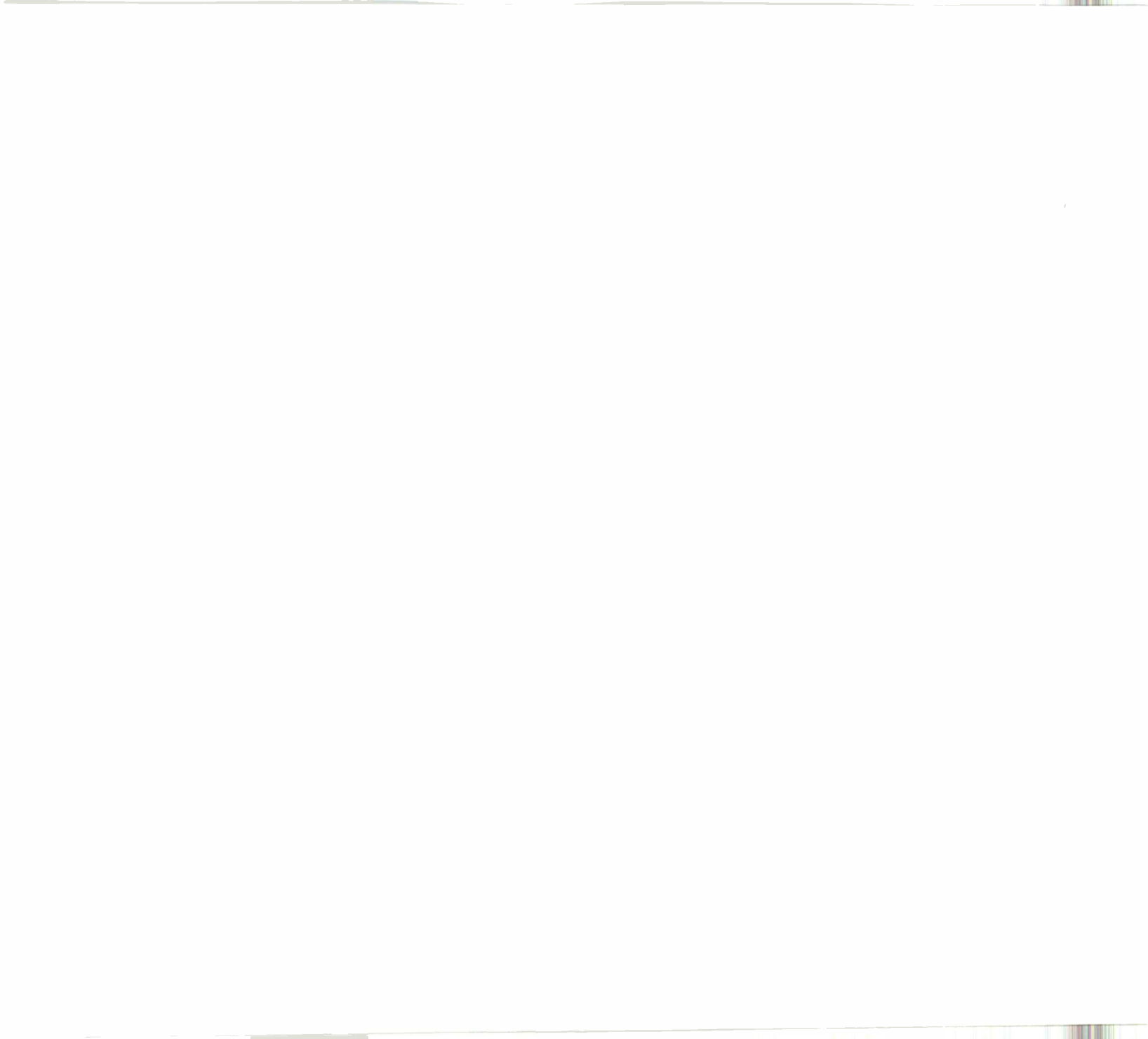
WOMI Survey by **Economics Survey by**
 A. D. Ring Wesleyan Park Plaza Planners



WPAD-AM-FM

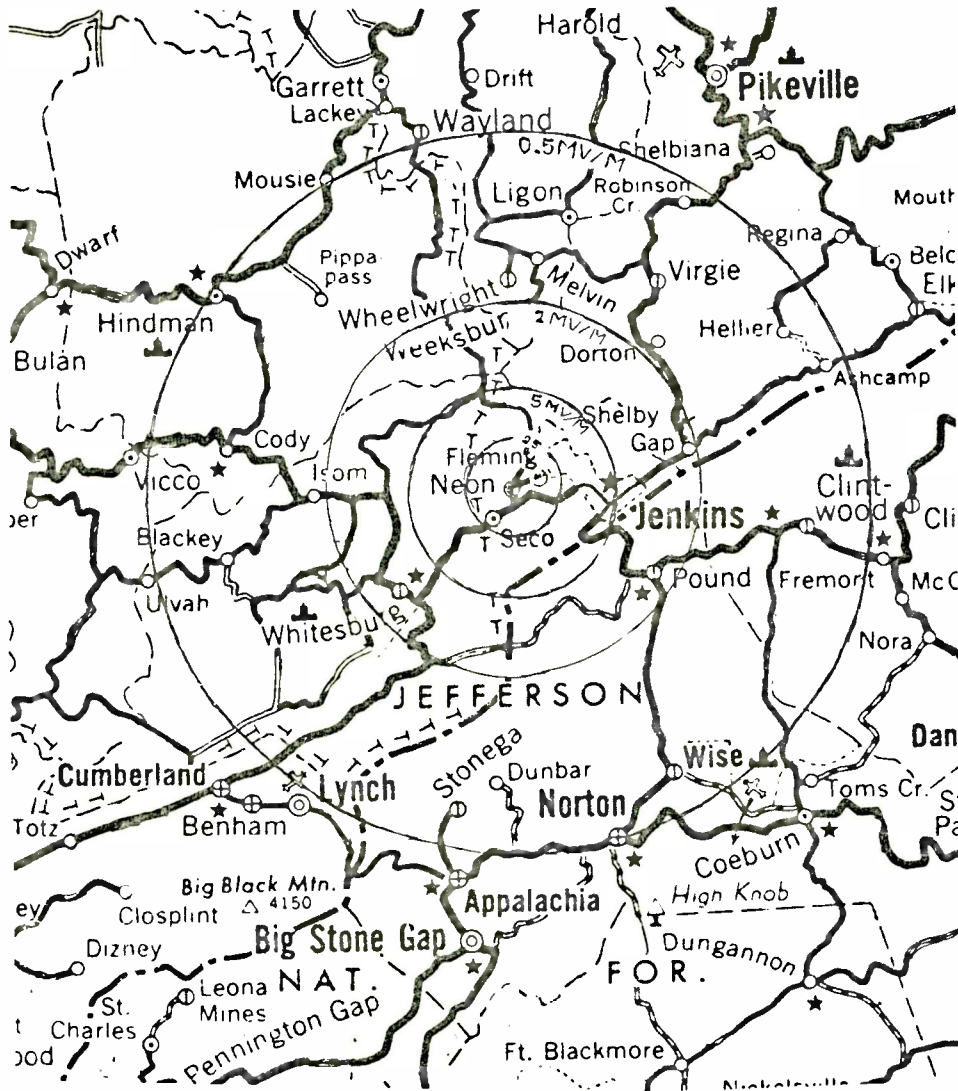
Counties where CIRCULATION PULSE showed WPAD/AM/FM with a reportable audience.





1480 kc WNKY 1 kw-Day NEON, KY.

COVERAGE MAP



RATE CARD

Times Per Yr.	One Hour	30 Min.	15 Min.	10 Min.	5 Min.	1 Min.	Times Per Wk.
52	32.00	20.00	12.50	10.50	7.50	3.50	1
104	30.00	18.75	11.75	9.75	7.00	3.25	2
156	28.00	17.50	11.00	9.00	6.50	3.00	3
208	26.00	16.25	10.25	8.25	6.00	2.75	4
260	24.00	15.00	9.50	7.50	5.50	2.50	5
312	22.00	13.75	6.75	6.00	4.50	2.25	6
365	18.00	10.00	6.00	5.00	3.60	2.00	7

WAVE - POWER - TIME
Operating Power - 1000 watts, 1480 kilocycles

TERMS

No cash discount. Invoices mailed monthly. No discount or commission on talent unless otherwise specified. All invoices due 10 days after end of month.

ADVERTISING SERVICES

SESAC, ASCAP, BMI Licenses

ANNOUNCEMENTS

Announcements are accepted subject to minor changes in time.

TRANSCRIPTIONS

Vertical and lateral.

SPECIAL FEATURES

News Service - AP Tape recorder available for local recording at additional charge.

TALENT

All types of talent as desired by advertiser are available. Talent charges are in addition to rates quoted.

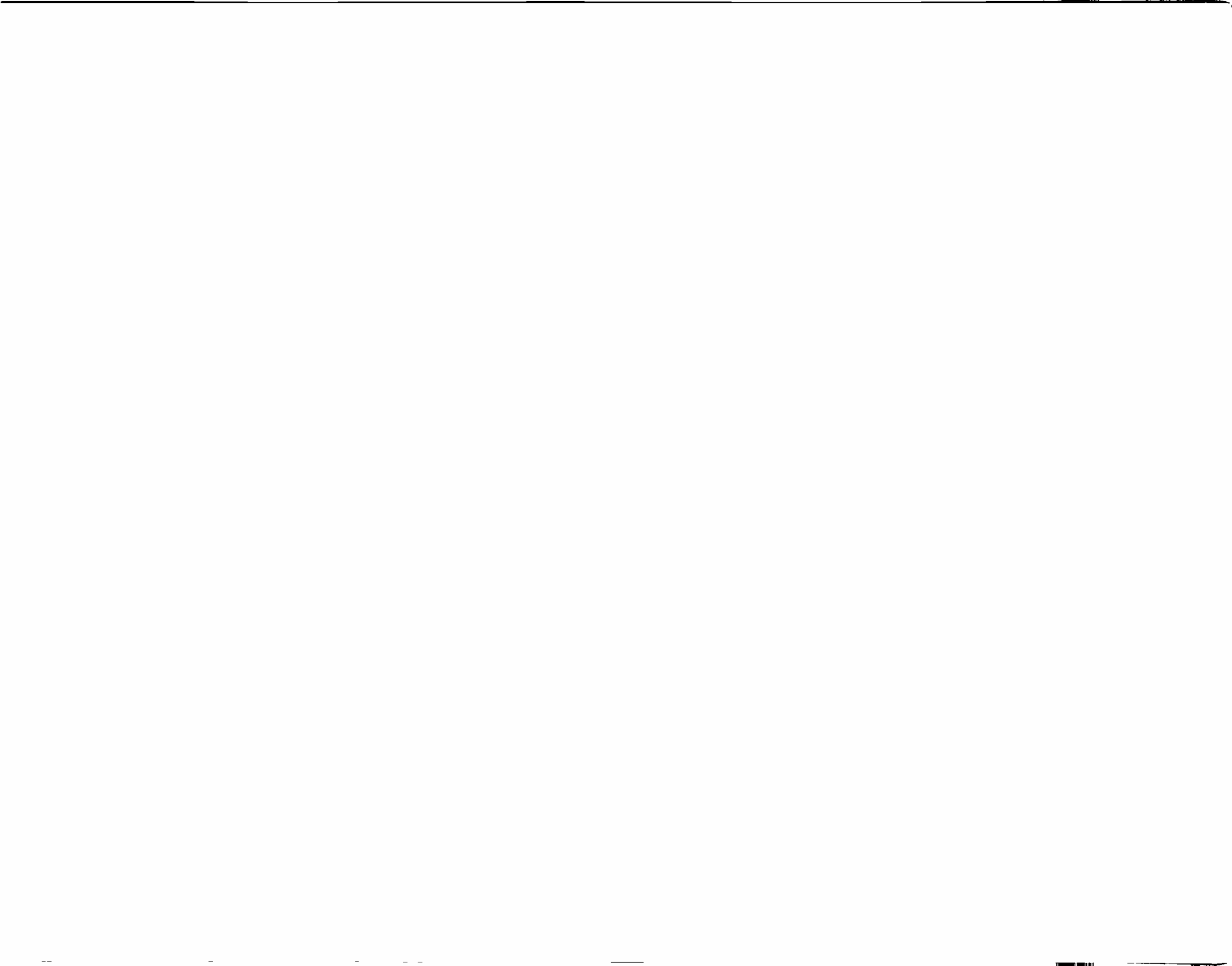
SERVICE FACILITIES

Rates include cost of station facilities, station time, services of continuity, program and publicity department, provided there is no extra expense for special equipment or other charges not generally included in a program.

Station's program and production department is available to assume full charge of program presentation, if desired. Coverage data and market area covered by this station is available as well as plans for merchandising radio programs.

CLOSING TIME

The closing time on all publicity is 24 hours in advance. Commercial copy must be submitted not less than 24 hours in advance.



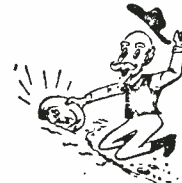
WNOP's 1000 Watts at 740 REACHES and SELLS THESE MARKETS

.... with MORE RADIO HOMES than

- AKRON, OHIO
- ALTOONA, PA.
- FORT WAYNE, IND.
- ROCKFORD, ILL.

COMBINED
 *TOTAL: 267,050
 Source: SRDS Consumer Markets, 1954.

NOTICE:
 You certainly don't have to pan the Natural Gold found in the industrially and agriculturally abounding Ohio River Valley! Just call the WNOP Salesman!



1953 DATA:

AUDIENCE:	Within Greater Cincinnati Contour	Within .5 MV/M Contour
Population	916,000	2,506,000
Number Families	280,340	687,120
Radio Homes	273,150	673,490
Consumer Spendable Income \$	2,653,200,000	4,371,586,000

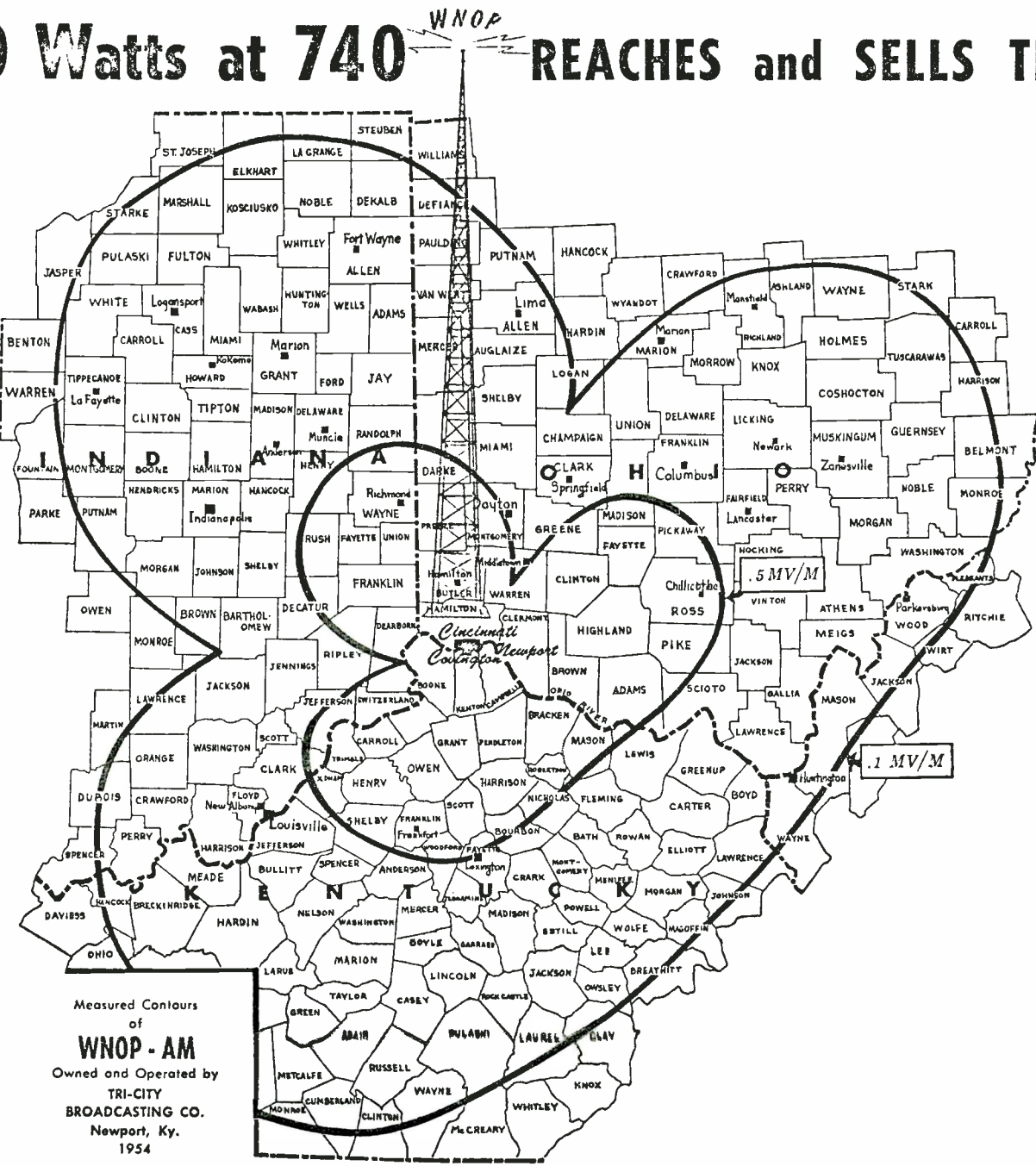
1953 RETAIL SALES:

	Greater Cincinnati Contour	.5 MV/M Contour
Food Stores	\$ 276,776,000	633,778,000
Drug Stores	\$ 34,827,000	80,047,000
Eating, Drinking Places	\$ 105,070,000	210,069,000
General Merchandise	\$ 153,604,000	308,060,000
Apparel Stores	\$ 74,793,000	158,627,000
Home Furnishings	\$ 48,190,000	126,664,000
Automotive Stores	\$ 157,050,000	371,034,000
Filling Stations	\$ 38,884,000	138,964,000
Home Building Materials	\$ 54,600,000	197,067,000
TOTAL RETAIL SALES	\$ 1,069,480,000	2,528,109,000
TOTAL SERVICE RECEIPTS	\$ 2,403,270,000	3,479,180,000
TOTAL WHOLESALE SALES	\$ 204,000,000	494,253,000

1953 FARM DATA:

Number Farm Households	99,866
Farm Radio Homes	93,080
1952 Gross Income \$	182,295,000

Sources: Census of Population, 1950; Census of Housing, 1950; SRDS Consumer Markets, 1953; Federal Crop Reporting Service, 1953; Census of Agriculture, 1950; Census of Business, 1950; Internal Revenue, 1953. CALCULATIONS BY BROADCAST RESEARCH BUREAU, Ames, Iowa, 1954.



