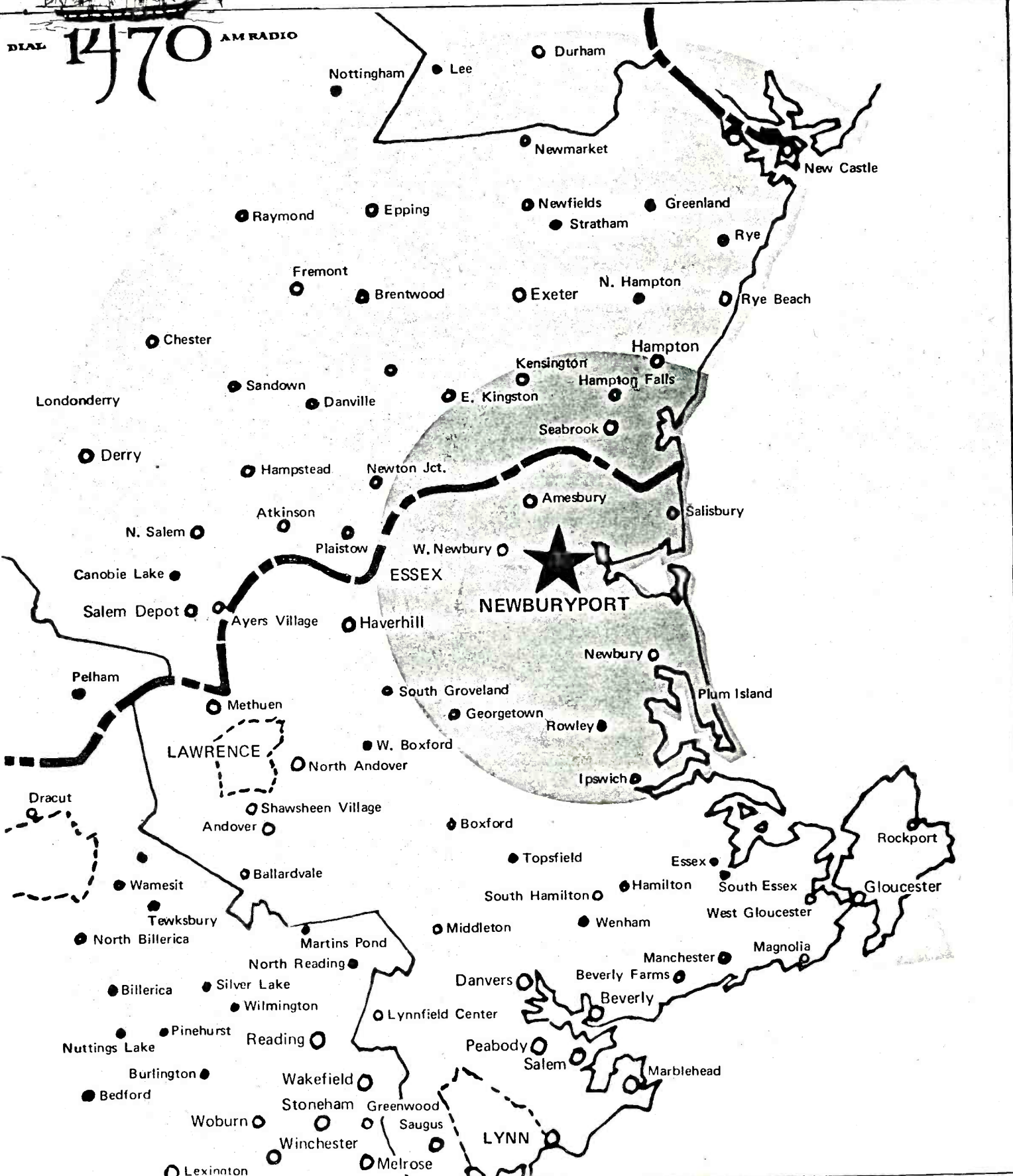


THE COVERAGE

TRAFFIC CIRCLE, ROUTE 1, NEWBURYPORT, MASSACHUSETTS 01950

DIAL **1470** AM RADIO



Local Net	\$50.00	60 Minutes	\$60.00
	30.00	30 Minutes	36.00
	20.00	15 Minutes	24.00
	15.00	10 Minutes	18.00
	10.00	5 Minutes	12.00
	5.00	1 Minute	6.00
		or less	

COMPLETE RATE SCHEDULE
PER PROGRAM TIME RATES

WESX
ON THE NORTH SHORE
SALEM, MASS.
Area Code 617-744
1230 ON YOUR DIAL

Local Net	\$90.00	60 Minutes	\$100.00
	54.00	30 Minutes	60.00
	36.00	15 Minutes	40.00
	27.00	10 Minutes	30.00
	18.00	5 Minutes	20.00
	9.00	1 Minute	10.00
		or less	

COMPLETE RATE SCHEDULE
PER PROGRAM TIME RATES

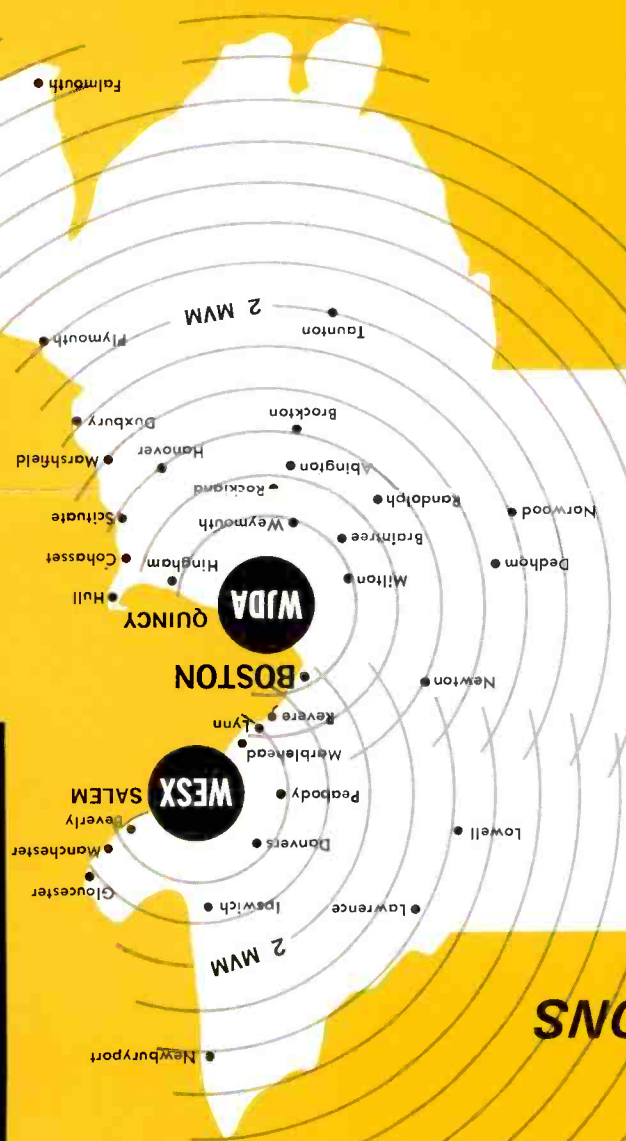
WJDA
ON THE SOUTH SHORE
QUINCY, MASS.
Area Code 617-479
1300 ON YOUR DIAL

RATE CARD

ON THE SOUTH SHORE
WJDA
QUINCY, MASS.
Area Code 617-479 **1300** ON YOUR DIAL

ON THE NORTH SHORE
WESX
SALEM, MASS.
Area Code 617-744 **1230** ON YOUR DIAL

COVERAGE OF THE RADIO STATIONS



GENERAL INFORMATION

Length of commercial copy:	5 Minutes
	10 Minutes
	15 Minutes
	20 Minutes
	3:00
	6:00

News service:
Associated Press, UPI, UPI Audio
Transcriptions 33%, 45 and 78
vertical-lateral.
All tape speeds and cartridge.
Music clearance:
ASCAP — SESAC — BMI
Remote broadcasts: mobile, live, taped
Regular rates plus pick-up charges.
Discounts:
15% to AAAA nationally rated agency
members if paid 10 days E.O.M. Bills
are otherwise net due and payable
when rendered.

RADIO STATIONS

RULES AND REGULATIONS

1. No Periods sold in bulk for resale.
2. Program material and advertising subject to approval of station.
3. Contracts for time are tentative until approved by station.
4. Requests for political time must be presented in writing with full disclosure of sponsor and candidates or pertinent issues.

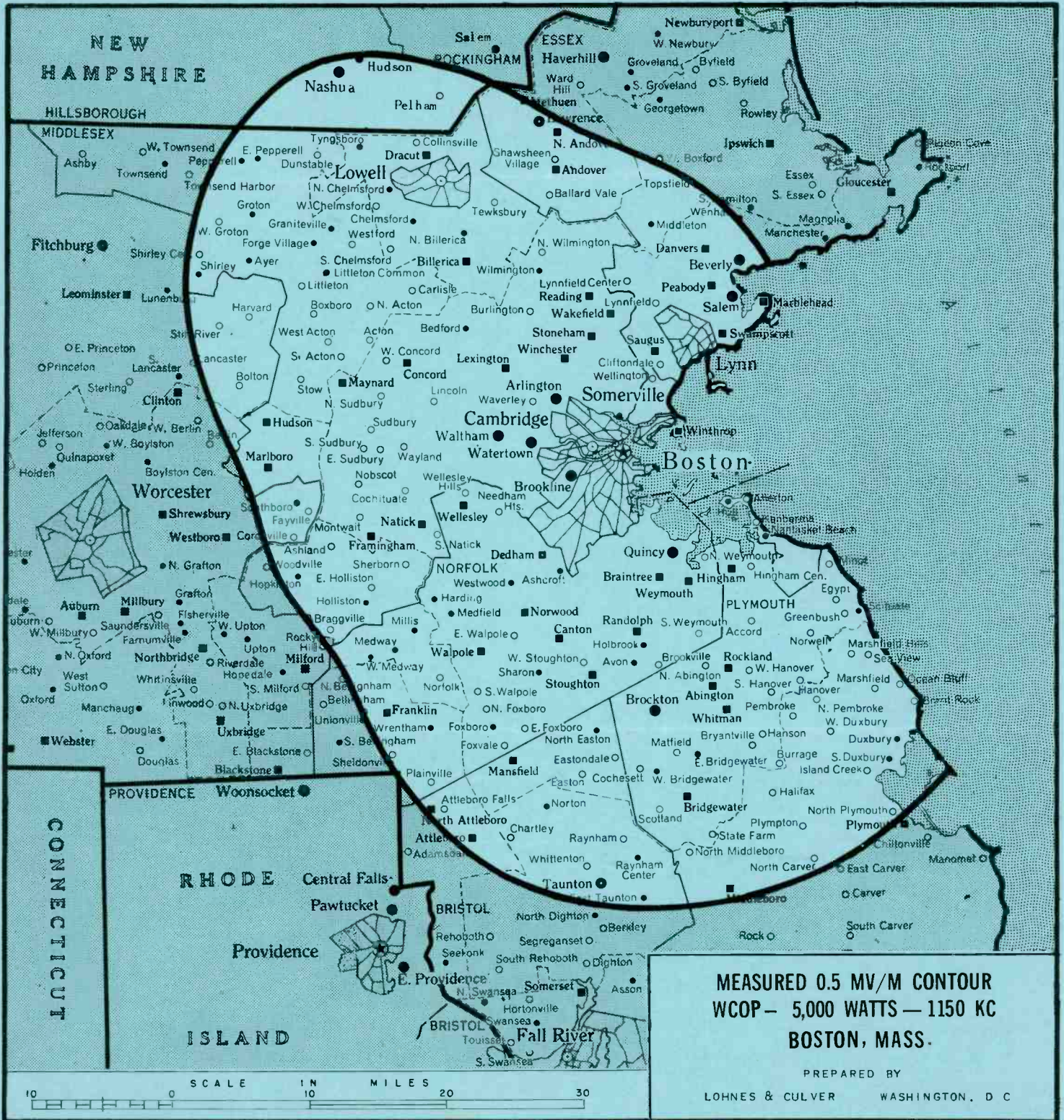
OWNED AND OPERATED BY

TELEVISION & RADIO BROADCASTING CORP., P.O. Box 130 Quincy, Massachusetts 02169 Area Code 617-479-1300
James D. Asher — Pres.-Treas.

Radio Boston WCOP

1150 KC
5,000 WATTS

a Broadcast Service of *Plough, Inc.*



5000 watts
1150 kilocycles



General Rate Card No. 15
(Effective May 1, 1969)

PLOUGH BROADCASTING COMPANY, INC.

234 Clarendon Street, Boston, Massachusetts, 02116 • Telephone 617-267-0123

Represented Nationally by: Stone Representatives, Inc.

ANNOUNCEMENTS

One Minute ET or 125 Words, Rotating—Live or Transcribed

1 MINUTE	"AAA"	"AA"	"A"	"B"
	(6-10 AM) (3-7 PM) Monday thru Saturday	(10 AM-3 PM Monday thru Saturday) (6 AM-7 PM Sunday)	(7 PM-12 Mid. Sunday- Saturday)	(12 Mid-6 AM Sunday- Saturday)
1 Time	\$50.00	\$48.00	\$46.00	\$44.00
52 Times	48.00	46.00	44.00	42.00
104 Times	46.00	44.00	42.00	40.00
156 Times	44.00	42.00	40.00	38.00
260 Times	38.00	36.00	32.00	30.00
312 Times	36.00	33.00	30.00	29.00
364 Times	34.00	30.00	28.00	27.00
520 Times	32.00	27.00	26.00	25.00
1040 Times	30.00	25.00	24.00	23.00

FIXED POSITION

	AAA	AA	A	B
(Within specified half hour)	\$50.00	\$48.00	\$46.00	\$44.00

SATURATION PACKAGES

(1 minute rate)

Saturation rates are not combinable to earn frequency discounts, and multi-products do not combine, unless purchased on one contract through one agency. Not subject to retro-active discounts. Saturation packages may be cross combined to earn numerical Frequency.

