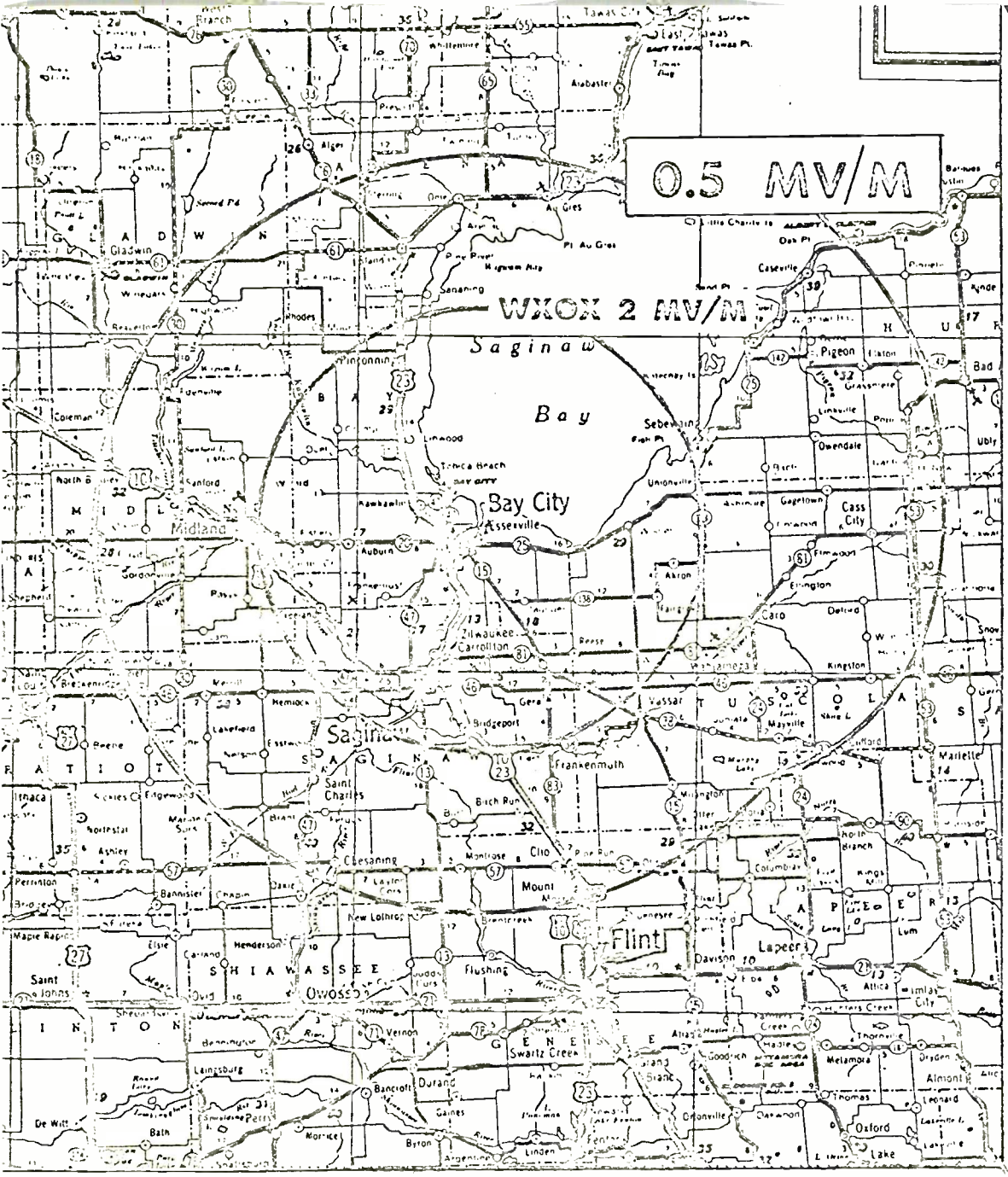


WXOX - 1250
Serving
BAY CITY
SAGINAW
MIDLAND

Only Unduplicated
Format in the
Tri-City Area

MODERN
COUNTRY
MUSIC

All Day - Every Day

National Representatives: JOHN C. BUTLER & CO.

Local:
NEWS
SPORTS
WEATHER

MUTUAL NETWORK
NEWS

WXOX

1250 K.C.
1000 WATTS

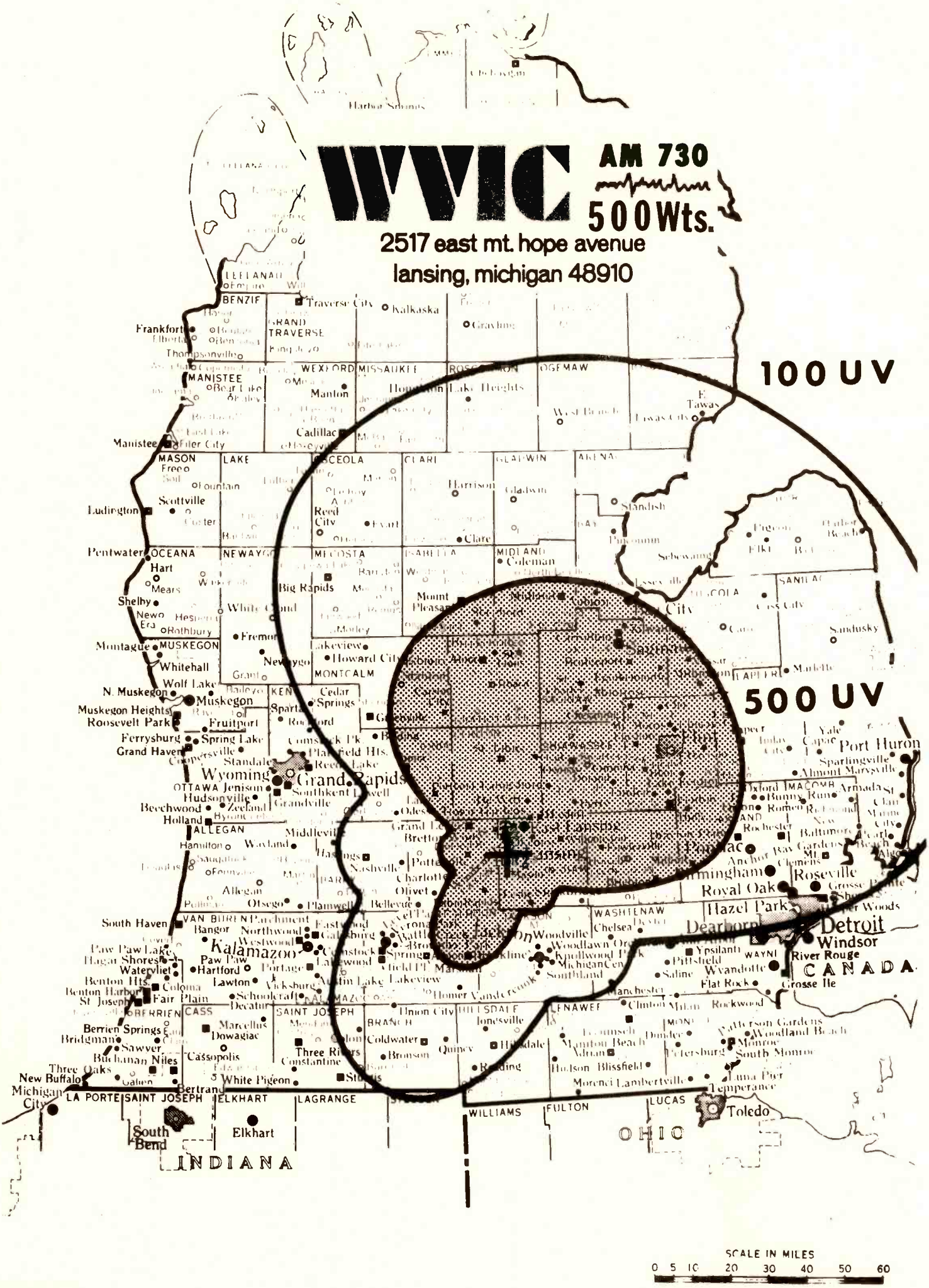
306 Phoenix Building — Phone 517 - 893-4588 — Bay City, Michigan

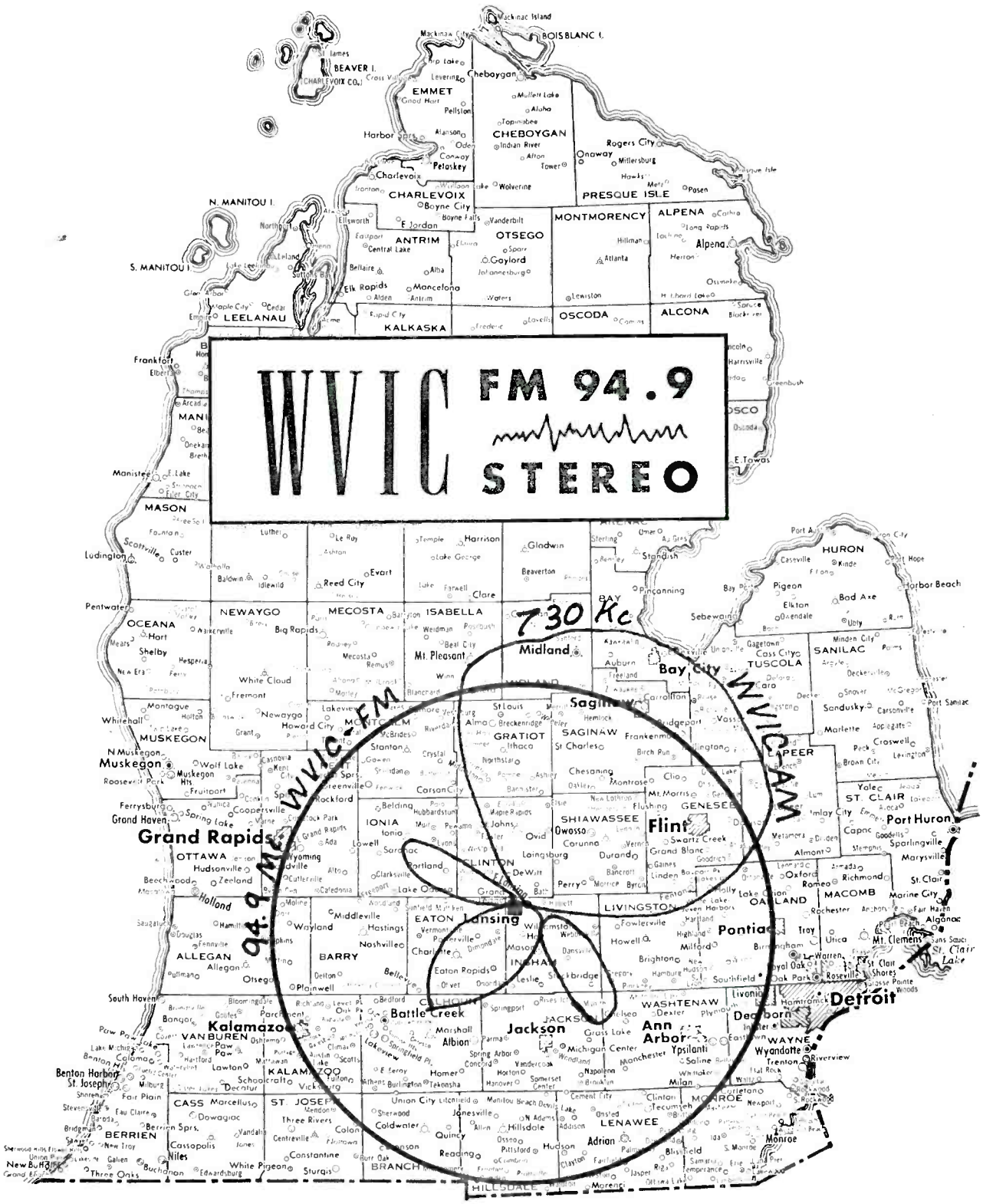
WVIC

AM 730

500 Wts.

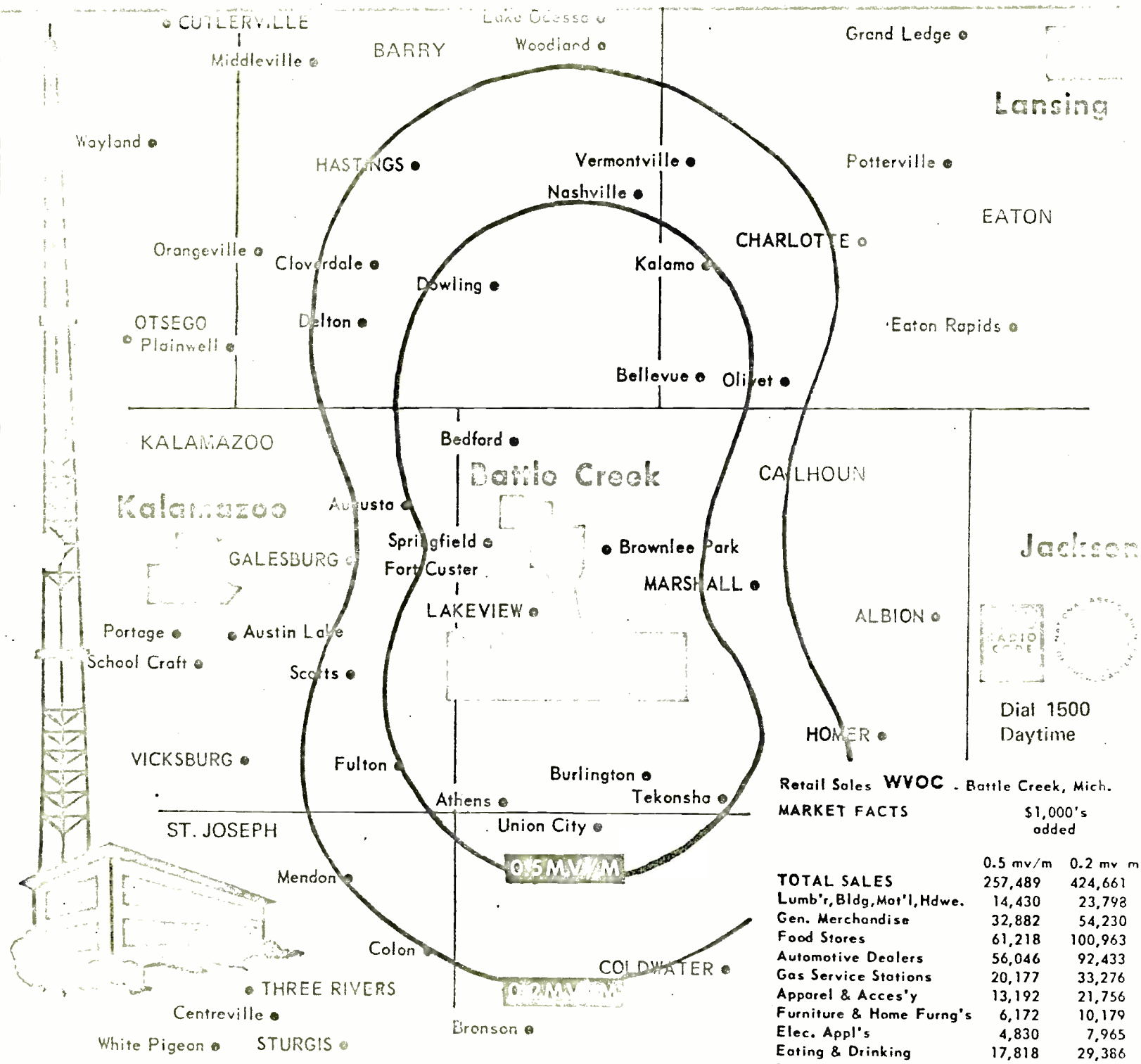
2517 east mt. hope avenue
lansing, michigan 48910





COVERAGE MAP
94.9 mc - 20,000 watts
(50 uuf)

WVOC



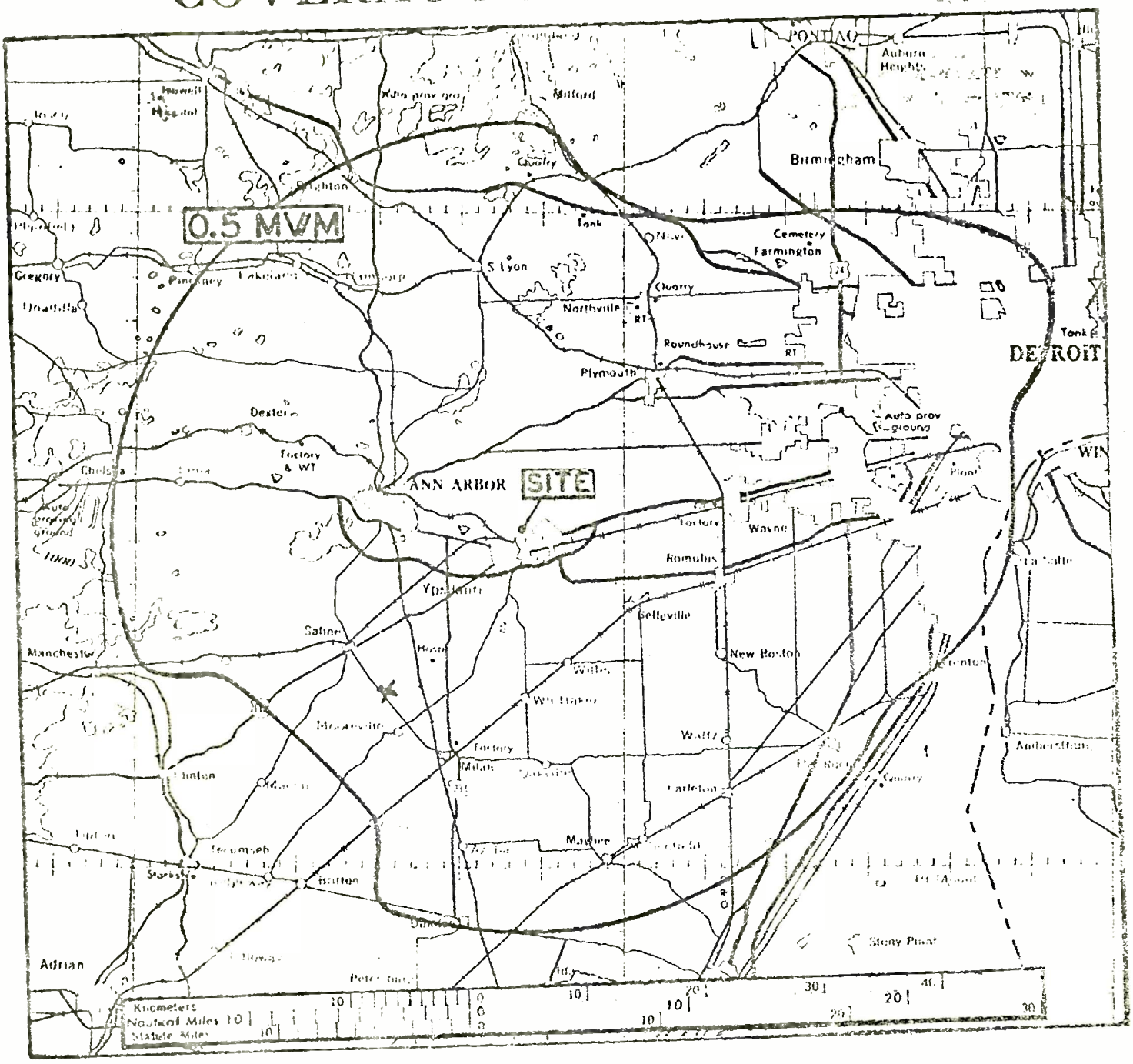
You, too, can benefit from the strong loyalty of the WVOC audience with a Primary (0.5mV/M) Market having Retail Sales of $257,000,000 and a Secondary (0.2mV/M) Market of $425,000,000

Retail Sales **WVOC** - Battle Creek, Mich.

MARKET FACTS	$1,000's added 0.5 mv/m	0.2 mv/m
TOTAL SALES	257,489	424,661
Lumb'r, Bldg, Mat'l, Hdwe.	14,430	23,798
Gen. Merchandise	32,882	54,230
Food Stores	61,218	100,963
Automotive Dealers	56,046	92,433
Gas Service Stations	20,177	33,276
Apparel & Acces'y	13,192	21,756
Furniture & Home Furng's	6,172	10,179
Elec. Appl's	4,830	7,965
Eating & Drinking	17,818	29,386
Drug & Prop'y	10,026	16,535
Other Retail Stores	14,928	24,620
Non-store Retailers	5,771	9,517
Population	165,702	273,257
Households	50,213	82,805

All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, 807 W. Atlantic Avenue, Laurel Springs, N.J. 5/15/66

"COVERAGE THAT COUNTS"



WYNZ COVERAGE MAP

MAP SHOWING WYNZ 0.5 MV/M CONTOUR BASED ON FIELD INTENSITY MEASUREMENTS FROM TEST TRANSMITTERS KQK-743 AND KQK-749, OPERATING ON 1520 KILOCYCLES FROM THE WYNZ SITE. DATA IS ON FILE WITH THE FEDERAL COMMUNICATIONS COMMISSION. MAP M-3 USED BEYOND LIMITS OF THE MEASUREMENT DATA, JULY 1962

* * * * * * * * * *

★ POPULATION IN PRIMARY AREA - 327,621 (Including Detroit, Dearborn, Etc.)

★ MORE THAN 80,000 SUBURBAN and RURAL-URBAN HOMES

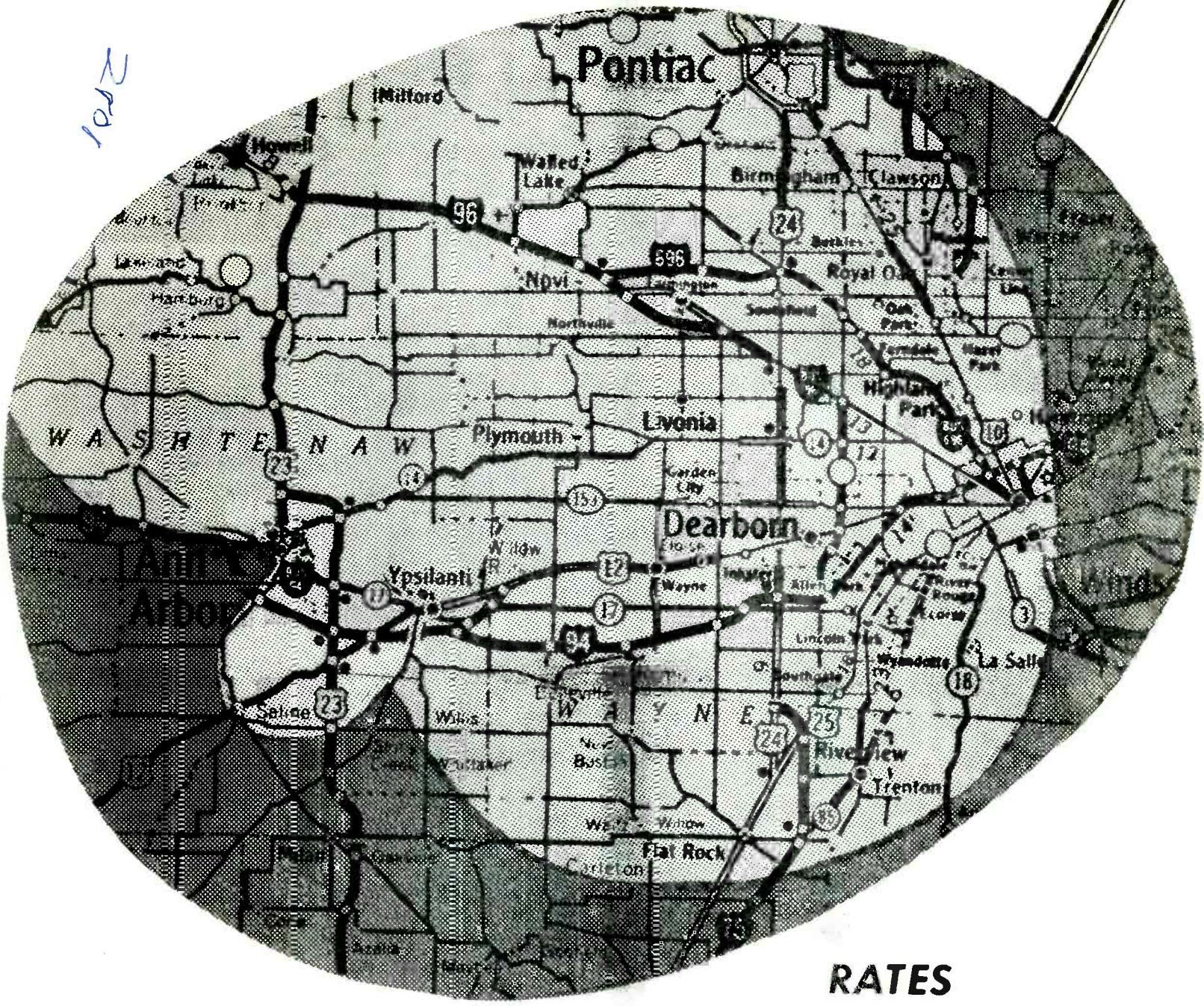
★ NON-DIRECTIONAL DAYTIME ON U.S. CLASS I-B CLEAR CHANNEL

WYNZ, Box 1520, Ypsilanti, Michigan

WYSI

RADIO 1480 Box 436 Ypsilanti, Mich.