Measured Contours of
WNOP - AM
 Owned and Operated by
TRI-CITY BROADCASTING CO.
 Newport, Ky.
 1954



I. GREATER CINCINNATI!

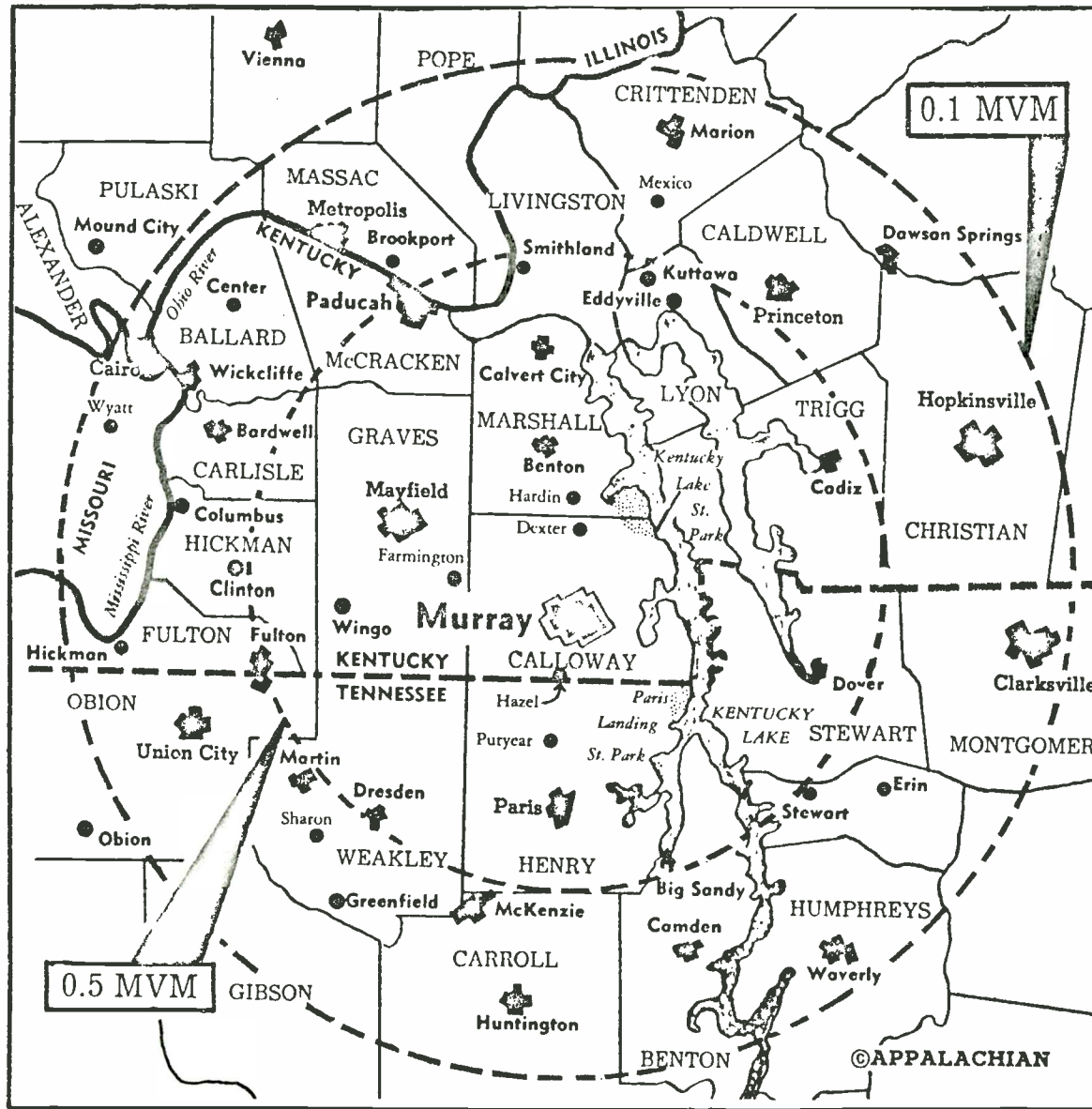
When people speak of Greater Cincinnati they are naturally talking about the cities of Cincinnati, Covington, Newport, Delhi, Elmwood Village, Green, Lockland, Miami, Millcreek, Norwood, Reading, St. Bernard, Springfield, Sycamore, Symes, Ludlow, and Fort Thomas. WNOP's 100% coverage is in these homes in Indiana, Ohio and Kentucky... where 67% of the homeowners earn more than \$4,880 per year.

II. TRI-STATES PLUS!

WNOP's Half-Millivolt Contour covers some of the nation's strongest markets. Besides the 915,000 Greater Cincinnati Area, this market covers the industrial giants of Dayton, Hamilton, Middletown, and Manchester, in Ohio; Richmond, Indiana; and Lexington, Kentucky.

III. OHIO VALLEY GOLD!

In addition to the already-voluminous coverage area of the WNOP Contour, we also rightfully claim the port-cities of the Ohio River which are within the .2 contour area of our transmitter... Louisville - New Albany; Portsmouth-Fullerton; Huntington-Ironton. WNOP designs its programming to greatest listening within these three areas.



WNBS

VOICE OF THE KENTUCKY LAKE REGION

Murray, Kentucky

1. Home of Murray State College.
2. Center of the Kentucky Lake Resort Area.
3. Largest Dark-fired Tobacco Market.
4. Kentucky's Biggest Popcorn Market.

**1000 Watts
Daytime**

**250 Watts
Nights**

SERVICE BROADCASTING COMPANY

P. O. Box 548

Phone PL 3-3411

MURRAY, KENTUCKY

MARKET DATA:

	0.5 MVM Coverage	0.1 MVM Coverage
Total Population	195,600	534,200
Total Households	61,160	160,800
Radio Homes	58,450	157,830
Passenger Cars	63,850	178,170
Spendable Income	\$277,511,000	714,320,000

RETAIL SALES:

Food Stores	\$ 44,500,000	118,852,000
Drug Stores	\$ 6,288,000	15,885,000
General Merchandise	\$ 21,357,000	41,368,000
Apparel Stores	\$ 11,318,000	28,739,000
Home Furnishings	\$ 7,298,000	22,544,000
Auto Sales	\$ 42,864,000	110,340,000
Filling Stations	\$ 14,155,000	43,317,000
Farm Stores	\$ 17,433,000	51,240,000
Building Materials	\$ 30,188,000	93,160,000
TOTAL RETAIL SALES	\$185,974,000	490,978,000

FARM DATA:

Farm Population	65,700	175,800
Gross Farm Income	\$ 52,592,000	175,449,000

SOURCE: SRDS Consumer Market Data 1962; U. S. Department of Agriculture; American Automobile Association; RETMA.

DESIGN by Appalachian Advertising Associates
Black Mountain, North Carolina

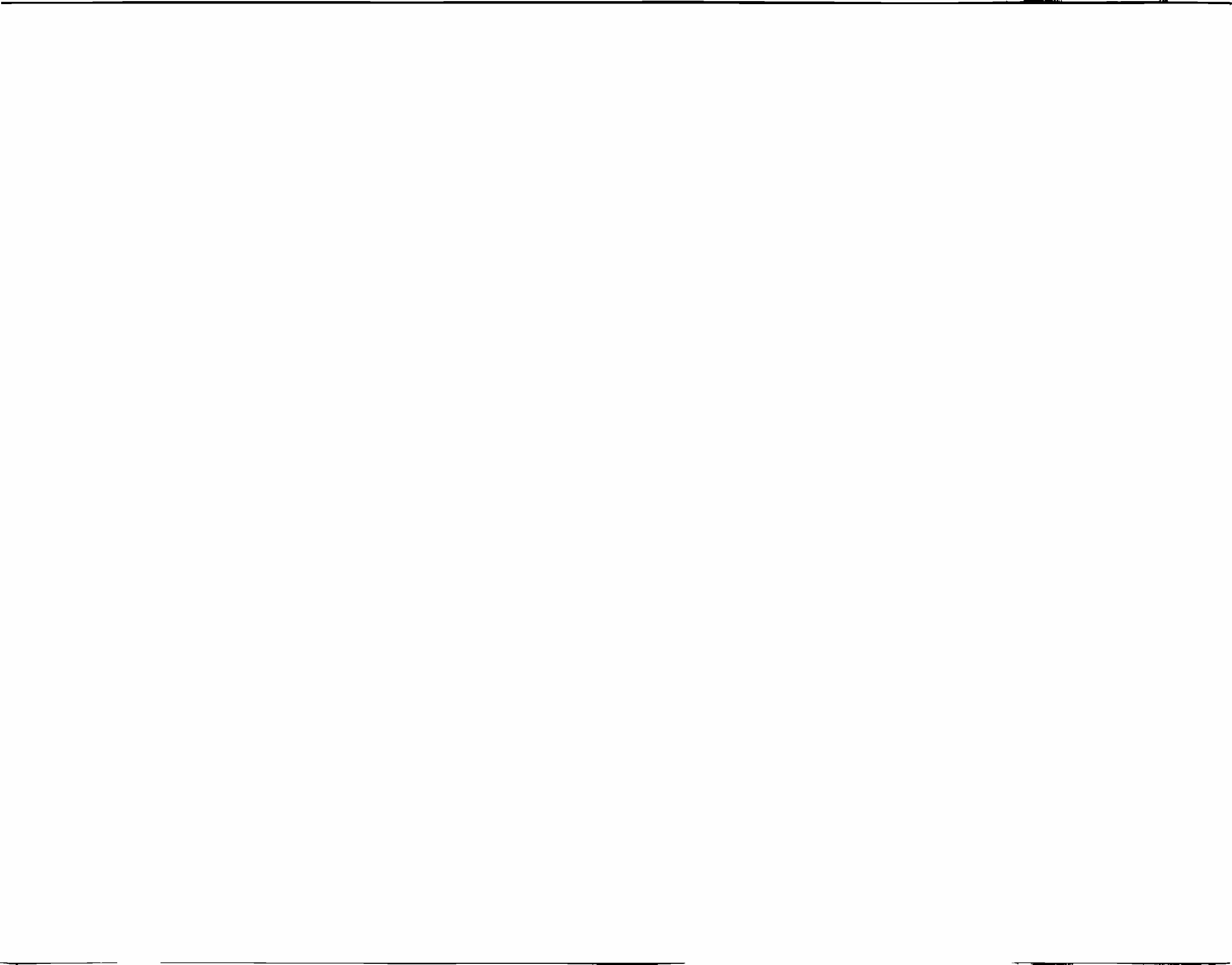
WNBS

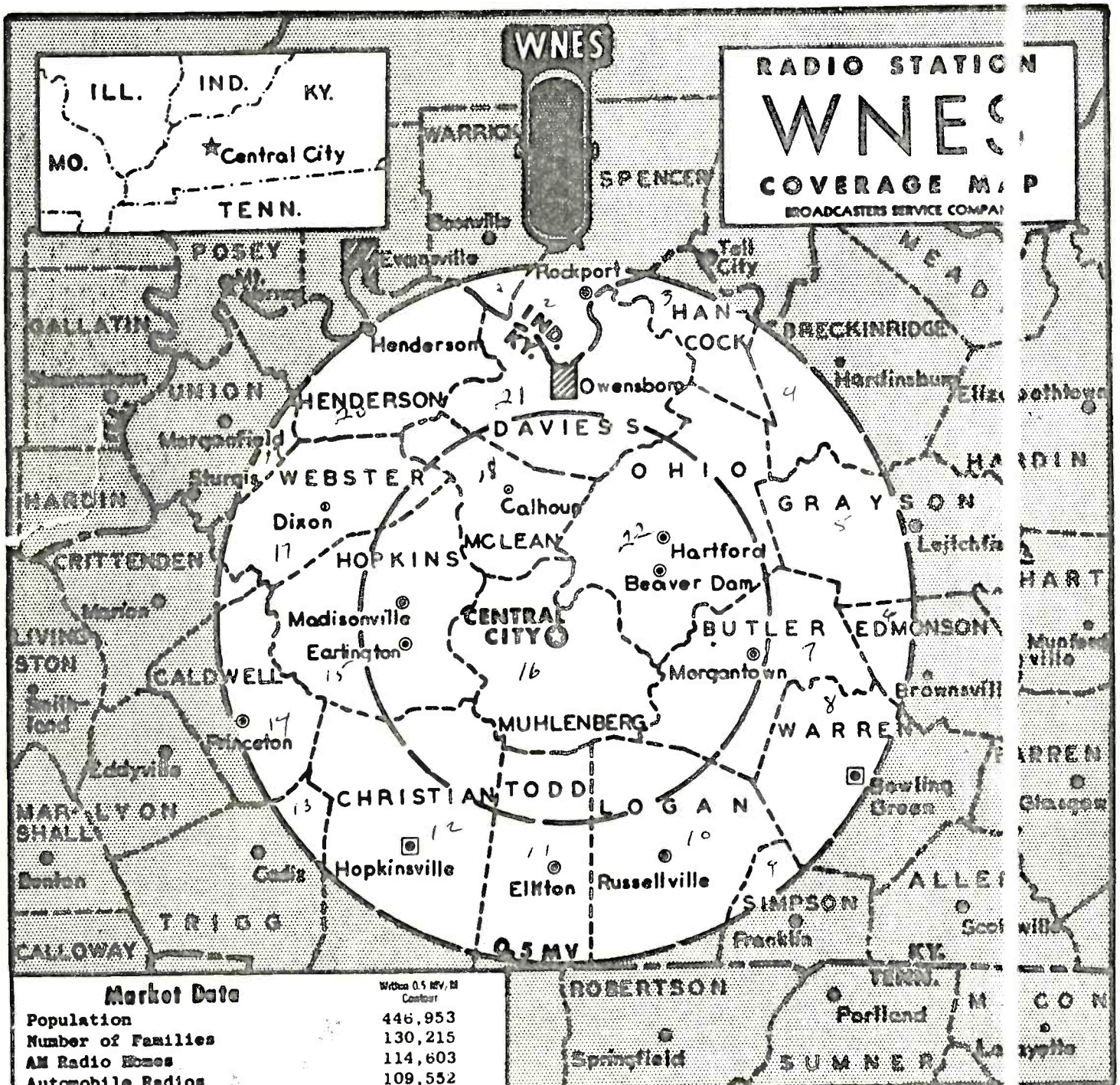
MURRAY, KENTUCKY

**1000 Watts Days
250 Watts Nights
Non-Directional
1340 On the Dial
18 Hours a Day
AP Worldwide News**

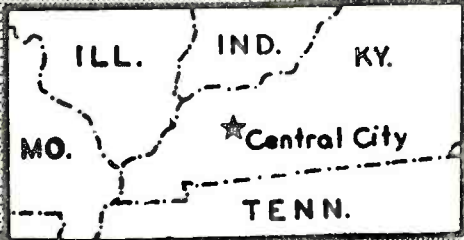
Represented by

BOB DORE ASSOCIATES





RADIO STATION
WNES
COVERAGE MAP
 BROADCASTERS SERVICE COMPANY



Market Data	
Population	446,953
Number of Families	130,215
AM Radio Homes	114,603
Automobile Radios	109,552
Gross Income (\$000)	417,261
Yearly Payroll (\$000)	132,608
COMMERCIAL: (Add \$000)	
Food Stores	69,874
Drug Stores	10,131
Automotive Sales	62,506
General Merchandise	40,225
Eating & Drinking Places	23,413
Hardware & Bldg. Material	27,872
Home Furnishings	19,209
Apparel Stores	20,964
Auto Service Stations	22,183
All Other Services	27,041
TOTAL RETAIL SALES	323,418
FARM DATA:	
Farm Population	173,685
AM Radio Farm Homes	30,217
Farm Income (\$000)	104,523
Farm Expenditures(\$000)	89,978

WNES

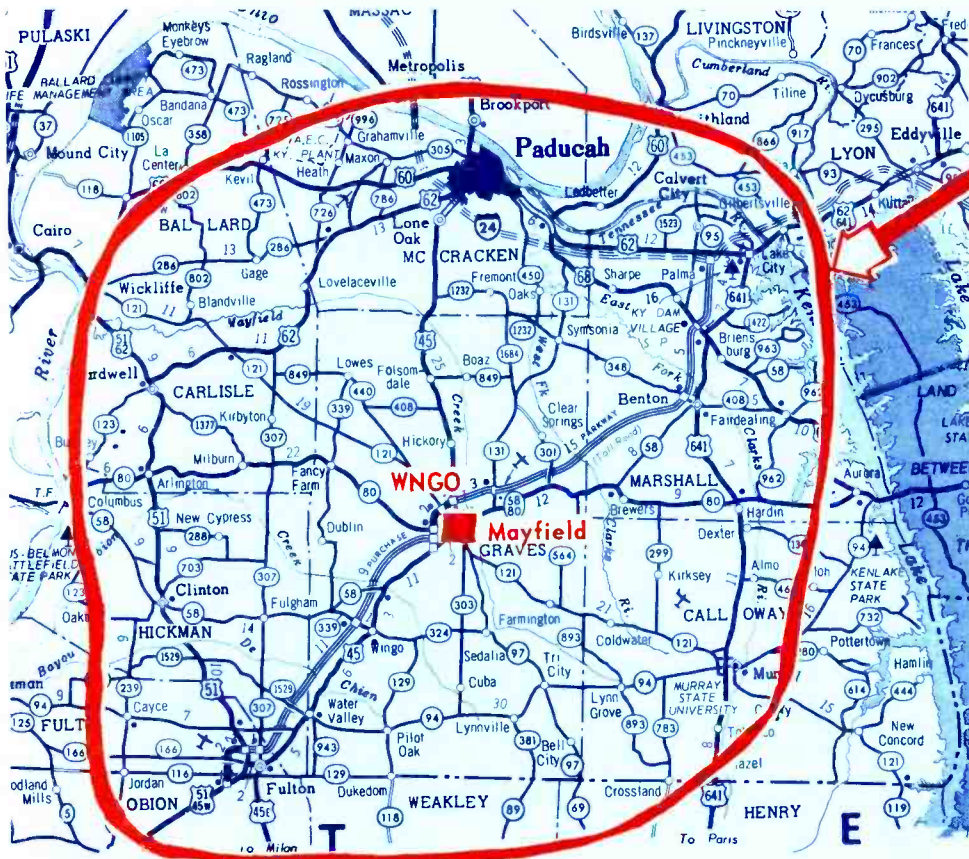
AM - 1050
 FM - 101.9

Muhlenberg Broadcasting Company
Central City, Kentucky

RONALD L. BEANE, GENERAL MANAGER

"First in Muhlenberg County"





.5 MVM
(Loud and Clear)

Market Data:

Population	171,800
Households	55,590
Radio Homes	53,366
Spendable Income	\$429,896,000
RETAIL SALES.....	\$297,741,000
Food Stores.....	\$ 63,457,000
Drug Stores	\$ 12,217,000
Department Stores...	\$ 34,809,000
Apparel Shops	\$ 16,459,000
Homefurnishings.....	\$ 15,504,000
Auto Dealers.....	\$ 73,352,000
Service Stations.....	\$ 24,069,000
Auto Ownership.....	86,250
Farm Population.....	21,770
Farm Income	\$ 50,735,000

Source: SRDS Consumer Data 1971 ©

WNGO

1320 kc
1000 watts

Mayfield, Kentucky

"PROFILE"

WE SELL AND SERVE THE ENTIRE MARKET
THE ONLY STATION IN GRAVES COUNTY

Mayfield is the home of Merit Clothing Company, Curlee Clothing, Andover Clothing Company, The Sikeston Ceramic Company...Plus the Kentucky home of General Tire and Rubber Company, Ingersol-Rand and Consolidated Novelty Co.

National Representative: George T. Hopewell, Inc.

Within 30 miles of Mayfield are the huge lakes, mighty rivers and numerous streams and fine resort areas.

Charles Stratton, General Manager

Mayfield is the geographic center of the eight county western Kentucky region called the Jackson Purchase.