Per Week	AAA	AA	A
6 times	\$276.00	\$264.00	\$256.00
12 times	528.00	504.00	480.00
18 times	688.00	648.00	576.00
24 times	864.00	792.00	720.00
30 times	1020.00	900.00	840.00
36 times	1152.00	972.00	930.00

TOTAL AUDIENCE PLAN

MINUTES	AAA	AA	A	Weekly Cost
6 per week	2	2	2	\$252.00
12 per week	4	4	4	420.00
18 per week	6	6	6	594.00
24 per week	8	8	8	720.00
30 per week	10	10	10	840.00
36 per week	12	12	12	936.00

ROS SUNDAY THRU SATURDAY

Best times available, pre-emptible

40 per week	\$27.00 each	50 per week	\$25.00 each
-------------	--------------	-------------	--------------

30 Seconds — 80% of earned 1 minute rate 20 Seconds — 70% of earned 1 minute rate
10 Seconds — 50% of earned 1 minute rate

5 MINUTE NEWSCASTS

TIMES WEEKLY:	"AAA"	"AA"	"A"
1	\$ 85.00	\$ 82.00	\$ 80.00
6	300.00	288.00	276.00
7	350.00	336.00	322.00
12	576.00	552.00	528.00
14	644.00	616.00	588.00
18	792.00	756.00	720.00
21	882.00	840.00	798.00

Discounts for Consecutive Weeks: 13 Weeks: 5% 26 Weeks: 10% 52 Weeks: 15%

SPECIAL FEATURES

Sports, Programs, Weather Reports, Aerial traffic reports and other special programs—rates on request

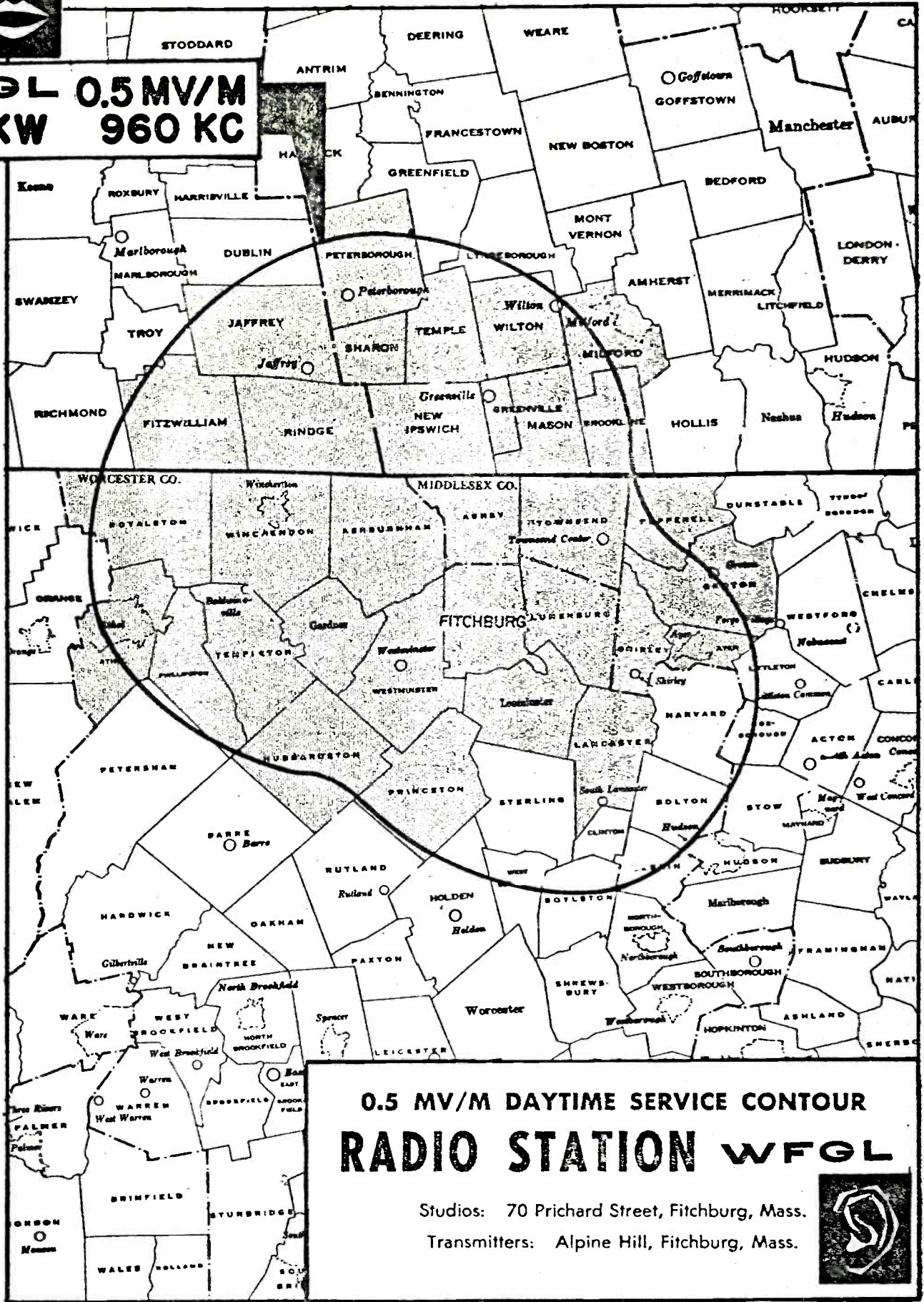
PROGRAM TIME

Rates on request.

This rate card is published by WCOP for the convenient reference of advertisers and agencies and is not to be considered as an offer of facilities. All rates and information herein are subject to change without notice.



**WFGL 0.5 MV/M
1.0 KW 960 KC**



**0.5 MV/M DAYTIME SERVICE CONTOUR
RADIO STATION WFGL**

Studios: 70 Prichard Street, Fitchburg, Mass.
Transmitters: Alpine Hill, Fitchburg, Mass.

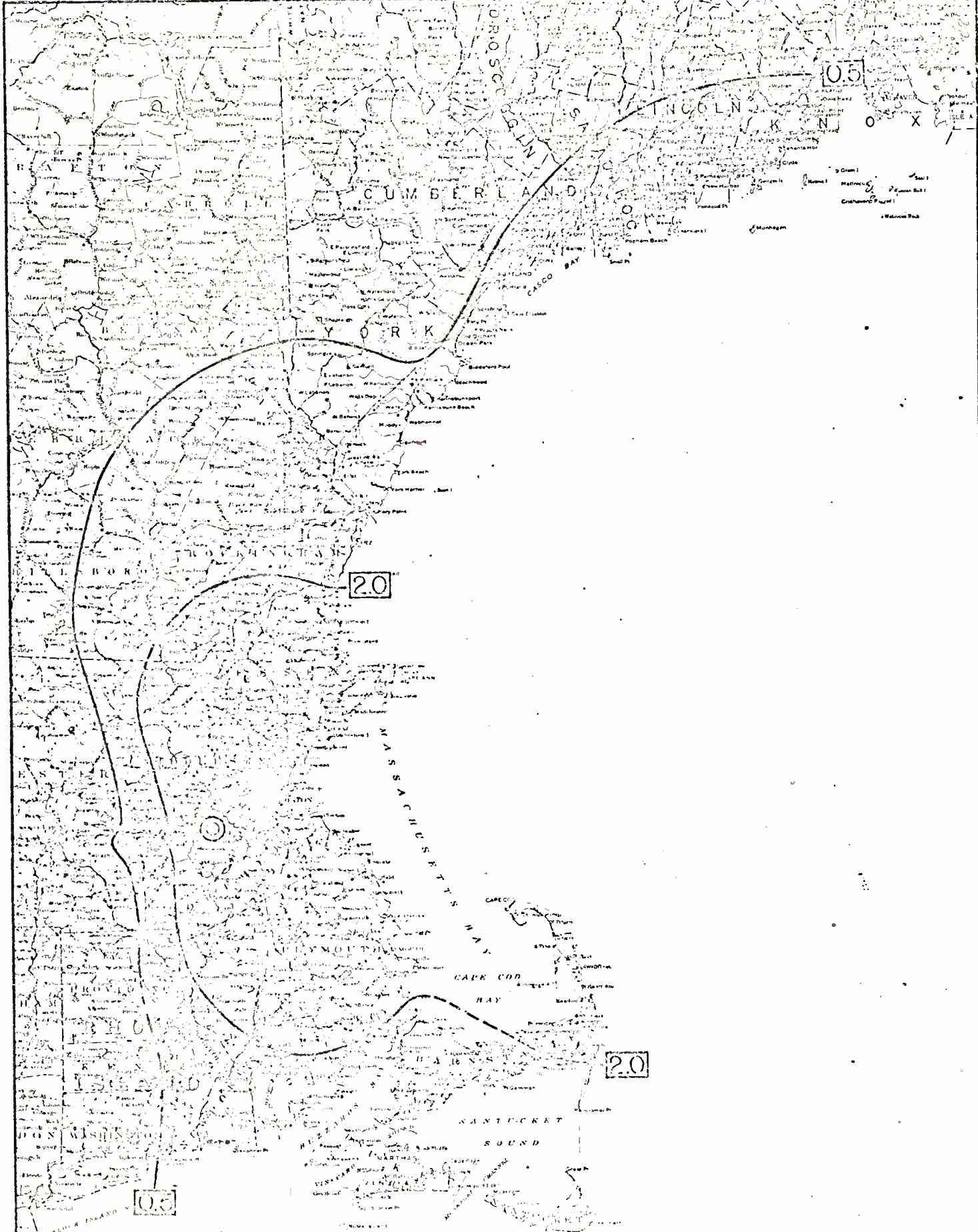


Heavy Black Pear-shaped Coverage Contour Line is the F.C.C. standard 0.5 milivolt-per-meter line, as filed with the F.C.C.

Pink Area is the "Montachusett" trading region as defined by the Fitchburg-Leominster- Gardner Chambers of Commerce. Because of the superior penetration of its signal on 960 Kilocycles, and its F.C.C. approved directional pattern, WFGL gives best coverage of the 200,000 people in the "Montachusett" Region.

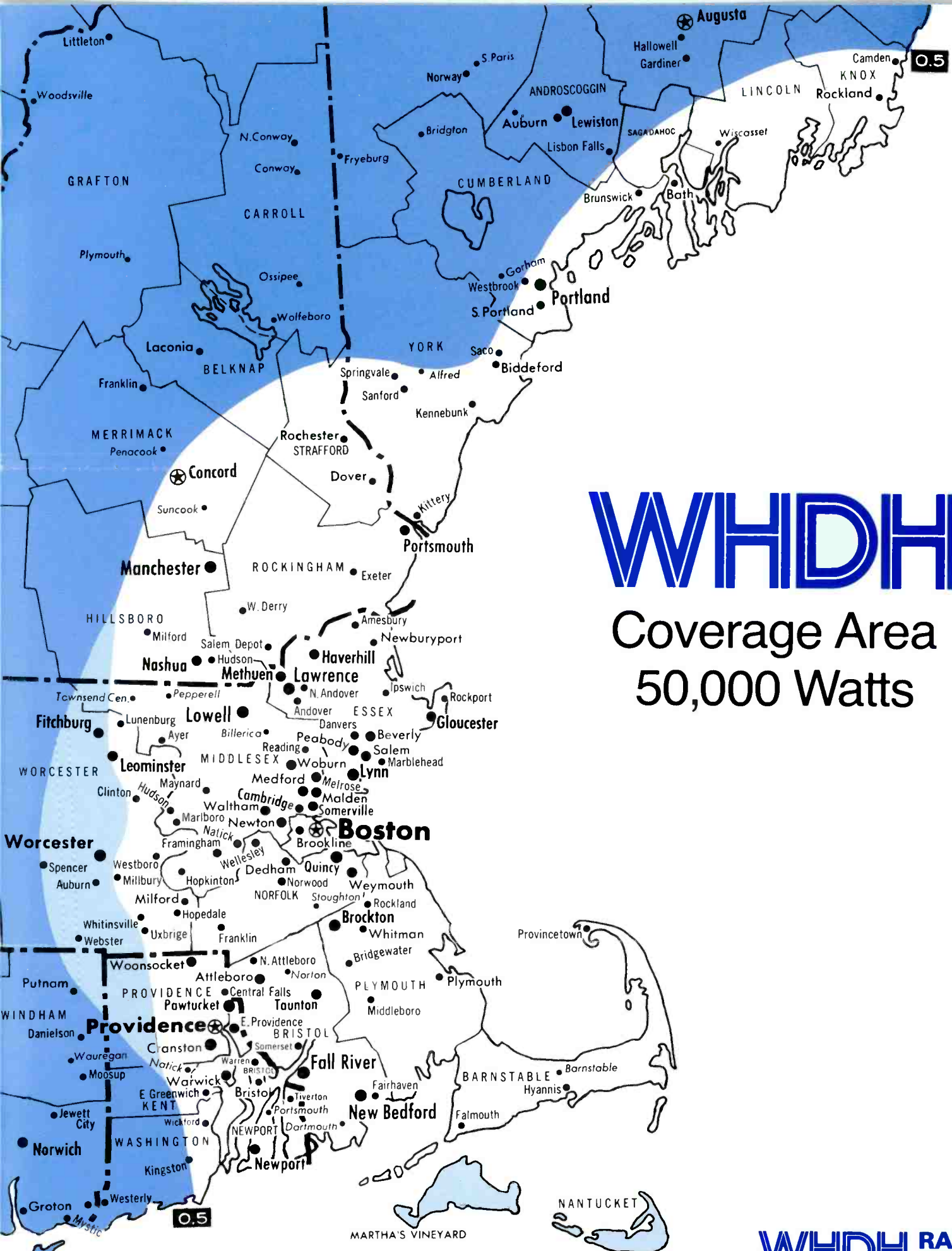
USE WFGL and WFMP in "FGL Land"

REACH MORE ... SELL MORE ... SPEND LESS



A. EARL CULLUM, JR.
 CONSULTING RADIO ENGINEERS
 DALLAS TEXAS

RADIO STATION WHDH
 850 KC 50 KW DA-1
 PREDICTION -- FCC COND. MAP.