500 WATTS



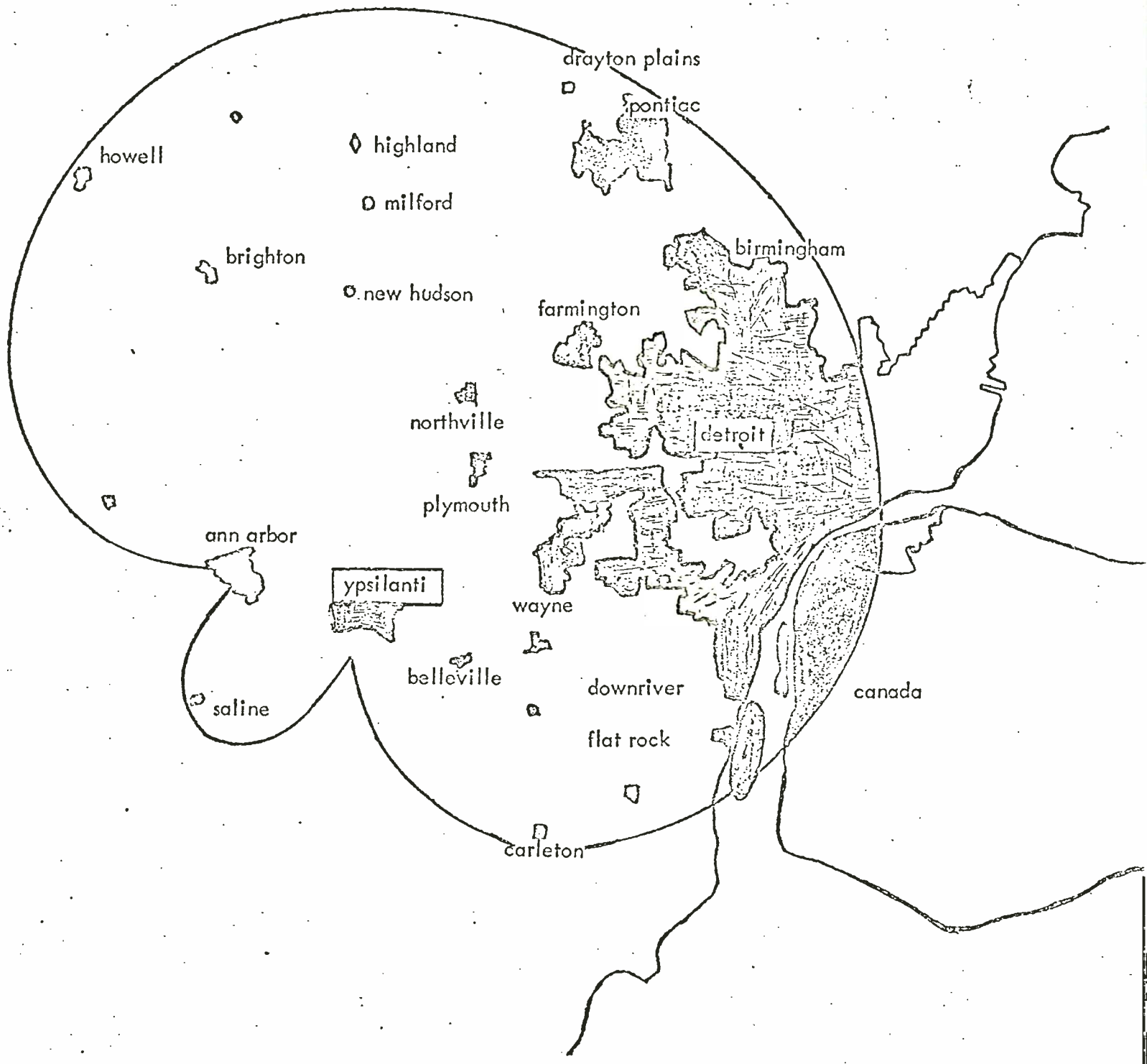
RATES

	(60)		(30)	
TIMES	EACH	PER WK	EACH	PER WK
1-5	4.50		3.15	
6	4.00	24.00	2.80	16.80
12	3.50	42.00	2.45	29.40
18	3.25	58.50	2.30	41.40
24	3.00	72.00	2.10	50.40

OVER 1,000,000 PEOPLE IN OUR PRIMARY AREA

Phone 482-1096

1480 K.C. **WYSI** 500 Watts

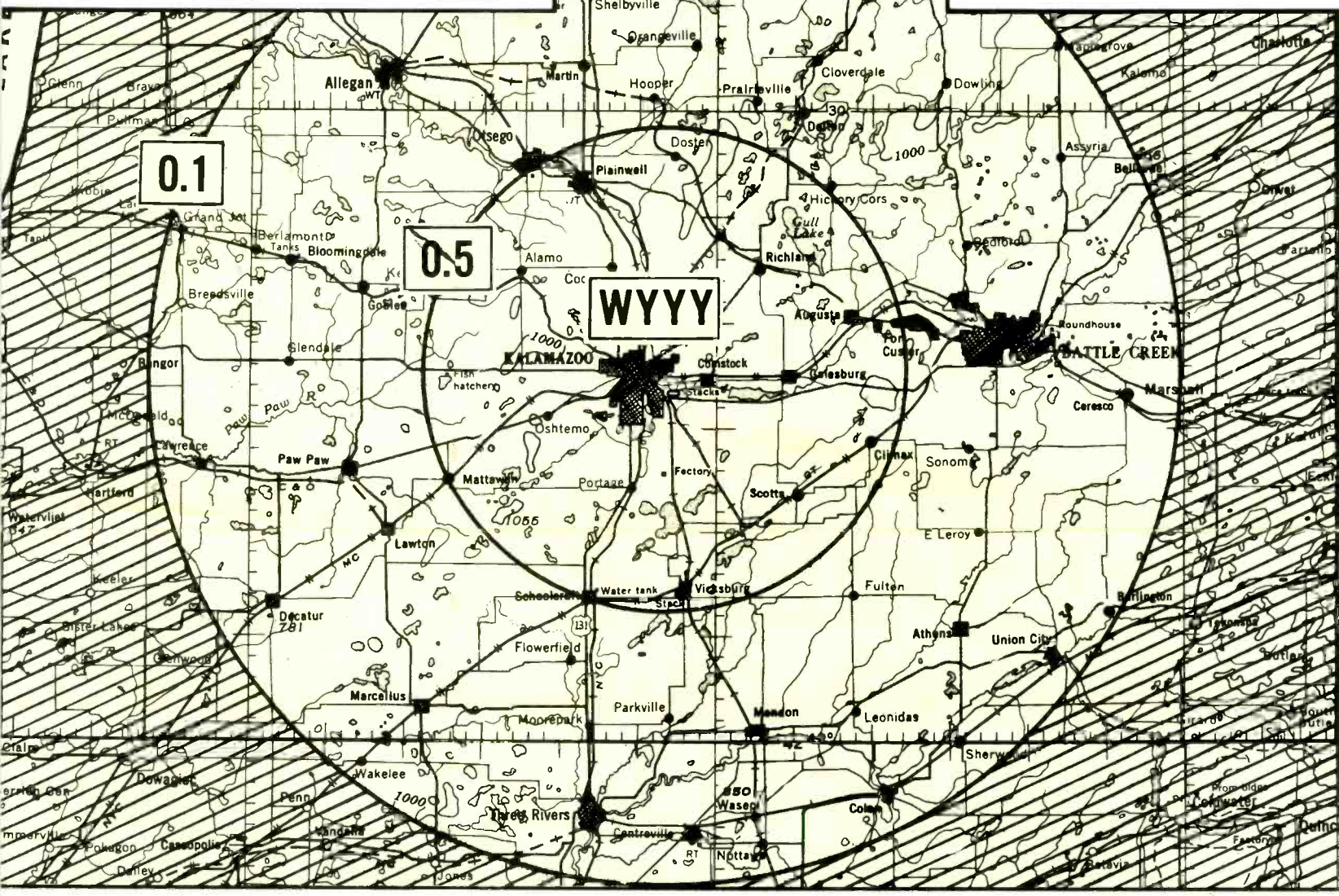


OVER 1,000,000 PEOPLE IN OUR PRIMARY AREA

TOTAL RADIO 1470

WYYY

THE CIRCLE CORPORATION
2315 Schippers Lane
Kalamazoo, Michigan 49001
Telephone: 616 381-1470



Serving Metropolitan Kalamazoo and Southwestern Michigan

Population – Kalamazoo Metro Area	186,900
Sales – Kalamazoo Metro Area (1967)	$340,230,000
Households	53,800
Total Vehicle Registration – 1967 Metro Area	103,859

Effective Buying Income per Household (City)*	$ 10,787
Effective Buying Income per Household (Metro Area)*	10,818
Total Effective Buying Income (Metro Area)*	582,026,000

* Sales Management Survey of Buying Power 1968
**Estimate based on 1968 ABC Circulation

TOTAL RADIO 1470

WYYY

MUTUAL NETWORK AFFILIATE

2315 SHIPPERS LANE KALAMAZOO, MICHIGAN
Telephone: Area Code 616 381-1470

●

- MUTUAL NETWORK
- NEWS SERVICE UPI

● ●

WYYY is the Young Adult Station. WYYY is formated for the 18 to 45 age group, with an emphasis on the best of todays popular music, yet avoiding the offensive sounds... WYYY maintains a consistant sound, with mature, witty personalities. Personality is the key-word at the 'Big Y'. Our announcers are experienced, multi-talented men who take a sincere interest in their profession. Promotions are very important at WYYY. We are constantly using on-the-air promotions to interest our listeners, and benefit our clients... It is a fact. Radio Station WYYY serves the market with the best in music, the latest in local news and national news from the Mutual Broadcasting System. And entertainment all day long. . .

RATE CARD No. 5 – AUGUST 1, 1969

BULK SPOT RATE (For use within one year)

1 Time	$10.00
13 Times	7.50
26 Times	7.00
52 Times	6.50
104 Times	6.00
156 Times	5.50
260 Times	5.00
312 Times	4.75
365 Times	4.50
500 Times	4.25
1000 Times	4.00

SATURATION PACKAGES

(These Announcements to be used within one week)

10 Spots	$6.00 each	$ 60.00
20 Spots	5.50 each	110.00
25 Spots	5.00 each	125.00

●

The rate for 30 second announcements is 75% of the minute rate. 10 second announcements is 50% of the minute rate.

News programs are 2 times the spot rate. Programs and remote broadcasts available. Rates on request.

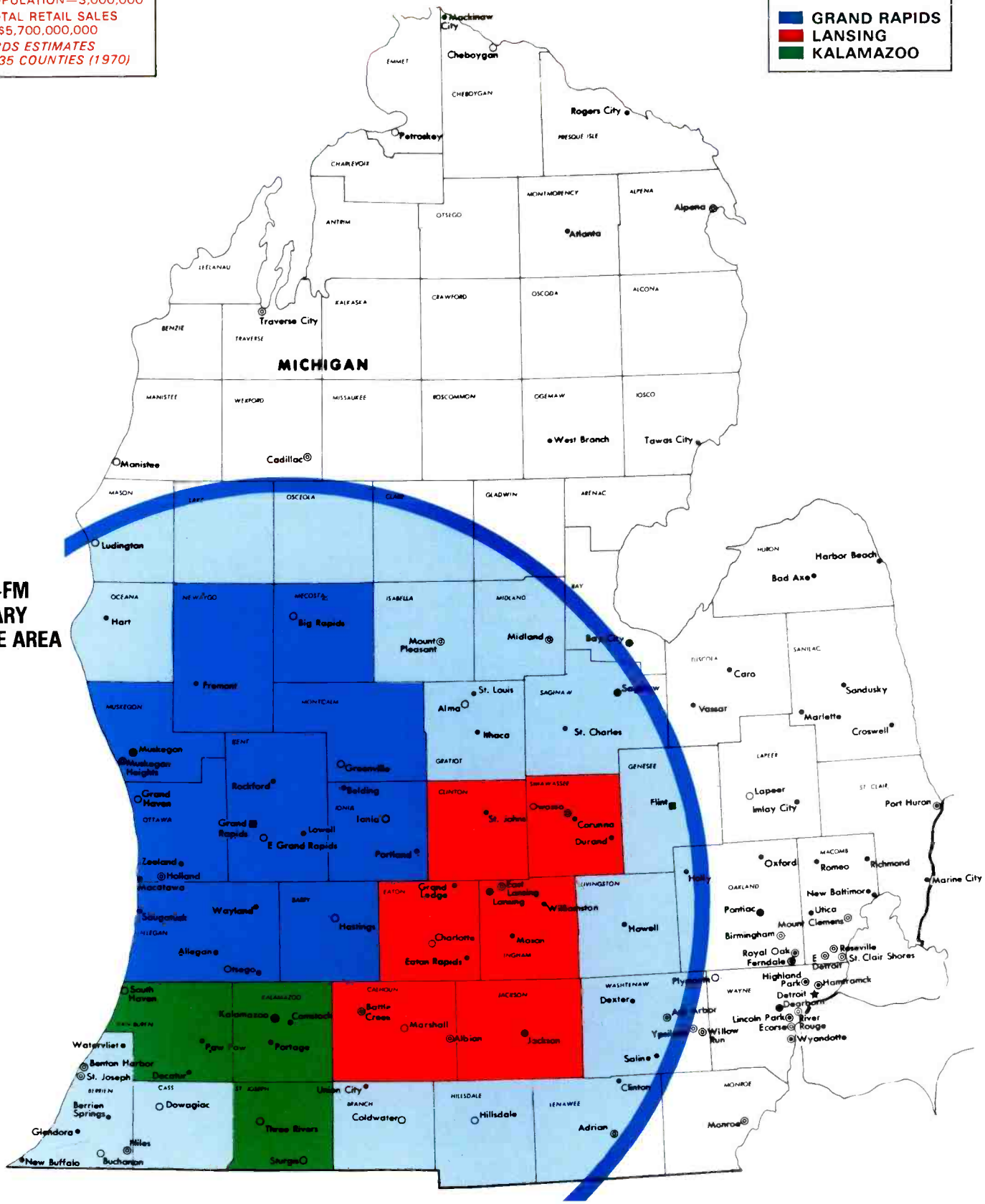
WOOD FM COVERAGE

120 COLLEGE S.E. • GRAND RAPIDS, MICHIGAN 49506 • (616) 459-4125

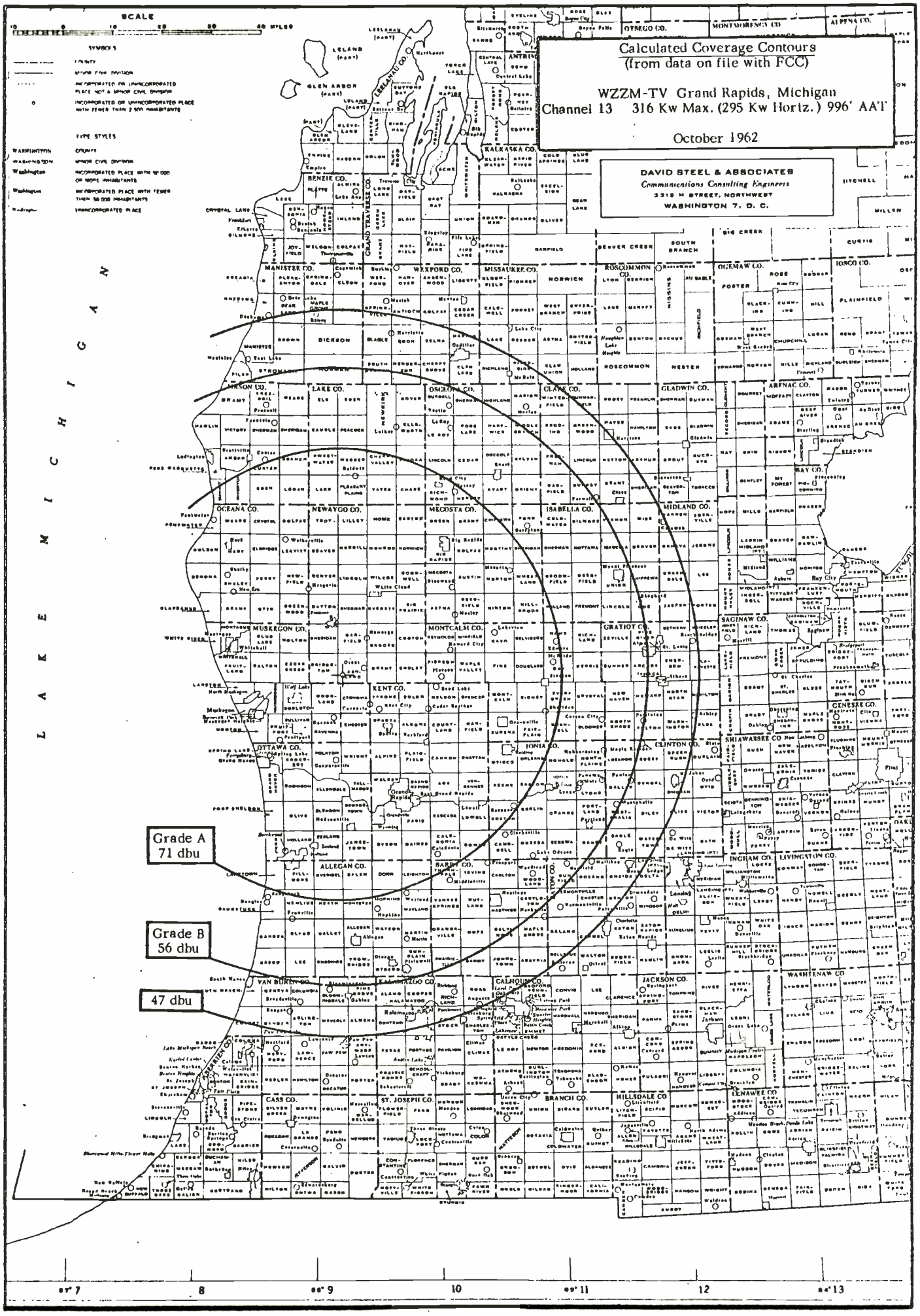
105.7 MC

POPULATION—3,000,000
TOTAL RETAIL SALES
$5,700,000,000
SRDS ESTIMATES
35 COUNTIES (1970)

ARB SURVEY AREAS
- GRAND RAPIDS
- LANSING
- KALAMAZOO



ONE OF THE MOST POWERFUL FM STATIONS IN THE U.S./265,000 WATTS HORIZONTAL/265,000 WATTS VERTICAL

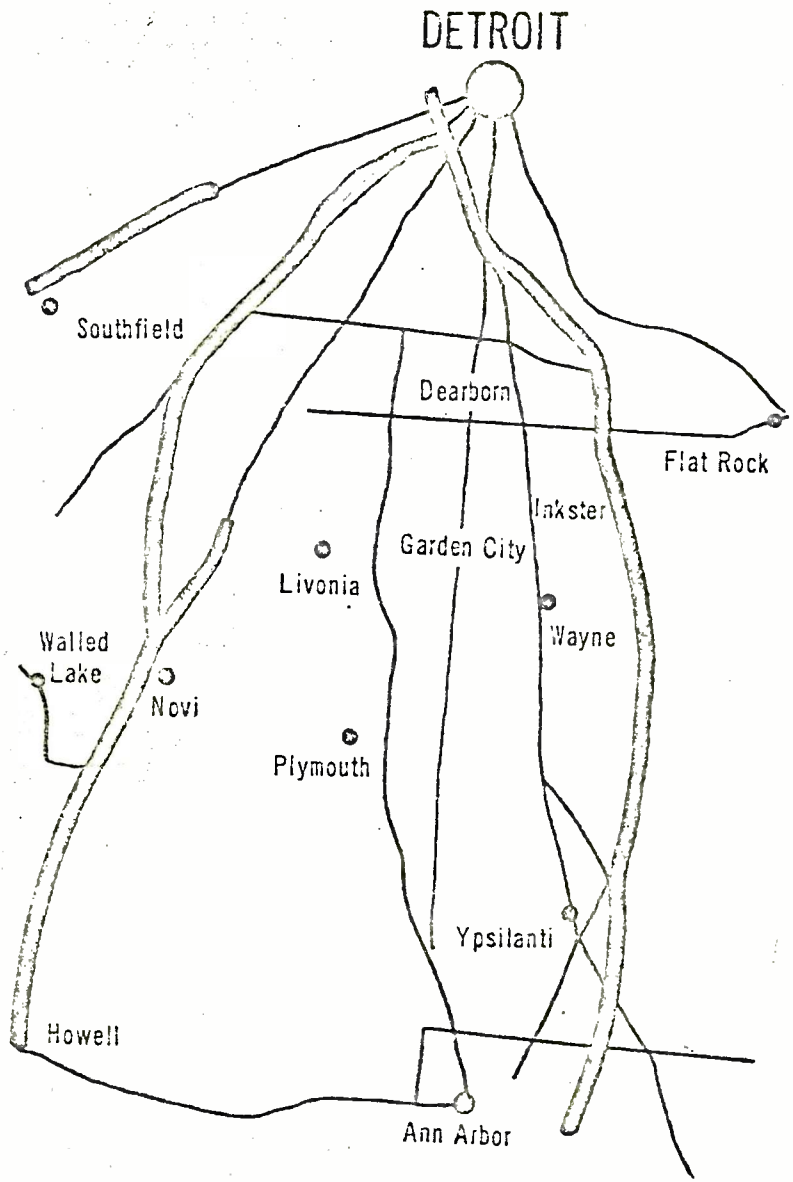

Calculated Coverage Contours
(from data on file with FCC)
WZZM-TV Grand Rapids, Michigan
Channel 13 316 Kw Max. (295 Kw Hortz.) 996' AA'T
October 1962
DAVID STEEL & ABSOCIATES
Communications Consulting Engineers
3313 H STREET, NORTHWEST
WASHINGTON 7, D. C.
SCALE
LAKE MICHIGAN
Grade A
71 dbu
Grade B
56 dbu
47 dbu

WYSI 1480 radio

Serving Southeastern Michigan and the Greater Detroit Area

RATES

TIMES	(60) EACH	(60) PER WK	(30) EACH	(30) PER WK
1-5	4.50		3.15	
6	4.00	24.00	2.80	16.80
12	3.50	42.00	2.45	29.40
18	3.25	58.50	2.30	41.40
24	3.00	72.00	2.10	50.40

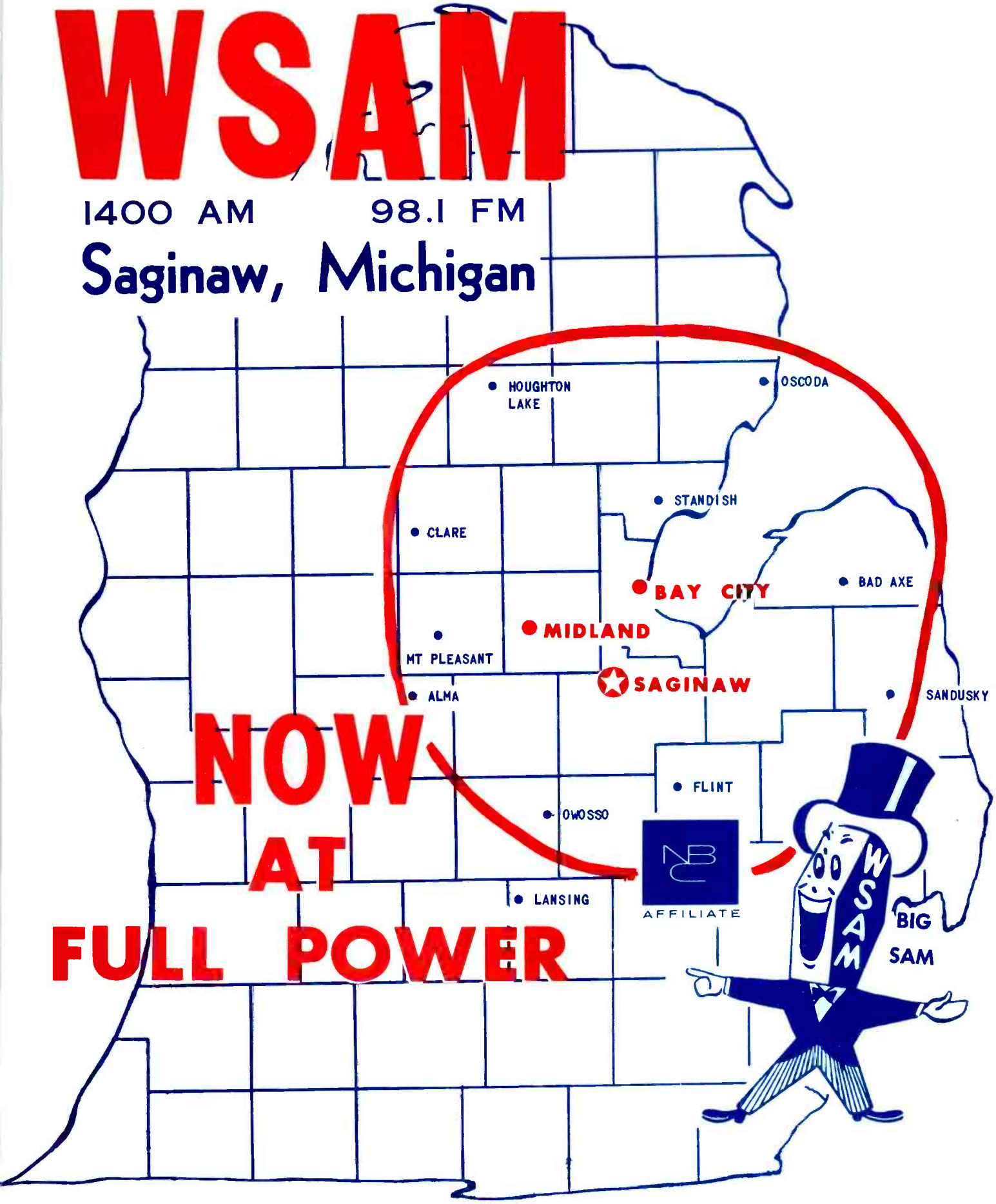


box 436
ypsilanti, mich
482-1[illegible]6

WSAM

1400 AM 98.1 FM

Saginaw, Michigan



NOW AT FULL POWER

SAGINAWS ONLY FULL TIME - NON DIRECTIONAL STATION

5000 Watts

CBS

WSGW

790 Kilocycles

0.5 MV PRIMARY

(Established August, 1950)