Phone: (502) 247-5122

P. O. Box 679
Mayfield, Ky. 42066

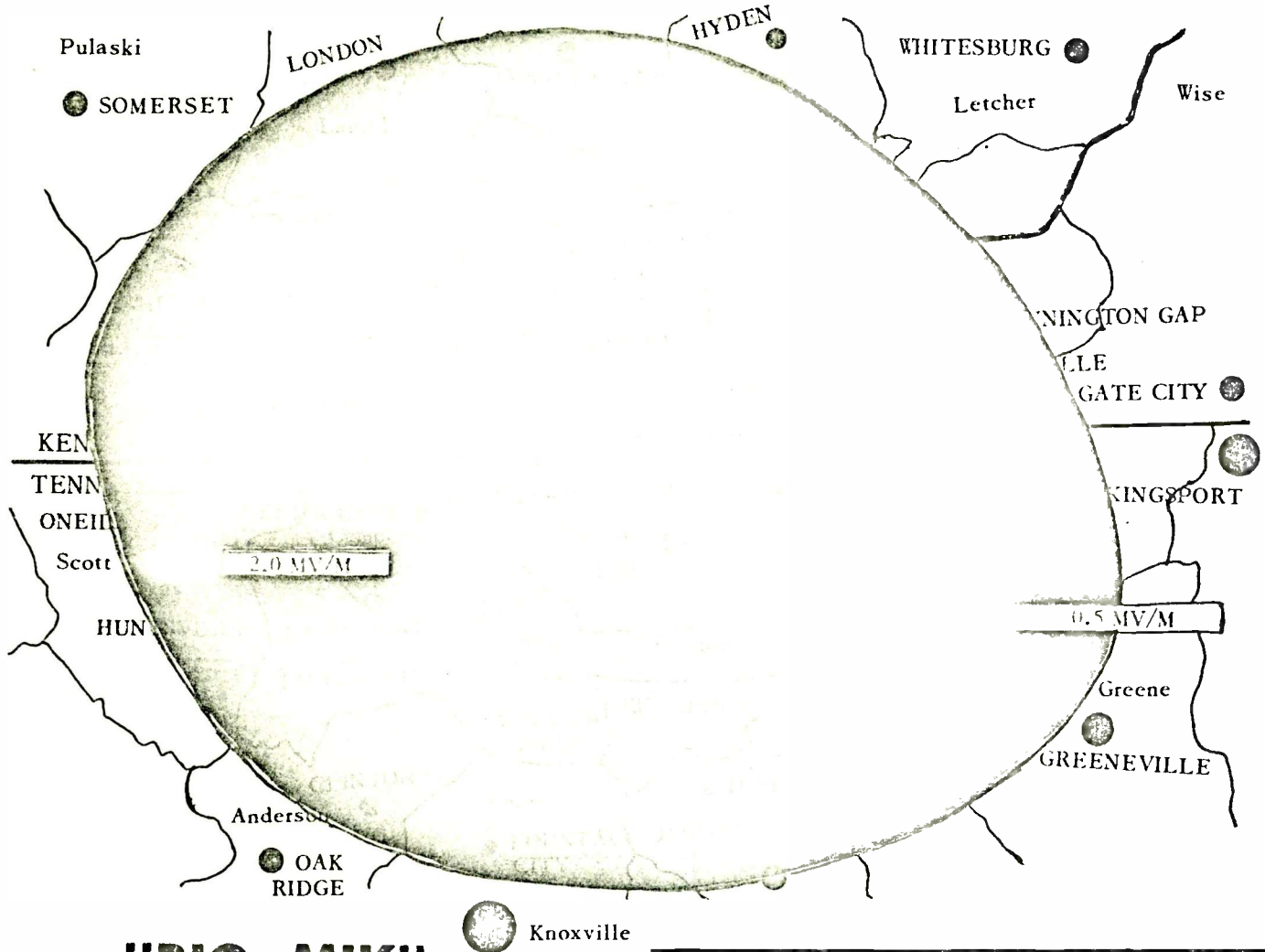


560
KILOCYCLES

500
WATTS

Represented By:
**GEORGE T. HOPEWELL
COMPANY**

TRI-STATES MOST POWERFUL RADIO VOICE
MIDDLESBORO, KENTUCKY



"BIG MIK"

★ **SERVING THE HISTORIC CUMBERLAND GAP & DAN'L BOONE COUNTRY SINCE 1948.**

★ **REGIONAL LEADER IN PROGRAMMING, SALES RESULTS, NEWS COVERAGE, LISTENERS, SIGNAL COVERAGE AND COMMUNITY SERVICE.**

- VAST LUMBERING CENTER
- \$11 MILLION YEARLY TOBACCO SALES
- CUMBERLAND GAP PLAY-GROUND

- LIVESTOCK MARKET
- COAL MINING REGION
- TVA REGION

WMIK

THE CUMBERLAND GAP BROADCASTING CO.
MAURICE K. HENRY, General Manager
P.O. BOX 608 ● PHONE 248-5842 ● MIDDLESBORO, KY.
REMOTE STUDIOS: NEW TAZEWELL, TENN.

MARKET DATA:

	Within 0.5 MV/M	Within 2.0 MV/M
Total Population	728,400	204,800
Total Households	196,100	52,560
Total Radio Homes	172,230	45,360
Spendable Income	\$917,103,000	\$196,160,000

RETAIL SALES:

Food Sales	\$159,778,000	\$39,607,000
Drug Sales	\$20,602,000	\$4,061,000
General Merchandise	\$89,765,000	\$13,811,000
Apparel Stores	\$27,937,000	\$8,450,000
Home Furnishings	\$23,540,000	\$6,844,000
Automotive Sales	\$112,111,000	\$24,547,000
Filling Stations	\$61,955,000	\$14,032,000
TOTAL RETAIL SALES	\$593,631,000	\$130,072,000

FARM DATA:

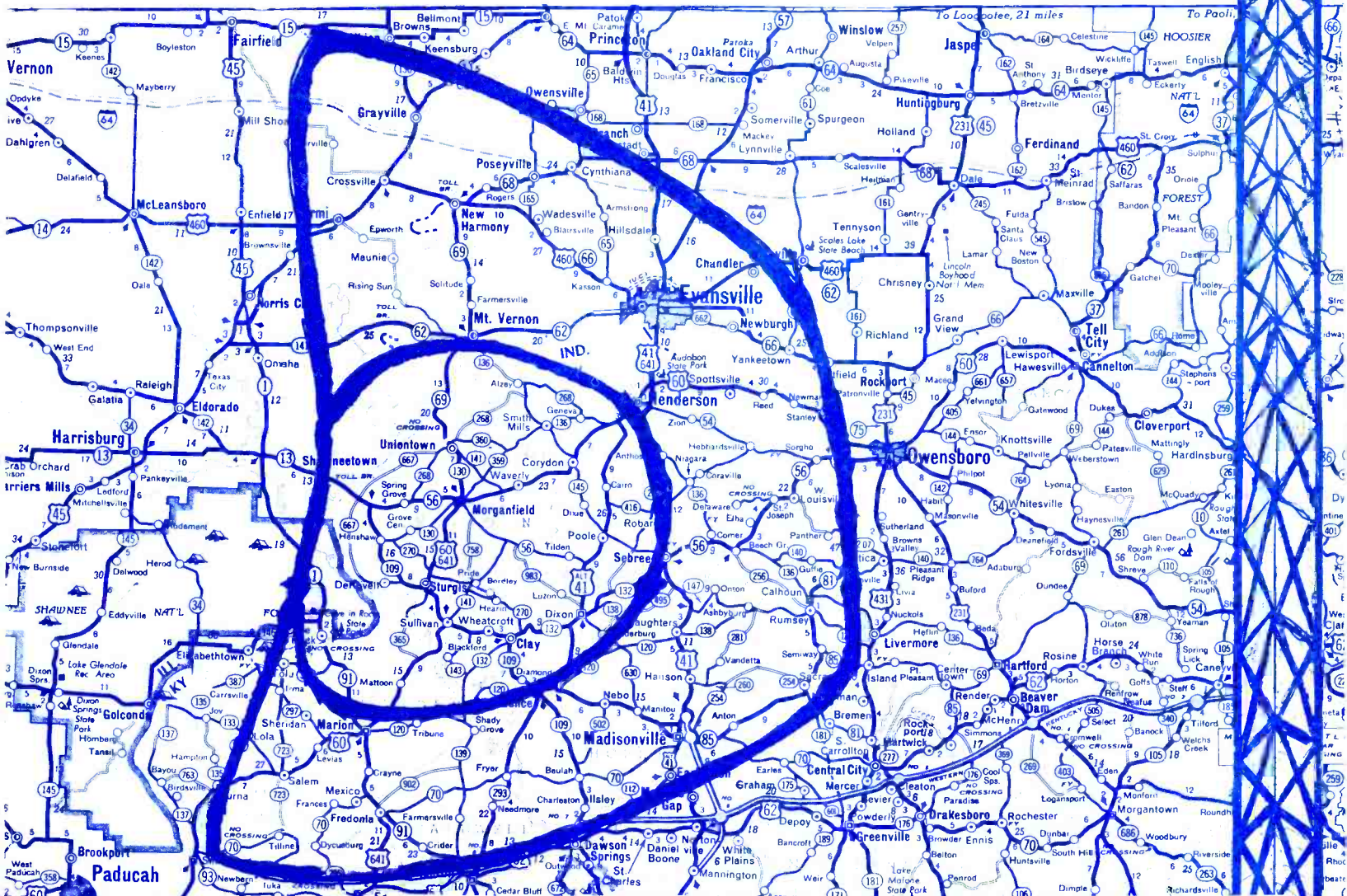
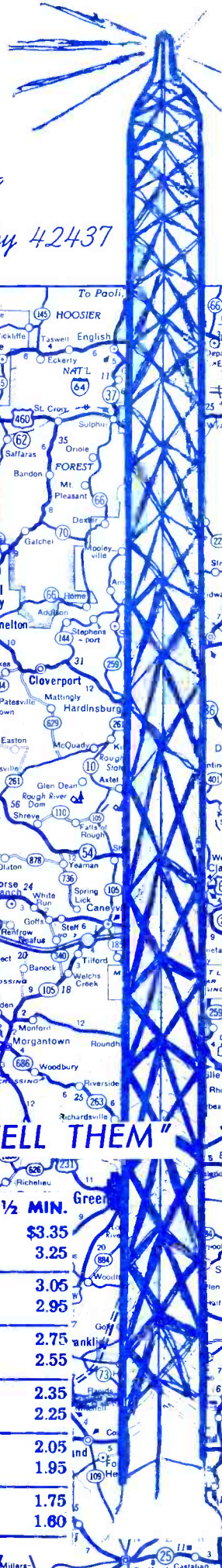
Total Population	123,000	47,900
Farm Gross Income	\$69,463,000	\$20,010,000

SOURCE: SRDS Consumer Market Data

WMSR

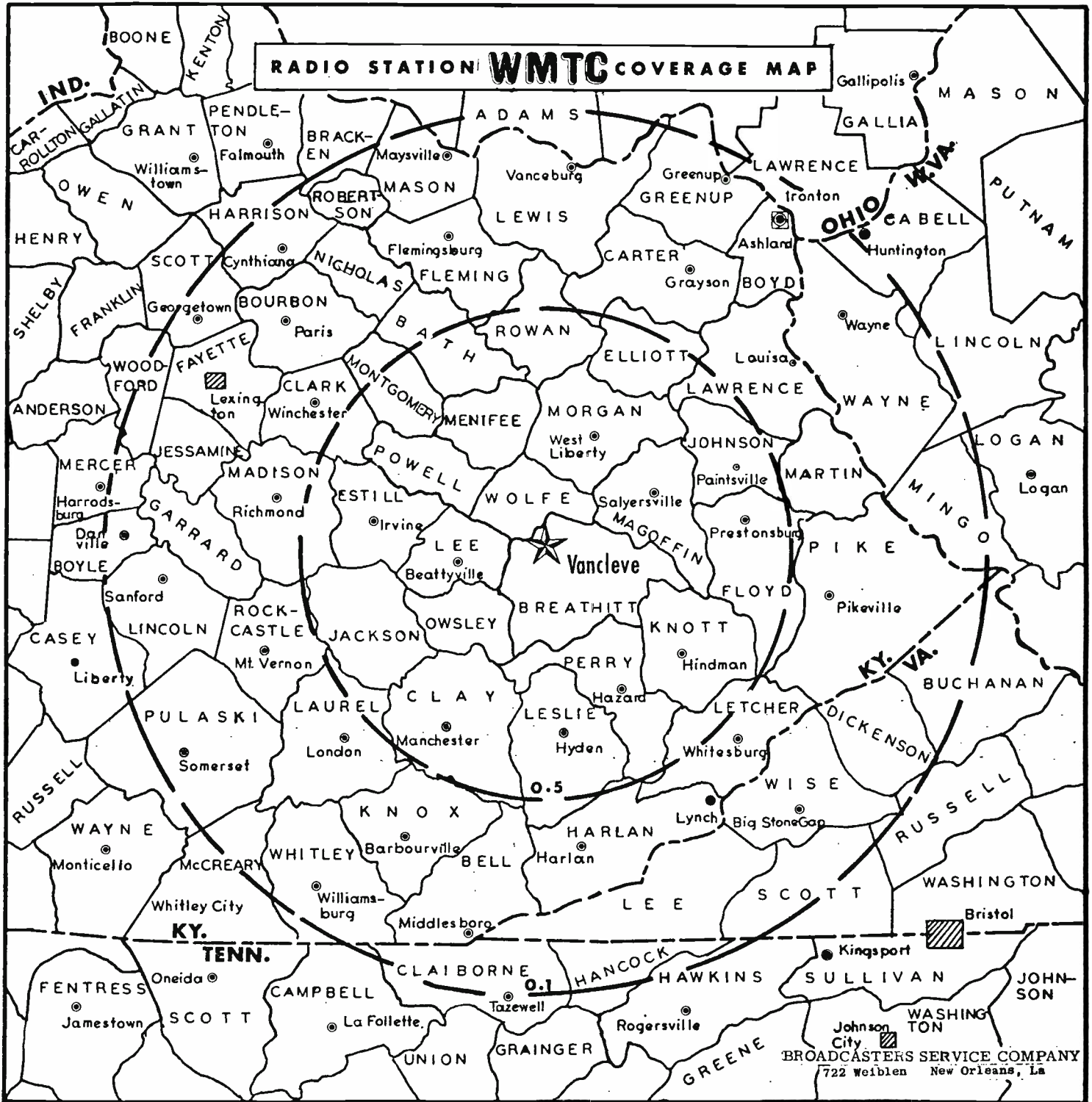
- STATION - DIAL 389-1550
- HOME - 389-2935
- BOBBY W. HITE, Manager

P. O. Box 178
Morganfield, Kentucky 42437



"HOW WILL THEY KNOW UNLESS WE TELL THEM"

TIMES	60 MIN.	30 MIN.	15 MIN.	10 MIN.	5 MIN.	1 MIN.	1/2 MIN.	Green
1	\$41.65	\$25.00	\$16.65	\$13.90	\$8.50	\$5.60	\$3.35	
13	39.55	23.75	15.05	13.20	7.90	4.30	3.25	
26	37.50	22.55	14.65	12.50	7.50	4.15	3.05	
39	34.20	21.25	13.35	11.80	7.10	3.90	2.95	
52	33.35	20.00	11.70	11.15	6.65	3.70	2.75	rank
104	29.15	17.50	10.85	9.75	5.85	3.30	2.55	
130	27.10	16.30	10.75	9.05	5.45	3.05	2.35	
156	25.00	15.00	10.00	8.35	4.75	2.90	2.25	
208	22.95	13.75	9.20	7.65	4.60	2.65	2.05	
260	21.00	12.50	8.30	6.95	4.20	2.40	1.95	
312	18.75	11.25	7.50	6.25	3.75	2.30	1.75	
364		1550	7.10		3.55	2.10	1.60	



Radio Station

WMTC

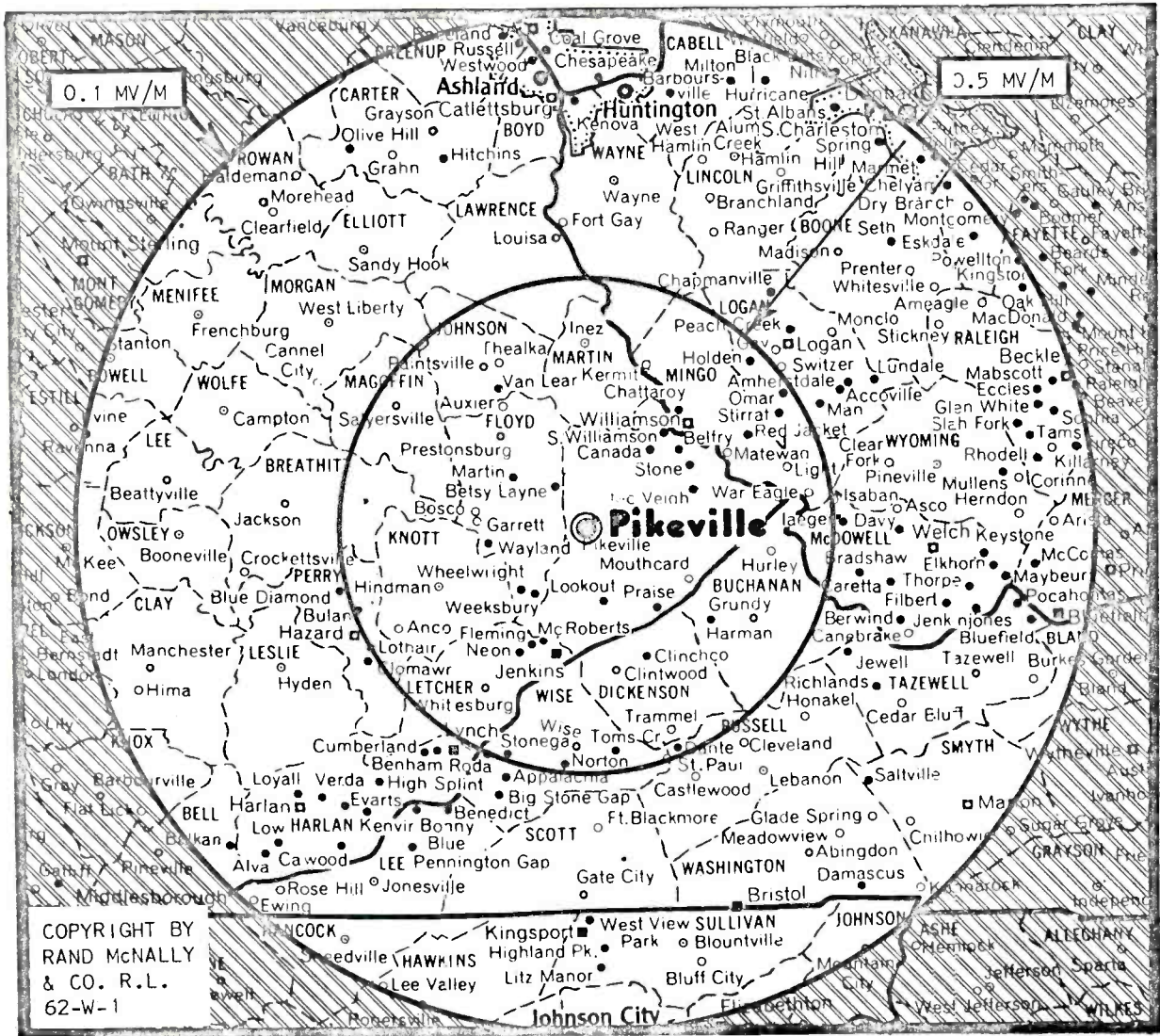
Vanclave, Ky.

730 KILOCYCLES

1000 WATTS

POPULATION... 1,602,314 • RADIO HOMES... 387,552 • RETAIL SALES \$ 895,726,000





COPYRIGHT BY
RAND McNALLY
& CO. R.L.
62-W-1



**PIKEVILLE,
KENTUCKY**

OWNED AND OPERATED BY CUMBERLAND PUBLISHING COMPANY, INC.
PRINTING THE PIKE COUNTY NEWS SINCE 1920
ESTABLISHED RADIO WLSI - JANUARY 1949

5000
WATTS



9 0 0
ON YOUR DIAL

THE BIG SANDY'S PIONEER RADIO VOICE
PIKEVILLE, KENTUCKY

"HIGH-POWERED MARKET" - PIKEVILLE IS THE TRADING HUB FOR A VAST MINING-INDUSTRIAL REGION AND RECREATIONAL AREA. GREATER POPULATION WITHIN A 50-MILE RADIUS OF PIKEVILLE THAN WITHIN A 50-MILE RADIUS OF LEXINGTON, KENTUCKY. ALMOST ONE-FOURTH (22.4%) OF NATION'S TOTAL BUYING POWER IN KENTUCKY AND BORDERING STATES - OVER HALF THE TOTAL CONTINENTAL U. S. POPULATION LIVES WITHIN 400 MILES OF KENTUCKY.

EASTERN KENTUCKY'S ONLY CLEAR CHANNEL STATION

W L S I 5000 SALES-PACKED WATTS AT 9 0 0
THE VOICE THAT SELLS THE BIG SANDY

P H O N E 437-7323 AREA CODE 666 PIKEVILLE, KY.