WHDH

Coverage Area
50,000 Watts

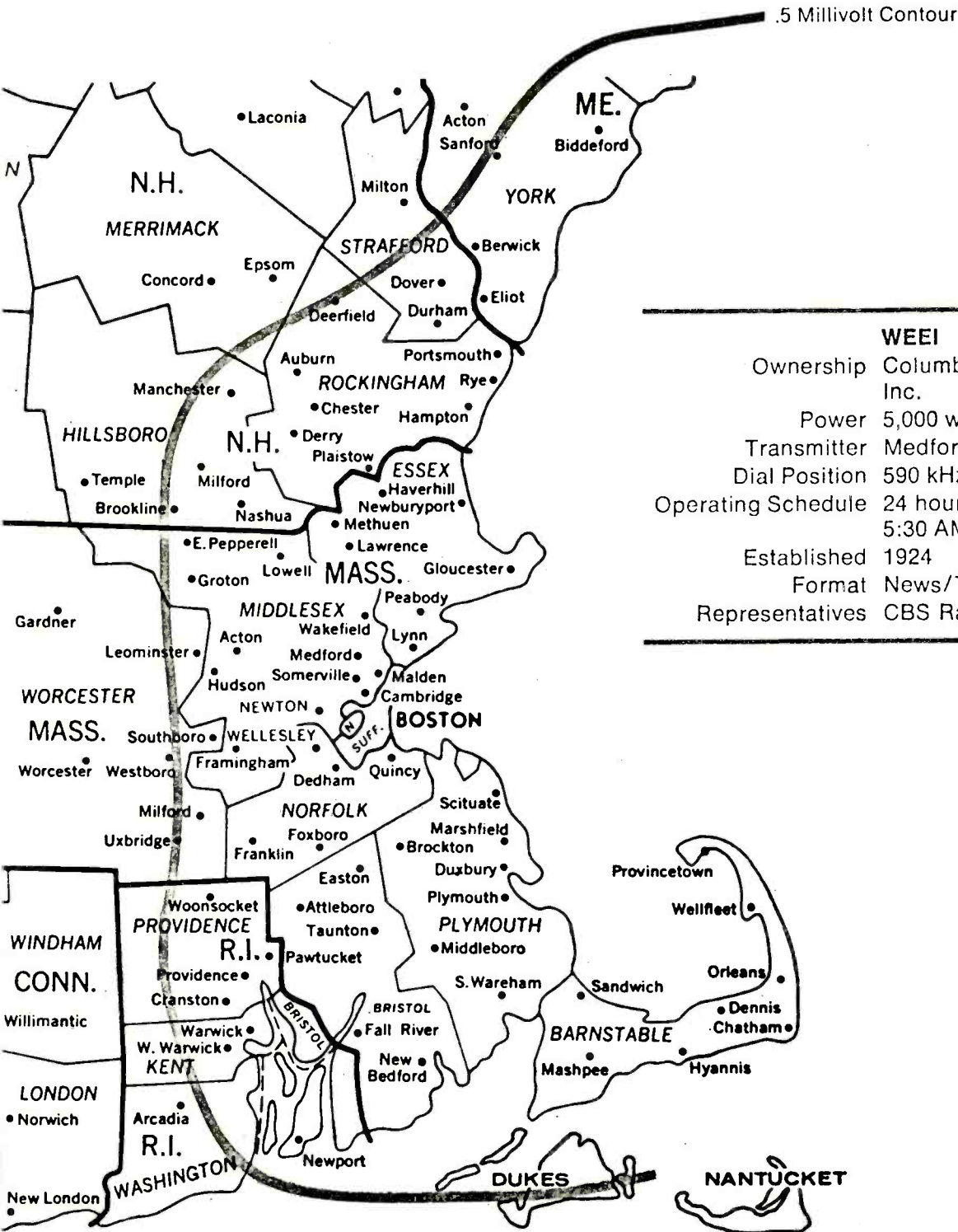
WHDH RADIO 85

FOUR FORTY-ONE STUART STREET BOSTON, MASSACHUSETTS 02116
TELEPHONE (617) 267-1313
Represented Nationally by Blair Radio

Coverage Area
WHDH - RADIO / 85
50,000 watts



WEEI Coverage



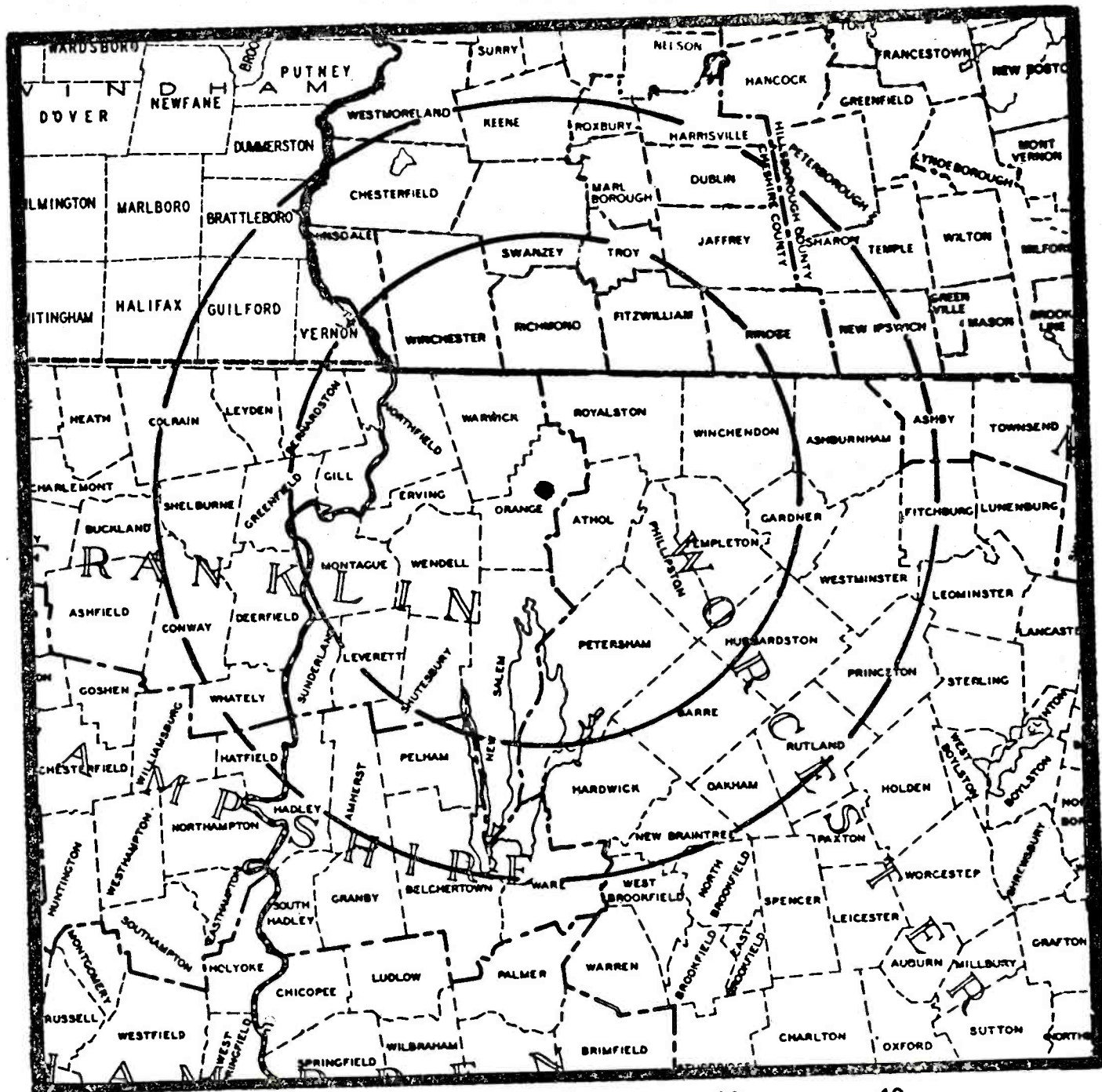
WEEI

Ownership	Columbia Broadcasting System, Inc.
Power	5,000 watts
Transmitter	Medford
Dial Position	590 kHz
Operating Schedule	24 hours a day, except 12:05 to 5:30 AM, Mondays
Established	1924
Format	News/Talk/Information
Representatives	CBS Radio Spot Sales

WEEI NEWSRAD  59

WCAT ORANGE MASS. COVERAGE MAP

1390 ON EVERY RADIO DIAL



SCALE IN MILES Inner Circle .5 mv/m Outer circle .1 mv/m

1,000 WATTS OF "TELL AND SELL" IN ORANGE, MASS.

RALPH MELLON, General Manager Area Code 617 544-2825

Regional Representative: New England Spot Sales, Inc., Boston, Mass.

National Representative: Hal Walton & Co. Inc., New York City

WCAP

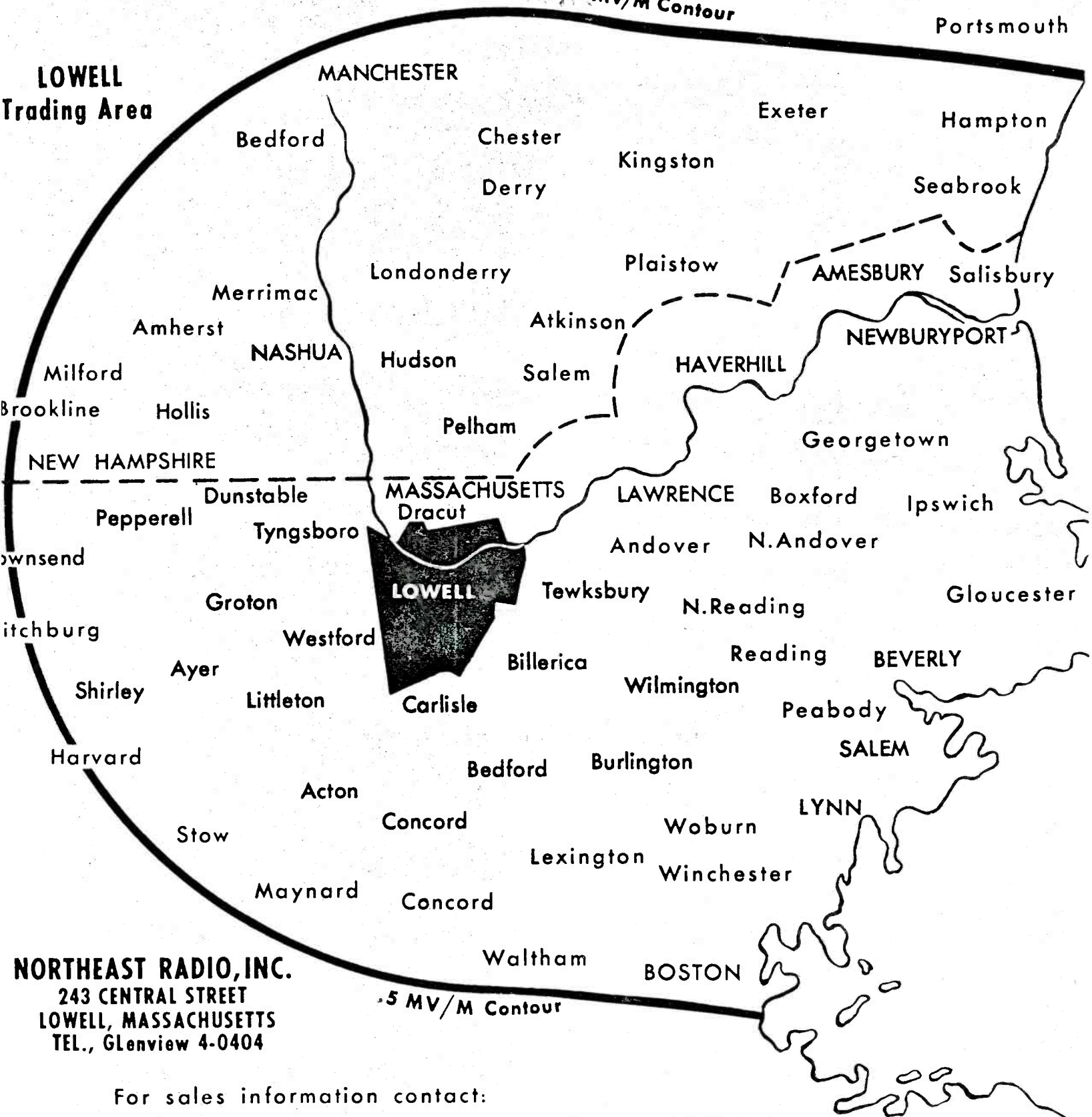
Lowell's Most Powerful Station

980 KC 1000 W

JOSEPH E KURETH JR
817 W STAYMAN DR
ELLIOTT CITY MD.

THIS IS VERIFICATION OF YOUR RECEPTION REPORT OF
SEPT 1, 1965 AT 5:45AM.

David E. Cate
DAVID E CATE ENGINEER WCAP
.5 MV/M Contour



NORTHEAST RADIO, INC.
243 CENTRAL STREET
LOWELL, MASSACHUSETTS
TEL., Glenview 4-0404

For sales information contact:

GRANT WEBB & CO.
NEW YORK - CHICAGO
NATIONAL REPRESENTATIVES

KETTEL - CARTER INC.
BOSTON
NEW ENGLAND REPRESENTATIVES

WCAP SALES
LOWELL

BERKSHIRE BROADCASTING CO. INC.

From these buildings, four different formats reflect the tastes of our large local audiences throughout this magnificent region of Massachusetts. As community broadcasters, we are proud of our modern and well-maintained facilities and the role these stations play in the daily lives of our listeners. We strive to maintain this loyalty with consistent public service, accurate news and quality entertainment programming.



466 CURRAN HIGHWAY
NORTH ADAMS, MASSACHUSETTS



Background Music

THE SOUND OF THE BERKSHIRES

"The finest background music service available... anywhere!"

For retailers, professional offices, industrial plants and for the special application in hospitals, nursing homes, schools, etc., WMNB Background Music provides the proper programming and the highest quality sound distribution equipment.