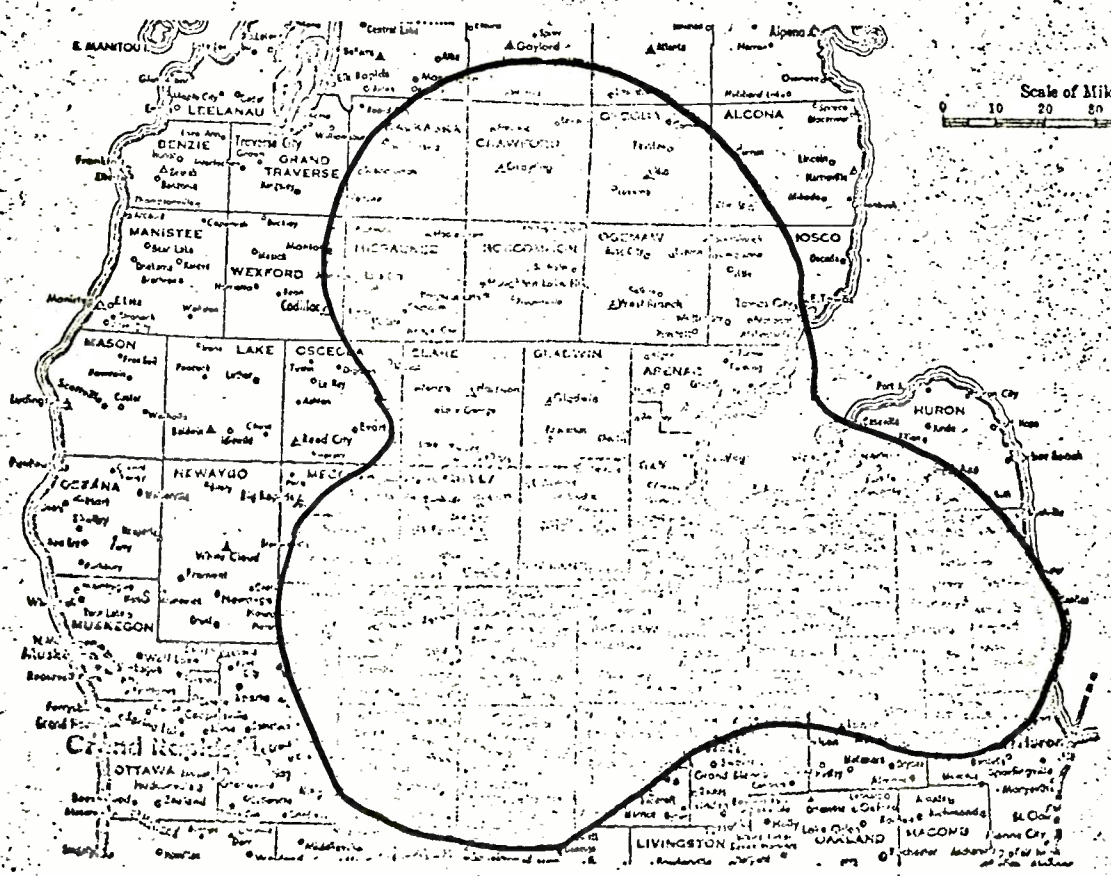
"THE SAGINAW-BAY CITY STATION"

"Everybody's Station"

PHONE 517-753-4456

400 MASON BUILDING SAGINAW, MICHIGAN 48607

NATIONAL REPRESENTATIVE: ALAN TORBET ASSOCIATES, INC.



WSGW covers 30 Michigan counties with a good, clear 0.5 MV/M signal; of these 30 counties, the 14 that are listed below comprise the key Primary Area of WSGW.

	Population Total (000)	Population Nonwhite (000)	Estimated Retail Sales Per Household (000)	Total Retail Sales (000)	Food Sales (000)	Automotive Sales (000)	Gas Stations Sales (000)	General Merchandise Sales (000)
SAGINAW	19.3	2.3	376,378	207,717	53,851	31,051	16,293	9,145
BAY	111.0	20.3	201,825	121,541	33,054	16,377	9,165	4,456
MIDLAND	55.6	14.7	111,[illegible]	63,773	17,614	10,979	5,374	2,747
ARENAC	9.9	3.9	10,845	10,925	3,643	2,254	1,593	341
CLARE	12.7	2.8	17,078	17,[illegible]	4,913	2,133	2,542	613
CRAWFORD	3.4	1.5	7,853	7,741	1,426	1,473	1,203	228
GLADWIN	11.2	3.1	14,[illegible]	19,010	[illegible]	2,146	[illegible]	313
GRATIOT	37.6	10.4	64,937	41,541	10,165	6,032	4,429	1,153
GENESEE	37.5	9.7	64,745	34,453	9,818	8,640	3,143	1,656
MONTCALM	6.9	1.9	8,[illegible]	4,723	1,510	693	770	115
OGEMAW	9.7	2.9	21,[illegible]	11,921	2,[illegible]	1,473	1,044	327
ROSCOMMON	7.7	3.6	12,510	12,749	3,[illegible]	1,771	1,[illegible]	653
SANILAC	22.7	9.6	45,377	35,025	8,[illegible]	4,[illegible]	2,066	1,168
TUSCOLA	44.4	12.3	72,[illegible]	48,070	10,412	12,725	4,345	1,337
14-County Total	391,000	101,[illegible]	1,[illegible]	[illegible]	183,451,000	[illegible]	55,524,000	24,[illegible]

Source: Sales Management - June 10, 1963 Survey of Buying Power

WSGW's 0.5 MV/M coverage of this area is extremely important, especially 4 counties in WSGW's service area have no local radio station and 6 other counties have only one local station.

The 4 counties with no stations are:
Gladwin Missaukee Osceola Crawford
Arenac ROSCOMMON Montcalm Sanilac
Ogemaw

The six counties with only one station are:
Midland Gratiot
Isabella Huron
Mecosta Lapeer

There's Room at the Top for You with

WSJM

AM 1400 KC 1,000 Watts
-FM 107.1 MC 3,000 Watts ERP

DOMINATE THE RICH WELL-ROUNDED TWIN CITY MARKET AND CAPTURE BERRIEN COUNTY AND PRIMARY MARKET INCLUDING ALL OF SOUTHWESTERN MICHIGAN. SEASONED BUYERS TARGET ON WSJM AM and FM. LET H-R REPS DO A "TEACH-IN" ON WHAT'S HAPPENING HERE

Use the Station with a PLUS PERSONALITY Programmed for the Seventies. . .PLUS the Only Network. . .Fulltime Station (AM) in Berrien County – Plus Local News and Sports Coverage that can Boast a Staff of Five Fulltime Specialists Plus Top Ratings, Plus Showmanship That's been part of Our Image for a Decade.

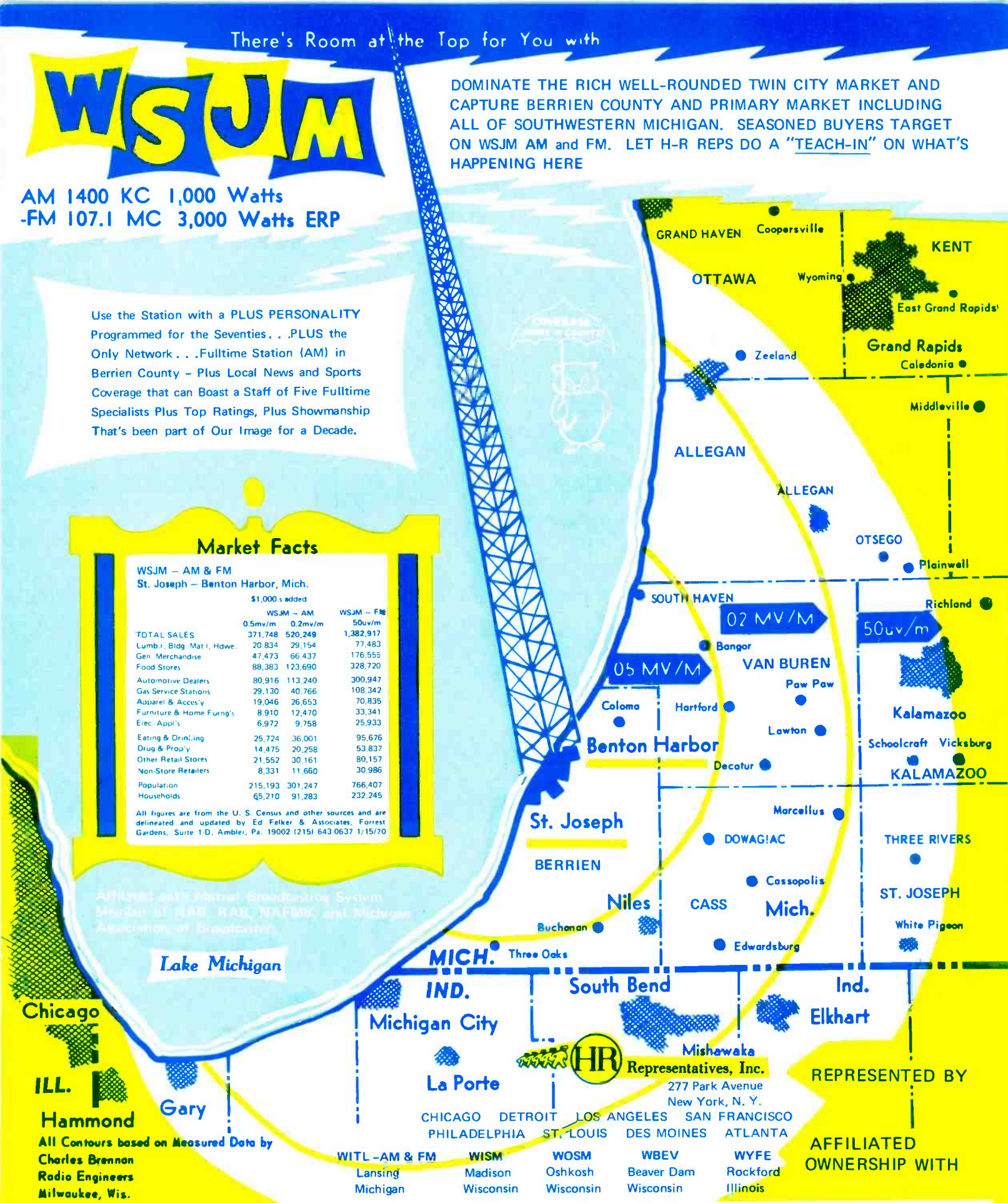
Market Facts

WSJM – AM & FM
St. Joseph – Benton Harbor, Mich.

$1,000's added

	WSJM – AM 0.5mv/m	WSJM – AM 0.2mv/m	WSJM – FM 50uv/m
TOTAL SALES	371,748	520,249	1,382,917
Lumb.r, Bldg Mat'l, Hdwe.	20,834	29,154	77,483
Gen. Merchandise	47,473	66,437	176,555
Food Stores	88,383	123,690	328,720
Automotive Dealers	80,916	113,240	300,947
Gas Service Stations	29,130	40,766	108,342
Apparel & Acces'y	19,046	26,653	70,835
Furniture & Home Furng's	8,910	12,470	33,341
Elec. Appl's	6,972	9,758	25,933
Eating & Drinking	25,724	36,001	95,676
Drug & Prop'y	14,475	20,258	53,837
Other Retail Stores	21,552	30,161	80,157
Non-Store Retailers	8,331	11,660	30,986
Population	215,193	301,247	766,407
Households	65,210	91,283	232,245

All figures are from the U. S. Census and other sources and are delineated and updated by Ed Felker & Associates, Forrest Gardens, Suite 1-D, Ambler, Pa. 19002 (215) 643-0637 1/15/70



Affiliated with Mutual Broadcasting System
Member of NAB, RAB, NAFMB and Michigan Association of Broadcasters

All Contours based on Measured Data by
Charles Brennon
Radio Engineers
Milwaukee, Wis.

HR Representatives, Inc.
277 Park Avenue
New York, N. Y.

REPRESENTED BY

AFFILIATED OWNERSHIP WITH

WSJM-AM and WSJM-FM provide you with the "ONE-TWO" Punch and Coverage in a Most Rewarding TEST MARKET. You'll get Excellent Returns because of the Ideal Location, Expanding Industry, Busy Commercial Activity, Rich Agriculture, and Well-rounded Recreation Facilities that add up to Complete Diversification and a $372,000,000 Primary Market.

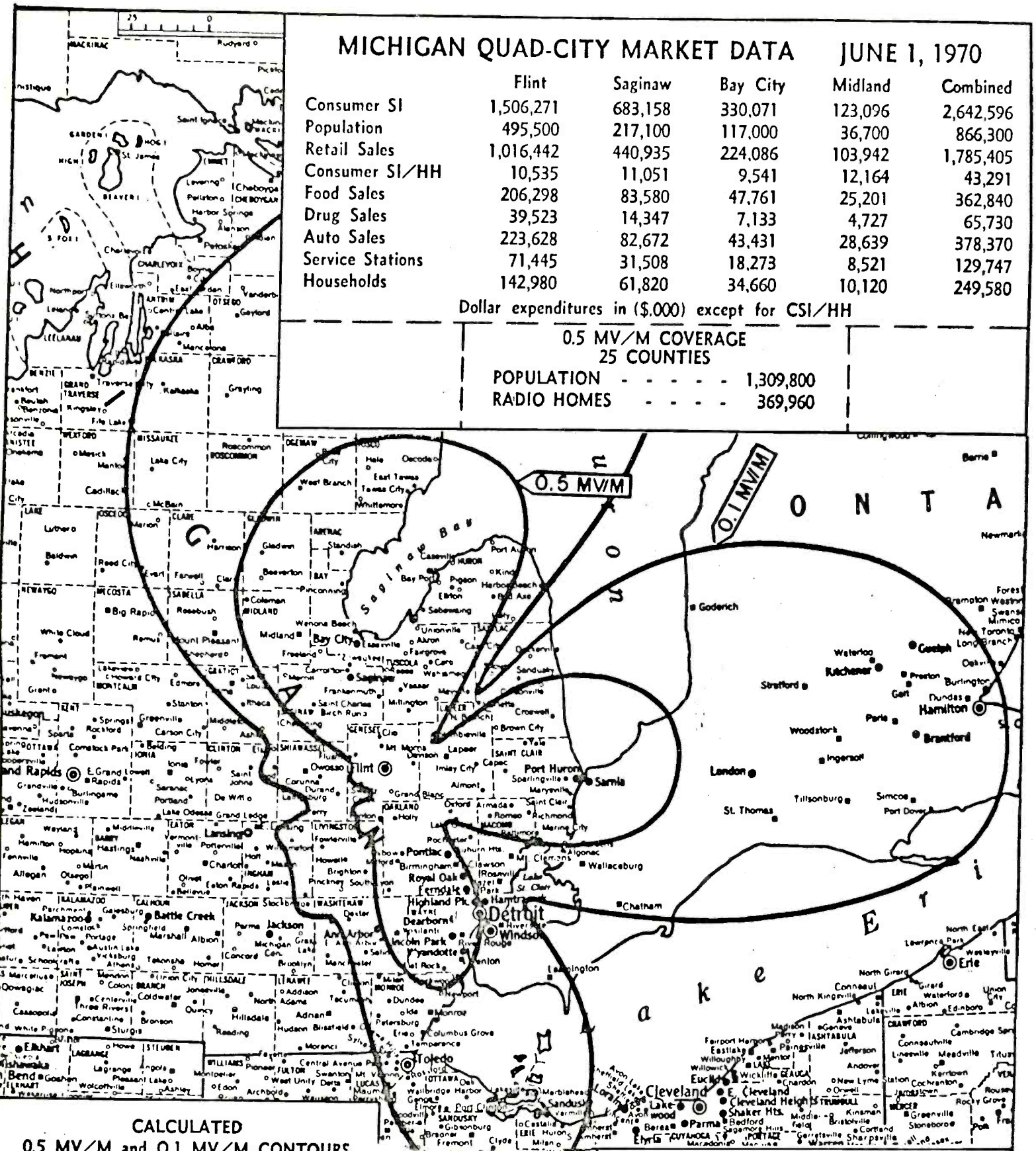
MICHIGAN QUAD-CITY MARKET DATA JUNE 1, 1970

	Flint	Saginaw	Bay City	Midland	Combined
Consumer SI	1,506,271	683,158	330,071	123,096	2,642,596
Population	495,500	217,100	117,000	36,700	866,300
Retail Sales	1,016,442	440,935	224,086	103,942	1,785,405
Consumer SI/HH	10,535	11,051	9,541	12,164	43,291
Food Sales	206,298	83,580	47,761	25,201	362,840
Drug Sales	39,523	14,347	7,133	4,727	65,730
Auto Sales	223,628	82,672	43,431	28,639	378,370
Service Stations	71,445	31,508	18,273	8,521	129,747
Households	142,980	61,820	34,660	10,120	249,580

Dollar expenditures in ($.000) except for CSI/HH

0.5 MV/M COVERAGE
25 COUNTIES

POPULATION - - - - - - 1,309,800
RADIO HOMES - - - - - 369,960



CALCULATED
0.5 MV/M and 0.1 MV/M CONTOURS
FOR
WTAC
FLINT, MICHIGAN 48501
600 KC. 1000 W. 500 W. U, DA-2
Based on FCC Conductivities

KEAR and KENNEDY
Consulting Engineers
WASHINGTON, D. C. 551010

THE BIG STATION

DIAL 600 WTAC
600 700 800 900

Flint, Michigan

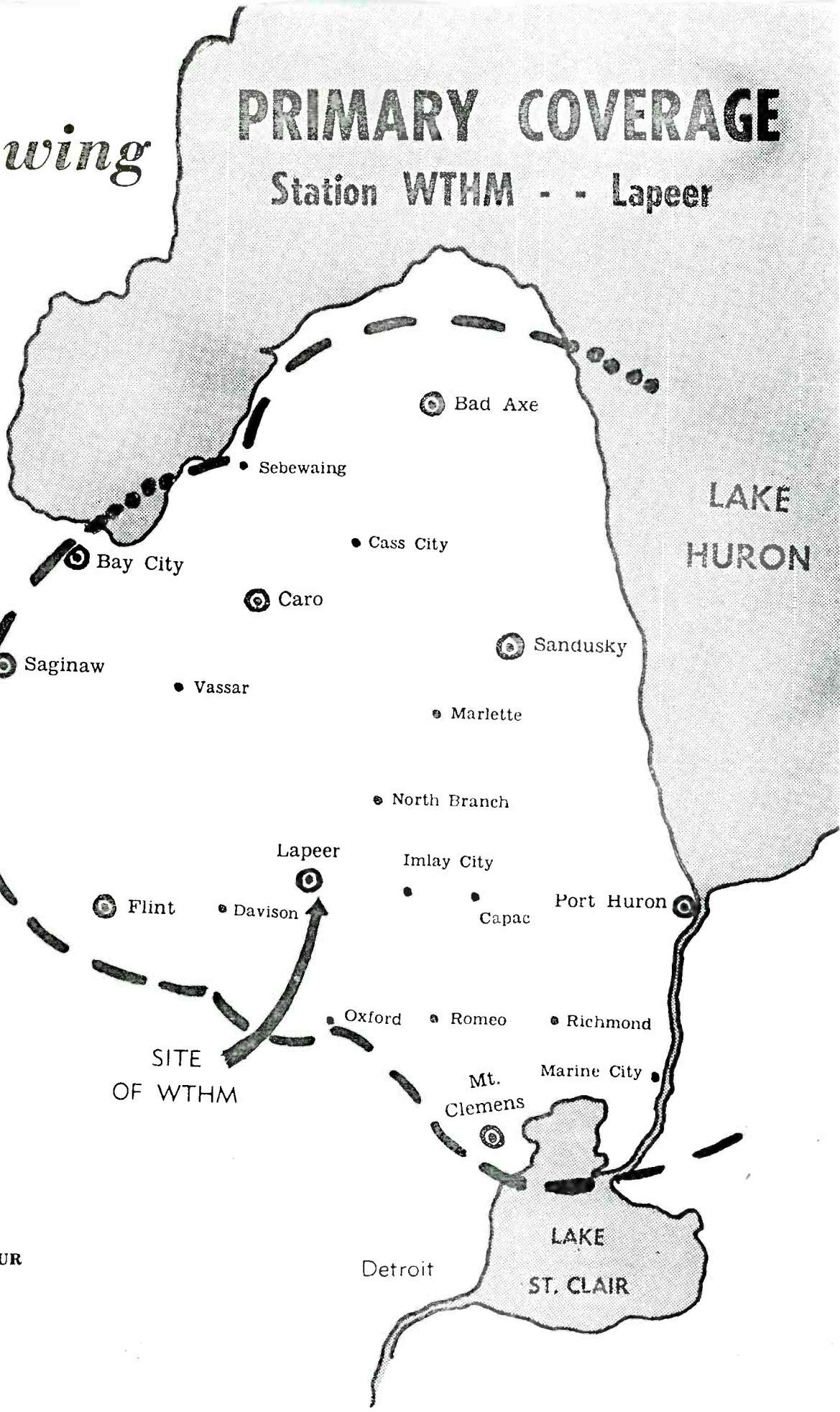
Map Showing

PRIMARY COVERAGE

Station WTHM - - Lapeer

7 RICH COUNTIES
(and parts of 3 others)

BLANKETED
By WTHM's
5000-WATT SIGNAL



County	Pop.
Genesee	374,313
Lapeer	41,926
Tuscola	43,305
Huron	34,006
Sanilac	32,314
St. Clair	107,201
Macomb	405,804
Pop. Total	1,038,869

PREDICTED 0.5 MV/M CONTOUR

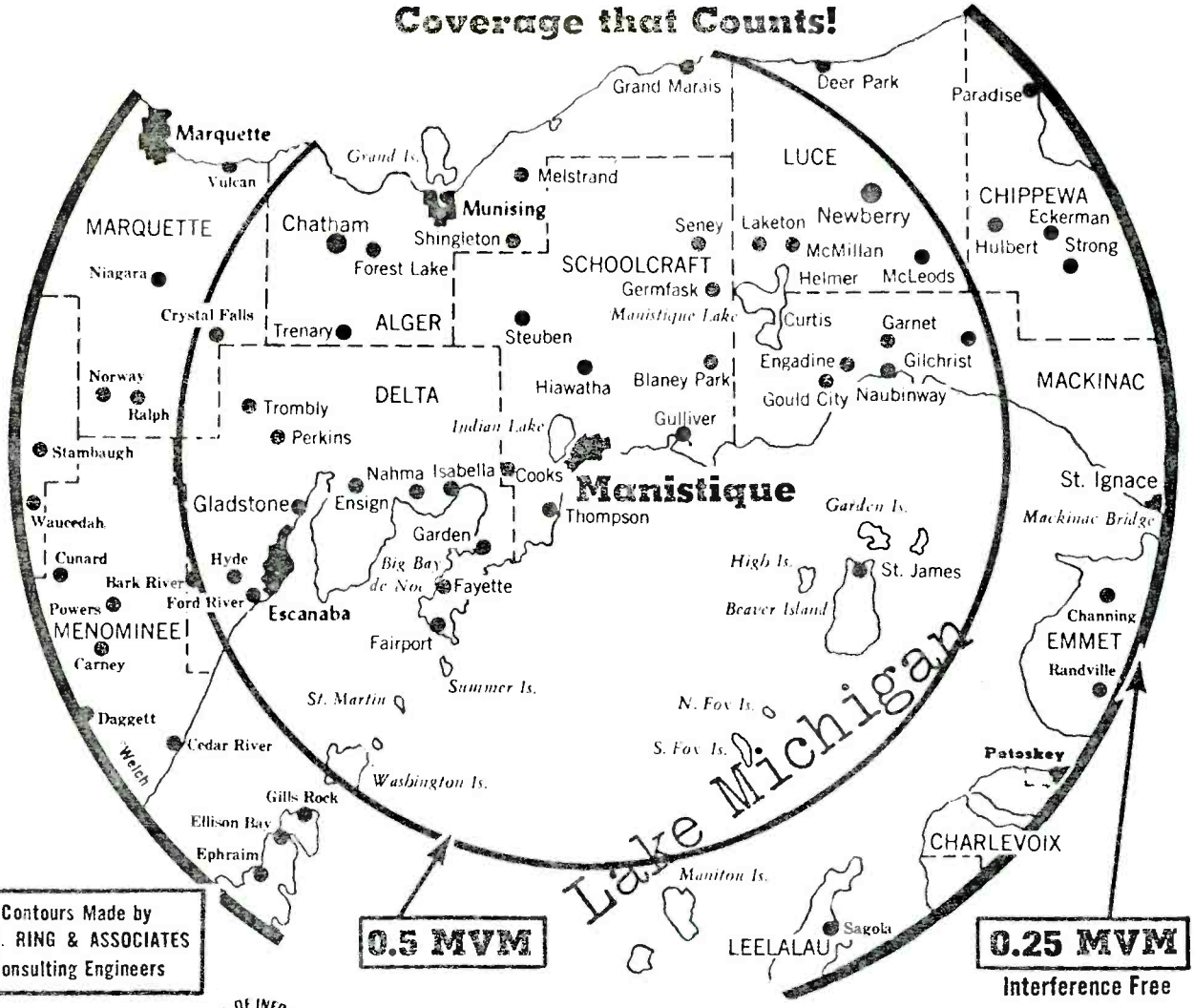
WTHM - - LAPEER
1530 KC - - - 5000 Watts

WTHM – The Way To The Thumb of Michigan

1490 Full Time RADIO

WTIQ

Coverage that Counts!