AUDIENCE:	0.5 MV/M	0.1 MV/M
TOTAL POPULATION	344,930	1,778,460
TOTAL HOUSEHOLDS	82,755	474,418
TOTAL AM RADIO HOMES	68,442	338,360
PASSENGER CARS & TRUCKS	53,317	280,797
CONSUMER SPENDABLE INCOME	\$369,379	\$2,066,431
TOTAL BANK DEPOSITS	\$136,710	\$800,388
RETAIL SALES:		
FOOD STORES	\$64,641	\$350,405
DRUG STORES	\$4,269	\$45,148
EAT & DRINK PLACES	\$9,290	\$54,812
GENERAL MERCHANDISE	\$31,622	\$180,660
APPAREL STORES	\$12,547	\$73,774
HOME FURNISHINGS	\$11,453	\$64,834
AUTOMOTIVE STORES	\$42,264	\$233,418
FILLING STATIONS	\$21,167	\$107,661
BUILDING MATERIALS	\$10,822	\$78,833
TOTAL RETAIL SALES	\$218,650	\$1,252,401
FARM DATA:		
TOTAL FARM POPULATION	327,202	1,254,321
FARM HOUSEHOLDS	78,363	323,342
FARM GROSS INCOME	\$9,770	\$116,797

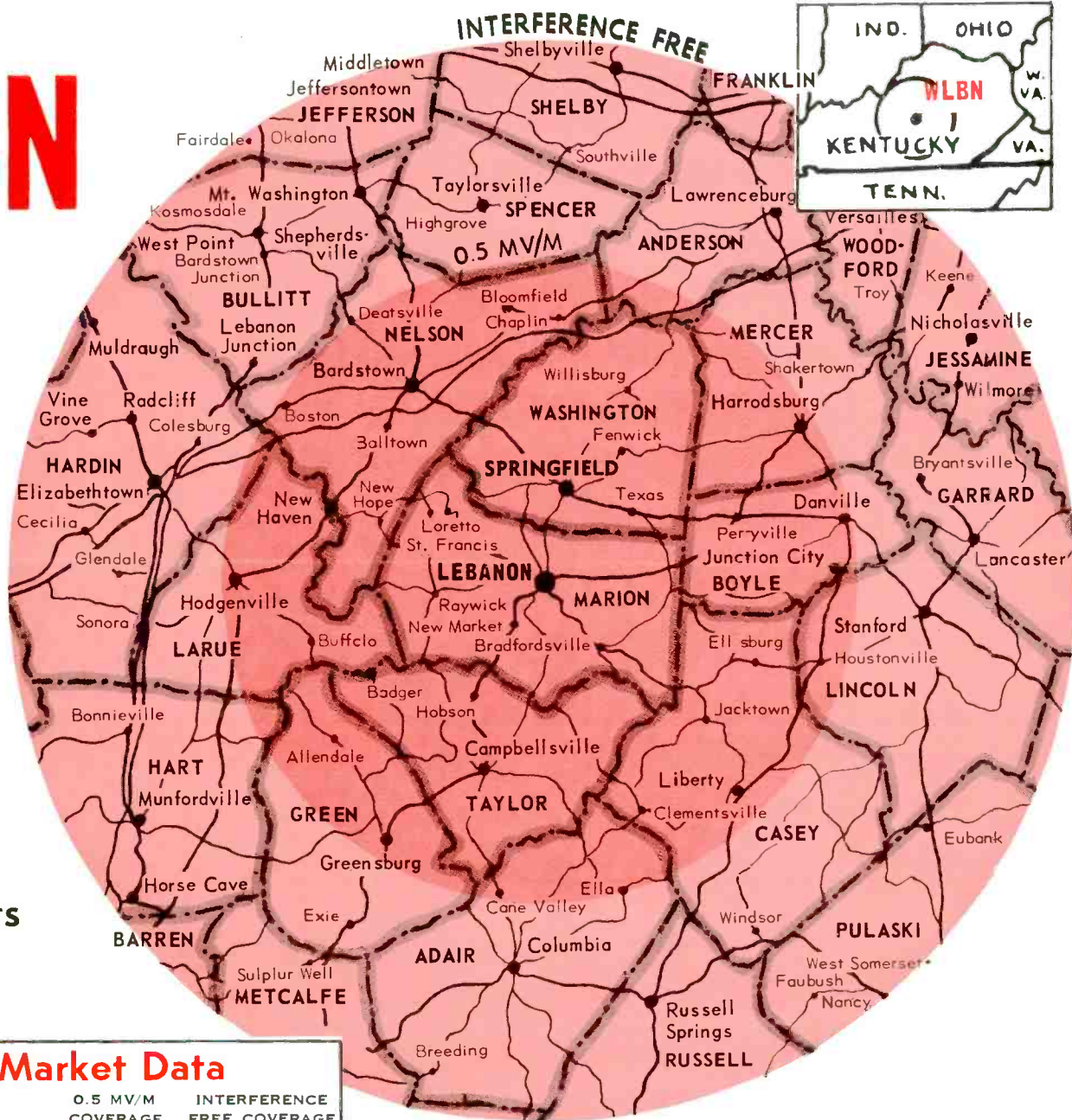
1961 DATA
000 OMITTED IN DOLLAR FIGURES

WLBN

Voice
of
Central
Kentucky

With a
"Center of Kentucky"
Geographic Marker
to prove it.

1000 Watts
1590 Kc



WLBN Market Data

	0.5 MV/M COVERAGE	INTERFERENCE FREE COVERAGE
AUDIENCE		
Population	128,300	457,400
Households	25,680	116,058
Automobiles	49,260	174,220
Spendable Income	\$208,347,000	\$904,269,000
Spendable Inc. per h'd.	\$5,807	\$6,388
RETAIL SALES		
Food	\$37,885,000	\$126,812,000
Drugs	4,253,000	16,053,000
General Merchandise	13,082,000	46,877,000
Apparel	8,612,000	28,038,000
Home Furnishings	6,788,000	24,505,000
Automotive	26,312,000	107,196,000
Service Stations	13,862,000	50,814,000
TOTAL RETAIL SALES	\$150,292,000	\$528,405,000

FARM INFORMATION		
Farm Population	26,300	80,260
Gross Farm Income	\$83,645,000	\$253,853,000

SOURCE: SRDS CONSUMER MARKET DATA, JANUARY 1, 1968

Reach the important Central Kentucky Industrial and Agricultural Market - most economically. Put the 1000 sales-packed watts of WLBN to work for you! Phone 692-3126 Area 502

STUDIOS AT BOTH LEBANON AND SPRINGFIELD

WLBN

Affiliated with WIEL, Elizabethtown, Ky.

THE LEBANON - SPRINGFIELD BROADCASTING CO.

J. T. Whitlock Alan Baker
General Manager Sales Representative
P. O. Box 680 -- Lebanon, Kentucky 40033





the big 10

NOW
10,000
WATTS



25 MILES

0

25

50

75

100

125





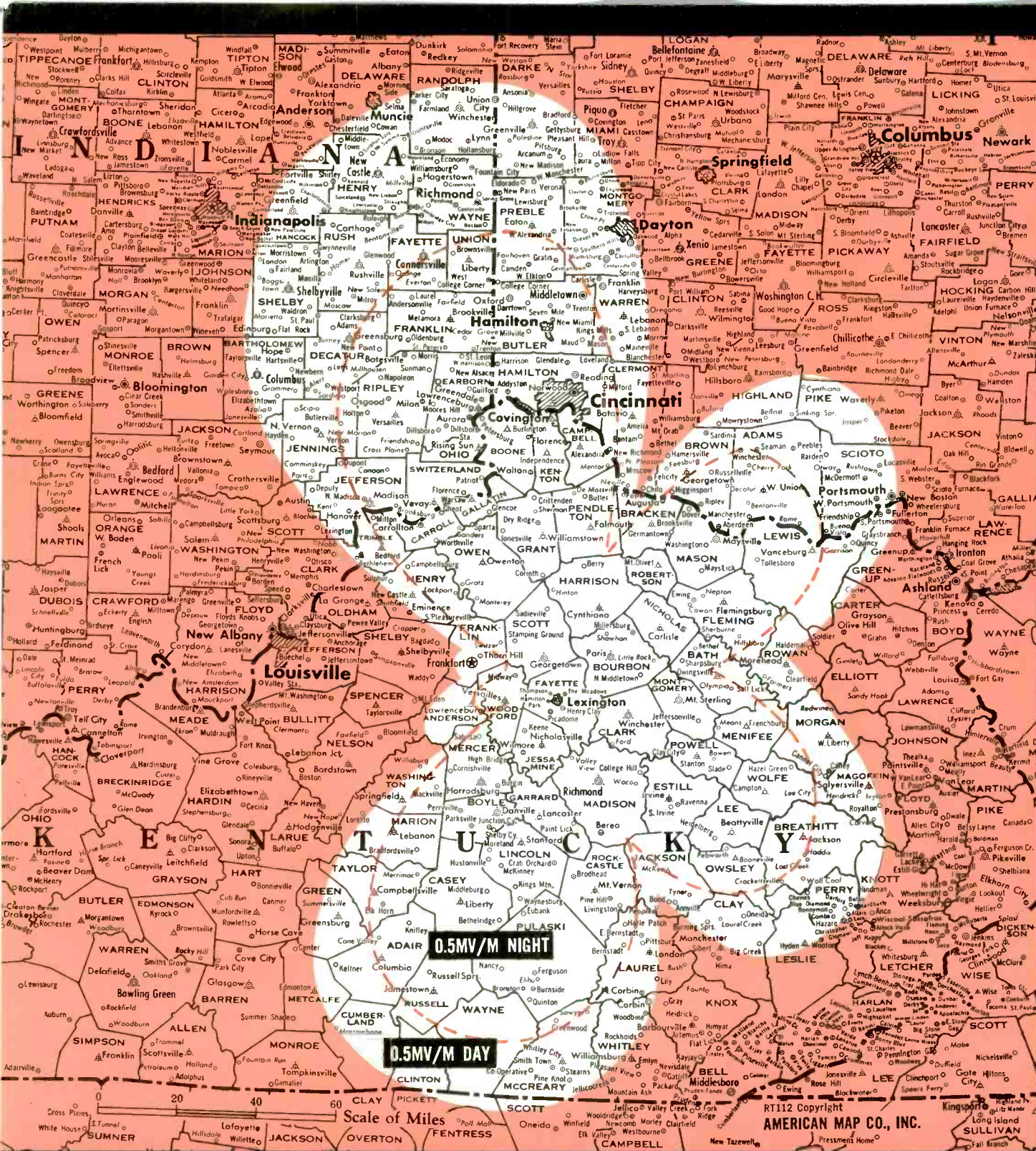
WKYX

PADUCAH, KENTUCKY
570 KC

COVERAGE COUNTS
WKYX -- ONE OF
KENTUCKY'S TOP "5"
IN AREA SERVED



The Dial Spot Makes The Difference
"570" - WKYX'S COVETED DIAL POSITION - CARRIES YOUR MESSAGE FARTHER.



WLAP RADIO

KENTUCKY'S FIRST STATION

5,000 Watts

Dial 630



177 NORTH UPPER STREET
LEXINGTON, KENTUCKY
TELEPHONE 255-6300

MARKET DATA:

	0.5MV/M Day
Total population	4,767,890
Total households	1,387,414
Total radio homes	1,264,557
Total passenger cars	1,694,342
Spendable income	\$9,079,513,000

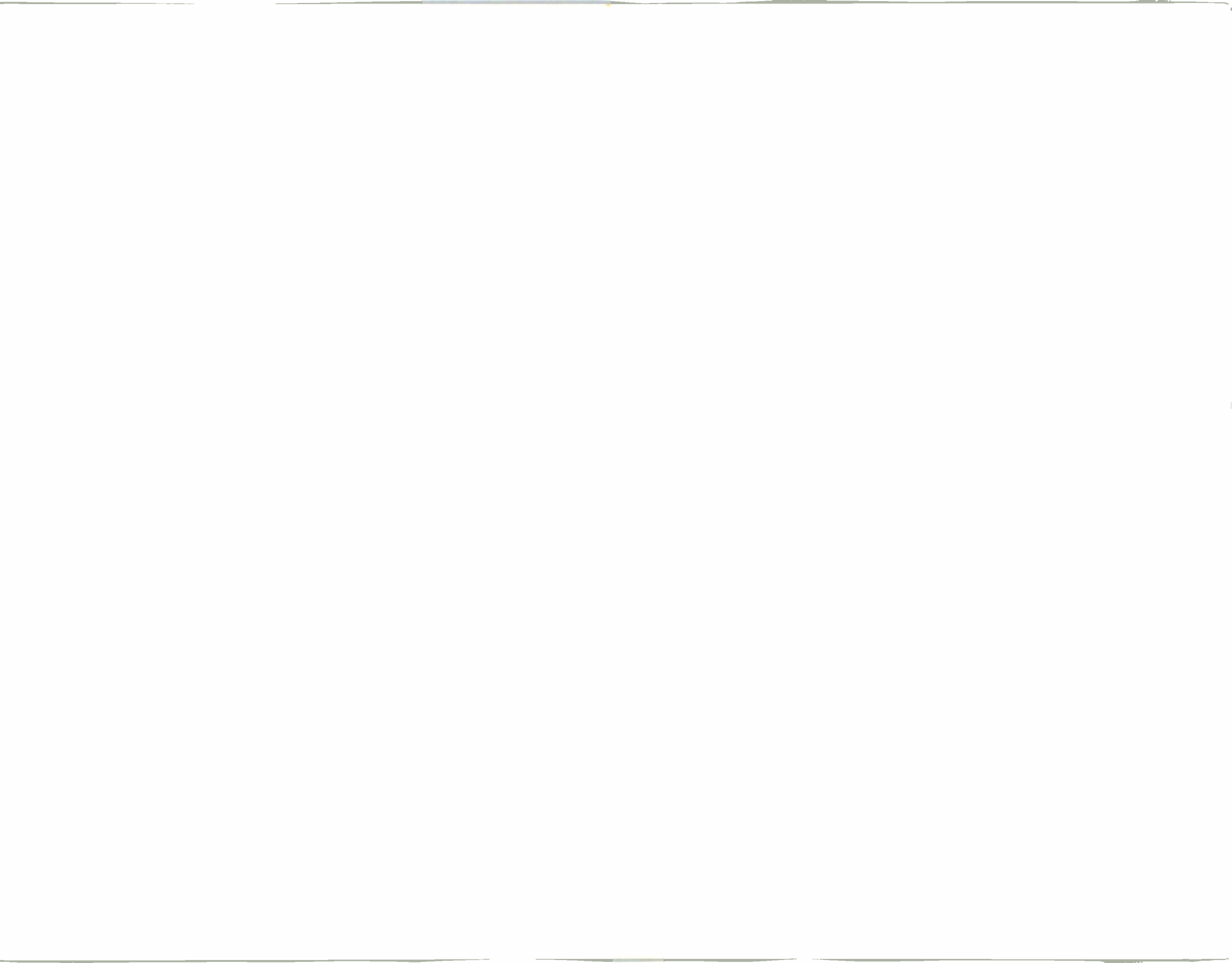
RETAIL DATA:

Food sales	\$1,352,726,000
Drug sales	\$188,240,000
General merchandise sales	\$670,027,000
Apparel sales	\$285,983,000
Home furnishing sales	\$236,237,000
Automotive sales	\$1,019,663,000
Filling station sales	\$461,156,000
TOTAL RETAIL SALES	\$5,409,632,000

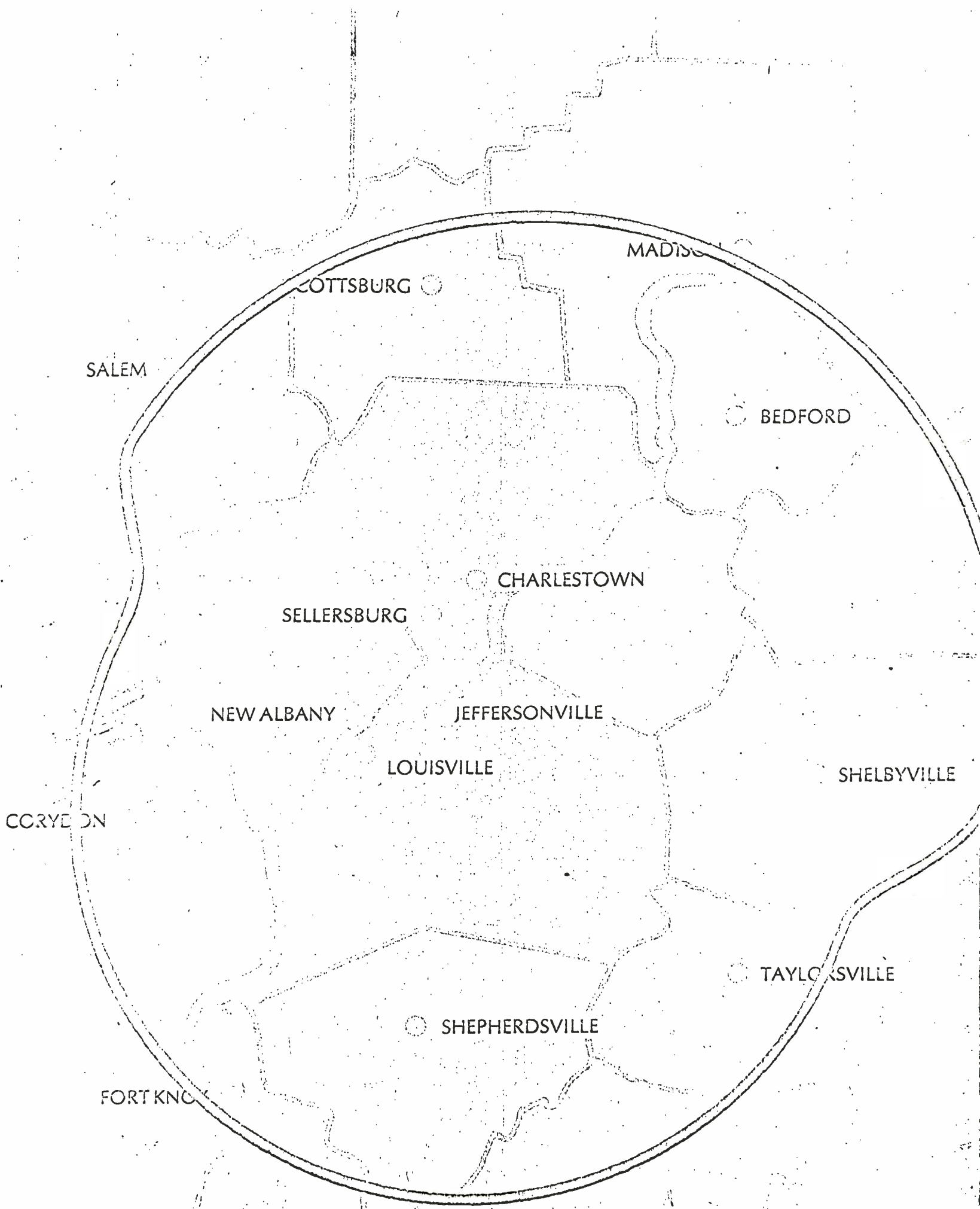
FARM DATA:

Total farm population	499,642
Total farm income	\$976,159,000

Statistics approximated from best available sources.