For one hour or 24 hours a day... for up-beat or quiet, intimate moments... we have the right music service for you.

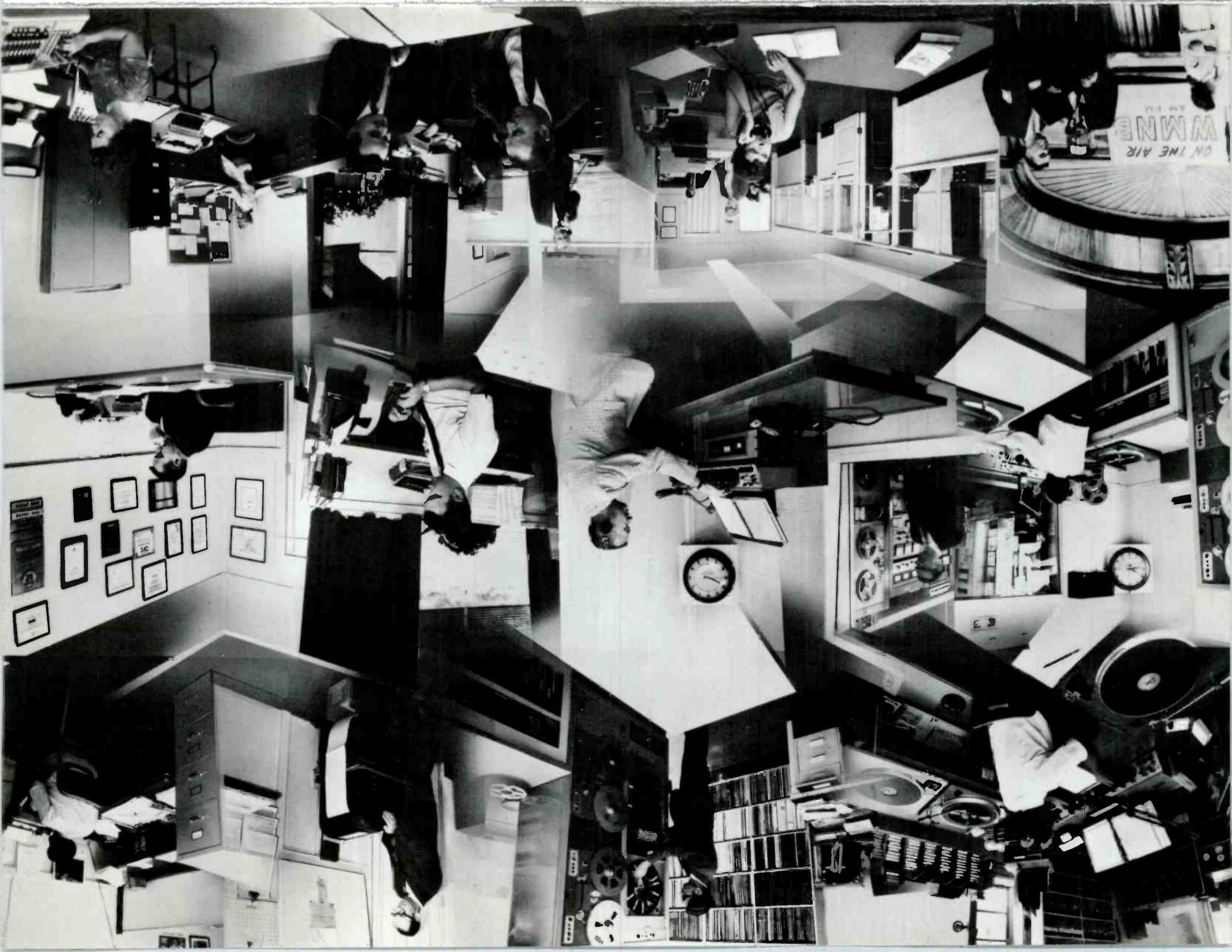
For a free demonstration, call North Adams (413) 663-6567 or our exclusive installation agent **Molleur Brothers,** Pittsfield, Massachusetts (413) 445-5659.



ROUTE 7
GREAT BARRINGTON, MASSACHUSETTS



BROOKSIDE ROAD
ORANGE, MASSACHUSETTS



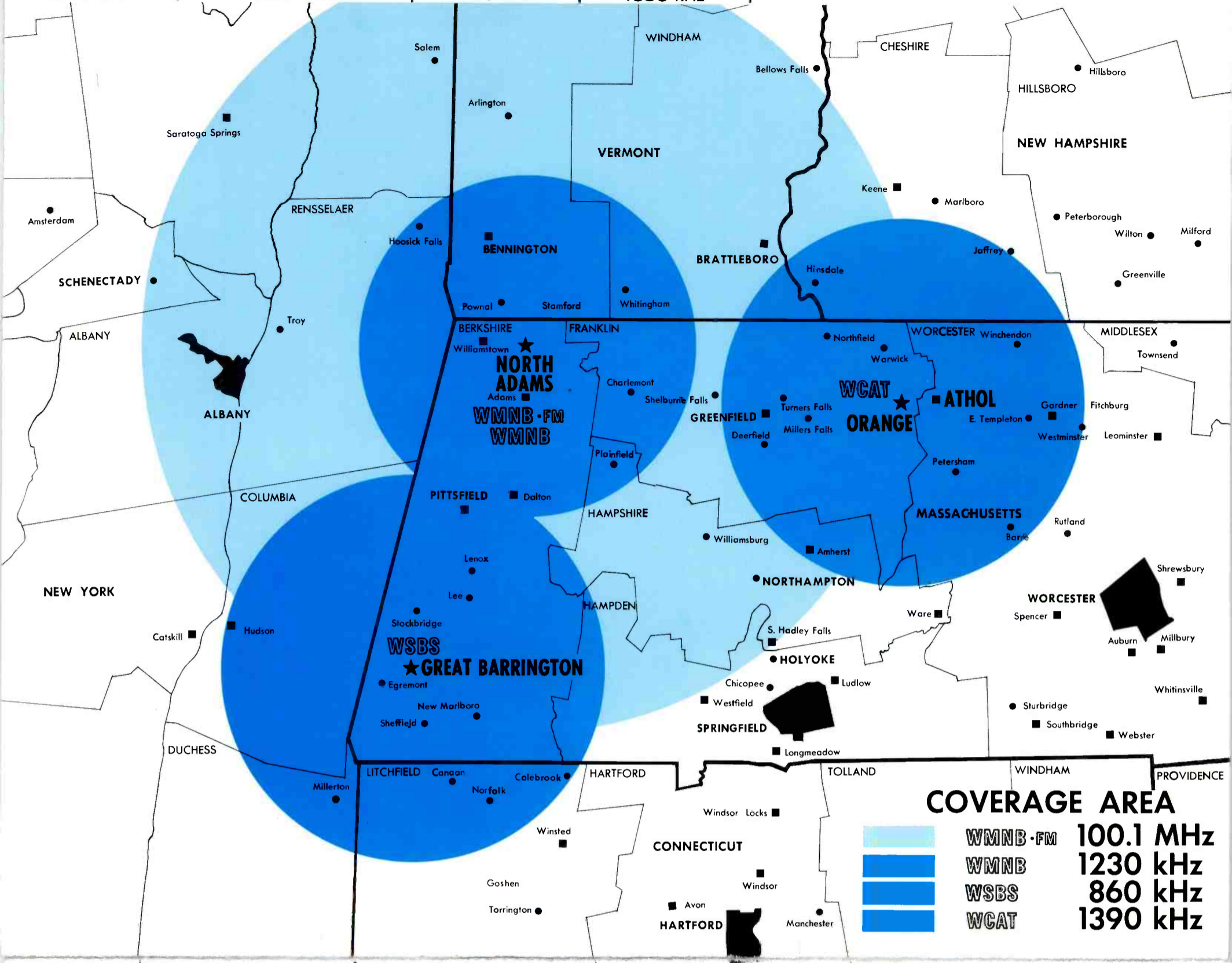
WMNB
1230 kHz

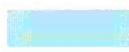



WMNB-FM
100.1 MHz

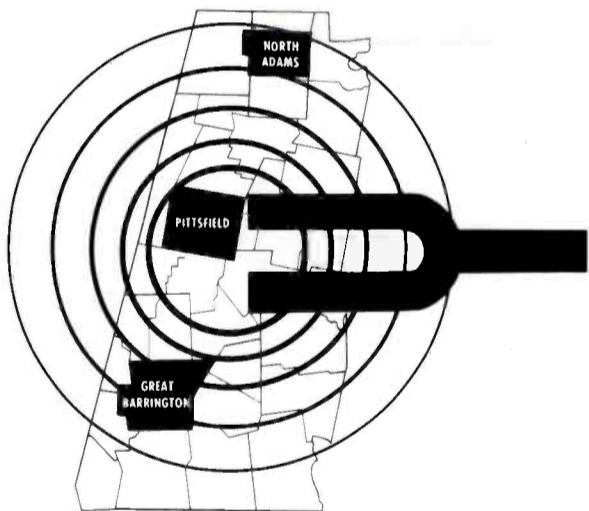
WSBS
860 kHz

WCAT
1390 kHz

BERKSHIRE BROADCASTING CO. INC.







COVERAGE AREA	
	WMNB-FM 100.1 MHz
	WMNB 1230 kHz
	WSBS 860 kHz
	WCAT 1390 kHz



THE SOUND OF THE BERKSHIRES

BERKSHIRE BROADCASTING CO. INC.

P.O. BOX 707 • NORTH ADAMS, MASS. 01247

-  **WMNB 1230 kHz**—1000 watts day, 250 watts night—466 Curran Highway, North Adams, Massachusetts (413) 663-6567. On the air from 5:30 A.M. to 1:00 A.M. Monday through Saturday, and 8:00 A.M. to 1:00 A.M. Sunday. This station provides the **only local broadcast service** to North Berkshire County and adjacent Southern Vermont area.
-  **WMNB-FM 100.1 MHz**—3000 watts ERP—466 Curran Highway, North Adams, Massachusetts (413) 663-6567. On the air from 7:30 A.M. to 1:00 A.M. Monday through Saturday; 8:00 A.M. to 1:00 A.M. Sunday. Berkshire County's **premier stereo station**. This facility is the **only broadcast service** that covers **all of Berkshire County**, and thousands in adjacent Eastern New York, Southern Vermont and Western Massachusetts.
-  **WSBS 860 kHz**—250 watts—Route 7, Great Barrington, Massachusetts (413) 528-0860. On the air during the daylight hours, this clear channel station provides the **only local broadcast service** in South Berkshire County and adjacent Northwest Connecticut and Eastern New York.
-  **WCAT 1390 kHz**—1000 watts—Brookside Road, Orange, Massachusetts (617) 544-2825. On the air from 6:00 A.M. to local sunset, this is the **only local broadcast service** for the Orange-Athol region of Central Massachusetts and adjacent southern New Hampshire and Vermont.

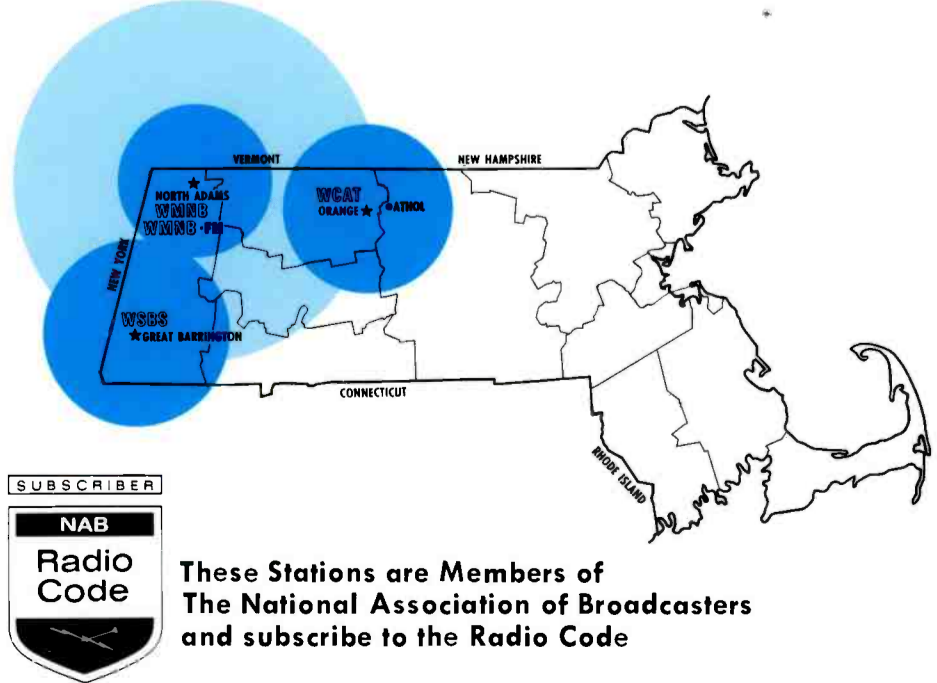
THE BEAUTIFUL BERKSHIRES . . . FROM MT. GREYLOCK TO THE FOOTHILLS.
THE MOHAWK TRAIL . . . FROM BEGINNING TO END.