Contours Made by
A. D. RING & ASSOCIATES
Consulting Engineers

Prepared by Market Data Associates
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Manistique, Michigan

1000 Watts Daytime
250 Watts Nightime

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population	62,200	191,500
Households	17,360	52,570
Radio Homes	16,730	48,550
Automobiles	22,090	66,230
Spendable Income	$ 95,104,000	290,809,000
RETAIL SALES:		
Food Stores	$ 13,756,000	42,454,000
Drug Stores	$ 1,562,000	4,771,000
General Merchandise	$ 4,840,000	20,444,000
Apparel Stores	$ 3,294,000	8,018,000
Home Furnishings	$ 2,184,000	6,839,000
Auto Dealers	$ 12,136,000	34,710,000
Service Stations	$ 7,301,000	19,965,000
Total Retail Sales	**$ 58,572,000**	**182,380,000**
FARM DATA:		
Farm Population	7,700	13,900
Gross Farm Income	$ 6,771,000	15,624,000

SOURCE: SRDS Consumer Data exclusively.

WTIQ

Serving . . . . .

THE "HEART" OF MICHIGAN'S VACATIONLAND
from Manistique

Center of Upper Michigan Summer tourist activities—Manistique also boasts a vital industrial center—truly the "heartbeat" of Michigan's growing Northland.

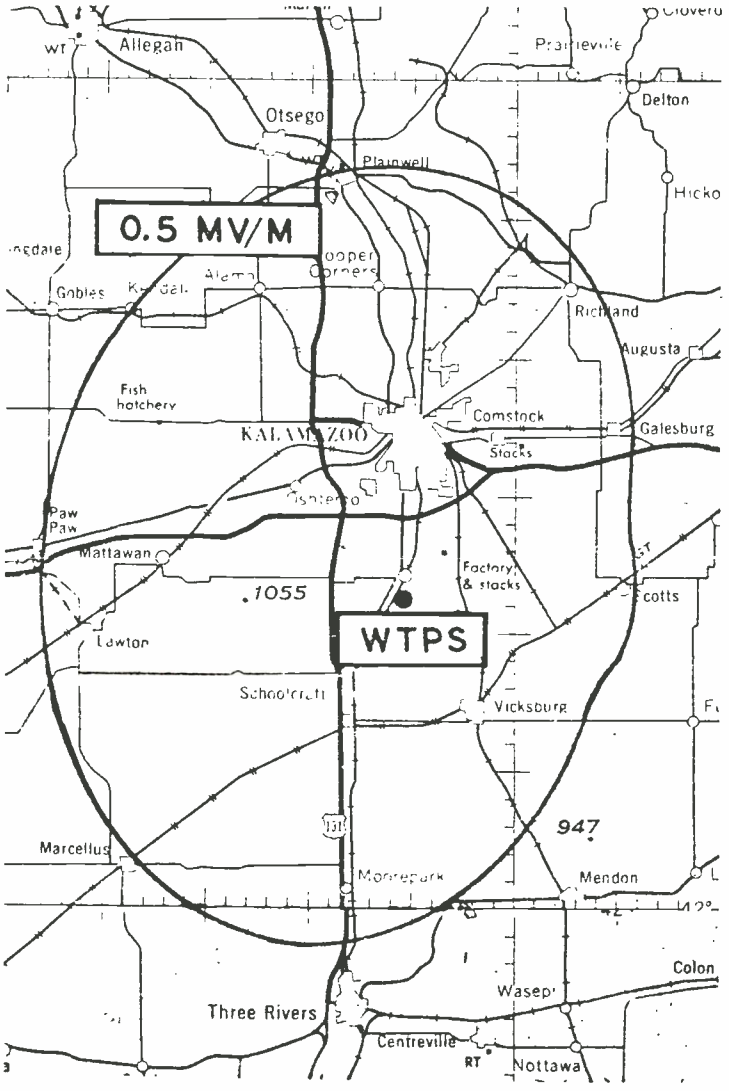
WTIQ RADIO serves an expanse of the state covered by no other primary radio service. With "Good Music," AP and local news, play-by-play sports and consistent community service . . . **WTIQ is truly Michigan's BEST Radio Buy** . . . FIRST in Service and FIRST in Sales.

MANISTIQUE BROADCASTING COMPANY
David M. Kelly, General Manager
Phone (906) 341-2024
Manistique, Michigan

Represented by:

WTPS

SERVES THE HEART
OF ONE OF
MICHIGAN'S
GREATEST MARKETS



In Tune With
"The Pace Setters"

WTPS

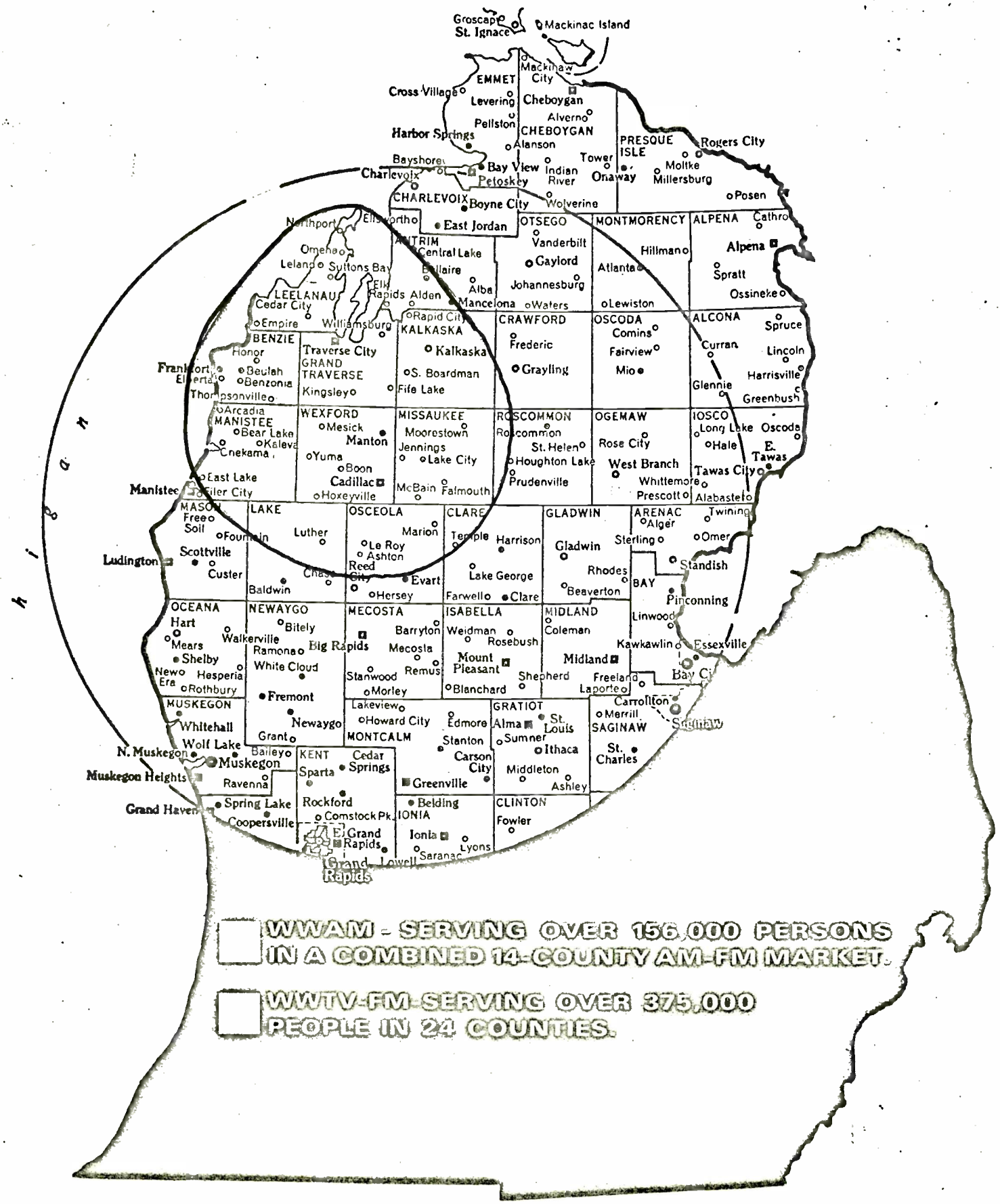
★1560★

★ **Music**
★ **News**
★ **Sports**
★ **Features**

All Day Long

Portage Broadcasting

WWAM/WWTV-FM* SERVES A TOTAL REGIONAL MARKET

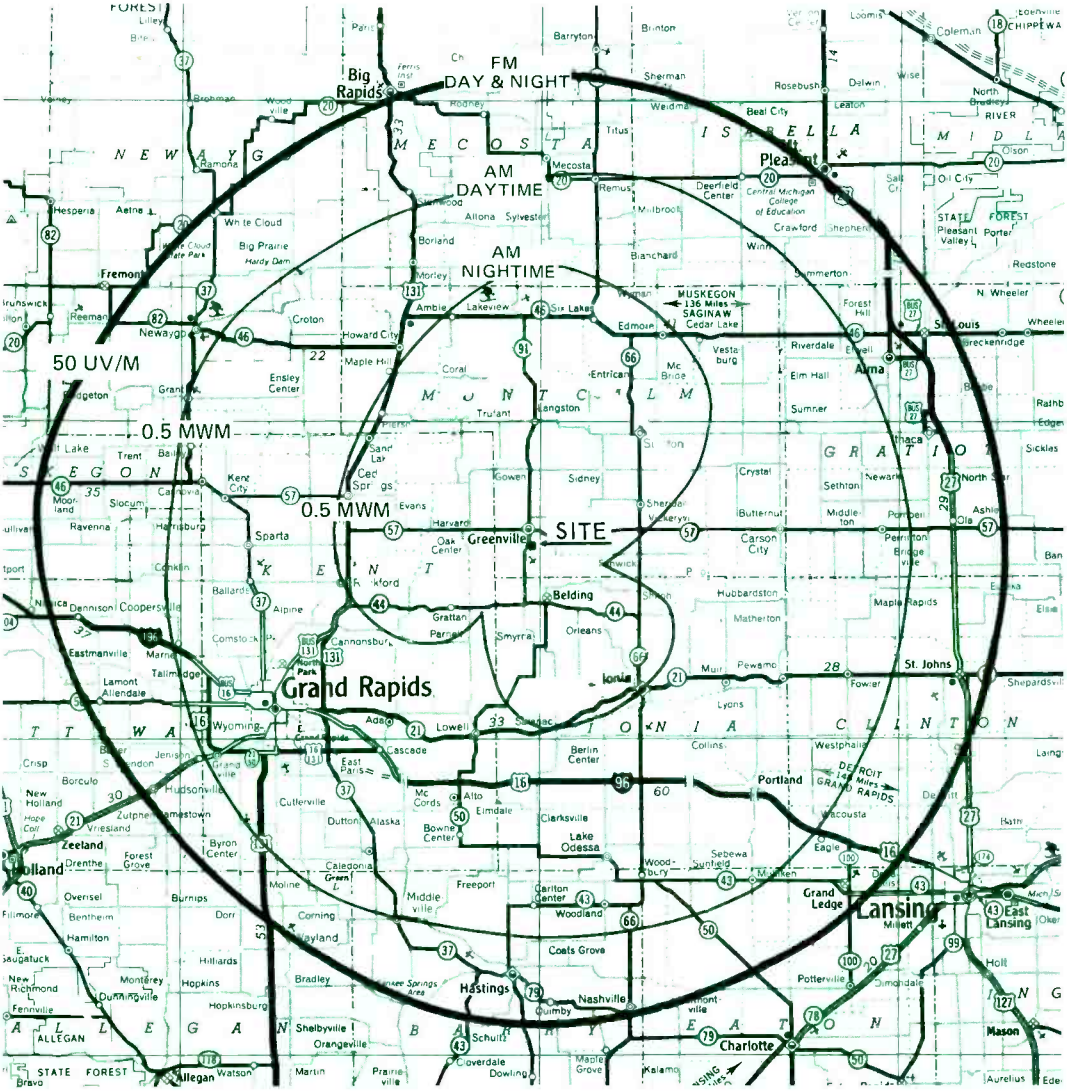


*COMPLETE PROGRAM DUPLICATION

Phone 616 754-3656

WPLB

GREENVILLE, MICHIGAN 48838
Post Office Box 9



1380 AM / *FULL TIME RADIO* / 107.3 FM

A strong advertising media serving a growing area, the rich industrial, business, agricultural and vacation land of mid-western Michigan.

Facts and Figures

WPLB reaches 267,555 people excluding urban Grand Rapids.

WPLB reaches 458,655 people including urban Grand Rapids.

WPLB serves 7 counties, all of Montcalm and Kent and portions of Ionia, Mecosta, Newaygo, Isabella and Gratiot.

Total retail sales in the WPLB listening area exceed 300 million dollars.

Total retail sales in the area including urban Grand Rapids exceed 700 million dollars.

WPLB covers over 15,000 farm families, or a total farm population of 49,970.

WPLB covers 2,173 square miles.

There are a total of 30,000 radio homes in the WPLB listening area.

WPLB serves over 30 urbanized communities that have Class B, C or D schools.

WPLB provides the only Class A radio signal to the Greenville area, Belding and Montcalm County.

You can reach more potential buyers with less money invested with WPLB than with any other advertising media in the Mid Western Michigan market covered by WPLB Radio.

All facts and figures quoted above were taken from the current issue of Standard Rate and Data Service.

WPLB
PROGRAM
POLICY

Grand Rapids' Favorite Station

WOOD RADIO

Grand Rapids, Mich.

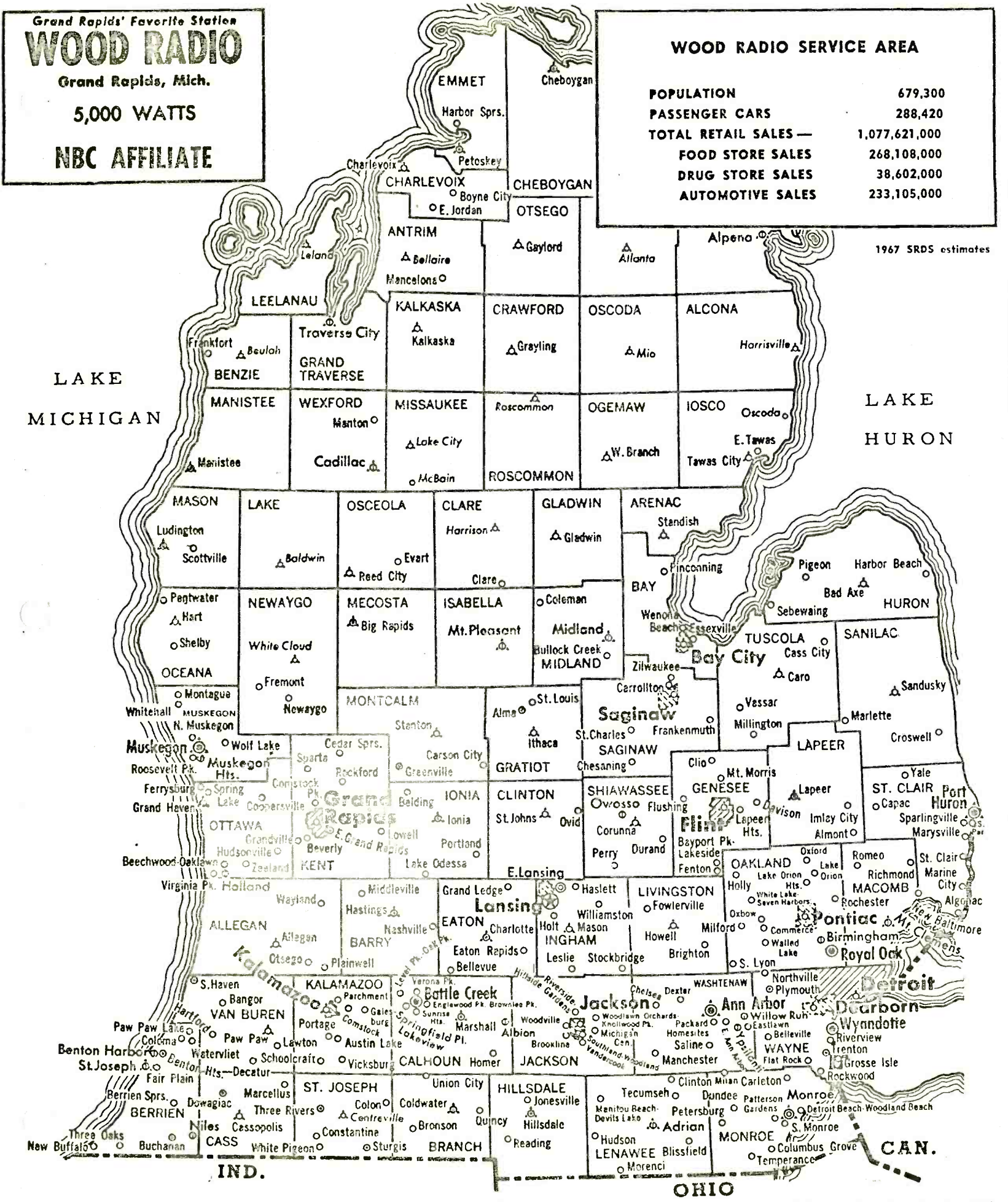
5,000 WATTS

NBC AFFILIATE

WOOD RADIO SERVICE AREA

POPULATION	679,300
PASSENGER CARS	288,420
TOTAL RETAIL SALES —	1,077,621,000
FOOD STORE SALES	268,108,000
DRUG STORE SALES	38,602,000
AUTOMOTIVE SALES	233,105,000

1967 SRDS estimates



Represented nationally by the Katz Agency

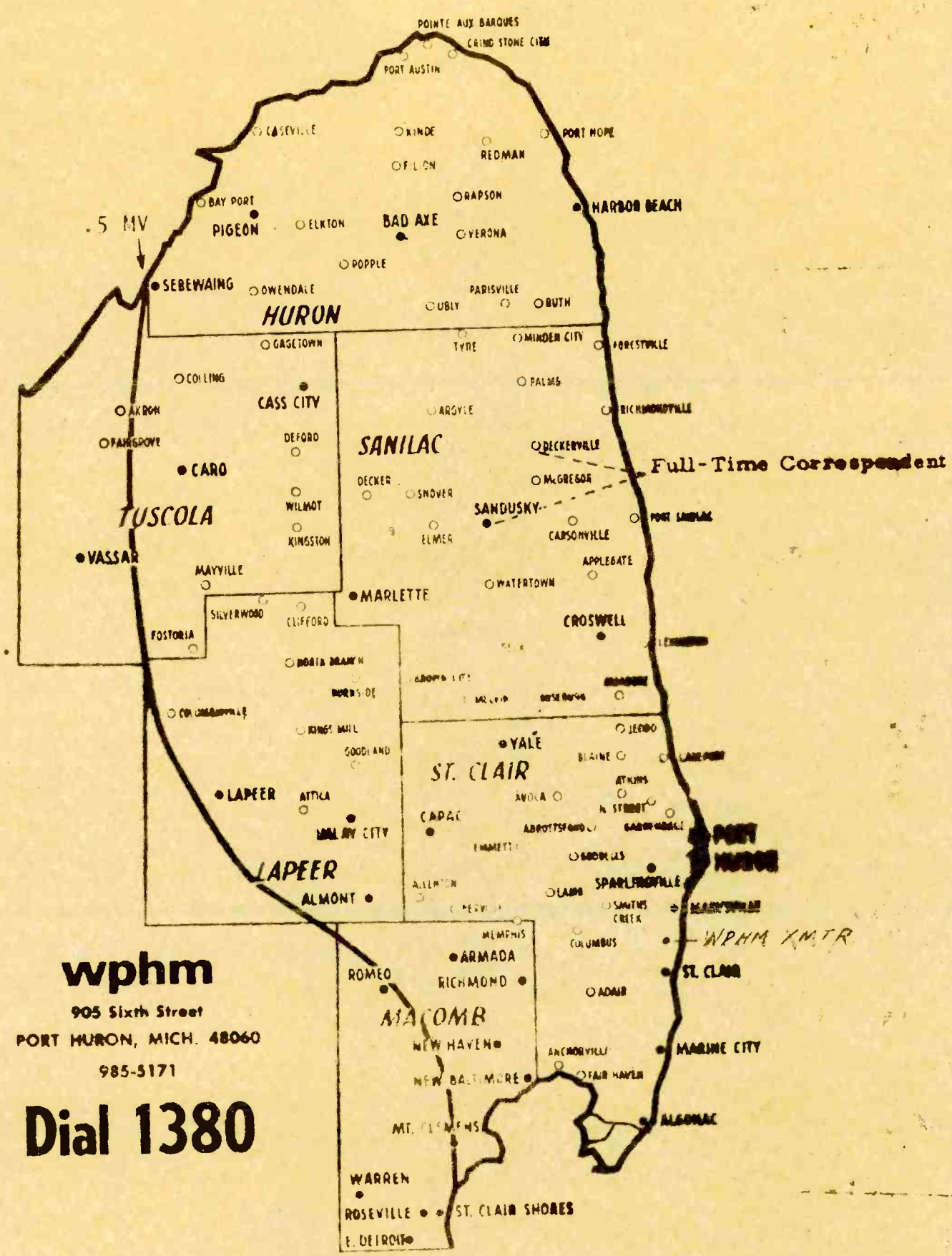
WPAG

1050 KC **5000 WATTS**

ANN ARBOR

PRIMARY COVERAGE 17 COUNTIES

The coverage map above shows the .5 MV/M and .1 MV/M signal areas of WPAG. The .5 MV/M indicates the primary coverage area, while the .1 MV/M shows secondary coverage. Now virtually the entire lower peninsula, as well as northern Indiana, Ohio and Ontario can hear WPAG.



wphm

905 Sixth Street

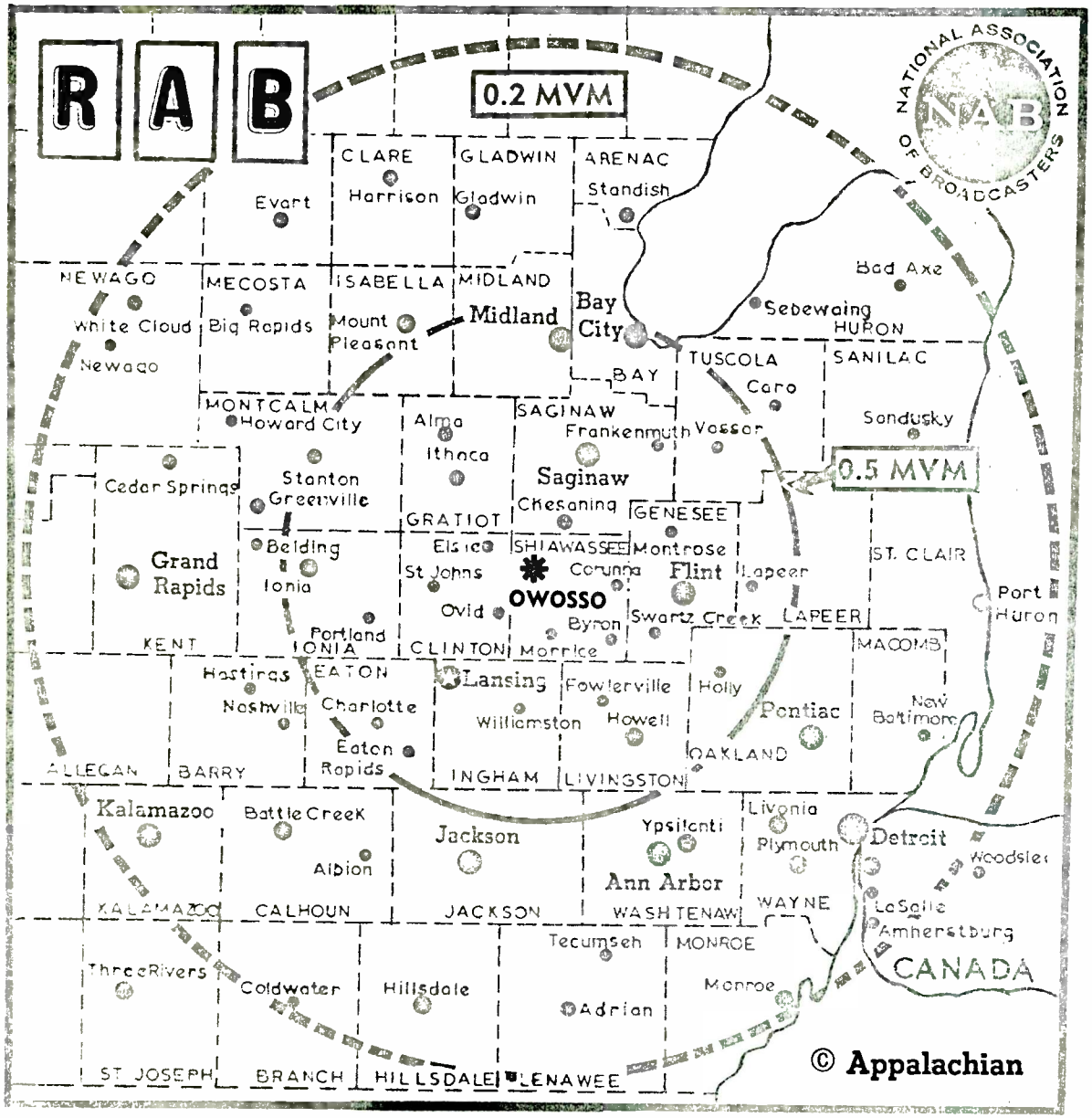
PORT HURON, MICH. 48060

985-5171

Dial 1380

5000 WATTS — FULL TIME

SERVING THE "HEART" OF INDUSTRIAL MICHIGAN



WOAP

1000 Watts at 1080 Days

THE DEVNEY ORGANIZATION, INC. STATION REPRESENTATIVES

WOAP

Central Michigan's "Good Advertising" Station

OWOSSO, MICHIGAN

1000 Watts at 1080

- Local News
- Associated Press
- Variety in Music
- Farm Features Daily
- Detroit Tiger Baseball
- Michigan State Football
- Community Service Radio

WOAP

OWOSSO BROADCASTING COMPANY, INC.
Merrill Walker, Manager

P. O. Box E **Phone 725-8196**

OWOSSO, MICHIGAN

MARKET DATA:	0.5 MVM Coverage	0.2 MVM Coverage
Total Population	1,279,000	6,445,900
Households	358,530	1,128,370
Radio Homes	350,159	1,105,823
Automobiles	383,940	1,242,460
Consumer Income	$2,400,307,000	13,465,163,000
RETAIL SALES:		
Food Stores	$ 395,682,000	2,021,315,000
Drug Stores	$ 54,146,000	336,830,000
General Merchandise	$ 143,814,000	973,103,000
Apparel Stores	$ 84,466,000	464,631,000
Home Furnishings	$ 82,430,000	380,334,000
Auto Sales	$ 338,099,000	1,578,531,000
Service Stations	$ 134,908,000	693,469,000
TOTAL RETAIL SALES	$1,476,929,000	7,946,983,000
FARM DATA:		
Farm Population	106,100	253,800
Gross Farm Income	$ 252,555,000	576,993,000

SOURCE: SRDS Consumer Market Data 1963.