WINN-1240



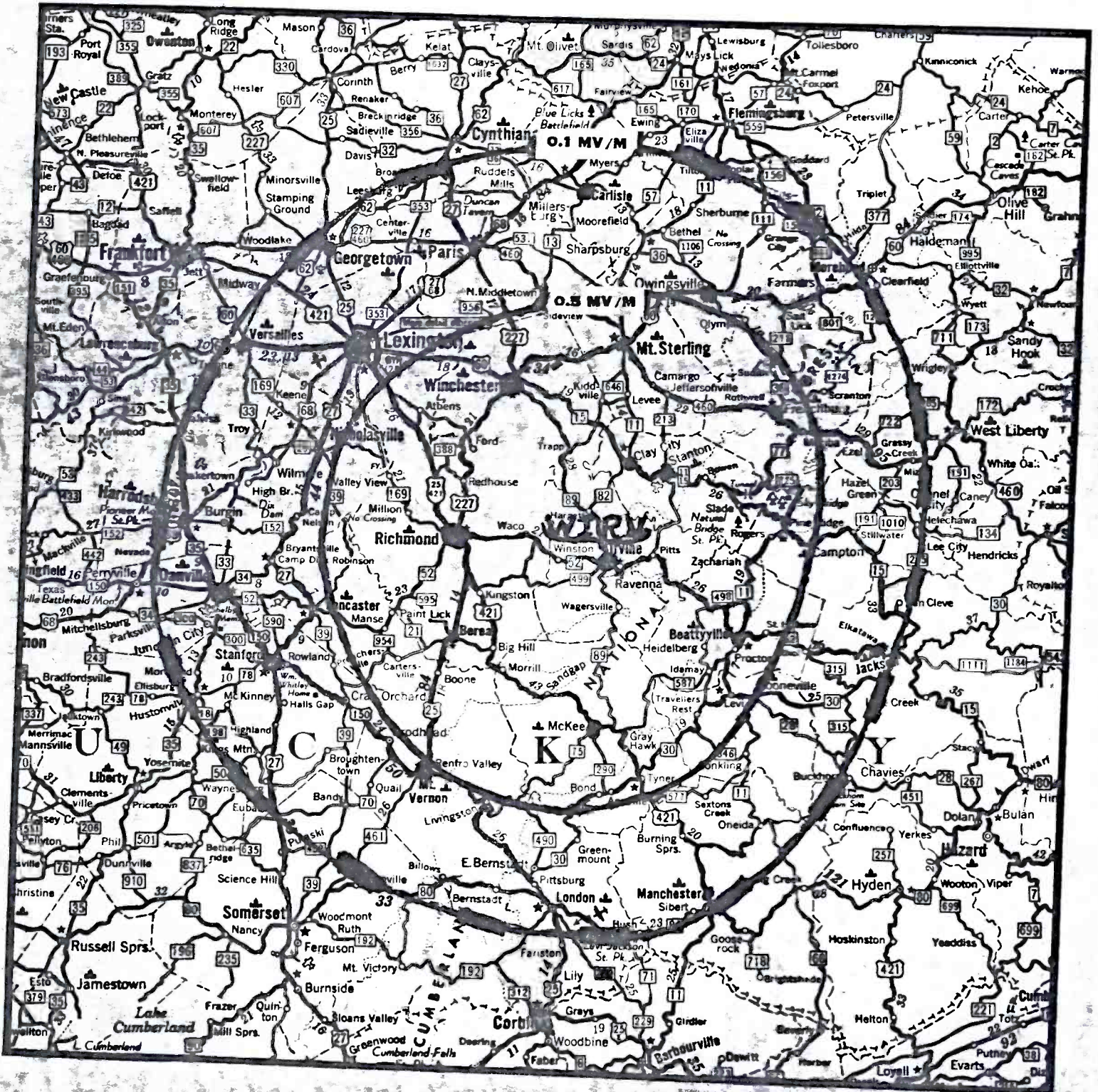


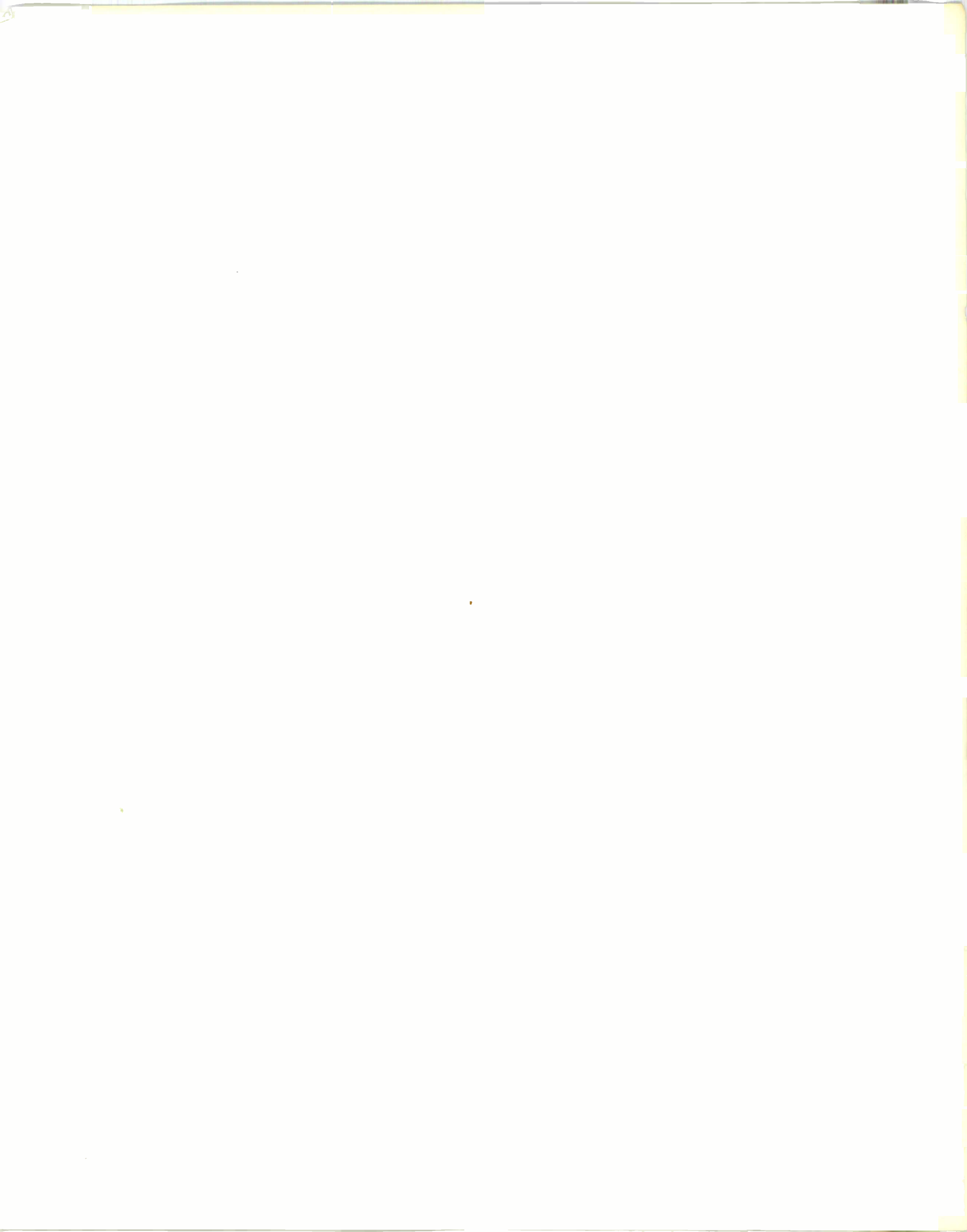
COVERAGE MAP

RADIO STATION W I R V

IRVINE, KENTUCKY

"YOUR GOOD NEIGHBOR STATION"





Western Kentucky Counties Modern



WKCM REACHES HOUSEHOLDS IN 14 COUNTIES OF WESTERN KENTUCKY AND SOUTHERN INDIANA, OVER 130,000 PEOPLE (SHADED AREA).

KENTUCKY

The News Voice Serving Western Kentucky & Southern Indiana from Hancock County
 Affiliated with the American Entertainment Radio Network
 1140 KHZ 500 Watts

Ph.: Hawesville 502 927-8121; Tell City, Ind. 812 547-8121



W^{estern} WKCM ^{entucky} ^{country} ^{modern}

Radio 1140, P.O. Box 1140, Hawesville, Kentucky 42348 Ph.: Hawesville 502 927-8121; Tell City, Ind. 812 547-8121

WKCM, RADIO 1140, IS YOUR BEST ADVERTISING BUY AND SELL. READ THE FACTS:

RADIO FACTS (Source: Radio Advertising Bureau)

- 98% of all U.S. homes have at least one radio in working order, and the average home has over five radios.
- 95% of all U.S. cars have radios (car radios are used 62.4% of driving time).
- 95% of all U.S. citizens are reached by radio in a single week (75% listen every day).
- More people get their daytime news from radio than any other medium (average adult hears 3.2 newscasts daily).
- 80% of all commuters listen to a car radio at least some of the time (approximately 2/3 of Hancock County's factory workers commute from outside the county).

WKCM FACTS

Coverage -- WKCM, Radio 1140, reaches households in 14 counties in Western Kentucky and Southern Indiana (more than 130,000 people; nearly \$500 million in consumer spendable income).

Programming -- WKCM, Radio 1140, programs America's #1 musical format - Modern Country & Western (WKCM - Western Kentucky Country Modern), with lots of news, weather, and sports.

Network -- WKCM, Radio 1140, is your ABC network (American Entertainment Radio Network) affiliate (WKCM is the only Entertainment Network affiliate between Evansville, Indiana and Louisville, Kentucky).

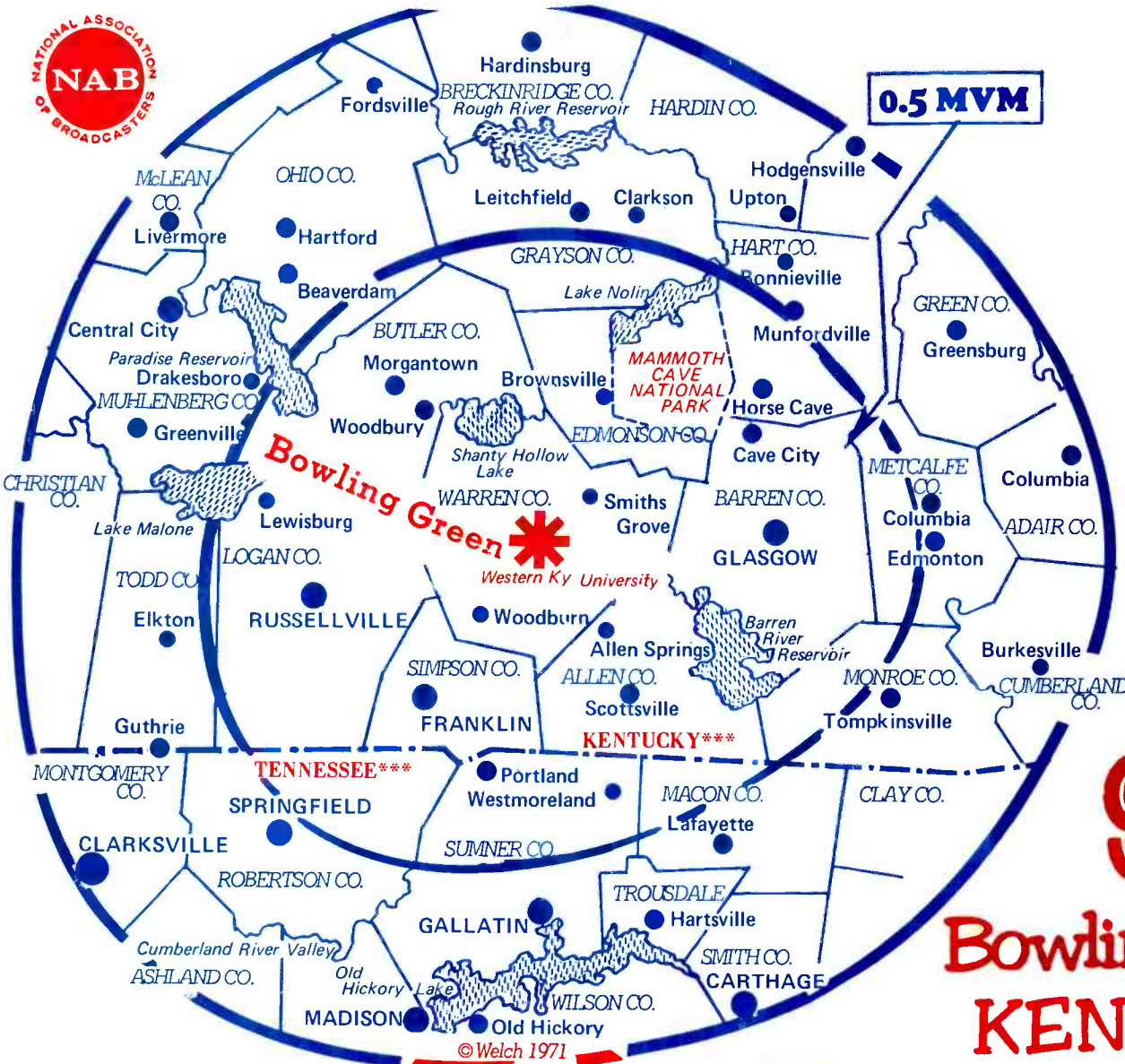
News -- WKCM, Radio 1140, is Hancock County's only daily news source and serves the entire region with Associated Press, ABC network, and local news.

Price -- WKCM, Radio 1140, prices are comparable to Tell City and Hardinsburg stations, and are significantly less than Owensboro stations. (Note: WKCM's broad coverage pattern reaches all these markets and more.)

Advertising is the process of message sending. Over 130,000 people can know about you when you advertise on WKCM, Radio 1140. Call or write for details.



WKCT turns on Southern Kentucky every Morning



WKCT

930

Bowling Green, KENTUCKY

Fulltime

Radio

930kh

WKCT

**GOOD MUSIC · FINE FEATURES
PERSUASIVE PERSONALITIES
EXPERIENCE · ACCEPTANCE
POWER · PRESTIGE · INTEGRITY
ADULT AUDIENCE
COST EFFICIENCY
FINE "COMMERCIAL CLIMATE"**

1000 WATTS DAYTIME * *

*** * NIGHTTIME 500 WATTS**

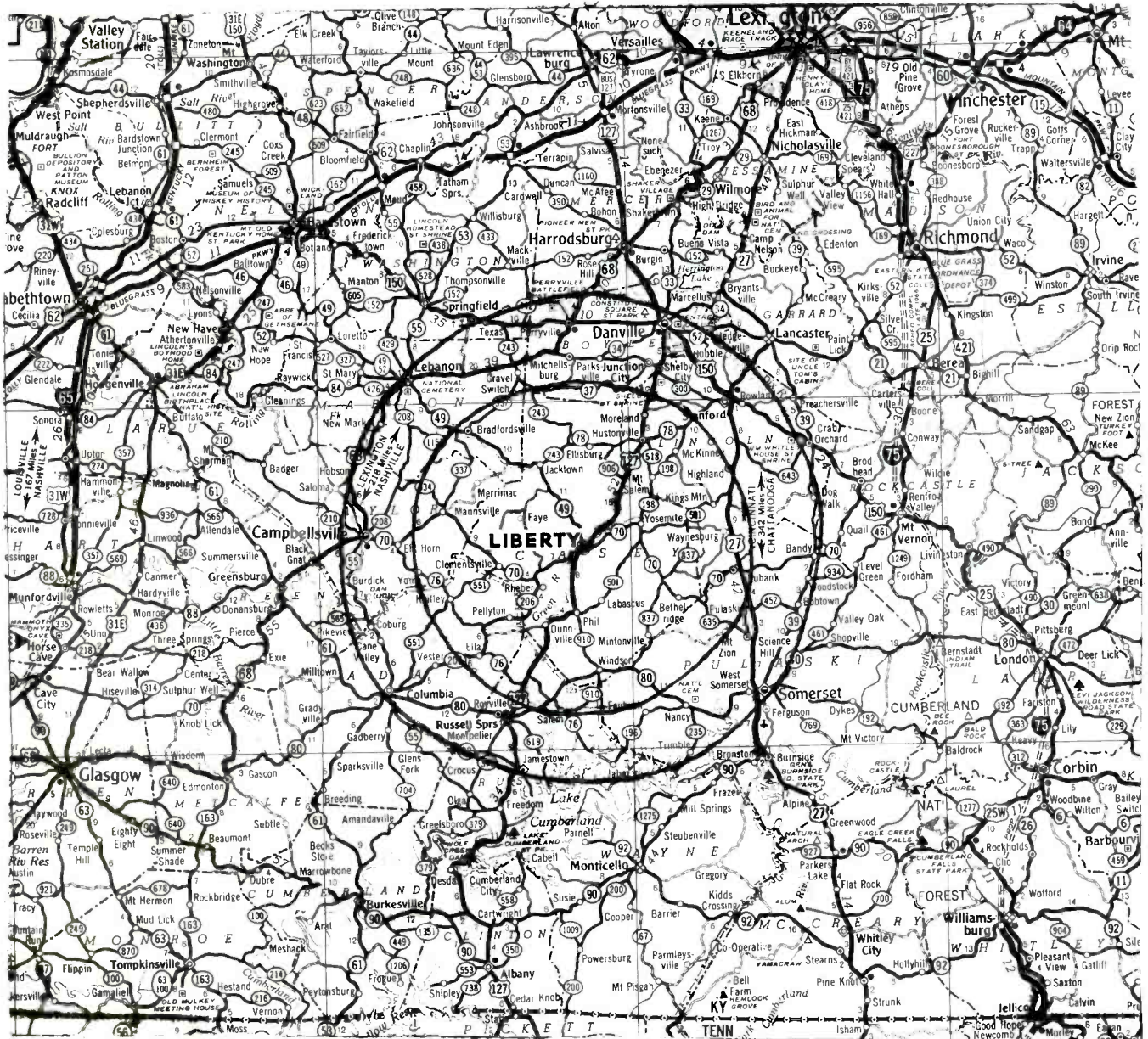
Established 1947
Owned and Operated by
**DAILY NEWS
BROADCASTING CO., Inc.**
Postal Box 930
Phone 502-781-2121
Bowling Green, Kentucky 42101

Southern Kentucky 'turns on' WKCT every Morning



For Better Selling Results In This Area

Call
WKDO
1560 KC
Ph. 787-7331



A
CAL SMITH
STATION

WKDO

RATE CARD

EFFECTIVE APRIL 1, 1968

SPOT RATES — MONTHLY PER SPOT		SPOTS — WEEKLY PER SPOT PACKAGE	
1-10 TIMES	\$2.00	40 TIMES	\$30.00
11-20 TIMES	\$1.50	25 TIMES	\$20.00
21-50 TIMES	\$1.25	15 TIMES	\$13.50
OVER 50	\$1.00		
100 OR OVER 10-20 SECOND SPOTS	\$60.00	30 OR OVER 10-20 SECOND SPOTS	\$15.00

PROGRAMS

5 MINUTES DAILY	13 WEEKS	\$2.00 EACH
15 MINUTES DAILY	13 WEEKS	\$5.00 EACH
30 MINUTES DAILY	13 WEEKS	\$9.00 EACH

THE ABOVE PROGRAMS BASED ON FIVE DAYS WEEKLY

5 MINUTES 52 TIMES YEARLY	\$ 3.00
15 MINUTES 52 TIMES YEARLY	\$ 7.20
30 MINUTES 52 TIMES YEARLY	\$13.50
60 MINUTES 52 TIMES YEARLY	\$24.00

10% DISCOUNT FOR RELIGIOUS PROGRAMS

Gateway to Kentucky's Lakeland Paradise

Cadiz, Kentucky



CADIZ, the county seat of Trigg County, is located on U.S. Highway 68, adjacent to the juncture of Little River with the huge Lake Barkley . . . just four miles from Kentucky's largest state park.

TRIGG COUNTY is a farm county but some 4300 acres are a part of the huge Fort Campbell Military Reservation and 20,000 acres of water and land within the "Land-Between the Lakes" Recreational Area.

WKDZ RADIO serves this huge vacationland, rising industries, farmlands with a program format of general interest . . . Air Personalities in all segments . . . NEWS: local and regional four times daily plus Bulletins when-they-happen; State, National and world news 12 times daily . . . hunting and fishing reports, area sports news . . . four hours daily of country-western music interspersed with farm news. Variety music including gospel, top 40 pop, teens, middle-of-road, and requests. Community events, football and basketball on-spot coverage, parades, meetings, tours. Sundays spliced between religion and popular music 5-hour segment, news, and weather.

Radio WKDZ

The bright sound of Cadiz, Kentucky

0.5 MVM
0.25 MVM

1110 Kc
1000 Watts
Daytime
Regional Clear

1110 Kc
1000 Watts
Daytime
Regional Clear

Barkley Lake Broadcasting Co.
John Woodruff, President
Wilburn Wilson
General & Station Manager
Postal Drawer "D"
Phone (502) 522-3232

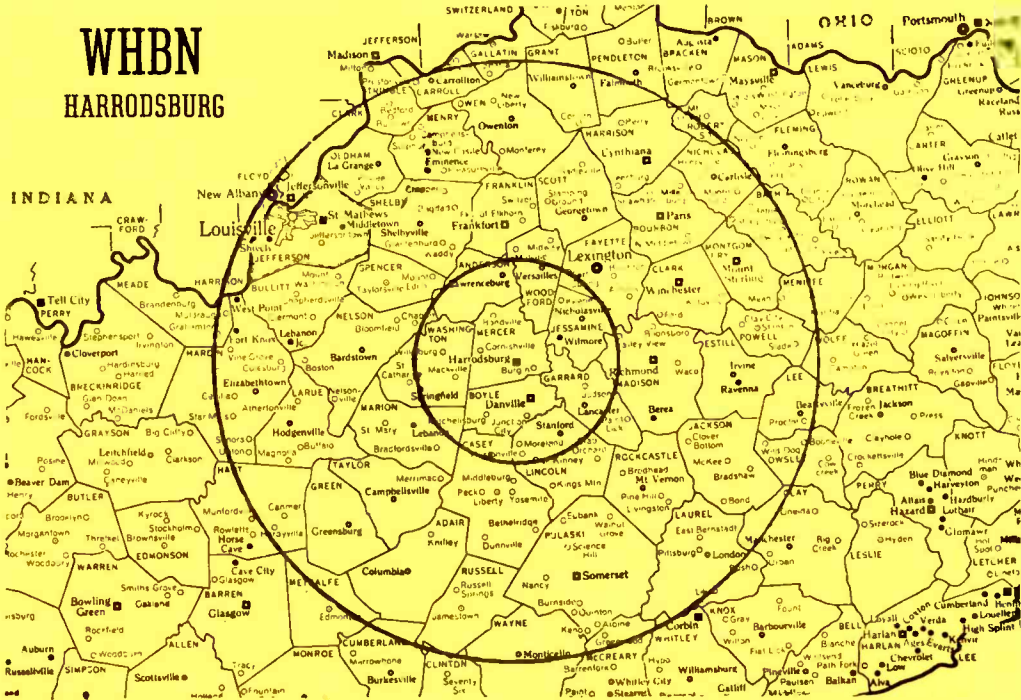
Cadiz, Kentucky
42211

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population	193,000	439,800
Households	55,030	128,240
AM Radio Homes	53,930	126,960
Spendable Income	\$295,097,000	713,208,000
RETAIL SALES	\$228,833,000	544,566,000
Food Sales	\$ 55,769,000	131,354,000
Drug Sales	\$ 5,099,000	14,876,000
Dept. Stores	\$ 16,171,000	45,980,000
Apparel Stores	\$ 10,883,000	29,665,000
Homefurnishings	\$ 9,761,000	24,183,040
Auto Sales	\$ 54,986,000	129,424,000
Service Stations	\$ 22,559,000	50,210,000
Auto Ownership	71,360	179,040
Farm Population	29,000	65,700
Farm Income	\$ 62,065,000	130,696,000
SOURCE: SRDS Consumer Data ©		

WKDZ Single-Rate Spots		
Times	60s	30s
13x	2.90	2.40
26x	2.80	2.30
52x	2.70	2.25
104x	2.60	2.15
312x	1.85	1.60
Agencies: 15% on time.		