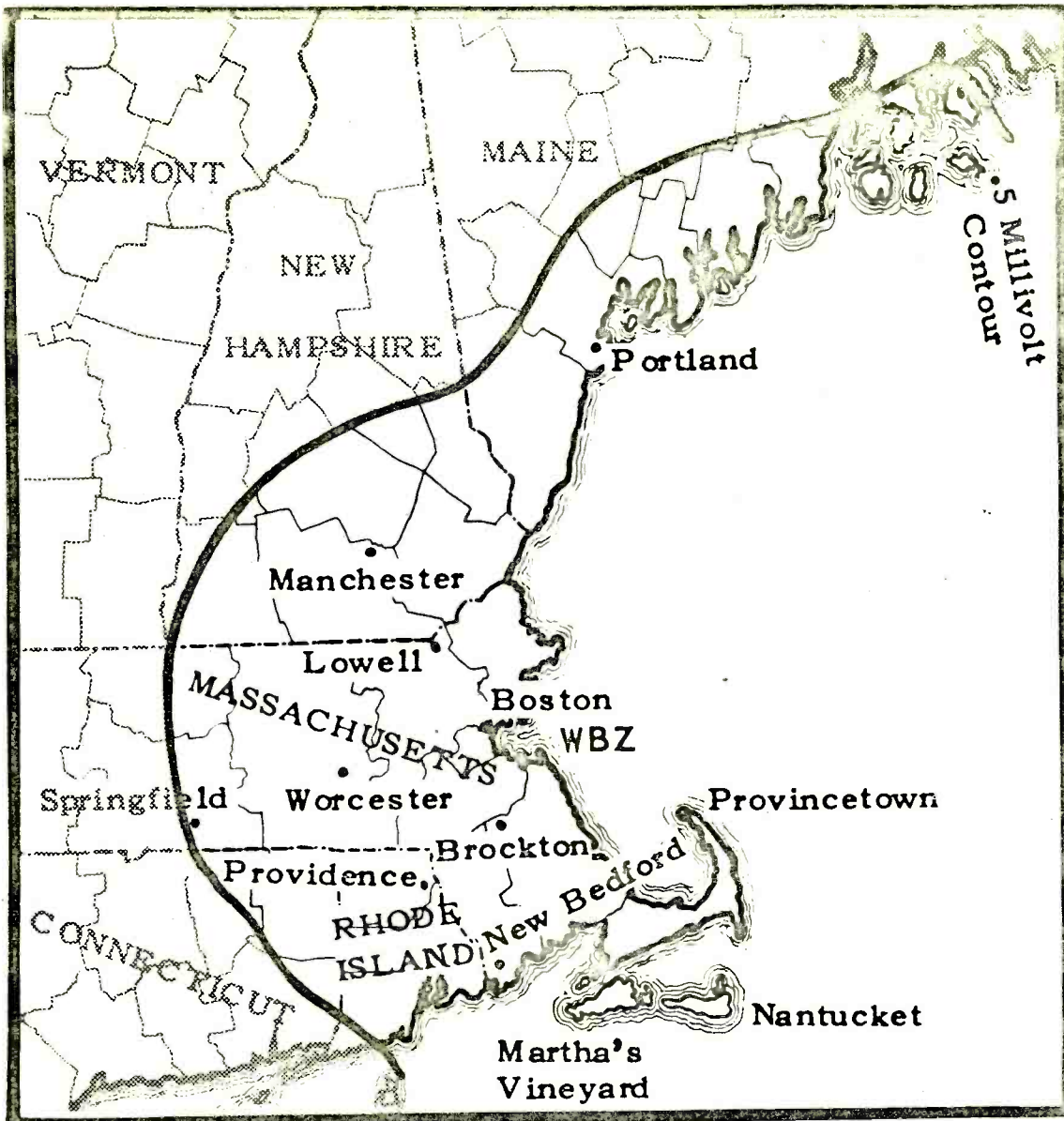
A Berkshire Broadcasting Company station intimately serves the entertainment and information desires of resident and traveler alike.

FOUR DIFFERENT FORMATS reflect the tastes of our large local audiences throughout this magnificent region of Massachusetts. As community broadcasters, we are proud of the role the stations play in the daily lives of our listeners. We strive to maintain this loyalty with consistent **public service, accurate news and quality entertainment programming.**

Our technical and office facilities are modern and well maintained. Our large staff of professional broadcasters take pride in their performance and creativity.

We welcome your business and are confident . . . **THE RESULTS WILL PLEASE YOU!**





MARKET DATA

WBZ	.5 MV COUNTOUR AREA	NEW ENGLAND
POPULATION:	8,492,800	11,114,800
HOUSEHOLDS:	2,546,530	3,295,490
RADIO HOMES:	2,368,490	3,090,490
EFFECTIVE BUYING INCOME:	\$20,750,431,000	\$27,492,528,000
RETAIL SALES:	\$12,261,881,000	\$16,020,831,000

Source: Standard Rate and Data Service, Inc.,
Population and Homes, January 1, 1965
Income and Sales, January 1, 1964 to January 1, 1965

WBZ RADIO 103

1170 SOLDIERS FIELD ROAD BOSTON MASS 02134 254-5670 REPRESENTED BY AM RADIO SALES CO WESTINGHOUSE BROADCASTING CO INC



You can't sell New Bedford — from the OUTSIDE!

WBSM

LOCAL COVERAGE FACTS

New Bedford — Win Market in Massachusetts



New Bedford, Mass.

- Gateway to Cape Cod.
- Plus Fall River — a combine that means the 63d market in the U. S.
- County seat for the most urbanized county in the United States.
- Largest city in South-eastern Massachusetts.
- Shopping Center for Cape Cod and The Islands.

New Bedford — Fall River



market in the United States

Reach them both with



You can't sell 'em from Boston or Providence

Because you can't reach 'em.

WBSM Coverage Area

Market Data

<u>County</u>	<u>Population</u>	<u>Families</u>	<u>Groceries</u>	<u>Drugs</u>
Bristol	389,540	118,200	984	153
Plymouth	78,224	24,530	153	28
Barnstable	28,480	8,910	39	18
Duke's (Martha's Vineyard)	6,069	1,930	23	7
Total .5MV/M	505,955	158,180	1,260	209

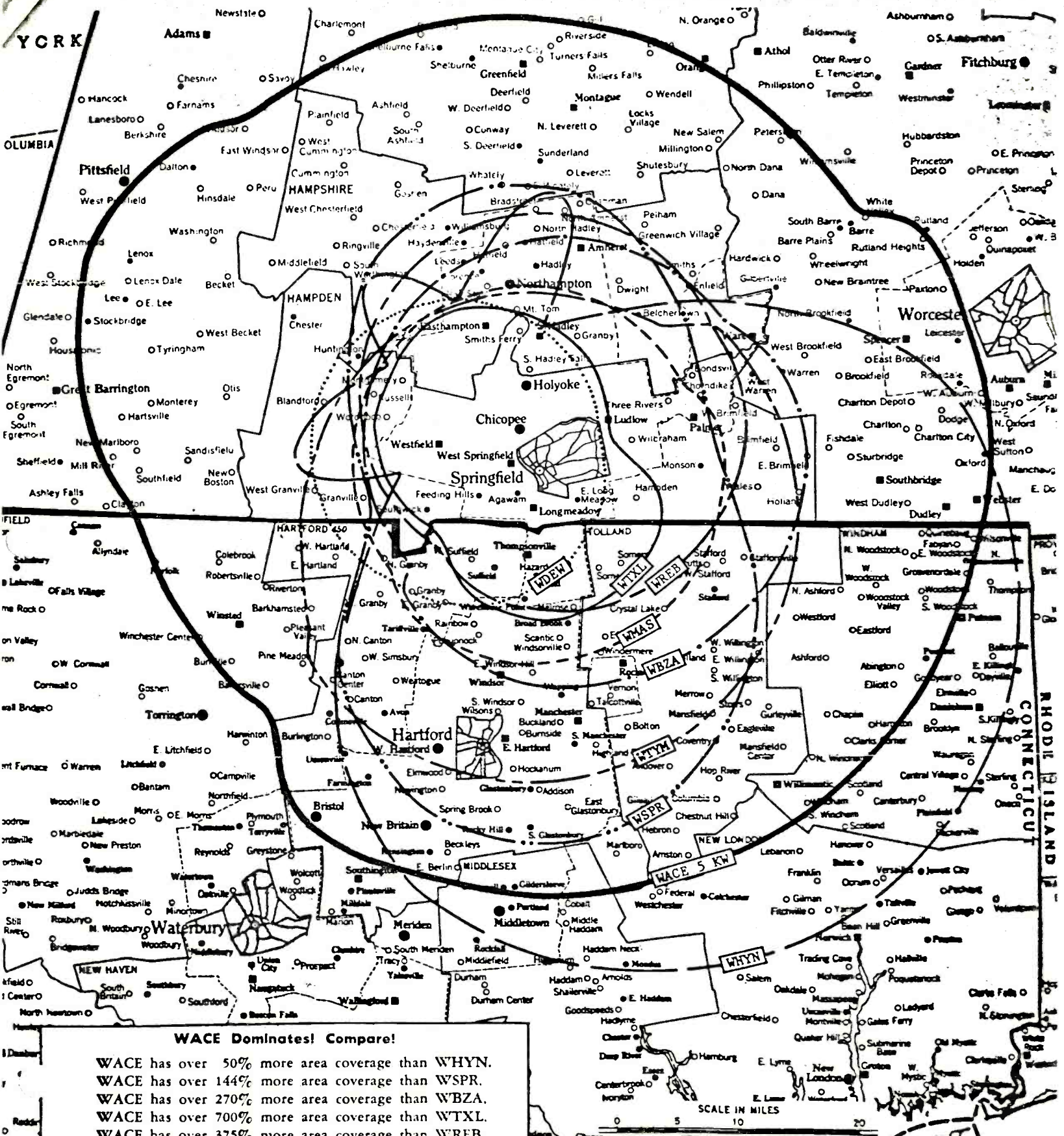
WBSM

5000 POWER-FULL

WATTS

Regional Powerhouse of Western Massachusetts, Greater Springfield and Northern Conn.

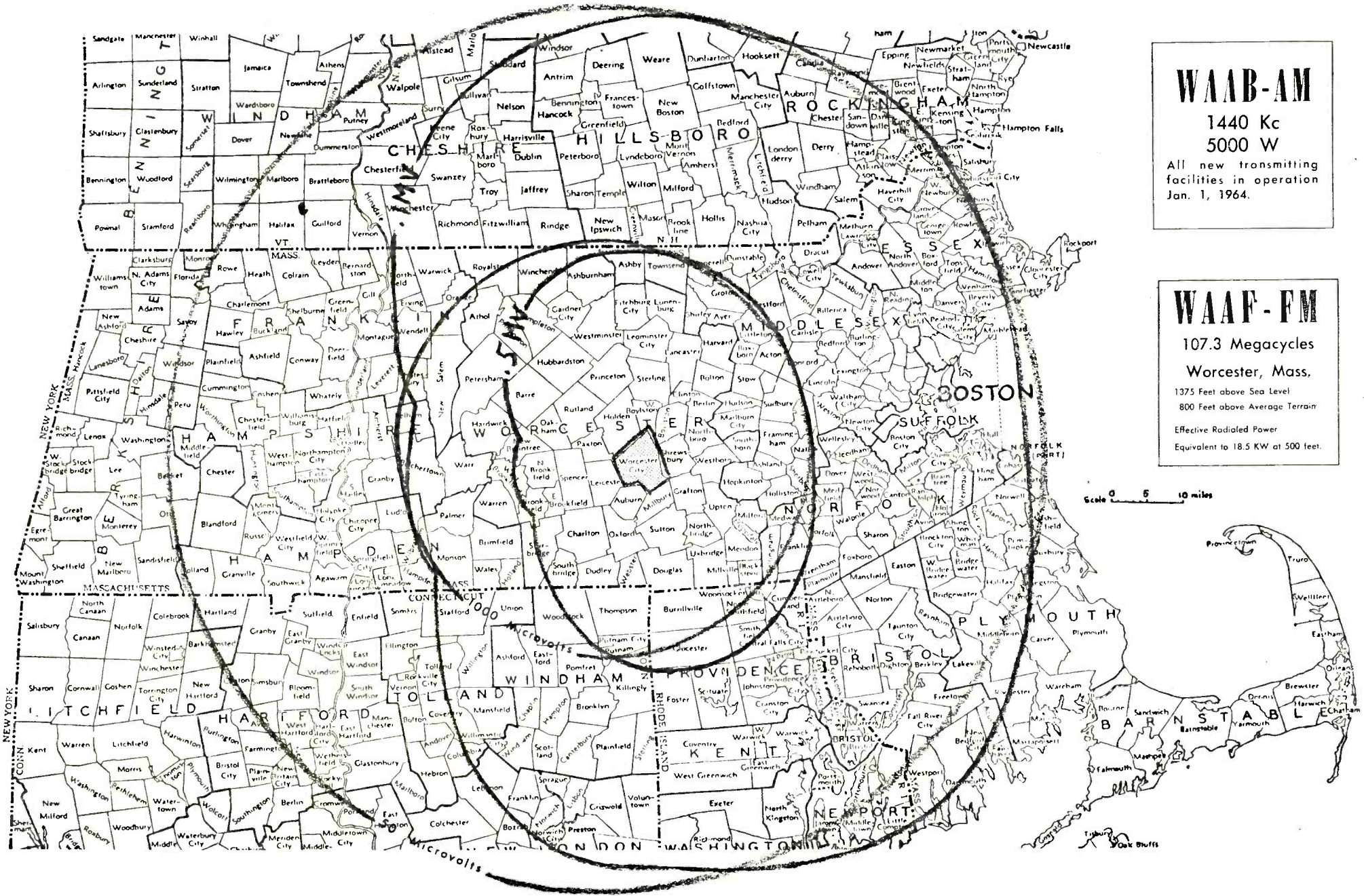
PROGRAMMING: No Rock n' Roll, But Plenty of Wonderful Music, News in Depth, Editorials, s to Housewife, Comedy Records, etc. "Everything the Adult Likes."



WACE Dominates! Compare!

- WACE has over 50% more area coverage than WHYN.
- WACE has over 144% more area coverage than WSPR.
- WACE has over 270% more area coverage than WBZA.
- WACE has over 700% more area coverage than WTXL.
- WACE has over 375% more area coverage than WREB.
- WACE has over 163% more area coverage than WTYM.
- WACE has over 300% more area coverage than WMAS.
- WACE has over 800% more area coverage than WDEW.

COMMERCIAL RADIO EQUIPMENT COMPANY
RADIO ENGINEERING CONSULTANTS



WAAB-AM
 1440 Kc
 5000 W
 All new transmitting
 facilities in operation
 Jan. 1, 1964.

WAAF-FM
 107.3 Megacycles
 Worcester, Mass.
 1375 Feet above Sea Level
 800 Feet above Average Terrain
 Effective Radiated Power
 Equivalent to 18.5 KW at 500 feet.