Designed by Appalachian Advertising Agency
Black Mountain, North Carolina

RADIO

W N R S

W-O-I-B

INTERFERENCE FREE 0.5 MV/M CONTOUR

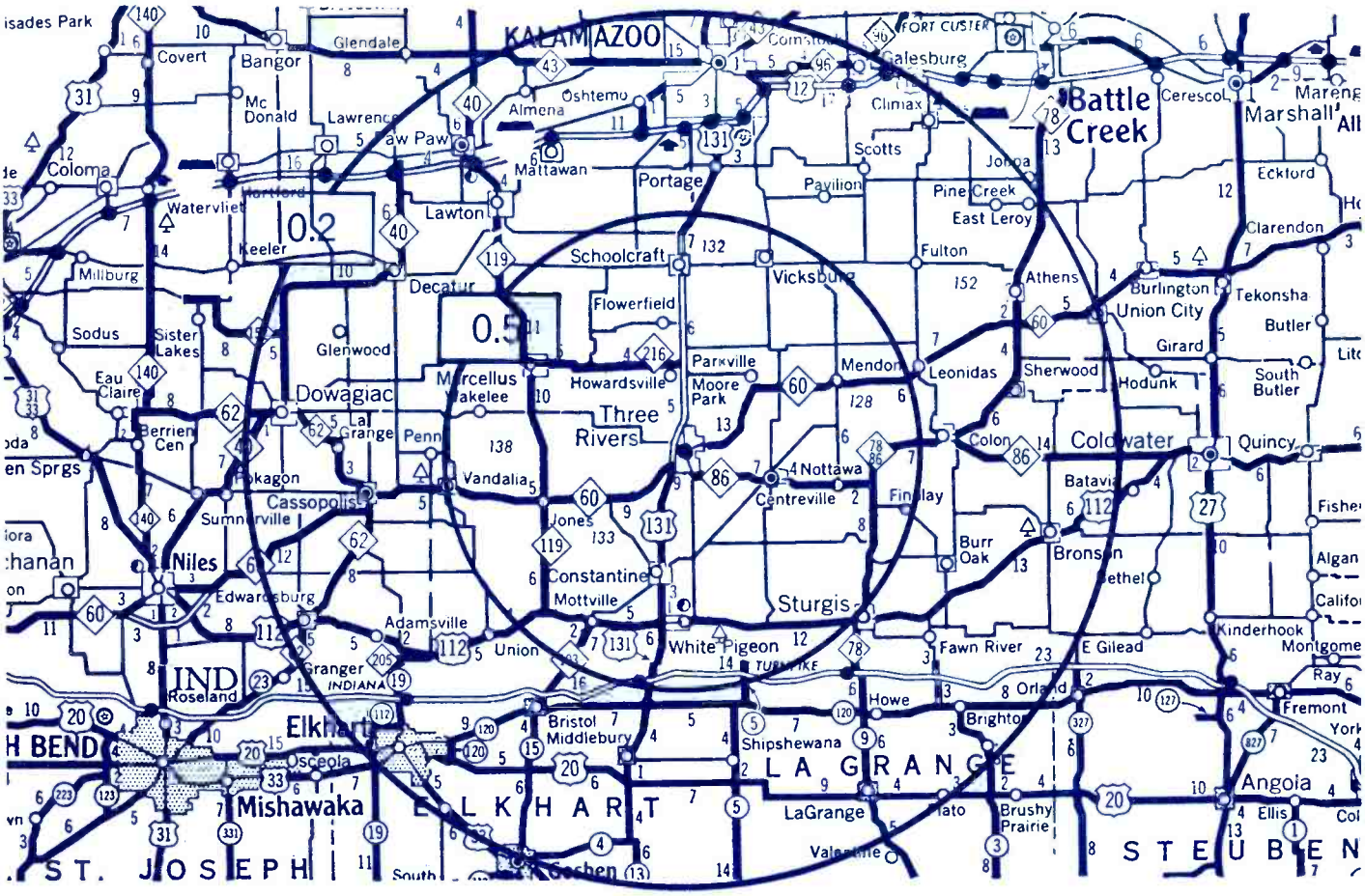
WLKM

RIVIERA THEATRE BUILDING
THREE RIVERS, MICHIGAN 49093

THE VOICE OF THREE RIVERS / 1510 ON YOUR RADIO DIAL

RATE CARD No. 4-C — EFFECTIVE DECEMBER 15, 1967

POPULATION	0.5 CIRCLE	0.2 CIRCLE
	43,500	238,509



BULK RATE: (to be used within one year)

	5 - MINS.	1 - MIN.	30 - SECS.	10 - SECS.
1 Time	11.50	5.75	4.75	3.25
26 Times	10.40	5.20	4.25	3.00
52 Times	9.20	4.60	4.00	2.75
156 Times	8.60	4.30	3.50	2.50
260 Times	7.25	3.75	3.00	2.25
520 Times	7.00	3.50	2.75	2.00
1040 Times	6.50	3.25	2.50	1.75

PEOPLE-REACHER PACKAGES

25 one-minute spots per week — $3.75 each ($93.75)
50 one-minute spots per week — $3.25 each ($162.50)

25 thirty-second spots per week — $3.00 each ($75.00)
50 thirty-second spots per week — $2.75 each ($136.50)
100 thirty-second spots per week — $2.50 each ($250.00)

25 ten-second spots per week — $2.25 each ($56.25)
50 ten-second spots per week — $2.00 each ($100.00)
100 ten-second spots per week — $1.75 each ($175.00)

All programs and announcements will be billed at the earned rate unless firm contracts are signed for purposes of earning frequency discounts. Cancelled contracts are subject to short rate. No cash rebates.

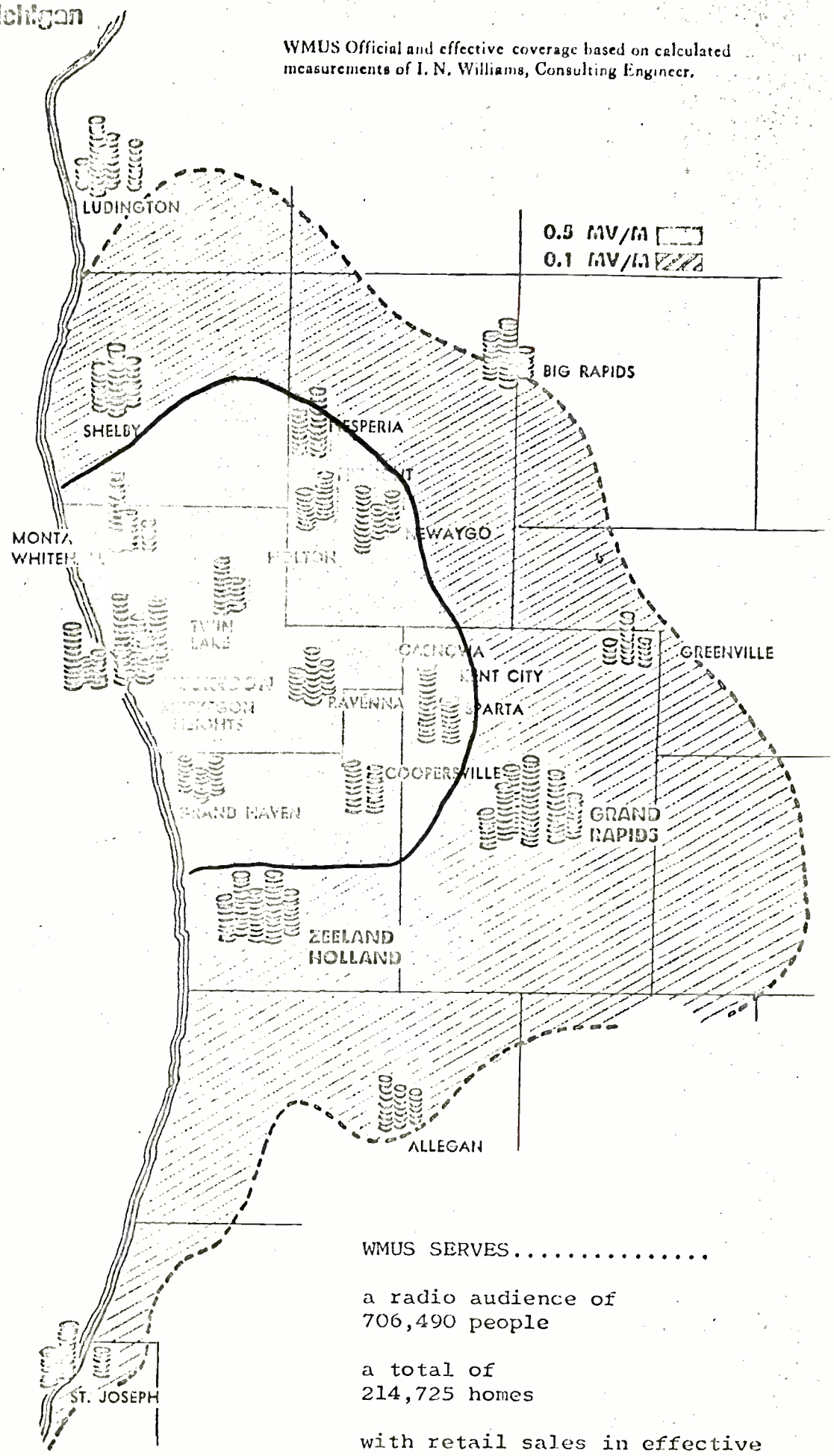
Rates listed are for time only. No contracts accepted for periods longer than one year. All advertisers, copy, and programs subject to station management approval and government regulations.

Rates and extra charges for remote broadcasts, special events, special programs, etc., quoted on request. Rates include music copyright fees. (ASCAP, BMI, and SESAC)

Political announcements—Regular rates apply—cash in advance.

1090 muskegon WMUS michigan 106.9

WMUS Official and effective coverage based on calculated measurements of I. N. Williams, Consulting Engineer.

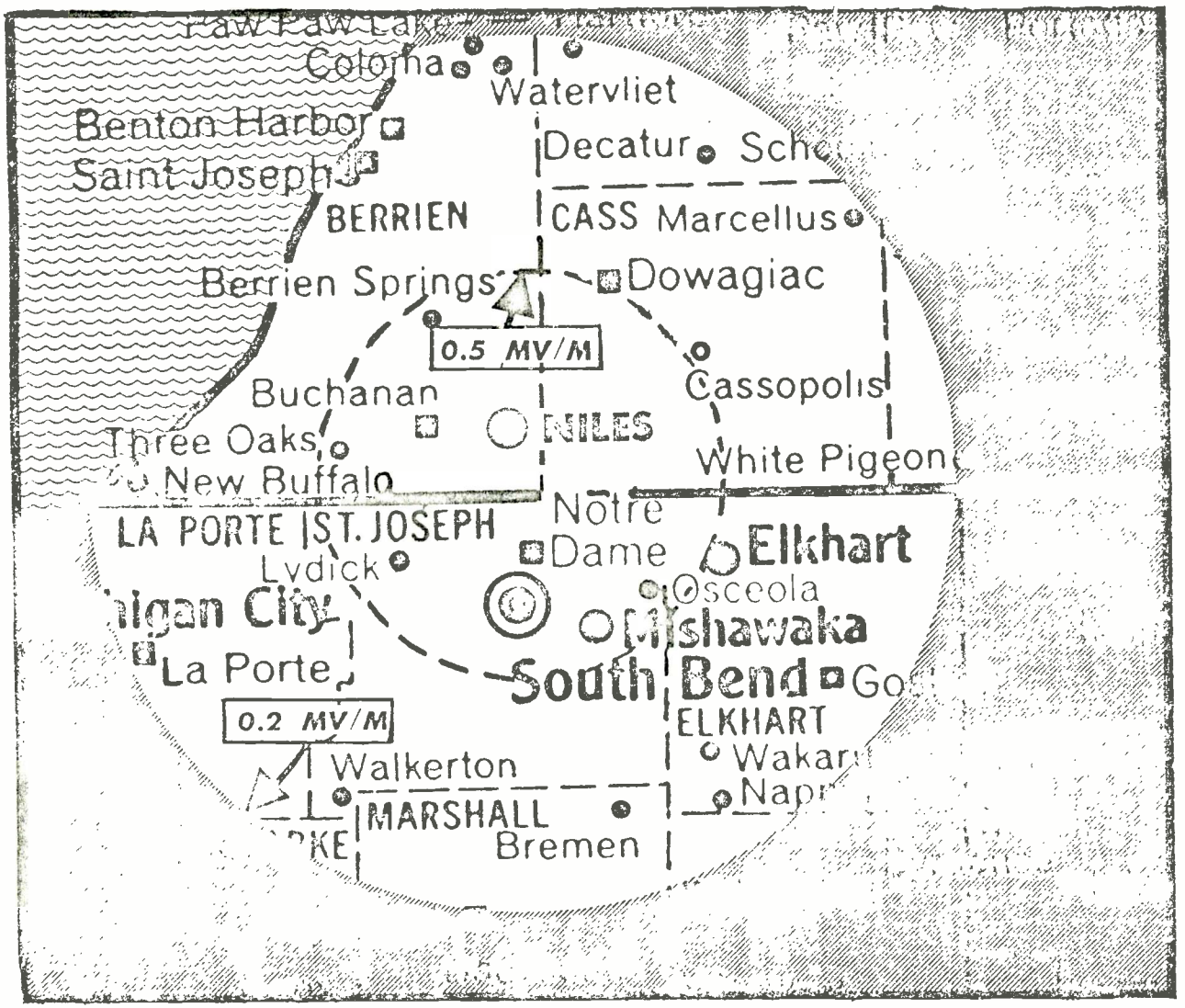


WMUS SERVES.....

a radio audience of
706,490 people

a total of
214,725 homes

with retail sales in effective
coverage area of $215,000,000.



WNIL

500 SALES — PROVEN WATTS

1290 ON THE MICHIANA DIAL

NILES, MICHIGAN

WNIL

Serving the Rich Michiana Area

NILES, MICHIGAN

- Broadcasting from 6 A.M. to Local Sunset to Listeners in Eight Farm and Industrially-Powerful Counties in Michigan and Indiana.

WNIL

500 SALES — PROVEN WATTS

OWNED BY THE NILES BROADCASTING COMPANY

James H. Mitchell, General Manager

NILES, MICHIGAN

MARKET DATA:	Within 0.5 MV/M Coverage	Within 0.2 MV/M Coverage
Total Population	704,500	940,500
Total Households	135,860	208,820
Total Radio Homes	130,426	200,467
Total Passenger Cars	134,501	206,732
Spendable Income	$761,532,000	$1,194,277,000
RETAIL DATA:		
Food Sales	$122,412,000	195,165,000
Drug Sales	$ 18,461,000	26,967,000
Eat-Drink Places	$ 49,988,000	69,694,000
Genl. Merchandise Sales	$ 56,805,000	79,198,000
Apparel Sales	$ 28,741,000	42,796,000
Home Furnishing Sales	$ 30,560,000	43,246,000
Automotive Sales	$ 98,838,000	165,487,000
Filling Station Sales	$ 41,715,000	67,108,000
Building Materials	$ 52,144,000	83,885,000
TOTAL RETAIL SALES	$502,644,000	798,894,000
TOTAL WHOLESALE SALES	$291,534,000	463,359,000
TOTAL SERVICE RECEIPTS	$100,529,000	159,779,000
FARM DATA		
Total Farm Papulation	38,900	79,100
Farm Households	9,750	18,525
Farm AM Radio Homes	9,555	18,155
Farm Passenger Cars	8,775	16,673
Total Farm Income	$ 64,866,000	139,417,000

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

Prepared by Wilmarkay Research Company.

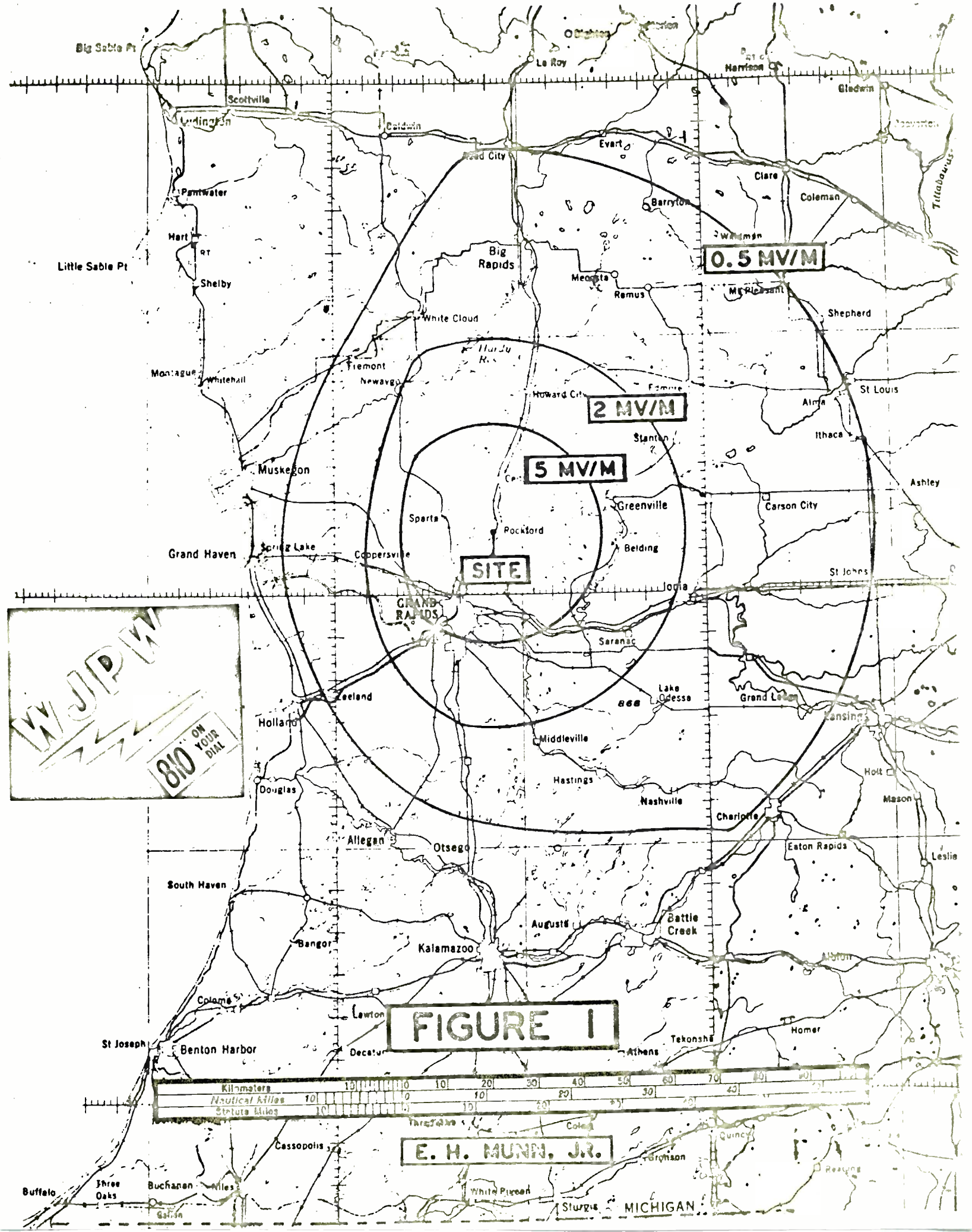


FIGURE 1

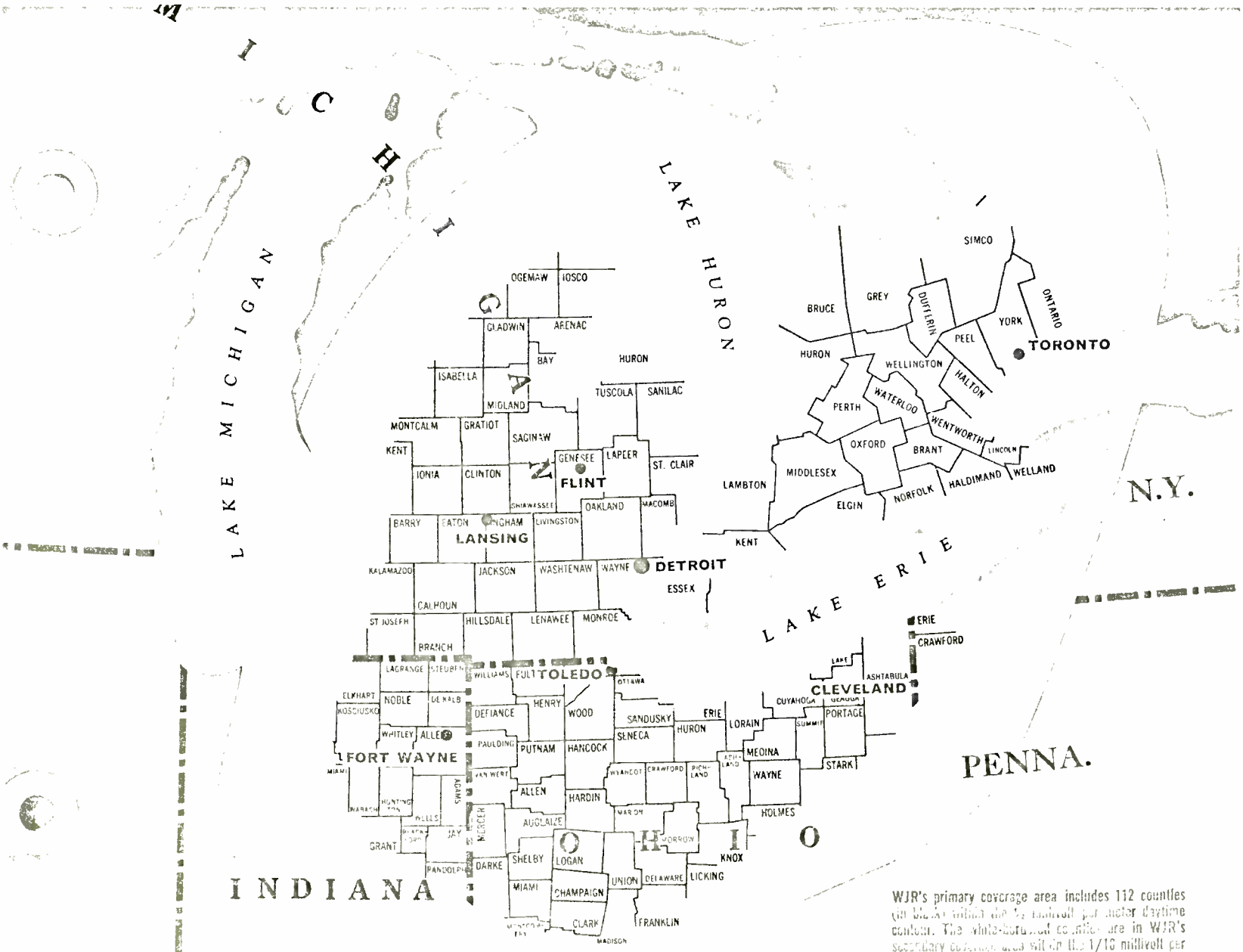
E. H. MUNN, JR.