PREPARED BY RADIO Unlimited
Prescott, Arizona

WHBN HARRODSBURG



1000 Watts
3000 Watts

WHBN AM-FM

1420 KC
99.3 MC

Fort Harrod Broadcasting Corp.

P. O. Box 247

Harrodsburg, Kentucky

	1 Hour	½ Hour	¼ Hour	10 Min.	5 Min.	1 Min.	30 Sec.
1 Time	\$42.00	\$25.00	\$15.00	\$10.00	\$7.00	\$4.50	\$3.10
13 Times	40.00	22.50	12.00	9.25	6.25	4.10	2.95
26 Times	36.00	20.00	10.50	8.75	5.50	3.75	2.65
52 Times	32.00	18.00	9.00	8.00	4.85	3.30	2.50
104 Times	28.00	16.00	8.00	7.50	4.40	2.90	2.30
156 Times	24.00	14.00	7.50	7.00	4.00	2.50	2.10
260 Times	20.00	12.00	7.00	6.50	3.65	2.30	1.85
312 Times	16.00	10.00	6.50	5.00	3.50	2.00	1.50

THESE RATES ARE NET TO STATION — NO DISCOUNTS

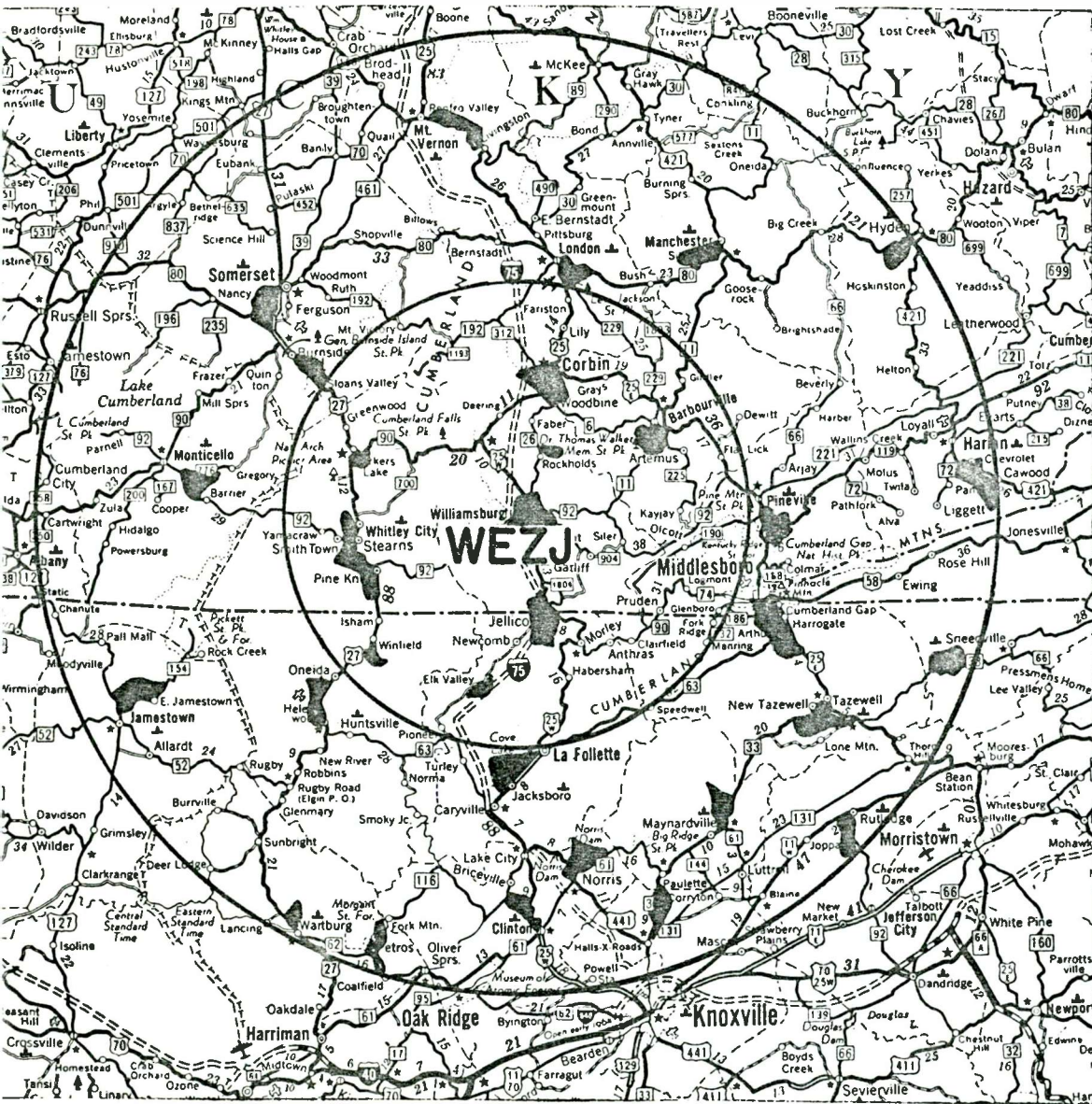
Rates For Sports, Religious Broadcasts and Special Events Available Upon Request.

Rates Effective Dec. 1, 1970

Bob Martin, General Manager

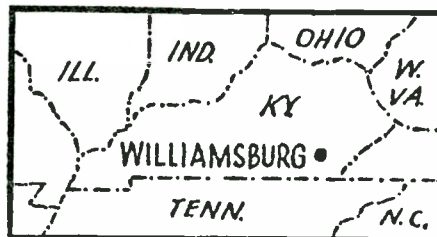
Phone 606 734-4321

COVERAGE MAP



WEJZ Marketing Data

Population	191,364
Radio Homes	41,776
Farm Radio Homes	16,120
Automobile Radios	36,408
Gross Income	108,484,000
Retail Sales	185,890,000





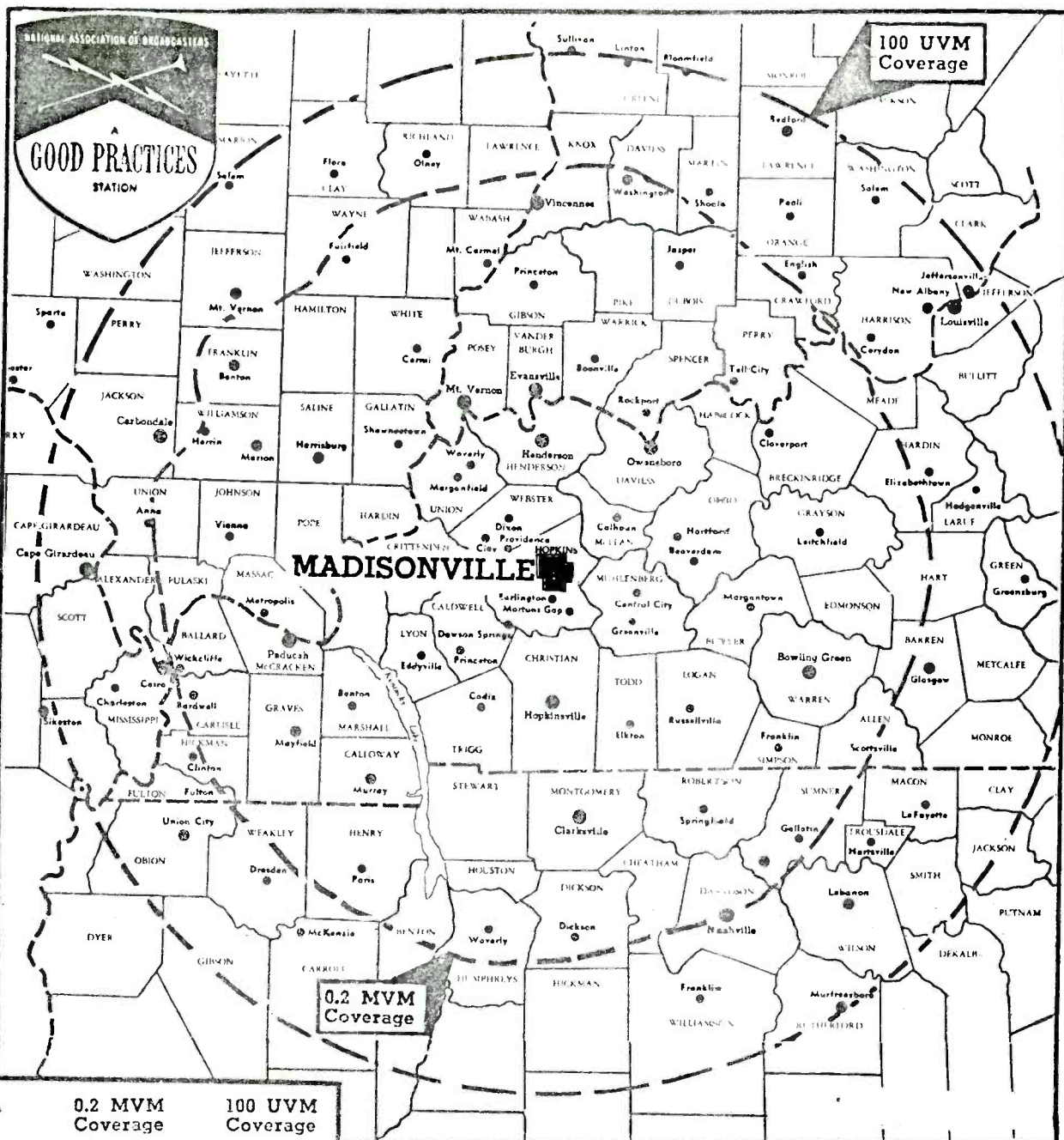
W F M W

AM
730 KC
500
Watts

FM
93.9 MC
30,000
Watts

Serving
Western Kentucky

- * Rich Farming Region!
- * Big Shopping Center!
- * Rich Coal Fields!
- * Ohio Valley Industries!
- * Big Tobacco Markets!
- * Kentucky Lake Area!



MARKET DATA:

	0.2 MVM Coverage	100 UVM Coverage
Total Population	1,456,800	4,987,500
Total Households	433,200	1,510,690
Radio Homes	429,980	FM 483,460
Passenger Cars	483,860	1,703,500
Spendable Income	\$2,138,816,000	9,157,973,000

RETAIL SALES:

Food Stores	\$ 349,590,000	1,399,809,000
Drug Stores	\$ 48,675,000	258,454,000
General Merchandise	\$ 131,071,000	720,667,000
Apparel Stores	\$ 85,453,000	354,522,000
Home Furnishings	\$ 67,119,000	289,348,000
Auto Sales	\$ 269,700,000	1,068,521,000
Filling Stations	\$ 121,745,000	459,380,000
Farm Stores	\$ 117,843,000	298,545,000
Building Materials	\$ 189,365,000	591,338,000
TOTAL RETAIL SALES	\$1,391,383,000	6,015,006,000

FARM DATA:

Farm Population	404,600	770,100
Gross Farm Income	\$ 431,262,000	914,752,000

SOURCE: SRDS Consumer Market Data 1962; U. S. Department of Agriculture; American Automobile Association; RETMA.

WFMW

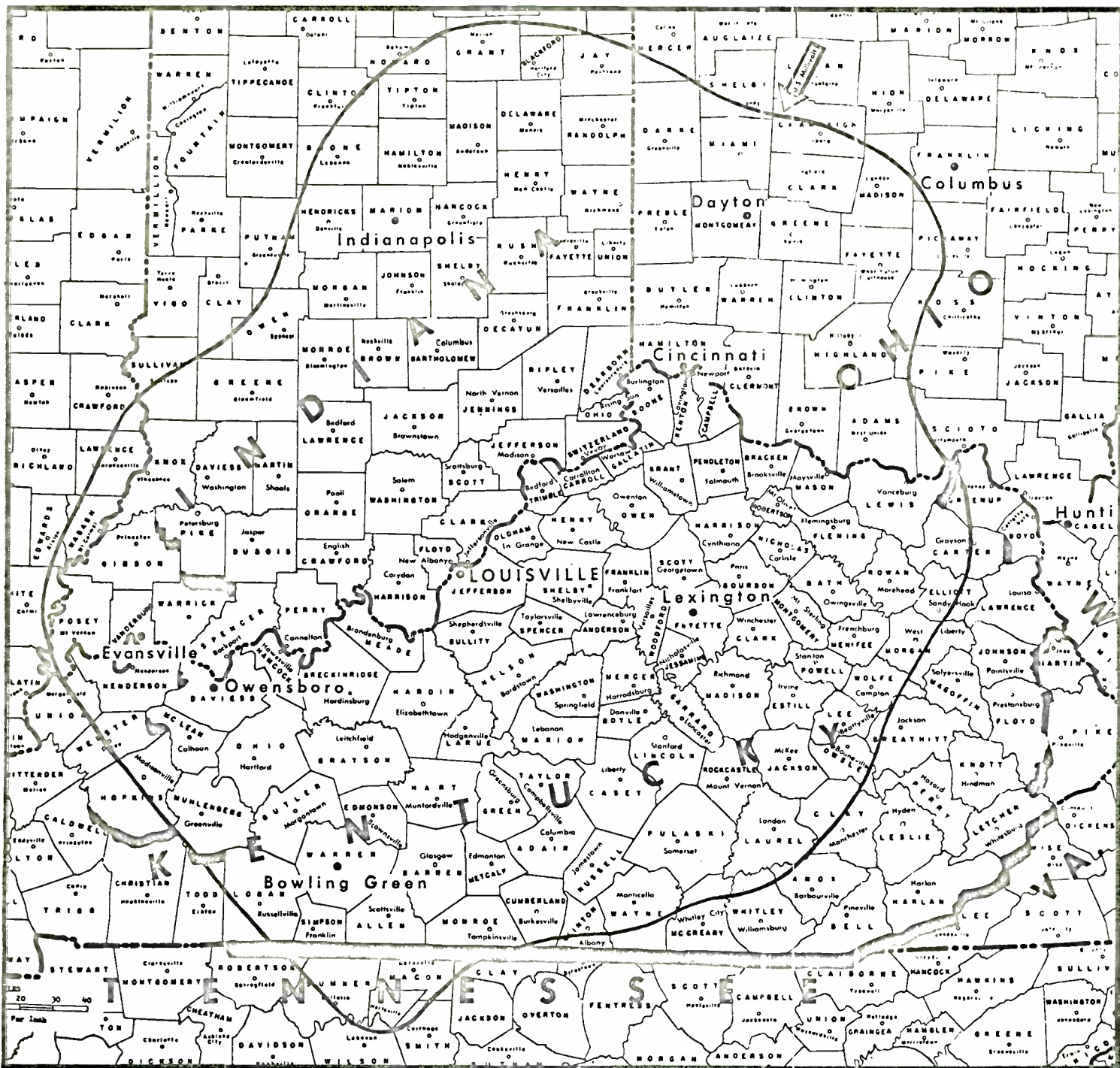
MADISONVILLE, KENTUCKY
"The Best Town on Earth"

Western Kentucky's Largest and Most Modern Radio Station Serving 1,456,000 People!

- NEWS — UPI plus Complete Mobile Coverage!
- WEATHER — Our Own Complete Weather Station!
- MUSIC — Planned Music for All Tastes!
- SPORTS — Kentucky's Most Complete Coverage!

H. W. Wells, General Manager
Elmer Kelley, Commercial Manager
P. O. Box 351 Phone (Area 502) TA 1-4096
MADISONVILLE, KENTUCKY

Nationally Represented by —
PRESTIGE REPRESENTATION ORGANIZATION



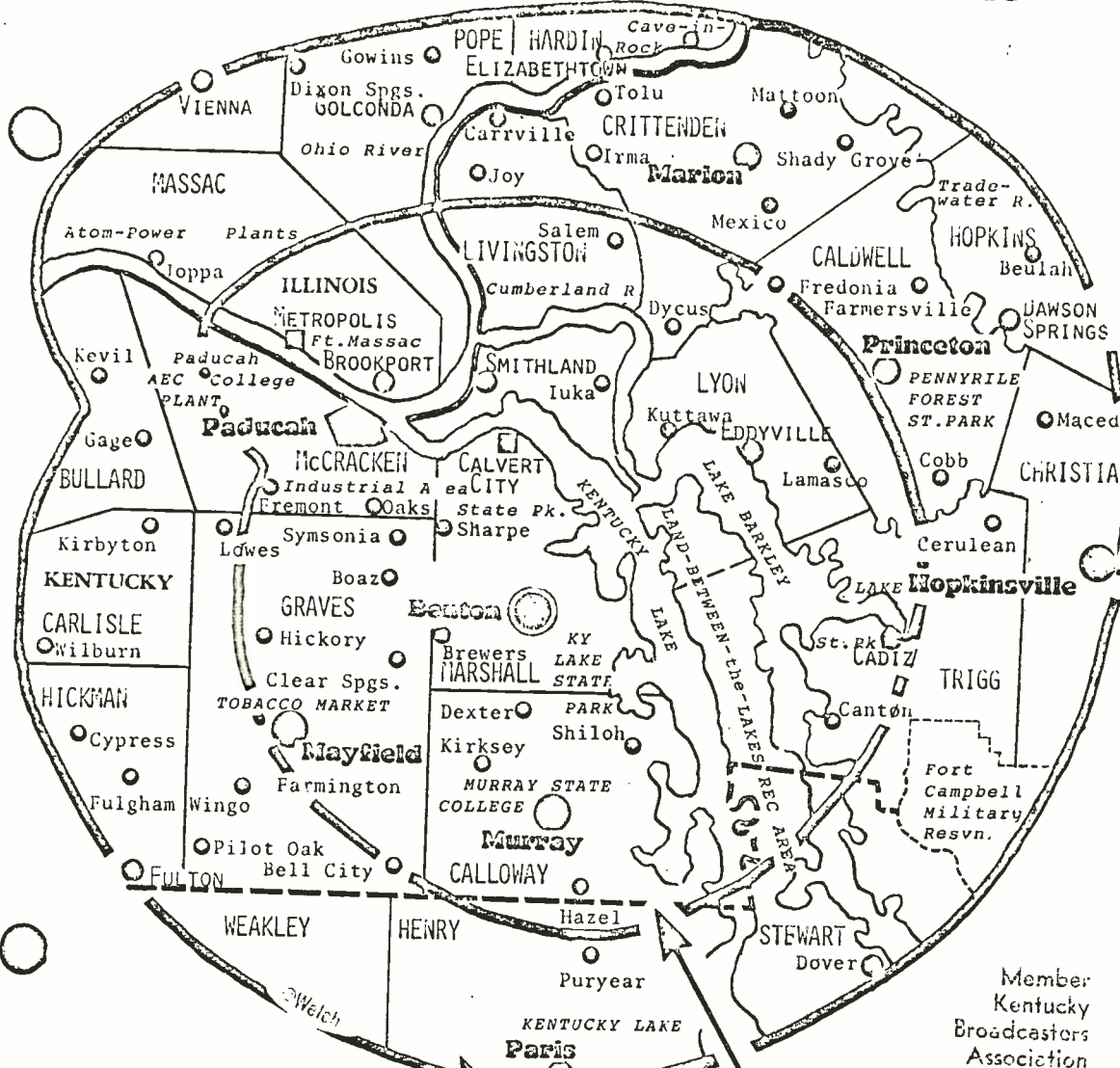
BASIC MARKET

98 Kentucky Counties 21 Indiana Counties

Represented Nationally By
HENRY I. CRISTAL CO.