Scale 0 5 10 miles

WAAB
WAAF - Stereo
 Worcester, Mass.
752-5611

RE Nashua

0.5 MV/M



"Tarlow Associate Station"

**W
H
I
L**

"The most talked about station in Boston"



PROVIDENCE
 BRISTOL
 FALL RIVER
 NEWPORT

CONTOUR COMPUTED USING CONDUCTIVITIES SHOWN ON FCC GROUND CONDUCTIVITY

**COVERAGE OF
 WHIL
 BOSTON 55, MASS.**

1430 ON THE DIAL 5000 WATTS

PREPARED BY
 COMMERCIAL RADIO EQUIPMENT COMPANY
 RADIO ENGINEERING CONSULTANTS
 WASHINGTON DC

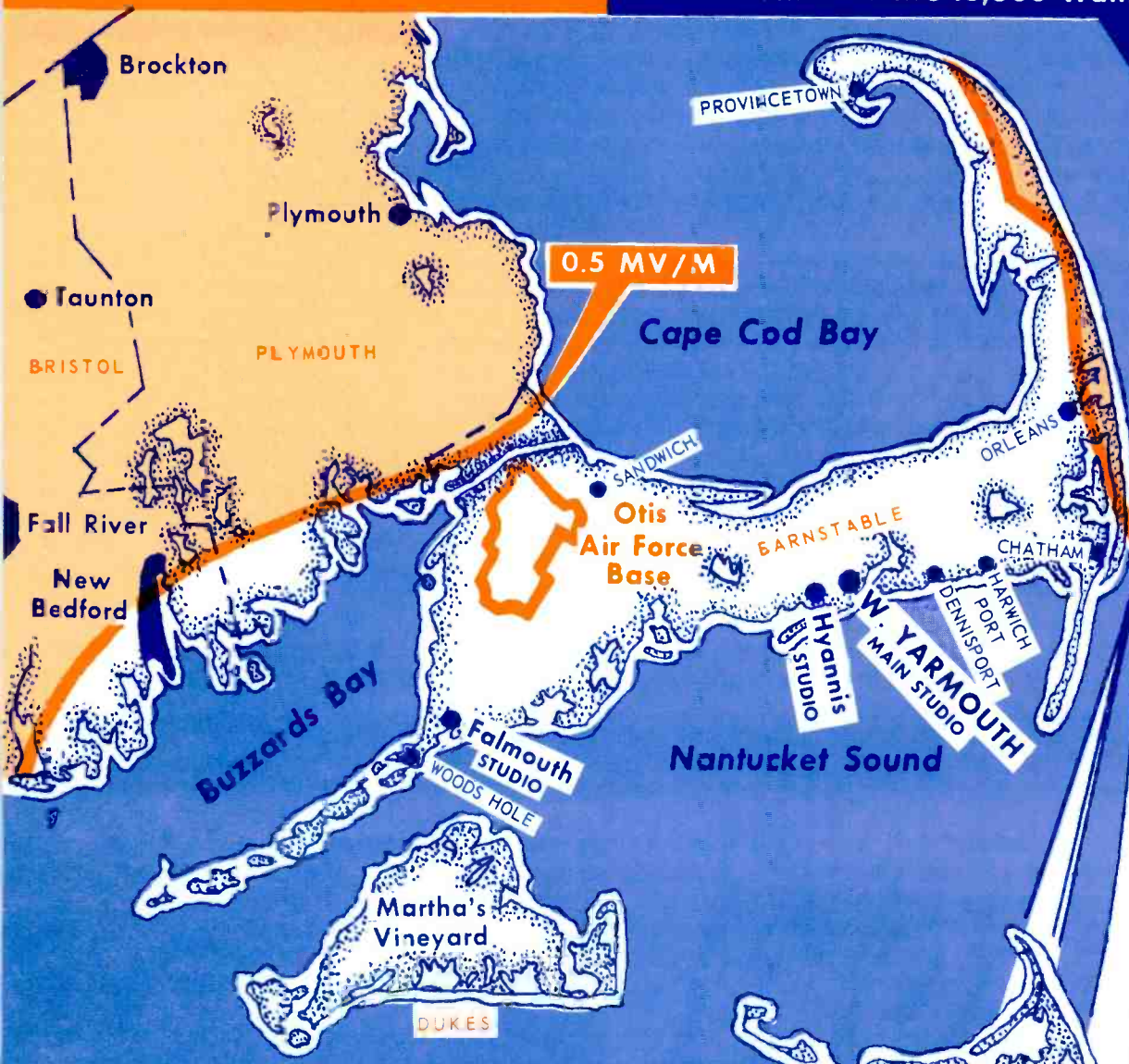
The Only Station Programmed Exclusively for Cape Cod and The Islands

AM
FM

**Complete Emphasis
on Local News, Sports,
Weather and the Tides
with Adult Music**

WOCB

AM 1240 KC 1000 Watts
FM 94.9 MC 13,500 Watts



Atlantic Ocean

*Including only the three (3) counties of Barnstable (Cape Cod), Dukes and Nantucket. If the portion of the Mainland area, including New Bedford, in the Primary (0.5mv/m) Market were included the total would be \$408,000,000. If the summer population were included there could be an additional \$647,000,000.

WOCB

W. Yarmouth, Cape Cod, Mass.

MARKET FACTS

	\$1,000's added
TOTAL SALES	165,864
Lumb'r, Bldg, Mat'l, Mdwe.	7,249
Gen. Merchandise	20,541
Food Stores	41,474
Automotive Dealers	25,643
Gas Service Stations	9,359
Apparel & Acces'y	10,544
Furniture & Home Furng's	4,072
Elec. Appl's	2,886
Eating & Drinking	13,829
Drug & Prop'y	5,522
Other Retail Stores	19,319
Non-store Retailers	5,428

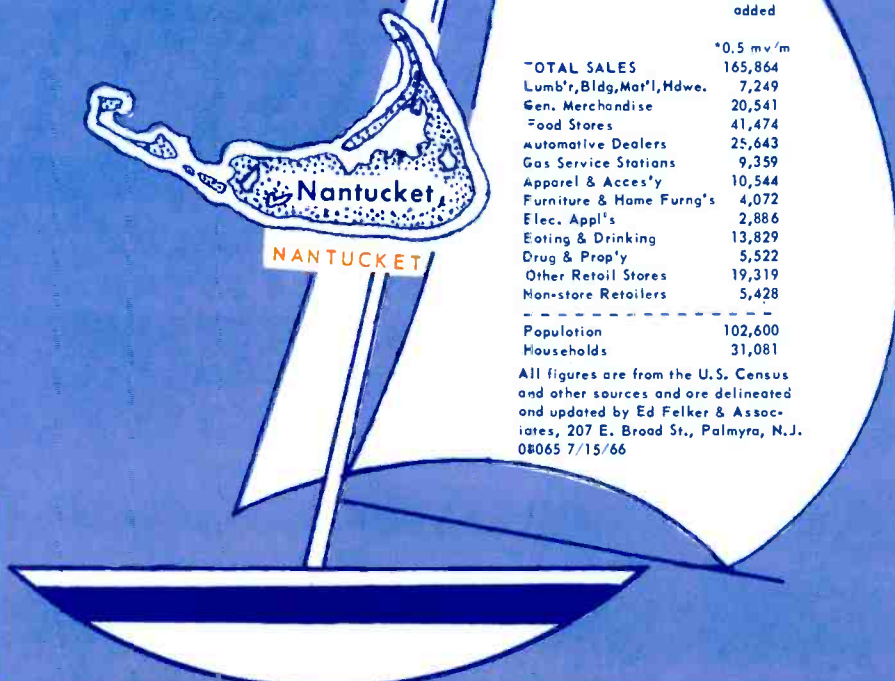
Population	102,600
Households	31,081

All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, 207 E. Broad St., Palmyra, N.J. 08065 7/15/66

	Population '966	1950
Winter	100,000	50,000
Summer	400,000	200,000

It's doubled since '50 and still growing strong.

It takes "ONE" and WOCB is that "ONE" to Reach the \$166,000,000 Primary Market (0.5MV/M) Retail Sales in this - the Fastest Growing Area in all New England.



Represented Nationally By:

RKO GENERAL BROADCASTING
NATIONAL SALES DIVISION
NEW YORK, 1440 Broadway
New York, N. Y. 10018
212-564-8000

CHICAGO, 111 E. Wacker Dr.
Chicago, Illinois 60601
312-527-5300

LOS ANGELES, 5670 Wilshire Boulevard
Los Angeles, Calif. 90036
213-939-2118

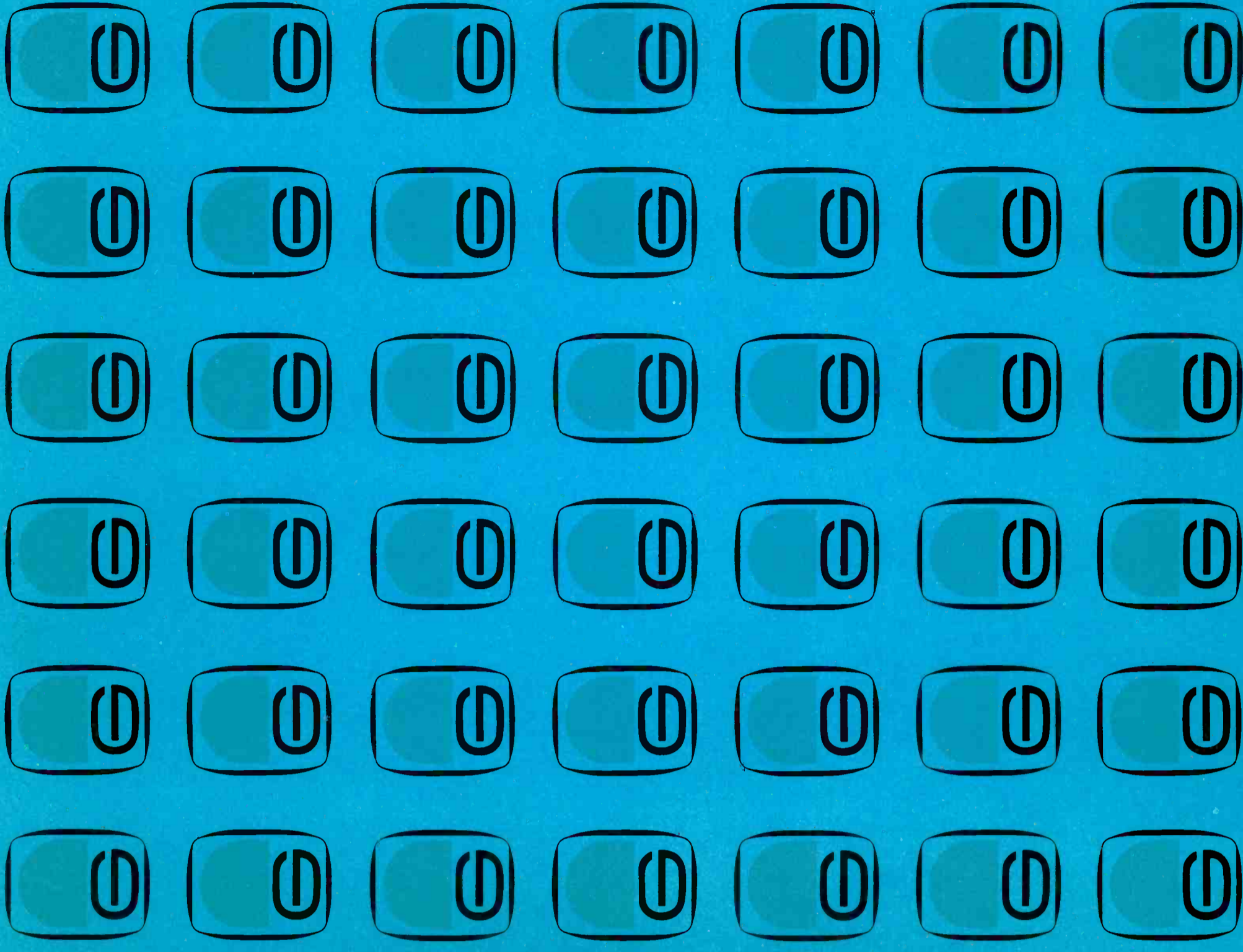
SAN FRANCISCO, 485 Pacific Ave.
San Francisco, Calif. 94133
415-982-2041