WJR Power-Blankets the Detroit-Great Lakes Area

WJR's primary daytime coverage includes

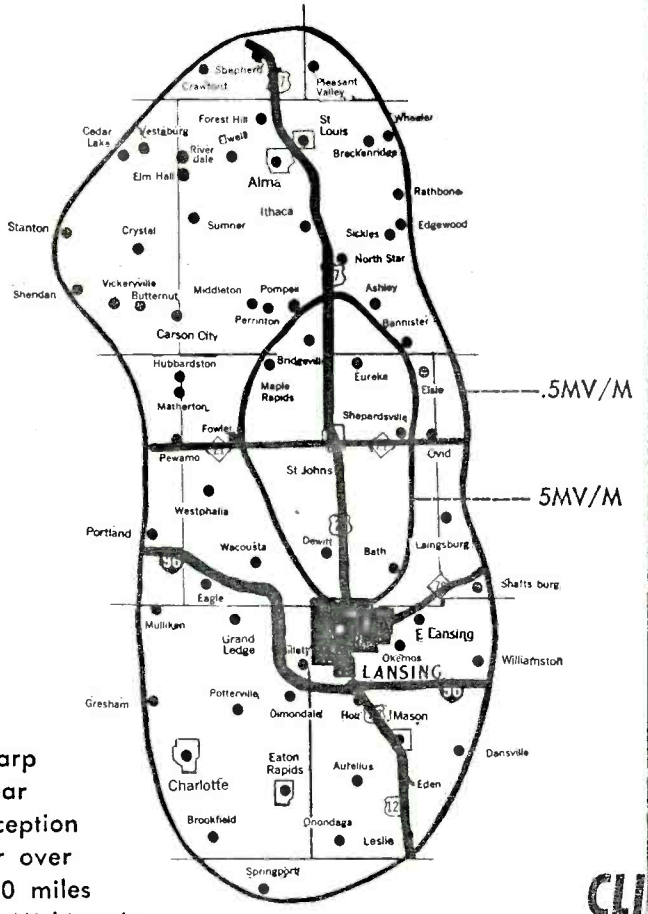
- 112 counties in Michigan, Ohio, Indiana and Pennsylvania centered in metropolitan Detroit, the nation's fifth richest market.
- 25 counties of southern Ontario, where one-fourth of all Canadians live.

During the daytime, WJR's 50,000-watt clear-channel signal can be heard by over 19 million people; at night, its programming has drawn mail response from 46 out of 50 states.



WJR's primary coverage area includes 112 counties (in black within the 1/10 millivolt per meter daytime contour). The white-bordered counties are in WJR's secondary coverage area (in the 1/10 millivolt per meter daytime contour). (Compiled with approved field strength measuring equipment. Ontario coverage estimated).

WJUD



sharp clear reception for over 100 miles of Michigan's important freeway system

FACTS FROM SRDS

CLINTON COUNTY

POPULATION:	38,900
FARM POPULATION:	8,500
HOMES:	10,520
SPENDABLE INCOME:	56,058,000.00
RETAIL SALES:	29,390,000.00
PRINCIPLE CITY:	St. Johns

INGHAM COUNTY

POPULATION:	216,300
FARM POPULATION:	9,100
HOMES:	61,770
SPENDABLE INCOME:	498,422,000.00
RETAIL SALES:	305,353,000.00
PRINCIPLE CITY:	Lansing

EATON COUNTY

POPULATION:	50,900
FARM POPULATION:	8,600
HOMES:	14,460
SPENDABLE INCOME:	79,848,000.00
RETAIL SALES:	41,733,000.00
PRINCIPLE CITY:	Charlotte

GRATIOT COUNTY

POPULATION:	37,400
FARM POPULATION:	7,600
HOMES:	10,600
SPENDABLE INCOME:	56,686,000.00
RETAIL SALES:	42,494,000.00
PRINCIPLE CITY:	Alma

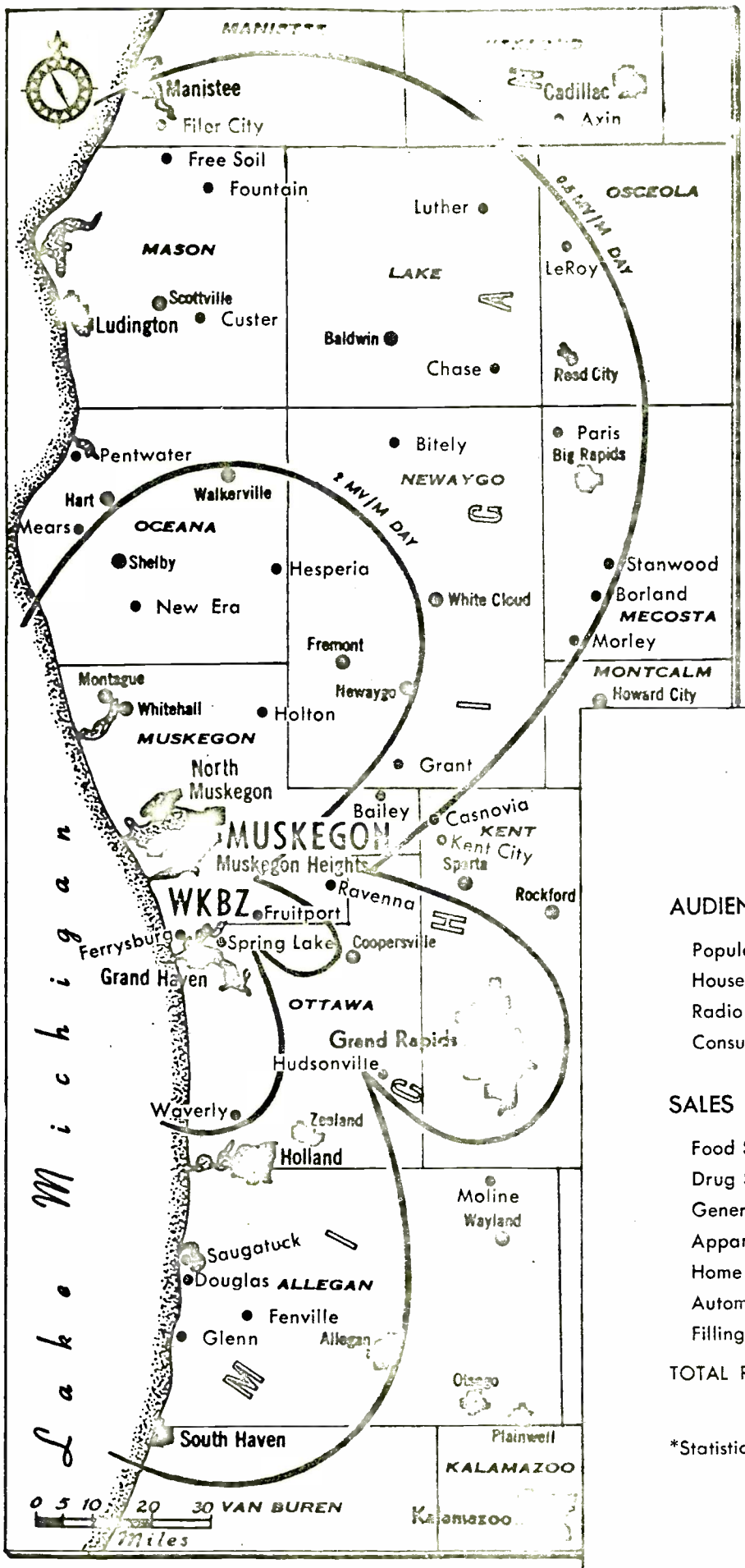
MARKET TOTALS

POPULATION:	343,500
FARM POPULATION:	33,800
HOMES:	97,350
SPENDABLE INCOME:	691,014,000.00
RETAIL SALES:	418,970,000.00

CLINTON COUNTY BROADCASTING, Inc.

1363 Parks Road • St. John's, Michigan

Justin F. Marzke — President



THE POWERFUL VOICE
OF WESTERN MICHIGAN

WKBZ

1000W Full Time 850KC

MUSKEGON
Michigan

Affiliated with

AMERICAN BROADCASTING COMPANY

Ashbacker Radio Corporation

Arch Shawd, Pres. & Gen'l Mgr.
NATIONAL REPRESENTATIVES
Robert Meeker Associates, Inc.
Det. Rep.: Michigan Spot Sales

*1956 MARKET DATA
0.5MV/DAY

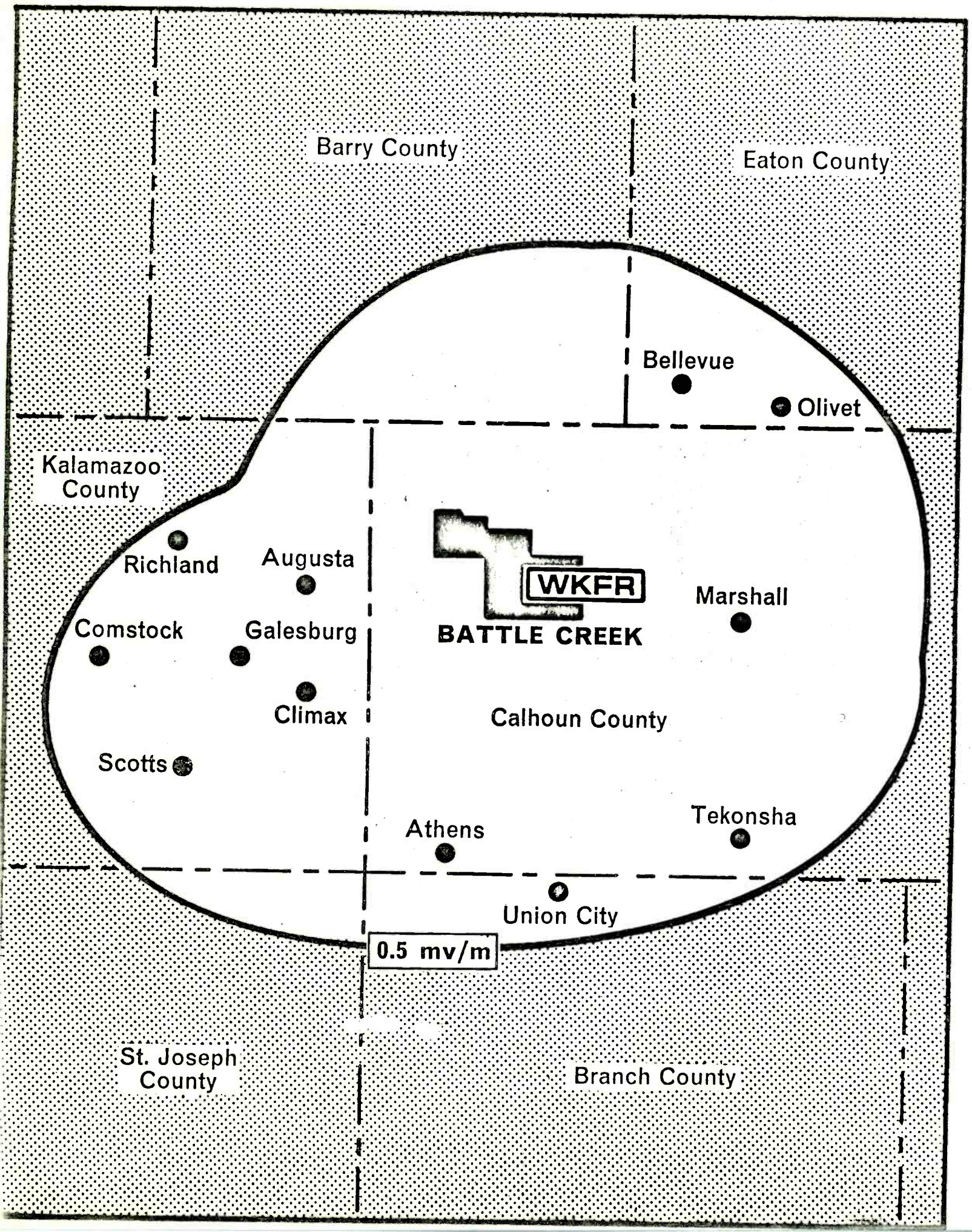
AUDIENCE:

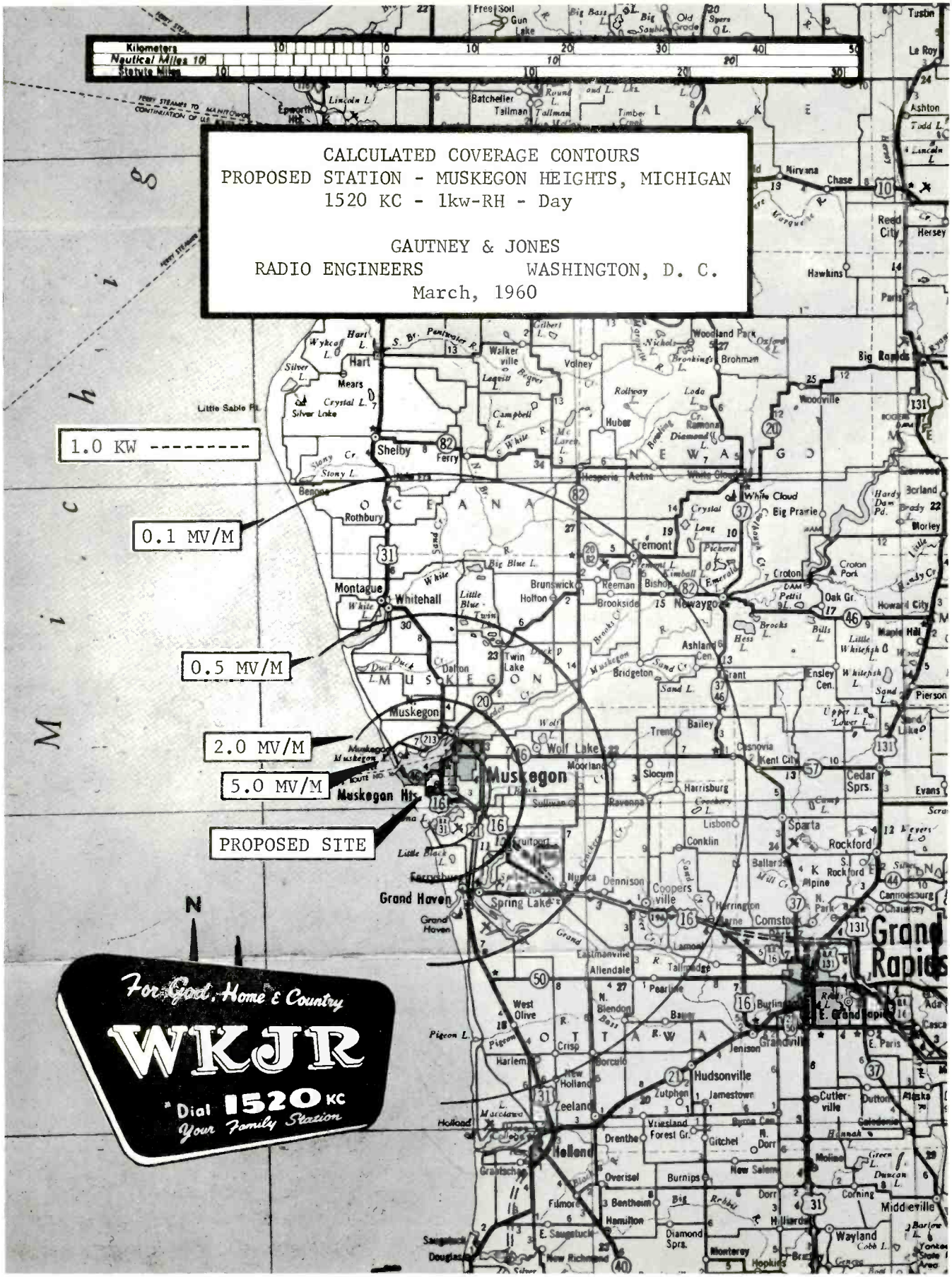
Population	718,300
Households	215,230
Radio Homes	202,100
Consumer Spendable Income	$1,132,315,000

SALES DATA:

Food Stores	$206,997,000
Drug Stores	30,829,000
General Merchandise	93,631,000
Apparel	35,591,000
Home Furnishings	41,858,000
Automotive	167,585,000
Filling Stations	62,581,000
TOTAL RETAIL SALES	$832,381,000

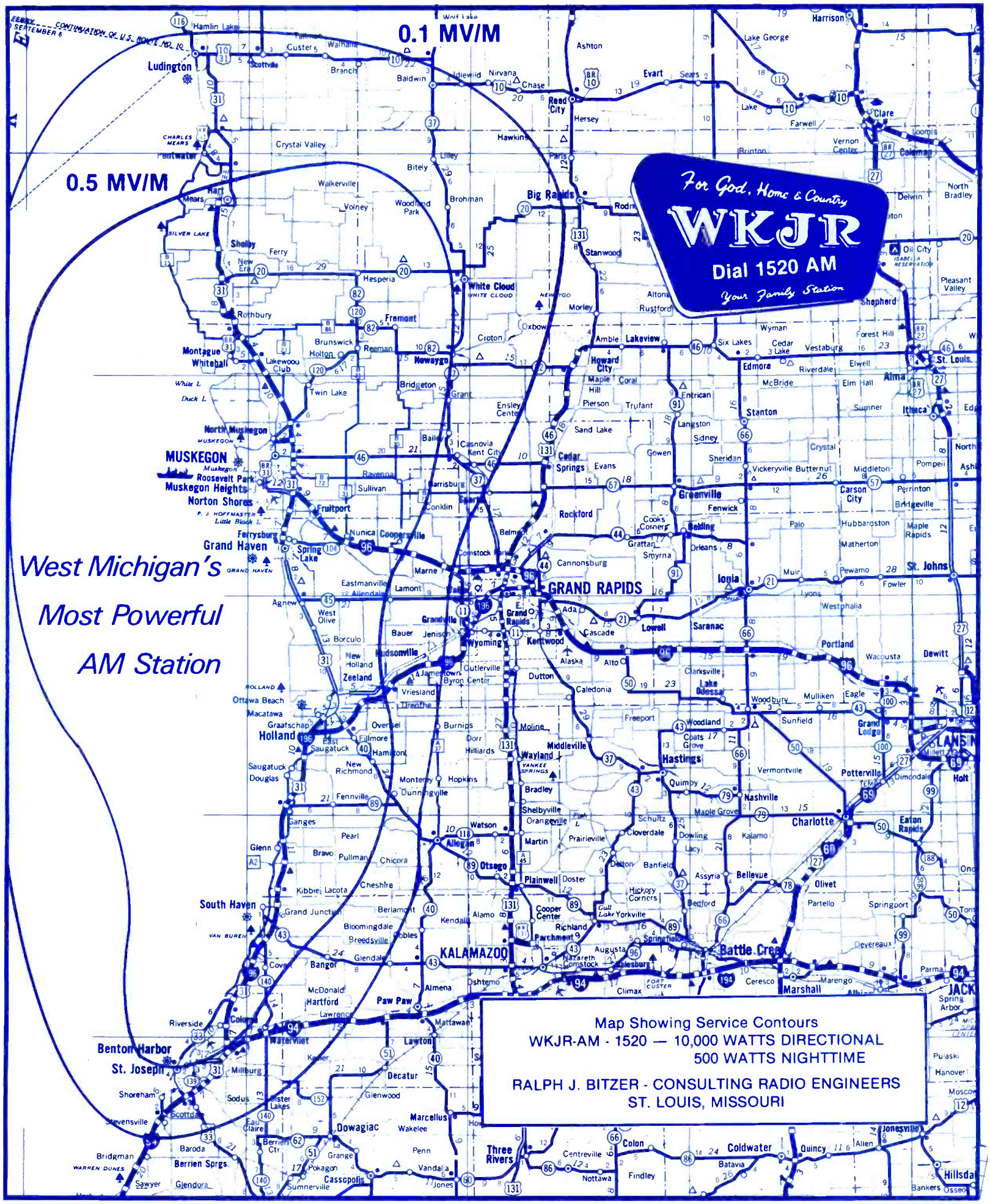
*Statistics from Standard Rate and Data—Issue of June 1, 1956.


Barry County
Eaton County
Bellevue
Olivet
Kalamazoo County
Richland
Augusta
WKFR
Marshall
Comstock
Galesburg
BATTLE CREEK
Climax
Calhoun County
Scotts
Tekonsha
Athens
Union City
0.5 mv/m
St. Joseph County
Branch County

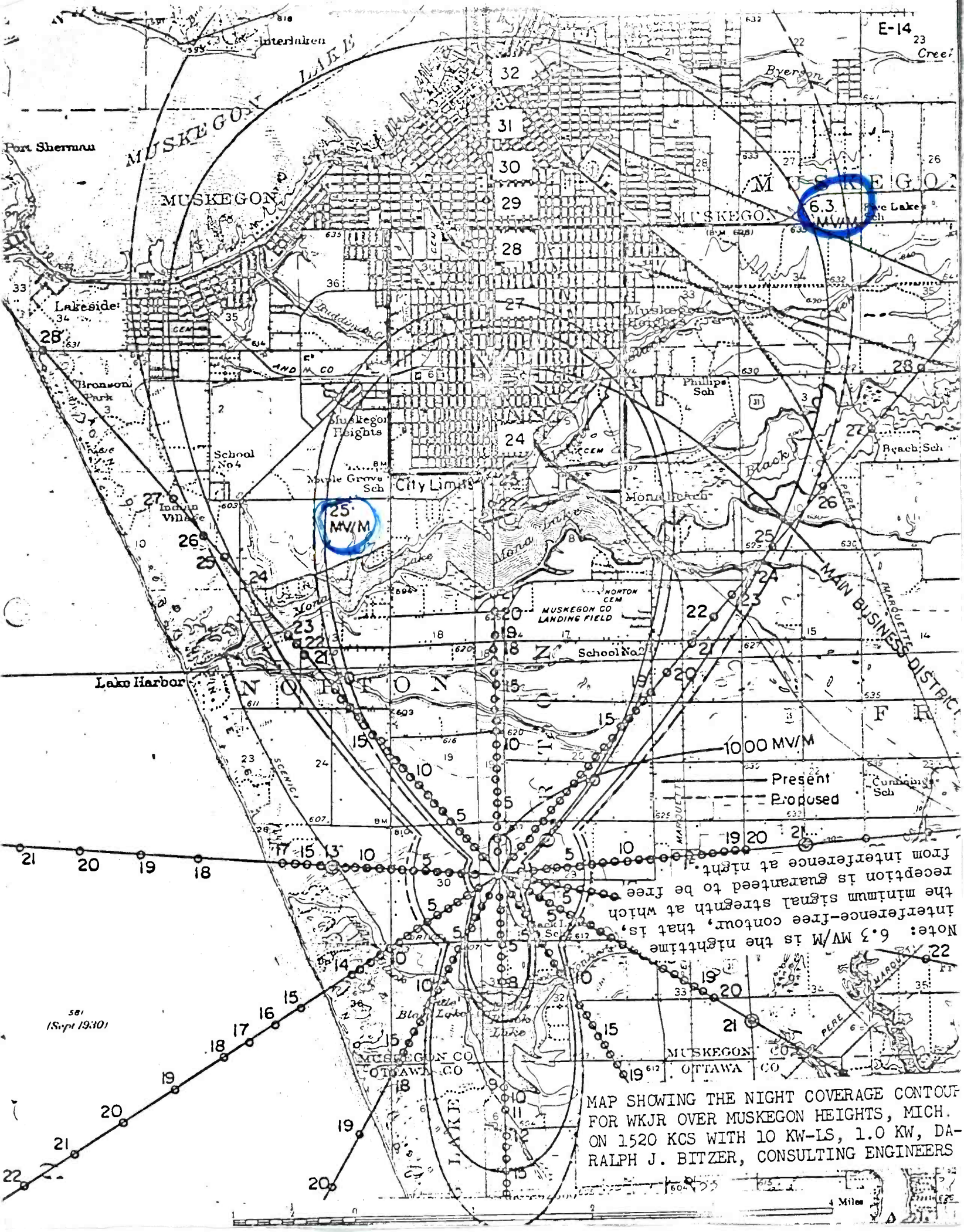


1000 WATTS – DAYTIME – THE MUSKEGON HEIGHTS BROADCASTING CO., SEAWAY DR. & GLENDALE, MUSKEGON HTS., MICH. – PHONE PE 3-2631