WHASRADIO 84
LOUISVILLE, KENTUCKY
50,000 WATTS / 1-A CLEAR CHANNEL
CBS RADIO NETWORK AFFILIATE

Gateway to Kentucky's Lakeland Paradise



MARSHALL COUNTY, KENTUCKY is in the center of Midland America's Vacation Mecca... the huge Kentucky Lake-Barkley Lake Development, yet the county is also nationally-known for its billion-dollar chemical industry developments.

Locally called "the best fishin' and huntin' place on earth," the Lakes Region tourist-sports traffic has risen to major proportions... with thousands of accommodations within 36 miles east, south and northeast of Benton... facilities for fishermen, hunters, water skiers and boat racing... yet these same waters see hundreds of river and ocean-going steamers annually.

RIVER TRAFFIC along the Kentucky and Barkley Lakes is of vast importance to many cities in the TVA valleys... from Paducah to Florence, Decatur, Huntsville, Chattanooga, Knoxville and Nashville.

MARSHALL COUNTY is known to millions for its recreational advantages... others around the world know its Calvert City as a multibillion dollar chemical industry center. Some of the industries include: Air Reduction Chemical & Carbide, American Aniline, General Aniline, Cumberland Carbide, New York Mining & Mfg., Penn-Olin Chemicals, B. F. Goodrich Chemicals, Airco Alloys, Pennsalt Chemicals... to name the more prominent... which employ 11,000 permanent workers at an average of \$6,350 per year.

WCBL RADIO serves all of Mid-America's Vacationland and the huge chemical industry with 5,000 Mighty Watts at the 1290 spot... in-the-air over 32 counties.

WCBL RADIO provides total news coverage of the local scene... fishing and weather reports, industrial news, farm and home reports, livestock and grain markets, church, club and community events plus complete sports coverage....

And, WCBL-FM completes the total impact service to a loyal audience with 3,000 watts fulltime 4:50 AM to 10 PM daily!

Prepared & Copyrighted by:
ALLIED CREATIVE SERVICES
Prescott, Arizona 86301

WCBL

Benton, Kentucky

5,000 Watts
1290 AM
3,000 Watts
102.3 FM
Fulltime

Today, there are three basic economies in Western Kentucky... recreation, farming and industry. WCBL RADIO serves all three with power, signal-frequency, and coverage... AM plus FM for Total Impact Coverage.

PURCHASE BROADCASTING CO.
Shelby McCatum, President
Drawer 7 - Phone 502-527-2501
BENTON, KENTUCKY 42625

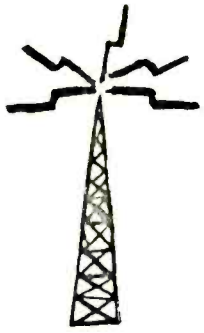
2.0 MVM
0.5 MVM

Market Data:	2.0 MVM Coverage	0.5 MVM Coverage
Population	157,400	344,600
Households	49,140	103,910
AM Radio Homes ..	48,160	101,840
Spendable Income	\$246,905,000	545,875,000
Total Retail Sales	\$194,272,000	379,877,000
Food Stores	\$ 47,161,000	98,295,000
Drug Stores	\$ 5,495,000	11,626,000
Gen'l Merchandise	\$ 22,113,000	35,795,000
Apparel Stores	\$ 10,967,000	21,935,000
Home Furnishings	\$ 9,156,000	17,389,000
Auto Sales	\$ 45,094,000	89,630,000
Service Stations	\$ 17,116,000	39,194,000
Private Autos	61,410	129,970
Farm Population	26,760	68,360
Farm Homes	6,650	17,090
Gross Farm Income	\$ 41,559,000	127,056,000

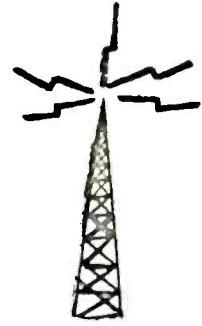
SOURCE: SRDS Consumer Data exclusively. ©

Member
Kentucky
Broadcasters
Association





WCND RADIO CENTER



940 KHZ - Phone 633-3814

Shelbyville, Kentucky



An Official Map On File With The F.C.C. Rural Counties Set In Use 136,746

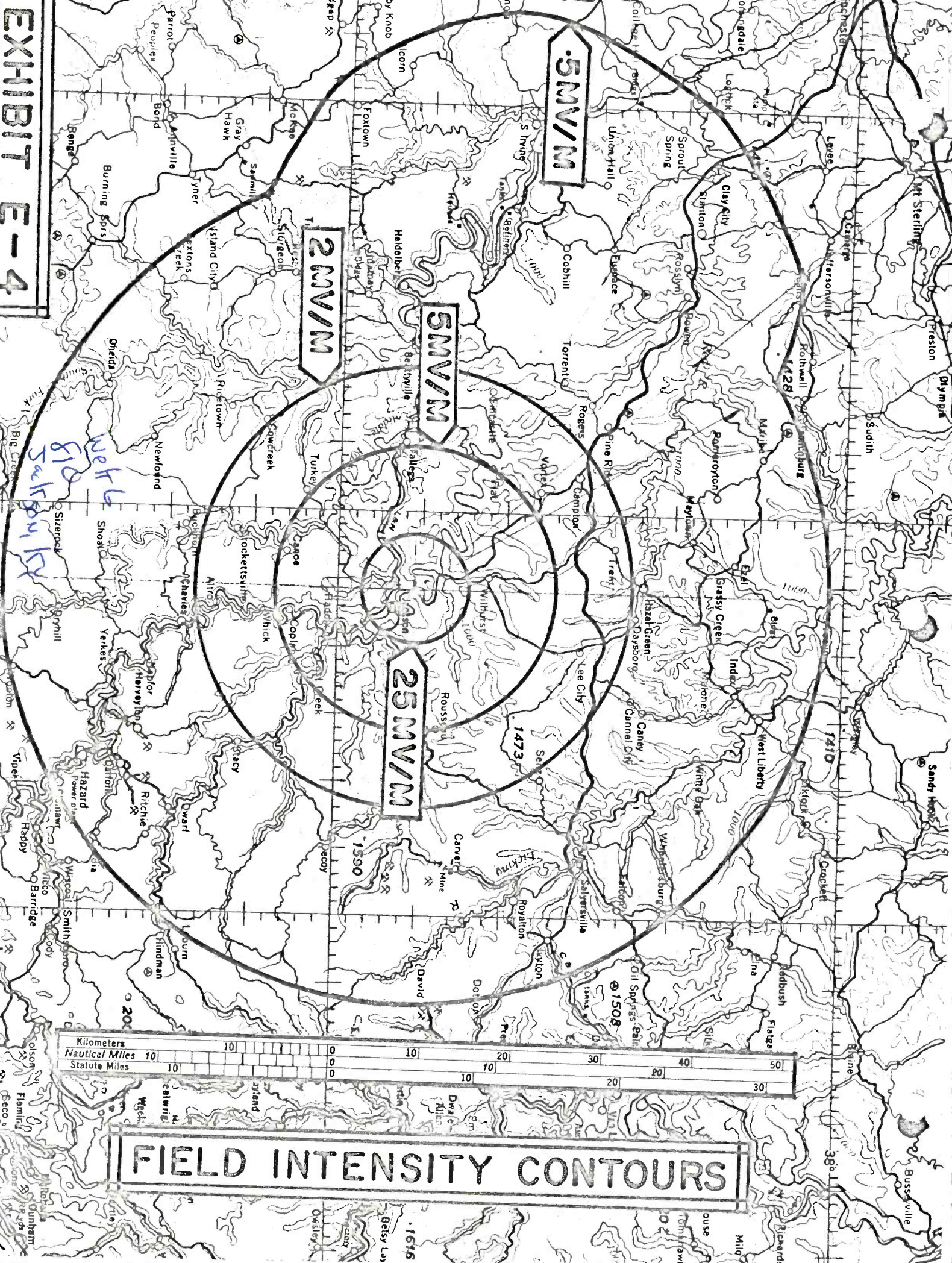
Outstanding News

Listenable Music

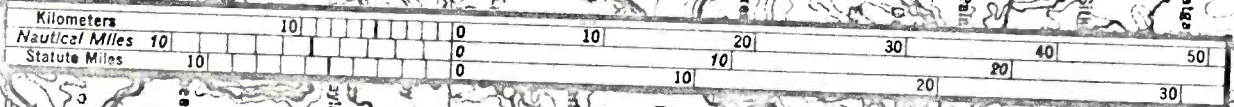
The Seven County Sound Service

Complete Sports

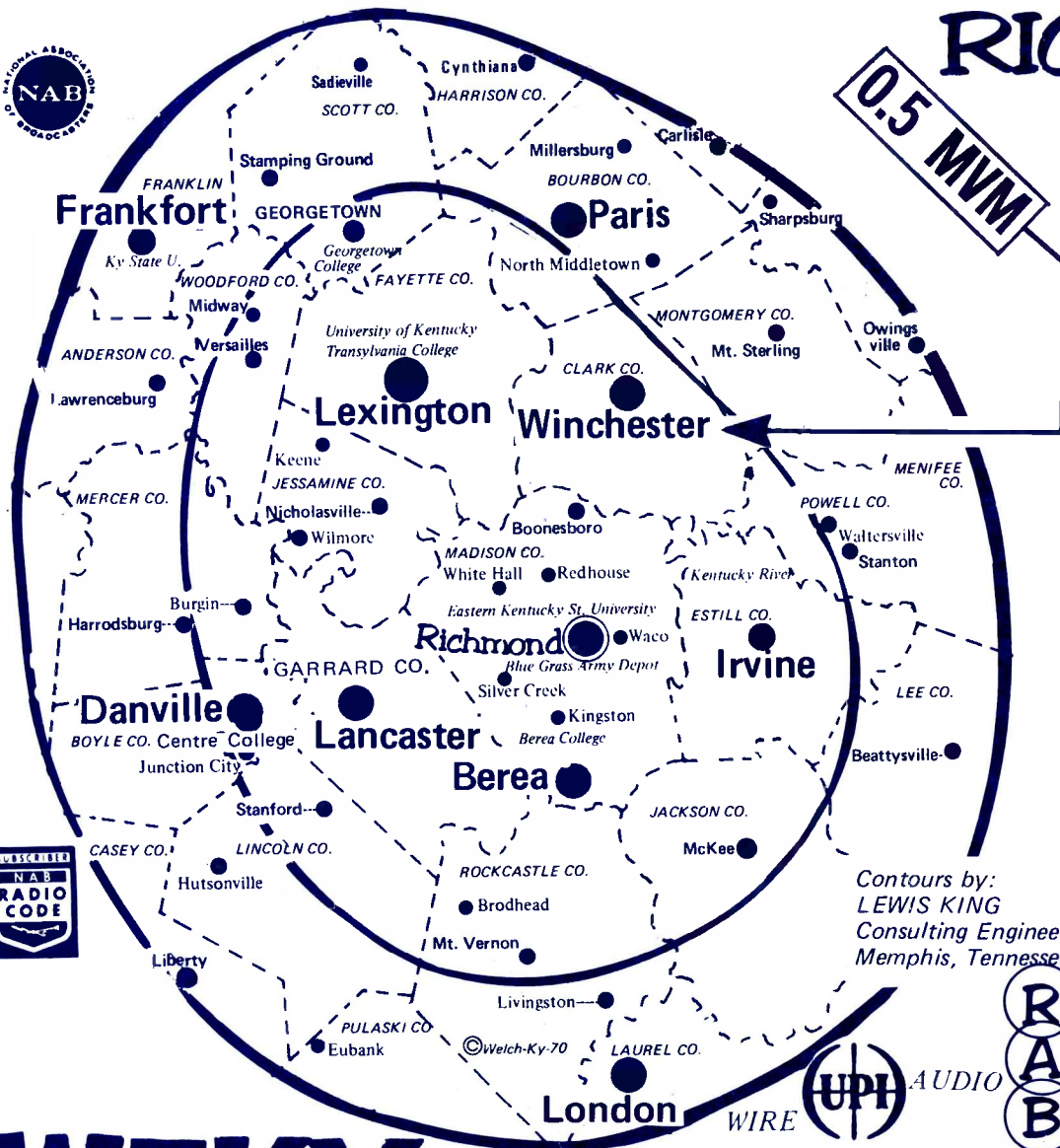
EXHIBIT E-4



FIELD INTENSITY CONTOURS



24-Hour-a-Day Coverage of Central Kentucky from Progressive, Modern- RICHMOND



0.5 MVM

RICHMOND - a city of 13,900 population, is the county seat of Madison County. It is served by the L&N Railroad; located on US Highways 25, 227 and 421 and Interstate 75.

RICHMOND's leading industries include: Beatrice Foods Co., Bybee Pottery Co., H.K. Porter Co., Okonite Industries, Robinson Tool & Die, Uncle Charlie's Sausage, Westinghouse Electric Co. In nearby Berea, major employers include Parker Seal Co., Gibson Greeting Cards, Churchill Weavers, and the Dresser Industries.

BLUE GRASS ARMY DEPOT is located at Richmond, employs 5,500 workers with an annual payroll exceeding \$6,000,000.

EASTERN KENTUCKY UNIVERSITY is located at Richmond, with 10,000 students. In nearby Berea, famed Berea College has 578 students.

WEKY RADIO - is the only full-time (24-hours-a-day) news-advertising service in progressive Madison County . . . with a population exceeding 50,000.

WEKY RADIO originates all Eastern Kentucky University basketball-football games, as well as annual Kentucky State High School baseball and basketball tournaments . . . plus coverage of bowling, golf, Cincinnati Reds baseball, Cincinnati Bengals pro football . . . spells the leader of Central Kentucky sports coverage!

WEKY RADIO is an area leader in news coverage, farm news, weather, livestock markets, sports news and interviews.

Contours by:
LEWIS KING
Consulting Engineer
Memphis, Tennessee



WEKY



National Representative:
KEYSTONE RADIO SALES
In Louisville:
KENTUCKY RADIO SALES

Member Kentucky Broadcasters Association

RICHMOND, KENTUCKY

1340 Fulltime
1000 WATTS

Regional Clear Channel

Owned and Operated by
HENKIN, Inc.
Ralph W. Gabbard,
General and Sales Manager
P. O. Box 670
Phone (606) 623-1340
Richmond, Kentucky
40475

Market Data:	0.5 MVM	0.25 MVM
	Coverage	Coverage
Population	360,190	576,980
Households	112,230	173,970
AM Radio Homes	110,860	171,970
Auto Ownership	163,850	209,760
Farm Population	39,090	88,750
Spendable Income	\$903,083,000	1,324,960,000
Total Retail Sales	\$622,994,000	895,096,000
Food Stores	\$128,144,000	202,082,000
Drug Stores	\$ 19,008,000	30,666,000
Department Stores	\$ 83,964,000	101,983,000
Apparel Shops	\$ 39,883,000	55,942,000
Homefurnishings	\$ 30,393,000	44,109,000
Auto Dealers	\$123,955,000	168,885,000
Service Stations	\$ 56,278,000	78,092,000
Gross Farm Income	\$138,954,000	275,097,000
Source: SRDS Consumer Data 1970.©		

Prepared by RADIO Unlimited

SPOT RATES



ROUND- the-Clock SERVICE at **1340**

Unlike most radio stations across the USA, WEKY RADIO is "alive" with variety programming on the local scene with such programs as the "Horn Honkers Club" with interviews on Main Street; a Tele-quest for Teens; "Open Line" an audience sounding board -- "WEKY Breakfast Club" sort of a home-townish Johnny Carson event; "Man about Town" and the Old Trading Post.

Add MUTUAL RADIO to all this and you have Central Kentucky's best all-round ad medium -- WEKY RADIO, of course!



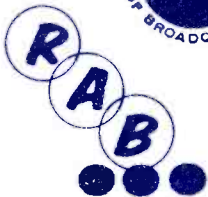
Owned and Operated by
HENKIN INCORPORATED
Ralph W. Gabbard
General & Sales Manager
Postal Box 670
Phone (606) 623-1340
Richmond Kentucky 40475

Nationally Represented by
KEYSTONE RADIO SALES
in Louisville
KENTUCKY RADIO SALES

ONE MINUTE
OR LESS

1 Time -----	\$ 4.00
13 Times -----	\$ 3.85
26 Times -----	\$ 3.75
52 Times -----	\$ 3.65
104 Times -----	\$ 3.50
156 Times -----	\$ 3.35
260 Times -----	\$ 3.15
312 Times -----	\$ 2.90
500 Times -----	\$ 2.70
750 Times -----	\$ 2.40
1000 Times -----	\$ 2.10
1500 Times -----	\$ 1.80

Rates Effective:
NOVEMBER 1969



WEKY

FOR LIVELY RADIO

1000 Watts Days 250 Watts Nights

Regional Clear Channel

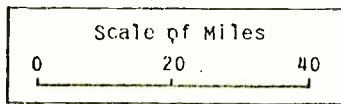
COVERAGE

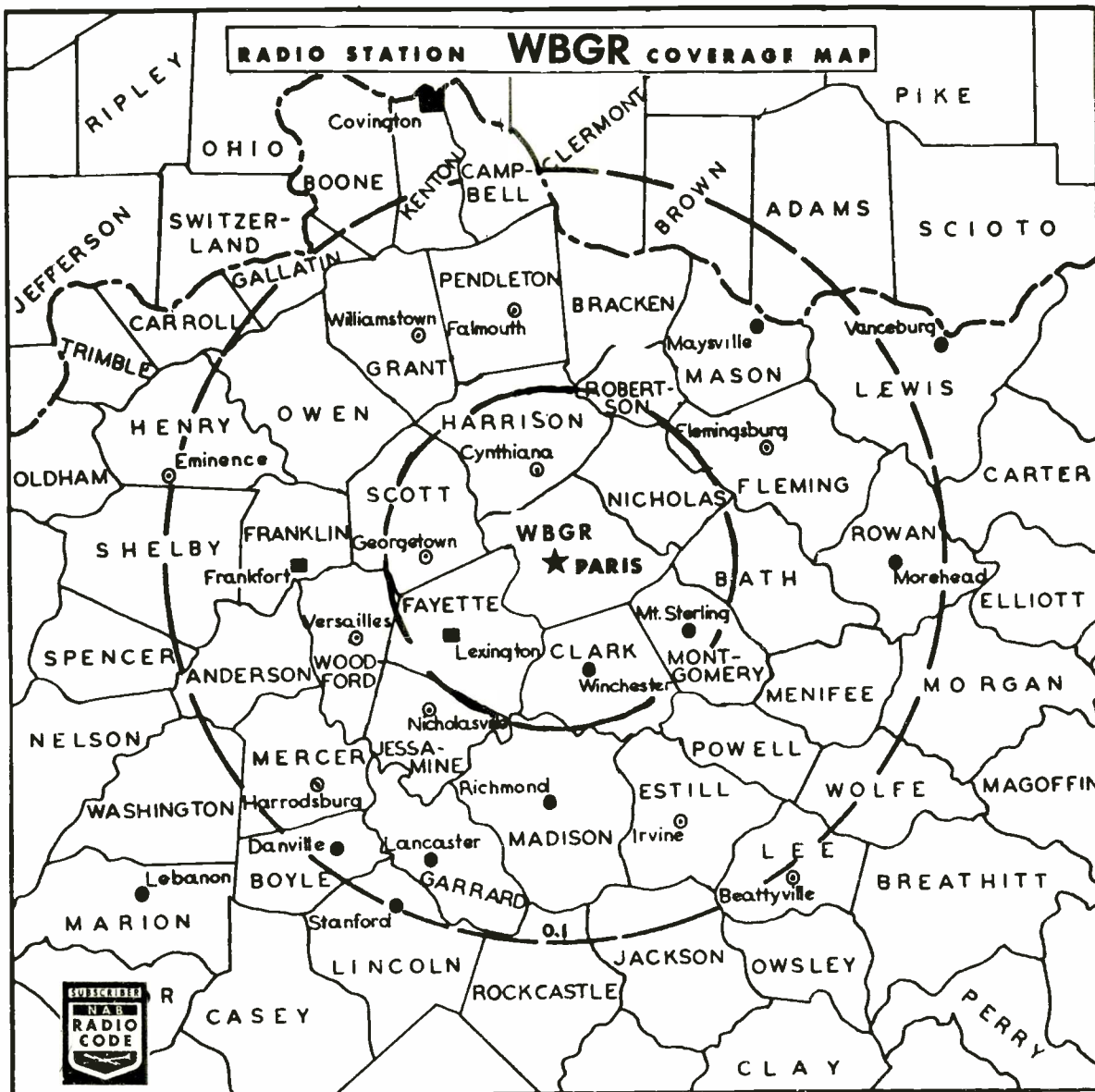
The WAVE-Radio 0.5 MV/M Coverage Area



Counties included in market data tabulation for WAVE-Radio 0.5 MV/M Coverage Area

- | | | |
|------------------|--------------|------------|
| IND. Bartholomew | IND. Ohio | KY. Hardin |
| Brown | Orange | Henry |
| Clark | Perry | Jefferson |
| Crawford | Ripley | Larue |
| Dearborn | Scott | Meade |
| Decatur | Switzerland | Nelson |
| Floyd | Washington | Oldham |
| Harrison | KY. Anderson | Owen |
| Jackson | Breckinridge | Shelby |
| Jefferson | Bullitt | Spencer |
| Jennings | Carroll | Trimble |
| Lawrence | Franklin | Washington |
| | Gallatin | |





Paris is a One-Station Market with AM and FM Broadcasting Service

WBGR-AM Radio Features:

100% Country Music Format . . . Complete Local News and National News from the AP News Wire Service . . . Plus Farm News & Sports Coverage.