TORONTO, Lord Simcoe Hotel
Toronto, Ontario, Canada
416-368-6194

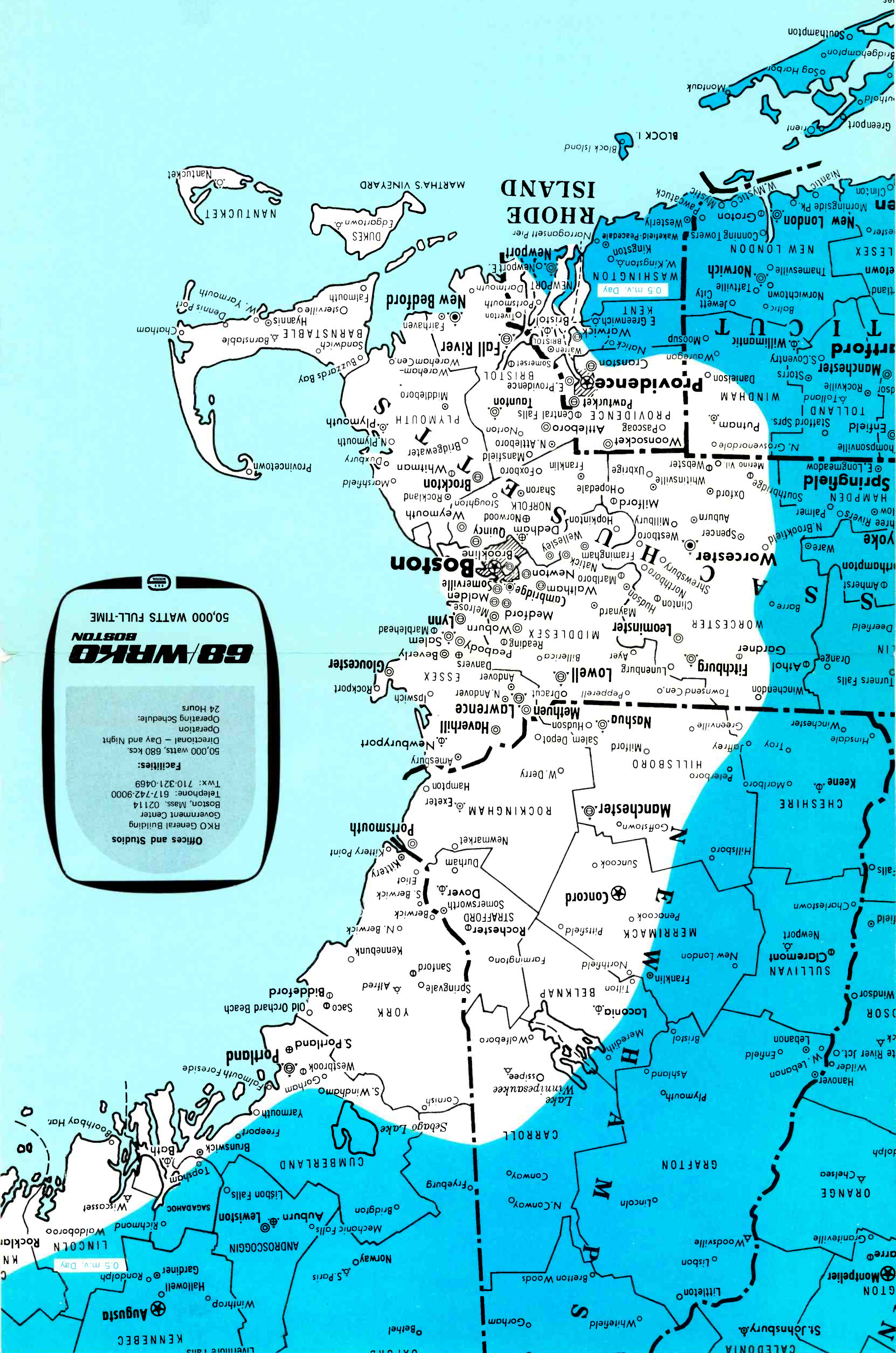
ATLANTA, 1720 Peachtree Street, N.W. Atlanta, Ga., 30309
404-876-5743

DETROIT, 920 Fisher Bldg. Detroit, Mich. 48202
313-872-1044

688/WBKD
BOSTON, MASSACHUSETTS



68/WRRD COVERAGE AREA



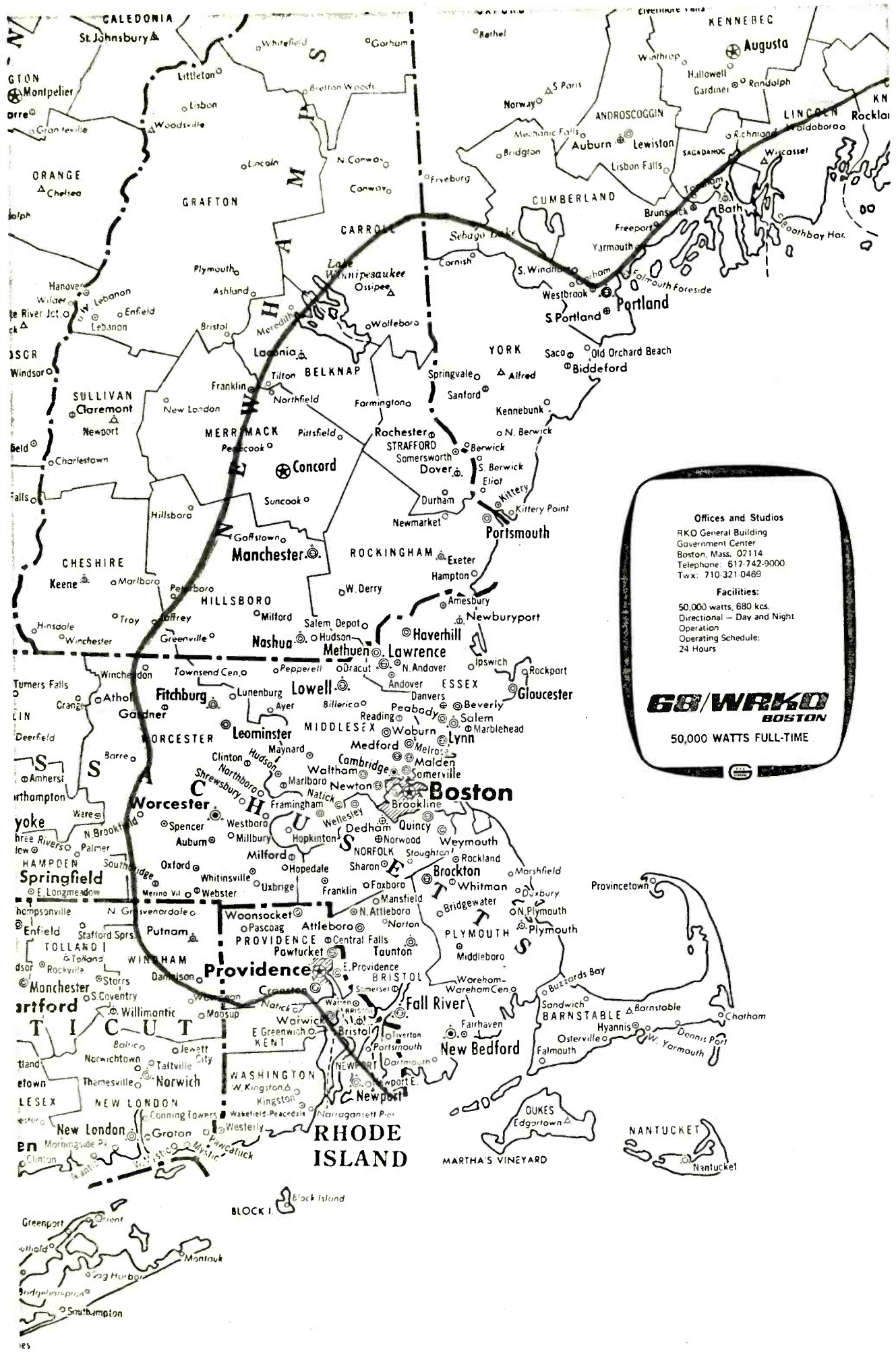
68/WRRD
BOSTON

50,000 WATTS FULL-TIME

Offices and Studios
 RKO General Building
 Government Center
 Boston, Mass. 02114
 Telephone: 617-742-9000
 TWX: 710-321-0469

Facilities:
 50,000 watts, 680 kcs.
 Directional - Day and Night
 Operation
 Operating Schedule:
 24 Hours

68/WRKO COVERAGE AREA



Offices and Studios
 RKO General Building
 Government Center
 Boston, Mass. 02114
 Telephone: 617-742-9000
 Twx: 710-321-0469

Facilities:
 50,000 watts, 680 kcs.
 Directional - Day and Night
 Operation
 Operating Schedule:
 24 Hours

68/WRKO
BOSTON

50,000 WATTS FULL-TIME



WSAR
5000 WATTS FULL TIME

A Knight Quality Station

QUALITY RADIO CORP.
POST OFFICE BOX 927
FALL RIVER, MASSACHUSETTS 02722
AREA CODE 617 - 677-9477
PROVIDENCE 336-7466
NEW BEDFORD 636-8327
Power: 5000 Watts - 24 Hours

ationally and Regionally by:
KNIGHT SALES, INC.
Somerset Hotel
Boston, Massachusetts
Dial Boston Area Code 617 - 227-2424

MARKETING

1,431,950
427,805
spendable income \$3,371,807,000
\$1,962,534,000
\$ 525,115,000
\$ 67,340,000
\$ 335,420,000
e dial — 5000 WATTS FULLTIME
of Southern New England since 1921
the Gateway to Cape Cod and The Islands
of one million vacationers
ent on LOCAL NEWS
g ADULT contemporary programming
ound
Mount Hape Bay
e Coverage
nd's Fastest growing electronics area
U.S.S. Massachusetts War Memorial
vidence, R. I., Cape Cod & all of Southern N. E.
of the Friendly Giant

DECEMBER 1, 1966

FREQUENCY PLANS WITH FIXED POSITIONS

1	52	104	156	260	312
90.00	\$85.00	\$80.00	\$75.00	\$70.00	\$65.00
55.00	51.00	47.00	43.00	39.00	35.00
35.00	33.00	30.00	27.00	24.00	20.00
25.00	23.00	21.00	19.00	17.00	15.00
16.00	15.00	14.00	13.00	12.00	11.00

FREQUENCY PLANS WITH FIXED POSITIONS

1	52	104	156	260	312
14.00	\$12.00	\$11.00	\$10.00	\$9.00	\$8.00
11.20	9.60	8.80	8.00	7.20	6.40
7.00	6.00	5.50	5.00	4.50	4.00

YEARLY PACKAGE RATES

ule, within 52 weeks from start date, available
written contract, in lieu all discounts, short

Min.	30 sec.	10 sec.
\$5.50	\$4.40	\$2.75
5.25	4.20	2.62
4.75	3.80	2.37

es on EST and observes DST. Quality Radio
27, Fall River, Mass. 02722. Phone WSAR at
7; Knight Sales at 617 - 227-2424. WSAR on
units earned within consecutive 52 week period,
nt, copy 72 hours in advance. WSAR will furnish
for programs, continuity and products which
its sole judgment, deems acceptable. This is
reference and is not to be considered as an
ities. All rates quoted are net to station.

PERSONALITIES

Rick Robins
Ted Webb
The Great Scott
Johnny Dark

Salvatore J. Ginsberg
(J. stands for Murphy)

FEATURES

SUNDAYS

Portuguese-American Hour
Franco-American Review
Polish-American Hour
NEWS - 20-20 - NEWS
Wire Services

Audio Services
Mobile News Units

SPORTS

Complete Sports Coverage
High School - College - Professional



RETAIL RATES

ANN. WEEKLY VOL. PLANS/DRIVE TIMES

Ann. per week	ANN. WEEKLY VOL. PLANS/DRIVE TIMES	
	Min.	10 Sec.
5	\$ 45.00 (9.00)	\$ 36.00 (7.20)
10	80.00 (8.00)	64.00 (6.40)
15	112.50 (7.50)	90.00 (6.00)
20	140.00 (7.00)	112.00 (5.60)
25	162.50 (6.50)	130.00 (5.20)
30	180.00 (6.00)	144.00 (4.80)
40	230.00 (5.75)	184.00 (4.60)

ANN. PLANS/HALF & HALF (50% Drive Rotate; 50% R.O.S.)

Ann. per week	ANN. PLANS/HALF & HALF (50% Drive Rotate; 50% R.O.S.)	
	Min.	10 Sec.
10	\$ 70.00 (7.00)	\$ 56.00 (5.60)
20	120.00 (6.00)	96.00 (4.80)
30	165.00 (5.50)	132.00 (4.40)
40	210.00 (5.25)	168.00 (4.20)
60	300.00 (5.00)	240.00 (4.00)
80	380.00 (4.75)	304.00 (3.80)

ANN. VOL. PLANS/R.O.S. (At Station Discretion)

Ann. per week	ANN. VOL. PLANS/R.O.S. (At Station Discretion)	
	Min.	10 Sec.
5	\$ 35.00 (7.00)	\$ 28.00 (5.60)
10	60.00 (6.00)	48.00 (4.80)
20	110.00 (5.50)	88.00 (4.40)
30	150.00 (5.00)	120.00 (4.00)
40	190.00 (4.75)	152.00 (3.80)
60	270.00 (4.50)	216.00 (3.60)
80	340.00 (4.25)	272.00 (3.40)

On all announcement plans except yearly package rates, schedules that run for 26 consecutive weeks, shall earn a discount of 10% on the total amount of the contract. An added discount of an additional 10% shall apply to the total contract on a firm 52 week order. Thus the total discount on a 52 week order shall be 20%.