WKJR's coverage map from the 1960's



10,000 WATTS DAYTIME • MUSKEGON HEIGHTS BROADCASTING CO., INC. • BOX 839 • MUSKEGON, MICHIGAN 49443 • 798-2115

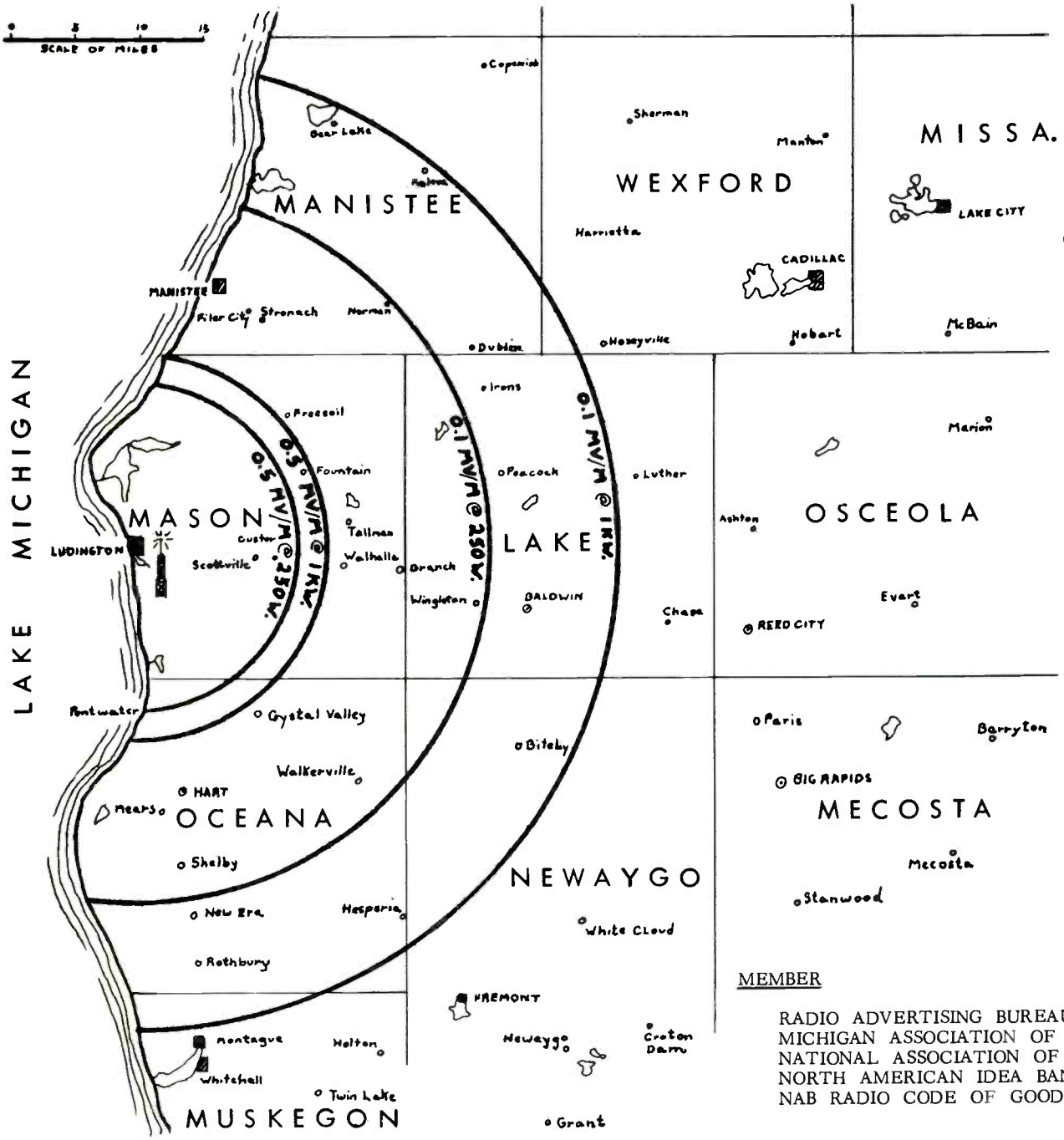


MAP SHOWING THE NIGHT COVERAGE CONTOUR FOR WKJR OVER MUSKEGON HEIGHTS, MICH. ON 1520 KCS WITH 10 KW-LS, 1.0 KW, DA-
RALPH J. BITZER, CONSULTING ENGINEERS

Note: 6.3 MV/M is the nighttime interference-free contour, that is, the minimum signal strength at which reception is guaranteed to be free from interference at night.

WKLA

1000 WATTS 1450 KC OWNED AND OPERATED BY RAYMOND A. PLANK
EAST LUDINGTON AVENUE LUDINGTON, MICHIGAN TELEPHONE 843-3438



ONE STATION MARKET

ONE DAILY NEWSPAPER

ONE WEEKLY NEWSPAPER

ABC NETWORK

MEMBER

RADIO ADVERTISING BUREAU
MICHIGAN ASSOCIATION OF BROADCASTERS
NATIONAL ASSOCIATION OF BROADCASTERS
NORTH AMERICAN IDEA BANK
NAB RADIO CODE OF GOOD PRACTICES

WKLA MARKET DATA

POPULATION	73,643
RETAIL SALES (1968)	$145,657,000
RADIO HOMES	19,510
AUTO RADIOS	29,210

RATE CARD NO. 4 - May 1, 1969

	ANNC.	3 MIN.	5 MIN,	10 MIN.	15 MIN.	1 HR.
1 - 99	3.50	3.50	5.75	8.50	11.50	30.00
100 - 499	3.00		5.50	7.50	10.50	
Over 500	2.50					

MUSIC NEWS

WKLZ

RADIO 1470

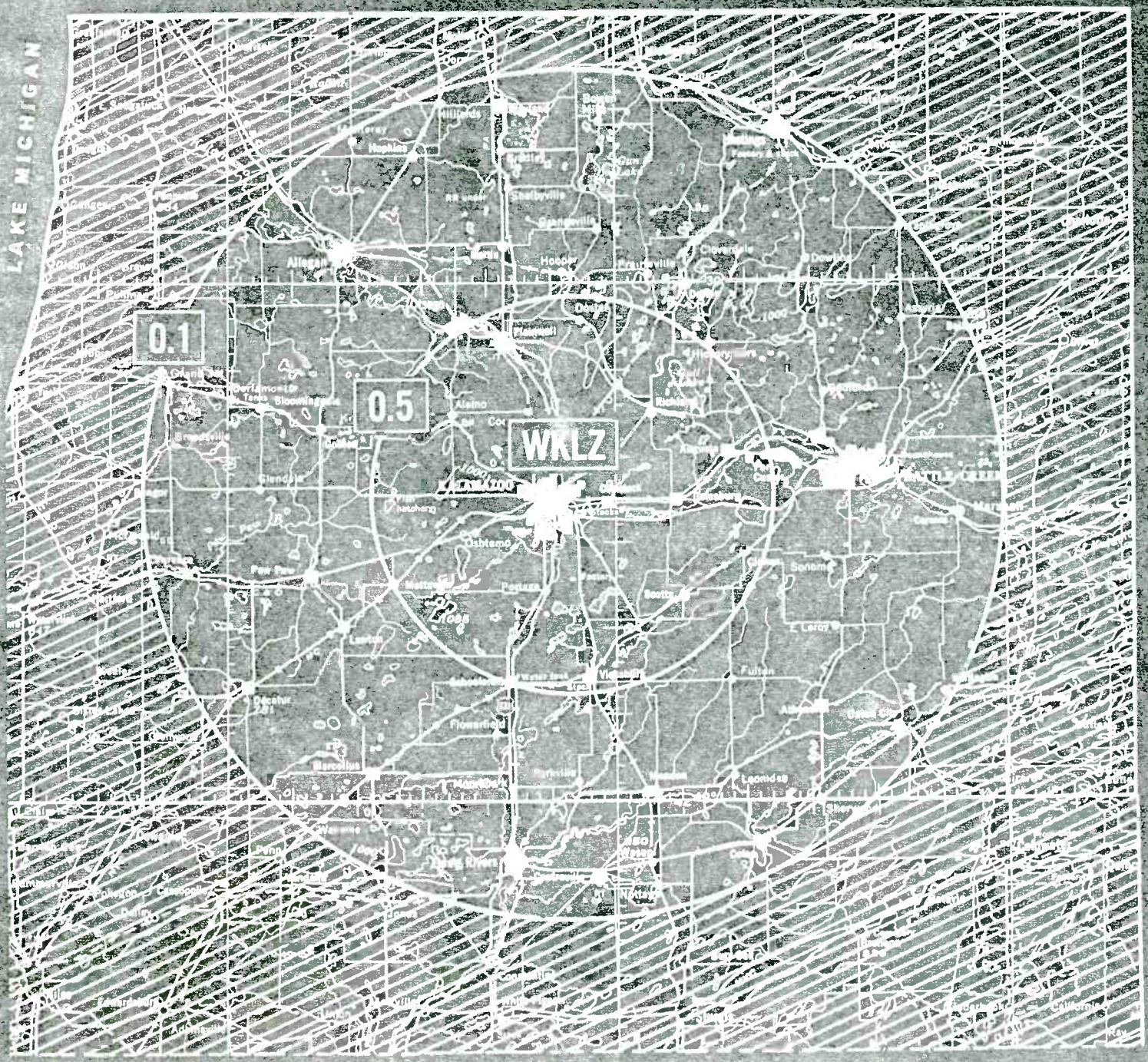
THE CIRCLE CORPORATION

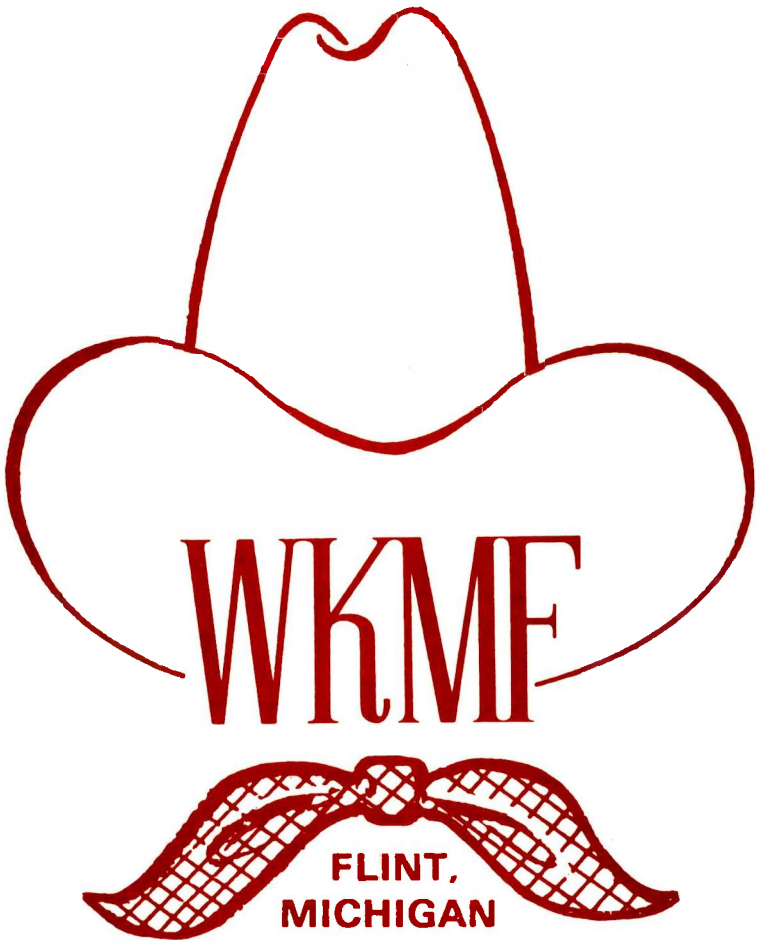
Box 663, Kalamazoo, Michigan

Telephone 381-1470

Serving Metropolitan Kalamazoo and Southwestern Michigan

Population – Kalamazoo Metro Area	179,500
Sales – Kalamazoo Metro Area (1963)	$275,158,059
Effective Buying Income – Metro Area	$8,422
Total Vehicle Registration – 1963 Metro Area	89,166





''1470 ON YOUR DIAL''

5000 WATTS

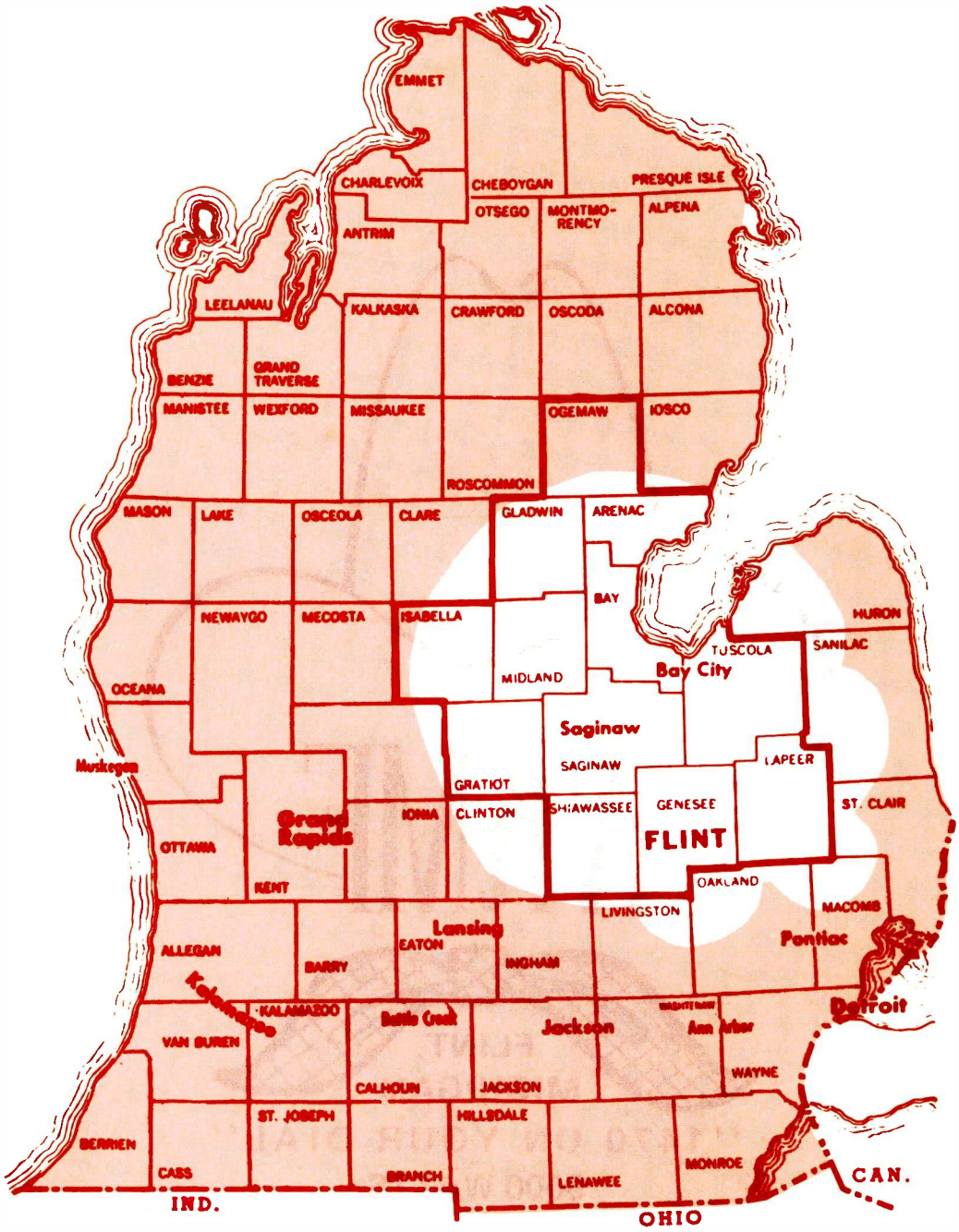
OPERATING 24 HOURS DAILY

"Country Music Capital of the North"

BILL LEE (Vice President)

PHONE: (313) 239-7608

REPRESENTED BY JACK MASLA & CO., INC.

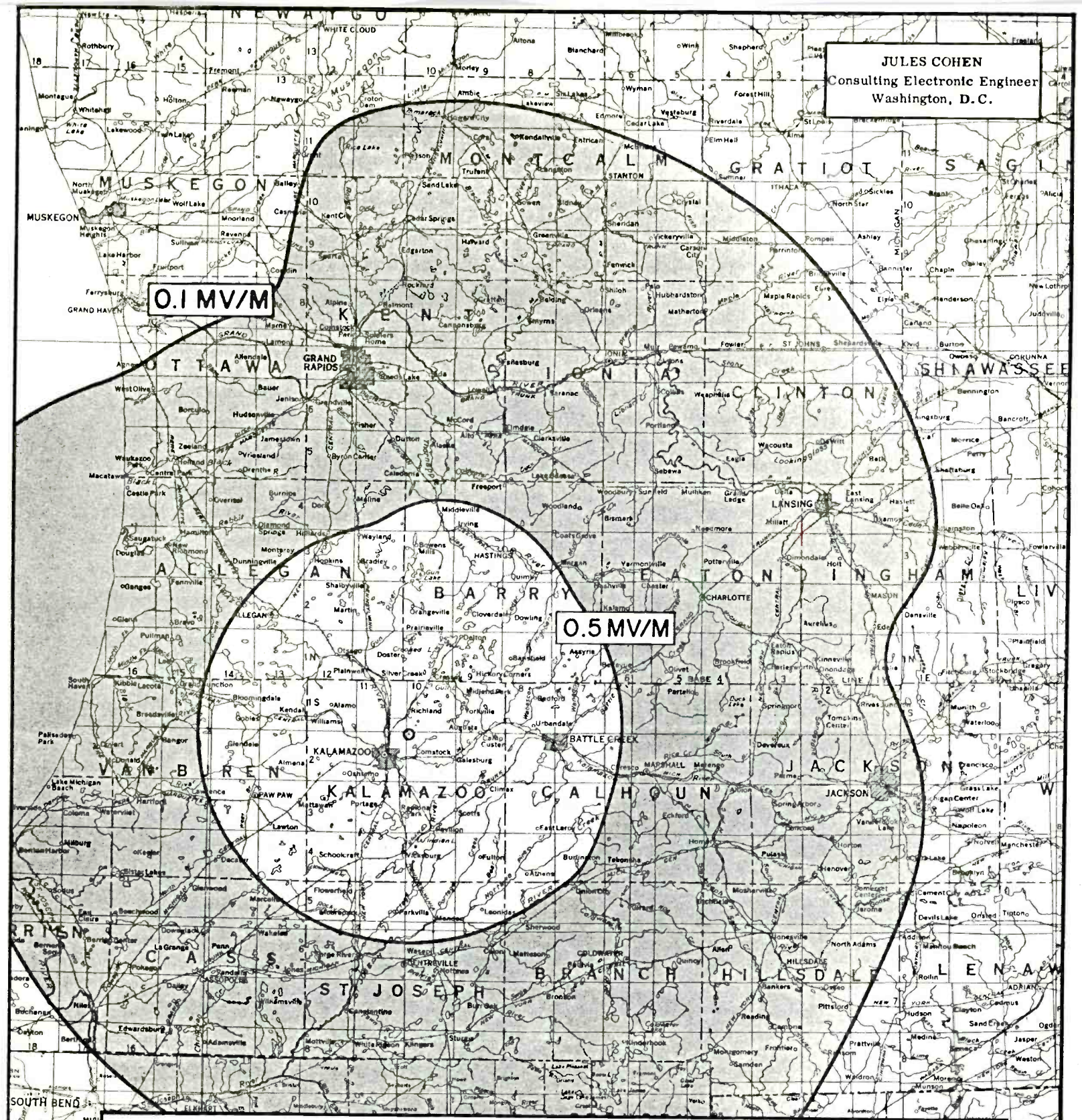


CITIES IN COVERAGE AREA:

Bay City	Caro	Bridgeport	Carrollton	Mt. Morris
Midland	Vassar	Frankenmuth	Zilwaukee	Grand Blanc
Essexville	Alma	St. Charles	Flint	Linden
Sebewaing	St. Louis	Chesaning	Owosso	Fenton
Cass City	Saginaw	Millington	Lapeer	Swartz Creek
		Clio	Flushing	

1,132,300 People . . . 323,400 Households

Antenna 3 @ 175'. 5,000 watts Directional



WKMI — KALAMAZOO'S "BIG 1"

★ Metro Kalamazoo population: 192,000 ★ Within WKMI's primary (0.5) coverage: 365,000 ★ 55,000 metro homes — high-ranked nationally with a C.S.I. of $9,770 ★ 5,000 watts of sell power 24 hours a day—featuring Western Michigan's best-known air personalities, best-liked music and most-listened to news.

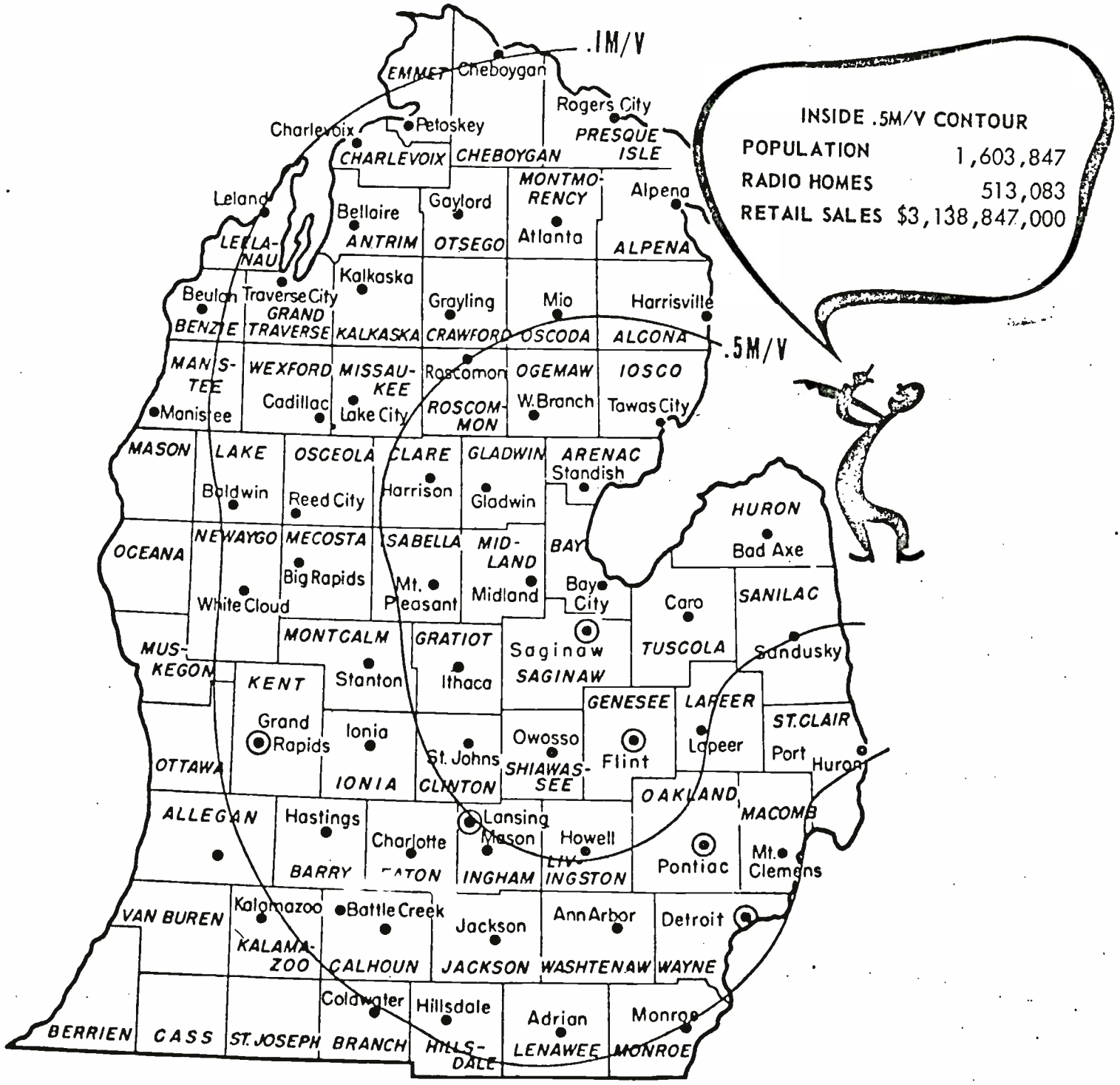
STEERE BROADCASTING CORPORATION

Represented Nationally by McGavren-Guild PGW Radio, Inc.