WBGR-FM Radio Features:

Features Country Music and Sports from 6:00 A. M. to 11:05 P. M.

Blue Grass Radio, Inc.

ADLAI FERGUSON — President & Gen. Mgr.
(Mrs.) MABLE SMART — Mgr.

P. O. Box H :-: PARIS, KENTUCKY 40361

WBGR

PARIS, KENTUCKY

(All Kentucky City 1969 - 1971)

PHONE (606) 987-1440

Serving the
Heart of the Bluegrass

AM-1440 KHz

1000 Watts Day

FM-96.7 MHz

3000 Watts Full Time

MARKET DATA

Population 274,000
Households 83,370
Automobiles 124,030
Spendable Income 786,579

RETAIL

Total Retail Sales 490,500

FARM

Farm Population 20,500
Gross Farm Income 100,267

SOURCE: SRDS Consumer Data

0.5 MVM COVERAGE



WBGR

AM—FM

RATE CARD
Effective April, 1972

- * AP WORLD NEWS WIRE SERVICE
- * AM RADIO—1440 KHz—1000 Watts
- * FM RADIO—96.7 Mhz—3000 Watts

WBGR Rates Net.....WBGR-FM Rates, Net - Same as AM Rates 1440 KHz 96.7 Mhz

	1	13	26	52	100	260	312	520	780	1560
	Time	Times	Times	Times	Times	Times	Times	Times	Times	Times
1 HOUR	43.15	41.85	40.60	39.35	38.20	37.00	35.90			
1/2 HOUR	26.00	25.20	24.45	23.70	23.00	22.30	21.65			
1/4 HOUR	14.85	14.40	13.95	13.55	13.15	12.75	12.35	12.00		
5 MIN.	7.50	7.25	7.05	6.85	6.65	6.45	6.25	6.05	5.85	5.65
60 SEC.	3.85	3.75	3.65	3.55	3.45	3.35	3.25	3.15	3.05	2.95
30 SEC.	3.65	3.55	3.45	3.35	3.25	3.15	3.05	2.95	2.85	2.75

PACKAGE RATES

DAILY: Spots must be used in one day		WEEKLY: Spots must be used in one week	
5-60 Sec. spots @ \$3.40 each = \$17.00	12-30 Sec. spots @ \$3.35 each = \$40.20	30-30 Sec. spots @ \$3.20 each = \$96.00	42-30 Sec. spots @ \$2.95 each = \$123.90
10-60 Sec. spots @ \$3.30 each = \$33.00	30-60 Sec. spots @ \$3.15 each = \$132.30	60-30 Sec. spots @ \$2.85 each = \$171.00	90-30 Sec. spots @ \$2.80 each = \$252.00
15-60 Sec. spots @ \$3.00 each = \$45.00	90-60 Sec. spots @ \$3.00 each = \$270.00		
5-30 Sec. spots @ \$3.20 each = \$16.00	10-30 Sec. spots @ \$3.10 each = \$31.00		
10-30 Sec. spots @ \$2.80 each = \$42.00			

1. ALL RATES quoted are net to station. No other discount can be earned. Net rate maximum is 12 consecutive months.
2. ALL PROGRAM material subject to station approval and must be applicable to FCC regulations. All contracts subject to standard conditions thereof.
3. POLITICAL TIME quoted at commercial rate, payable cash advance. All political advertising and/or speeches from qualified candidates must be in the hands of the station management 48 hours before time of broadcast.
4. BILLS RENDERED monthly. No contract accepted for more than one year.
5. MOBILE on-the-spot or Remote broadcast coverage on request. Ask for rates.
6. WBGR RADIO provides coverage of Baseball, Basketball and Football games through a Sports Network.



Radio
WBGR
Paris, Kentucky
AM 1440 KHZ
FM 96.7 MHZ

"KING OF THE 'BIG COUNTRY'"

P. O. Box H
Paris, Kentucky 40361

Phone (606) 987-1440

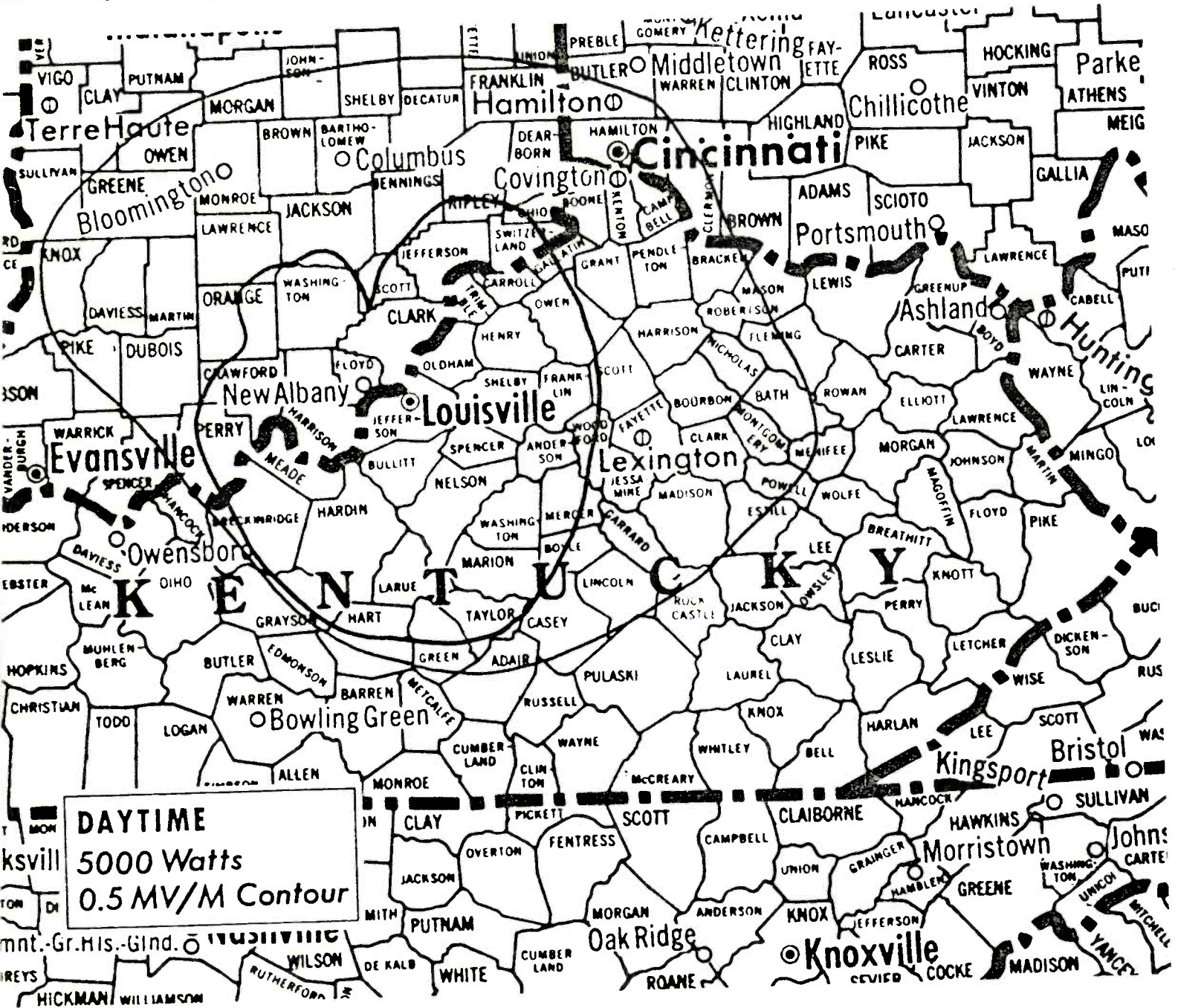
5 IS GREATER THAN 10

When it's 5,000 Watt WAKY 790 KC
LOUISVILLE, KY.

5000 Watts - Days
5000 Watts - Nights
10000 Watts - Days
10000 Watts - Nights
Separate
Day and Night

79 WAKY

WAKY, Inc.
554-558 South Fourth Street
Louisville, Kentucky 40202
Telephone (502) 583-8803



WAKY 0.5 MV/M 5,000 WATTS
WKLO 0.5 MV/M 10,000 WATTS

SERVING 79 COUNTIES IN NORTH CENTRAL KENTUCKY AND SOUTH CENTRAL INDIANA





Serving The Lake Cumberland Area

Market Data

	0.5	0.1	Total
Population	64,563	239,076	303,639
Radio Homes	18,530	68,950	87,480
Retail Sales	\$39,880,000	\$176,852,000	\$216,732,000

WAIN

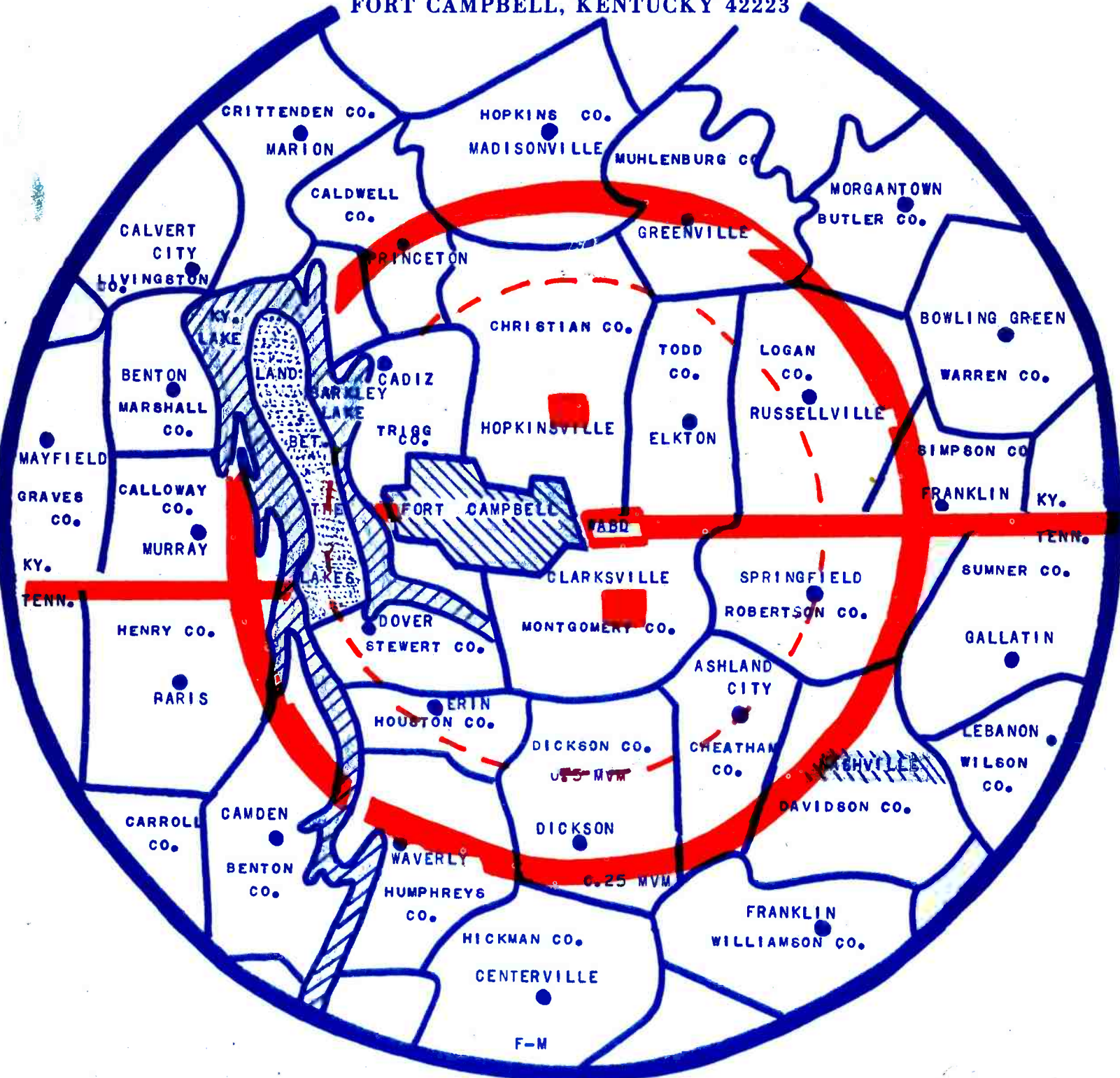
Columbia, Kentucky

1270 KCS — 1000 Watts

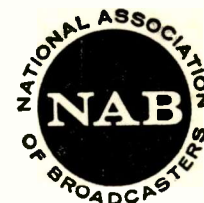
1370 WABD 107.9

Member of NAB & RAB

FORT CAMPBELL, KENTUCKY 42223



Serving 3 Golden Markets - CLARKSVILLE, TENN. - FORT CAMPBELL, KY. - HOPKINSVILLE, KY.



WEZJ RADIO

107 SOUTH 4th STREET - - - - - WILLIAMSBURG, KY. 40769

PHONE (606) 549-2285

GENERAL MANAGER:

Keith Buck

Residence, Highland Park

Phone (606) 549-0497

WEZJ'S ONLY RATE CARD

ALL RATES LISTED ARE NET TO STATION
RATES EFFECTIVE OCT. 1, 1969

Dial 1440 KC

Phone 549-2285

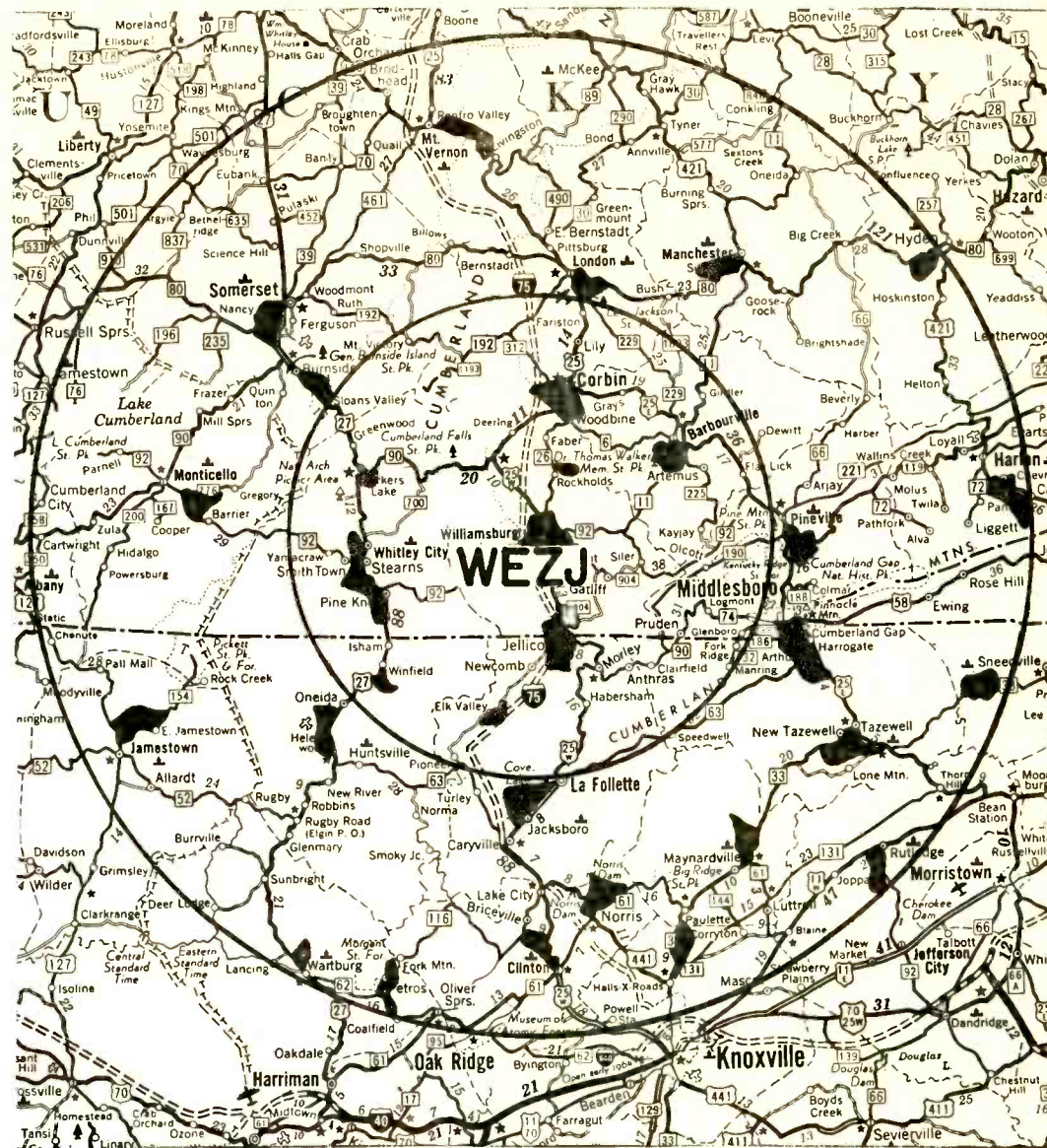
TIMES	60 MIN.	30 MIN.	15 MIN.	10 MIN.	5 MIN.	1 MIN.	½ MIN.
1	\$30.00	\$18.00	\$12.00	\$10.00	\$6.00	\$3.25	\$2.40
13	28.50	17.10	11.40	9.50	5.70	3.10	2.30
26	27.00	16.20	10.80	9.00	5.40	2.95	2.20
39	25.50	15.30	10.20	8.50	5.10	2.80	2.10
52	24.00	14.40	9.60	8.00	4.80	2.65	2.00
104	21.00	12.60	8.40	7.00	4.20	2.35	1.80
130	19.50	11.70	7.80	6.50	3.90	2.20	1.70
156	18.00	10.80	7.20	6.00	3.60	2.05	1.60
208	16.50	9.90	6.60	5.50	3.30	1.90	1.50
260	15.00	9.00	6.00	5.00	3.00	1.75	1.40
312	13.50	8.10	5.40	4.50	2.70	1.65	1.25
364	12.50	7.50	5.10	4.25	2.50	1.50	1.00

PACKAGE RATES FOR CONTRACT ADVERTISERS:

156 Time Rate will apply to all orders for 90 or more 1-Minute Spot Announcements to be Broadcast in 30 Days or Less.

Special Rates apply to All News Programs and Religious Broadcasts . . . Contact Station for Rates and Information.

COVERAGE MAP



WEZJ Marketing Data

Population	191,364
Radio Homes	41,776
Farm Radio Homes	16,120
Automobile Radios	36,408
Gross Income	108,484,000
Retail Sales	185,890,000