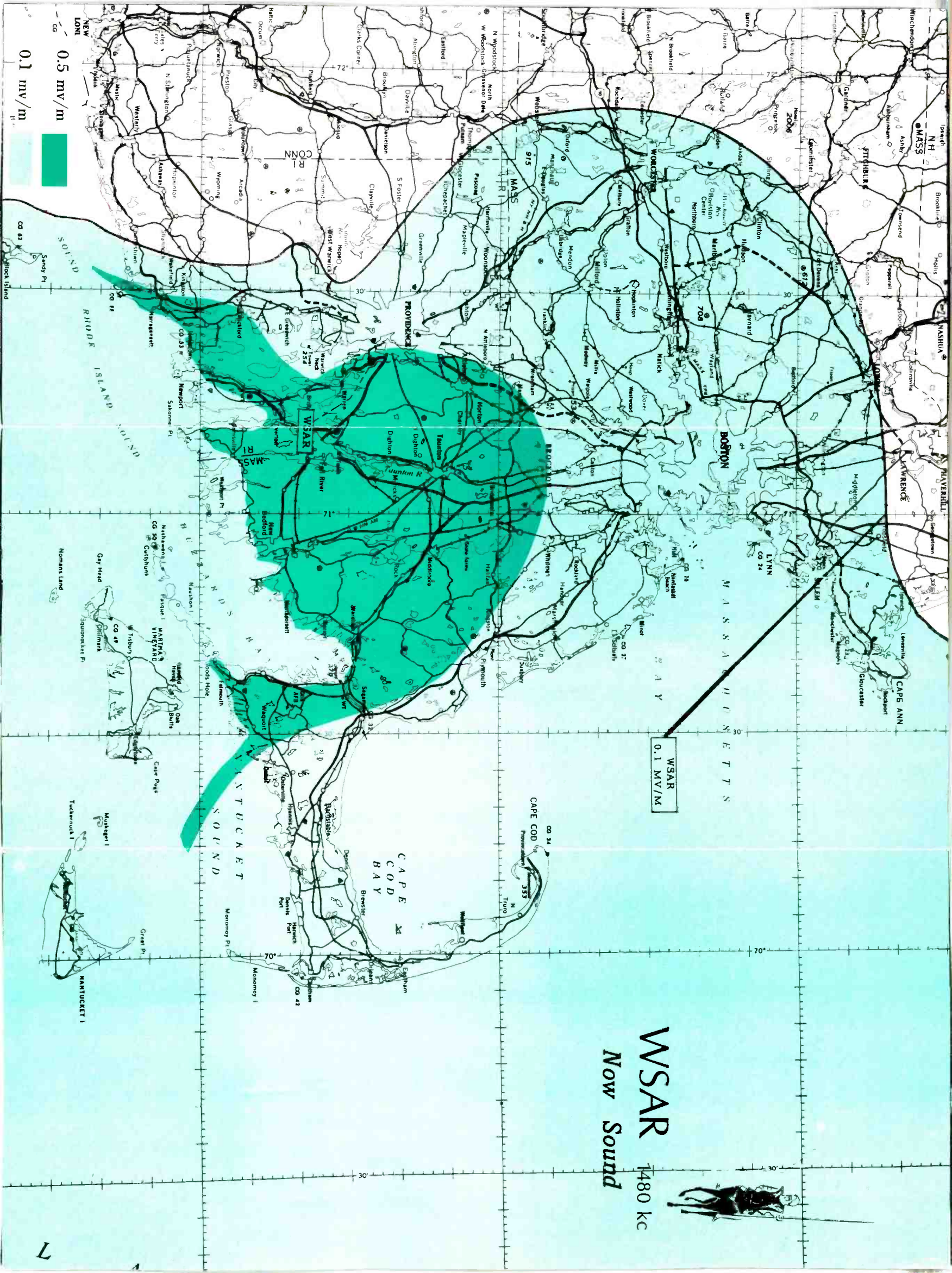
WSAR

NOW RADIO

5000 watts

24 hours

A KNIGHT QUALITY STATION

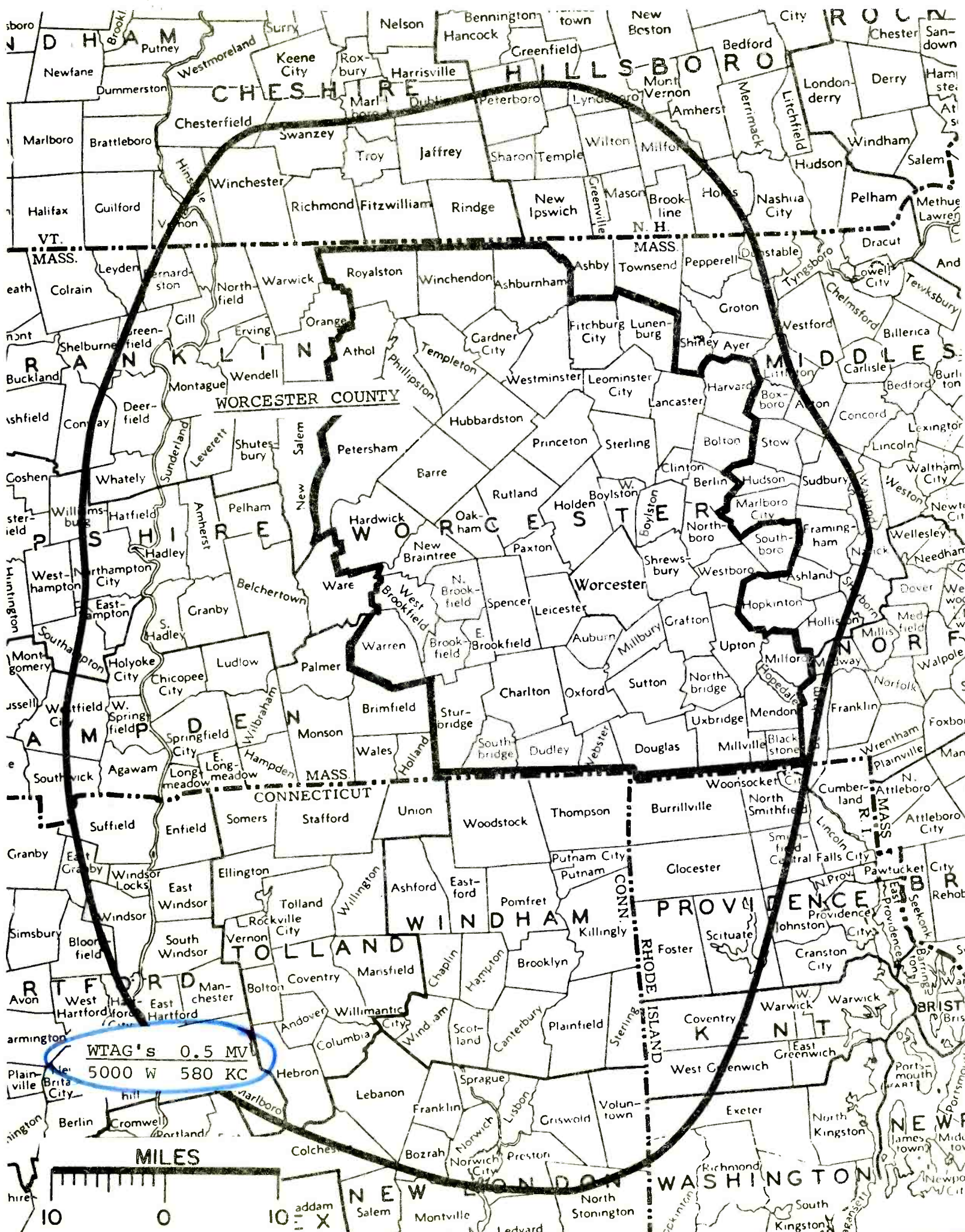


0.5 mV/m
0.1 mV/m

WSAR
1480 KC
0.1 mV/m

WSAR
1480 KC
Now Sound





CHESHIRE

HILLSBORO

WORCESTER COUNTY

WORCESTER

MIDDLESBORO

CONNECTICUT

WINDHAM

PROVIDENCE

RTFORD

TOLLAND

KENT

BRISTOL

WTAG's 0.5 MV
5000 W 580 KC

MILES

NEW

WASHINGTON

NEW

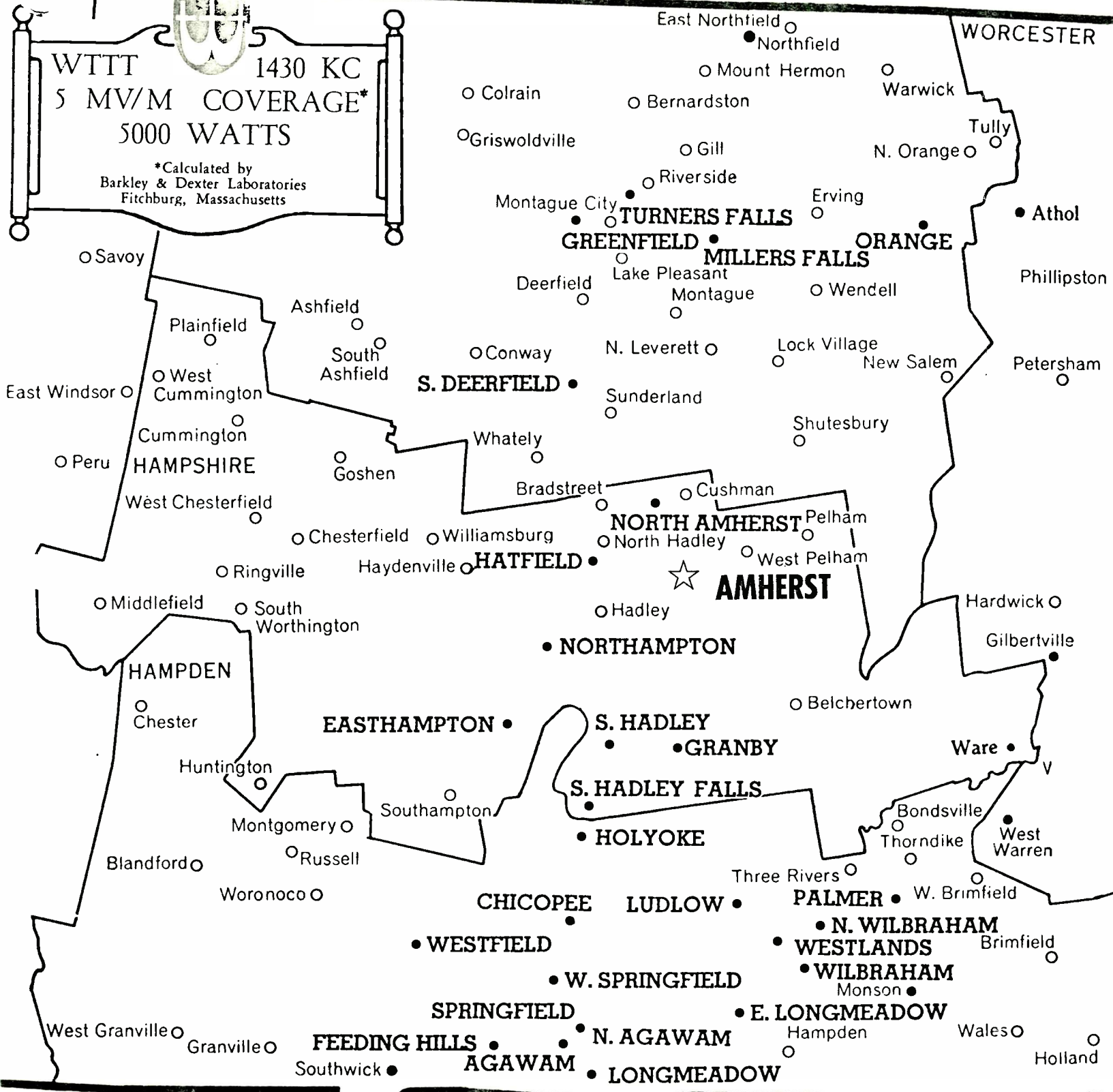
VERMONT

NEW HAMPSHIRE



WTTT 1430 KC
5 MV/M COVERAGE*
5000 WATTS

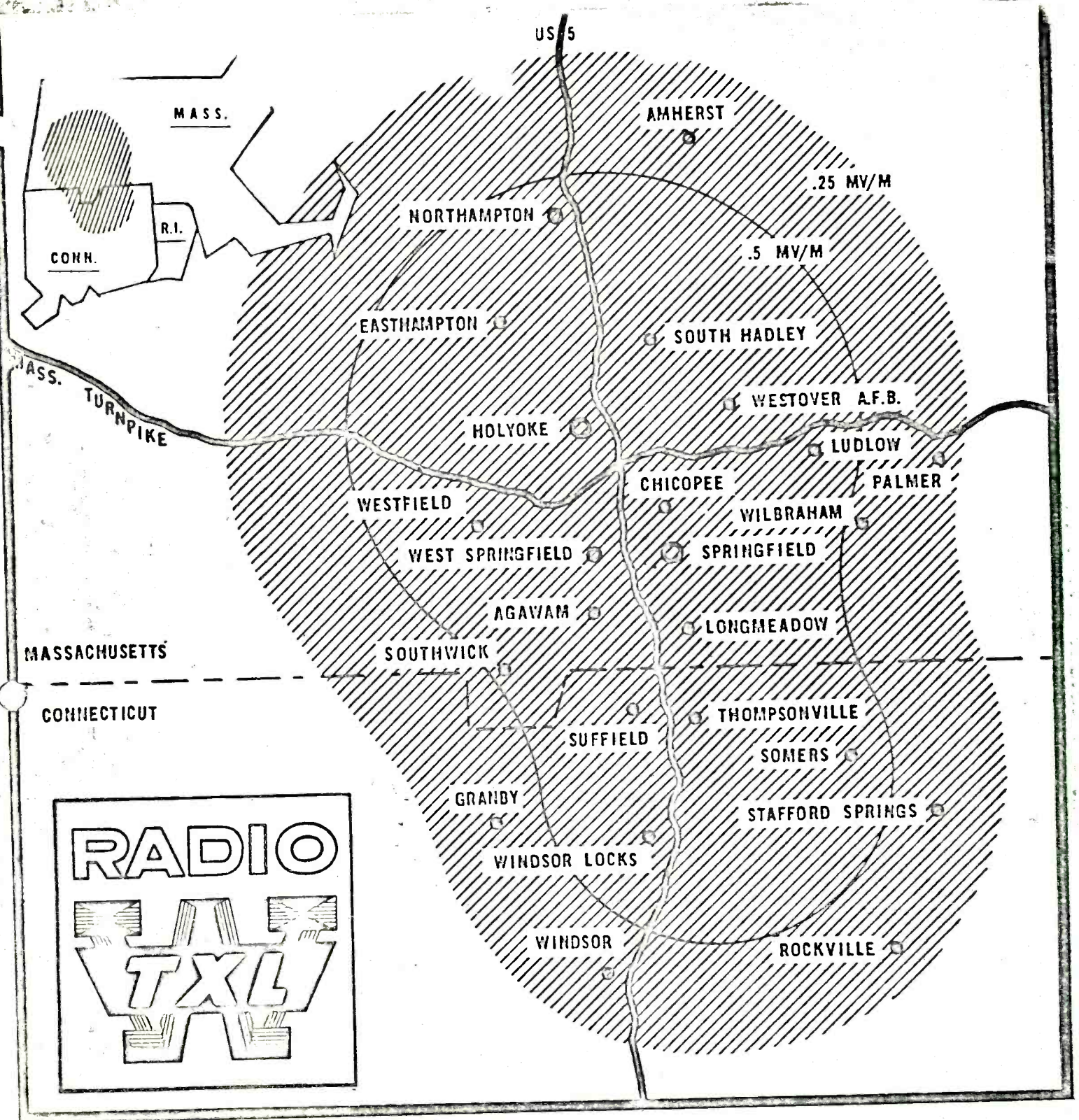
*Calculated by
Barkley & Dexter Laboratories
Fitchburg, Massachusetts



HARTFORD COUNTY

CONNECTICUT

TOLLAND COUNTY



○ 34 Sylvan Street West Springfield, Mass.

Phone 739-1113