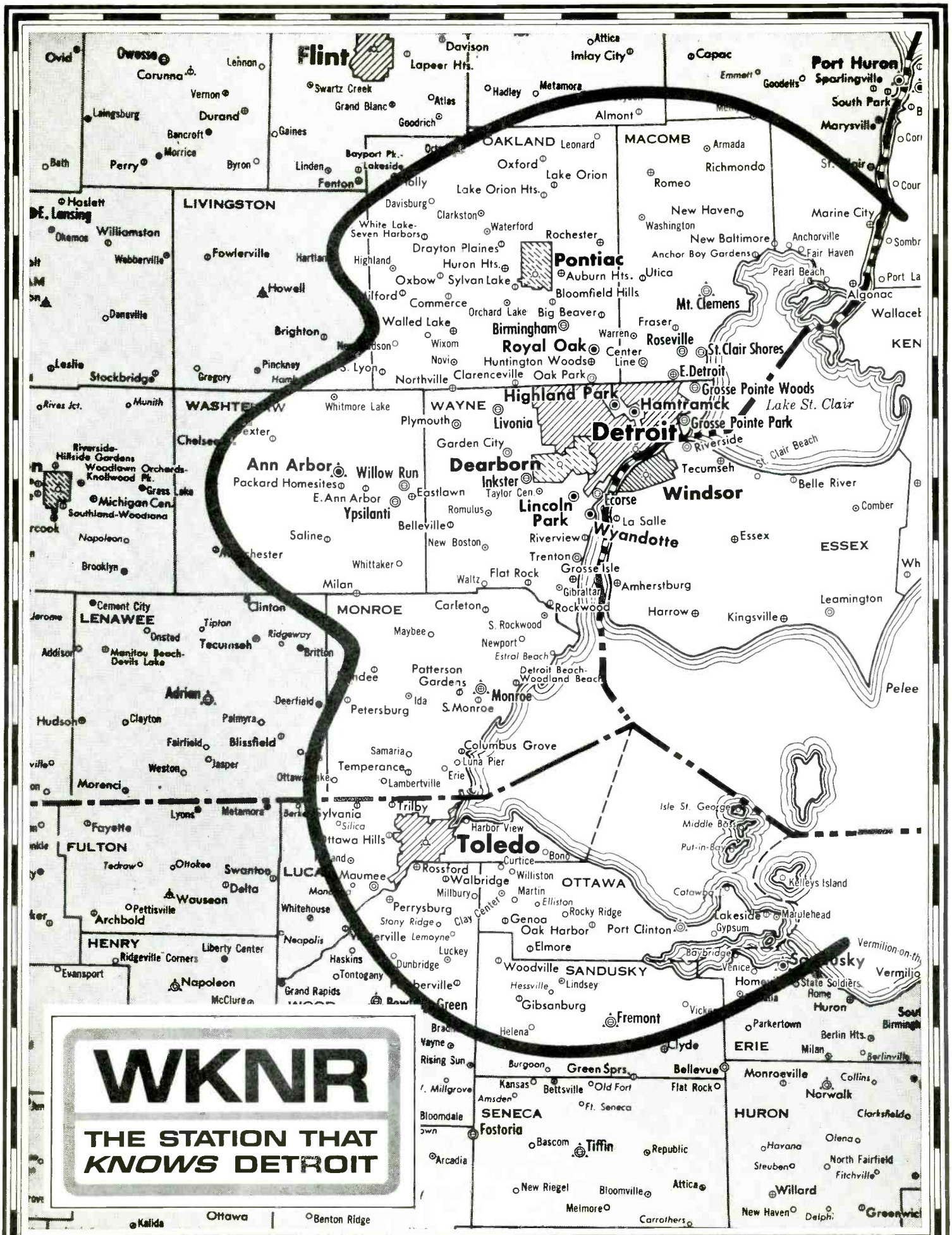
WKNX Radio

SAGINAW - BAY CITY - FLINT - MIDLAND
MICHIGAN

COVERAGE MAP FOR 10,000 WATTS 1210 K.C.



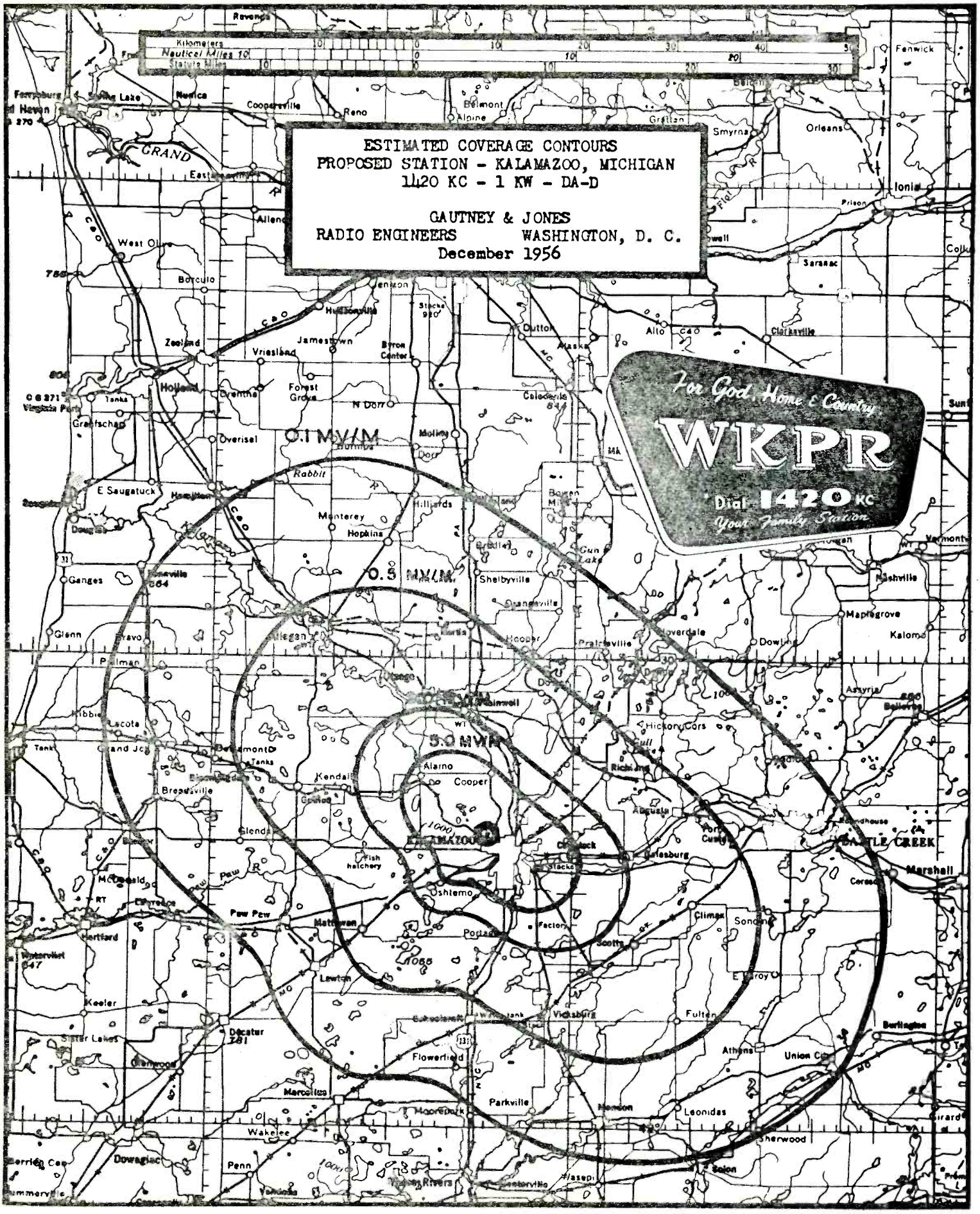
10,000 WATTS — OUTSTATE MICHIGAN'S MOST POWERFUL



WKNR

THE STATION THAT *KNOWS* DETROIT

half millivolt contour



1000 WATTS - DIRECTIONAL - DAYTIME -:- KALAMAZOO BROADCASTING CO., INC., 2244 RAVINE ROAD, KALAMAZOO, MICH. -:- PHONE FI 5-6179

WKZO Radio Coverage Map and Market Data
5000 watts/590 kc/CBS Radio in Kalamazoo, Michigan

WKZOland is that richly diversified area lying mid-way between Detroit and Chicago. It is only natural that WKZOland's industrial output should reach to the far corners of the globe. Paper, pharmaceuticals, taxi cabs, fishing equipment, automobile parts and bodies, shoes, refrigerators, baby food and breakfast food are just a few of the items produced in WKZOland.

WKZOland is also a rich farming community. 46.97% of all farms in lower Michigan are within the WKZO primary area. Here, also, is diversification. Fruit, berries, grains, livestock and poultry are among the farm products that are sold on the Nation's markets everyday.

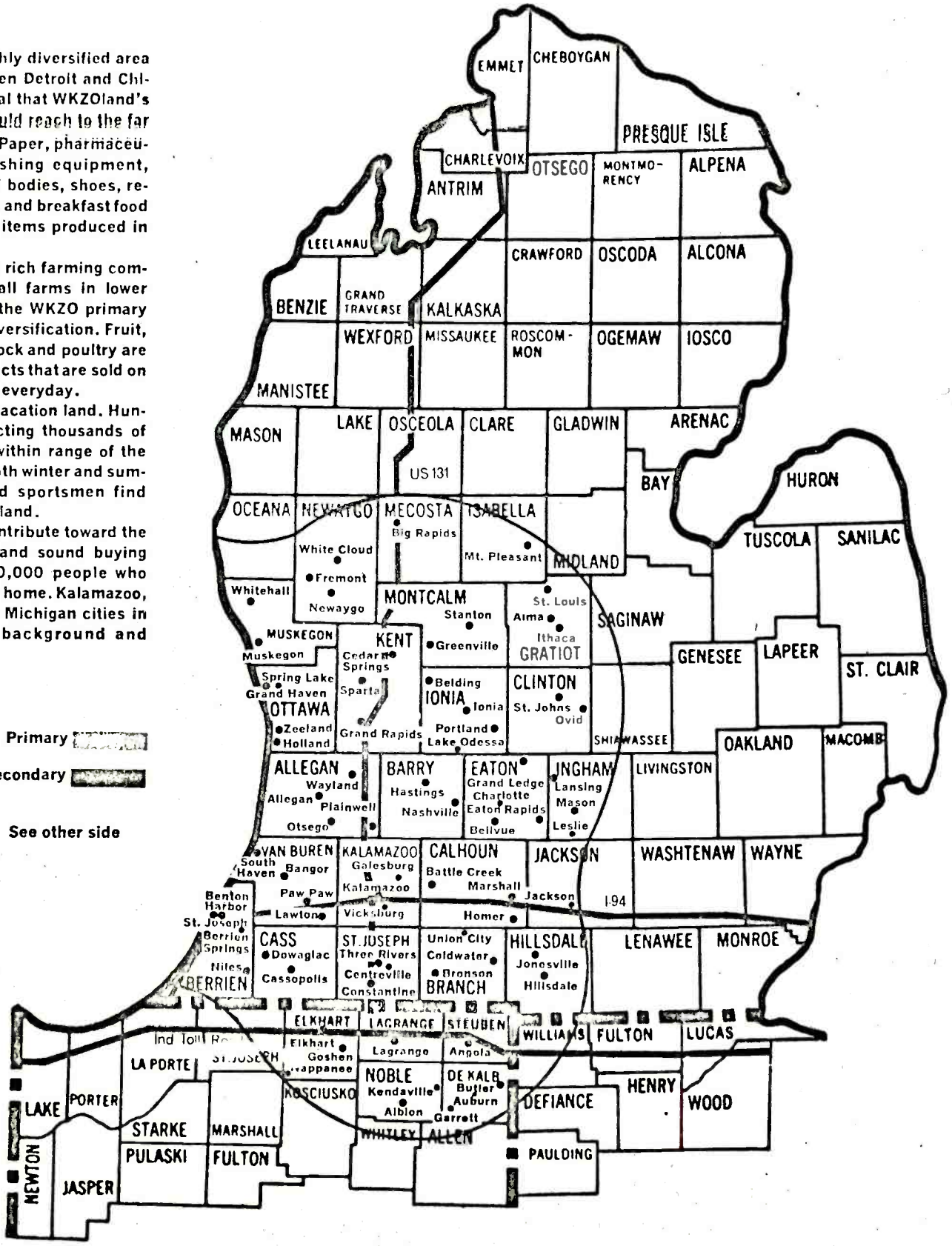
WKZOland means vacation land. Hundreds of lakes, attracting thousands of vacationers, are all within range of the WKZO transmitter. Both winter and summer vacationers and sportsmen find plenty to do in WKZOland.

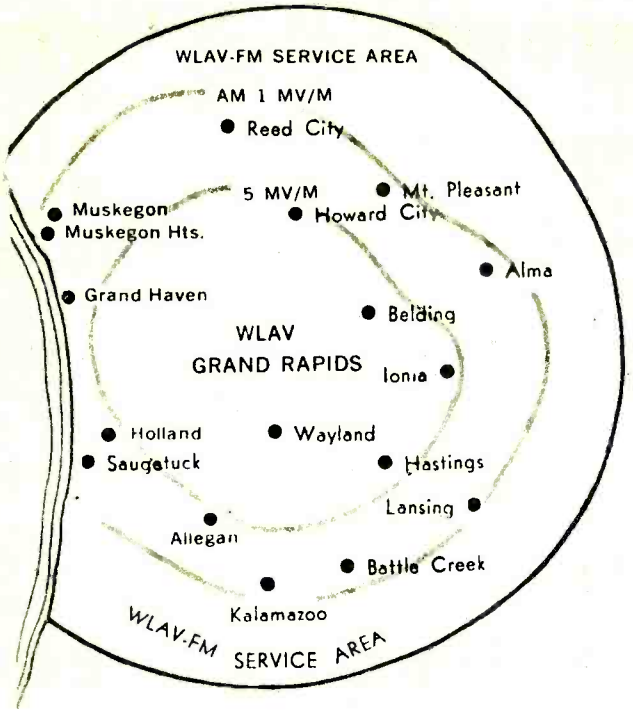
All these factors contribute toward the steady employment and sound buying income of the 1,770,000 people who make WKZOland their home. Kalamazoo, ranks first among all Michigan cities in stability, cultural background and "goodness of life."

Primary

Secondary

See other side





IN GRAND RAPIDS it's WLAV AM AND FM RADIO

Grand Rapids, Michigan's second market – the Business Center of Western Michigan, is a rich and highly diversified industrial and urban area, where 461,906 live, work, play and shop. A city with vigor and vitality, Grand Rapids depends on WLAV for 24-hour-a-day programming, including full-time local news coverage. WLAV-FM, Grand Rapids' bonus in good listening, also serves 24-hours a day. Your WLAV-FM bonus coverage is an additional 75,000

COUNTY	RADIO HOMES	RETAIL SALES
Kent	104,850	511,596,000
Ottawa	27,640	114,896,000
Ionia	12,100	45,801,000
Muskegon	46,180	160,897,000
Barry	10,410	27,155,000
Allegan	16,680	58,264,000
Montcalm	10,880	39,477,000
Newaygo	7,410	21,552,000

PRESENTED BY

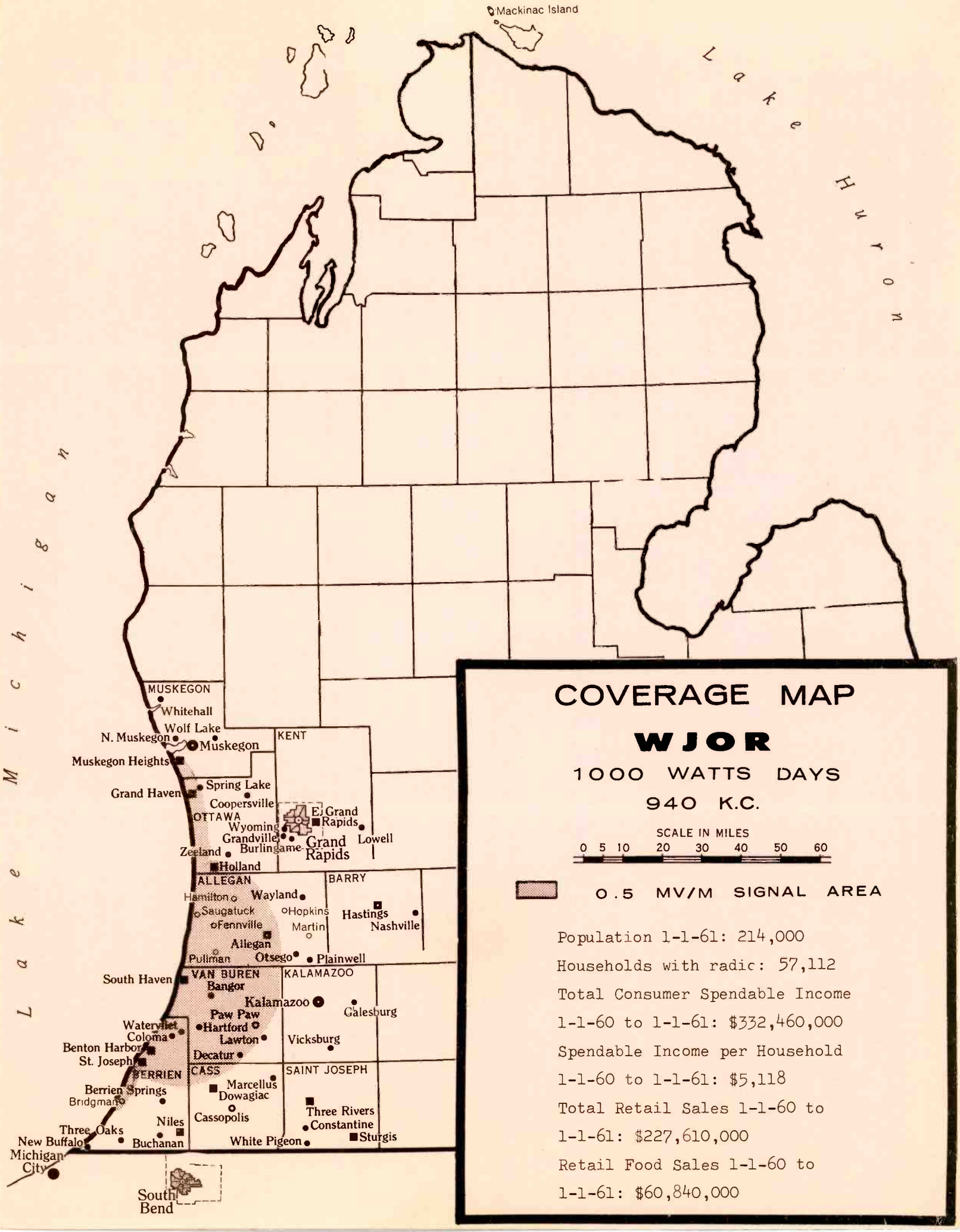
Nationally – The Meeker Co., Inc.
New York, 521 Fifth Ave., MUrryhill 2-2170
Chicago: 333 N. Michigan Ave., CEntral 6-1742

Regionally – Michigan Spot Sales
15001 Michigan Avenue, Dearborn, Michigan, Tiffany 6-2362

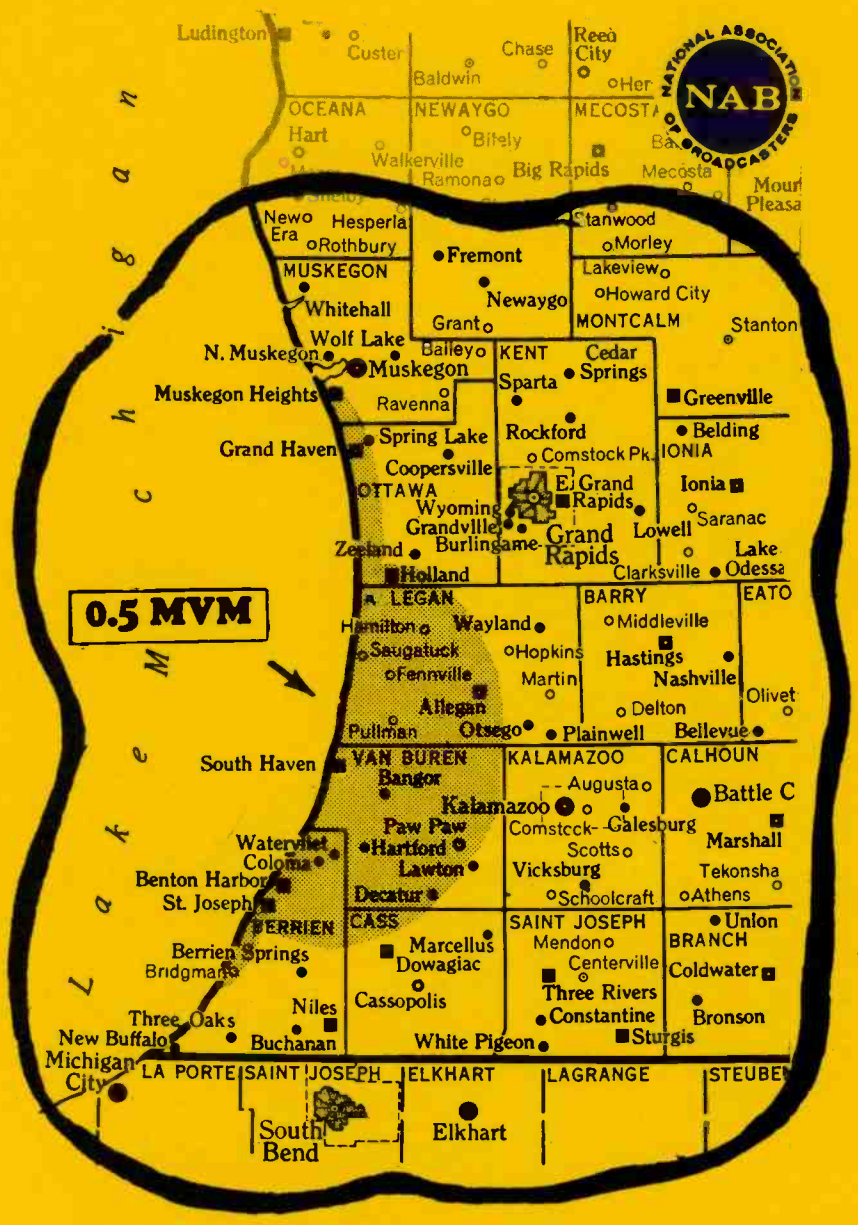
W L A V

Shepard Broadcasting Corporation

Waters Building, Grand Rapids, Michigan – GL 6-5461


Mackinac Island
Lake Huron
Lake Michigan
MUSKEGON
Whitehall
Wolf Lake
N. Muskegon
Muskegon
Muskegon Heights
KENT
Spring Lake
Grand Haven
Coopersville
OTTAWA
Wyoming
E. Grand Rapids
Grandville
Burlingame
Grand Rapids
Lowell
Zeeland
Holland
ALLEGAN
BARRY
Hamilton
Wayland
Saugatuck
Hopkins
Hastings
Fennville
Martin
Nashville
Allegan
Pullman
Otsego
Plainwell
South Haven
VAN BUREN
KALAMAZOO
Bangor
Kalamazoo
Galesburg
Paw Paw
Hartford
Watervliet
Coloma
Lawton
Vicksburg
Benton Harbor
St. Joseph
Decatur
BERRIEN
CASS
SAINT JOSEPH
Berrien Springs
Marcellus
Bridgman
Dowagiac
Three Rivers
Cassopolis
Constantine
Niles
Three Oaks
New Buffalo
Buchanan
White Pigeon
Sturgis
Michigan City
South Bend
COVERAGE MAP
WJOR
1000 WATTS DAYS
940 K.C.
SCALE IN MILES
0 5 10 20 30 40 50 60
0.5 MV/M SIGNAL AREA
Population 1-1-61: 214,000
Households with radio: 57,112
Total Consumer Spendable Income
1-1-60 to 1-1-61: $332,460,000
Spendable Income per Household
1-1-60 to 1-1-61: $5,118
Total Retail Sales 1-1-60 to
1-1-61: $227,610,000
Retail Food Sales 1-1-60 to
1-1-61: $60,840,000

SPONSOR-PROVEN, the Dominant Voice in Allegan and Van Buren County



WJOR IS ABC IN THE RICH FRUIT BELT

The Allegan-VanBuren county area is a rich growing market. Rich in recreational areas along with industrial production, farming and fruit growing.

WJOR news and its four man news team cover the area like a glove. News correspondents report in daily from area towns. Our news cruiser gathers news as it happens.

WJOR sports provides play-by-play accounts of over 100 high school sports events, plus Michigan State and University of Michigan football games.

ABC news provides our listeners with instant national and international news coverage. Paul Harvey is heard twice daily Monday thru Saturday.

WJOR farm news is ever growing with recorded reports daily from the Benton Harbor fruit market.

WJOR programming is designed for everyone. Our listener-approved format includes constant weather reports, news breaks, farm news as well as community scene reports from surrounding areas.

WJOR

940 Radio
1000 Watts

abc

Dee O. Coe, President
Ken Coe, General Manager
Represented by: Adam Young, VTM
Phone (616) 637-1138
SOUTH HAVEN, MICHIGAN

MARKET DATA

Population	227,900
Households	71,050
Households with a radio	70,026
Number of automobiles	85,166
Spendable Income	$864,241,000
Average Income Per Household	$ 8,826
TOTAL RETAIL SALES	$579,087,000
Food Stores	$158,126,000
Drug Stores	$ 20,700,000
Apparel Shops	$ 29,623,000
Homefurnishings	$ 30,093,000
General Merchandise	$ 68,163,000
Automotive Dealers	$123,698,000
Service Stations	$ 51,090,000

Source: SRDS Consumer Data

WJOR RATE CARD NO. 5
(effective June, 1970)

ANNOUNCEMENTS - FIXED POSITION

	1	13	26	52	104	156
60 sec.	$5.50	$5.35	$5.20	$5.00	$4.85	$4.70
30 sec.	$4.60	$4.25	$4.10	$3.90	$3.75	$3.60

	260	312	520	780	1040	2600
60 sec.	$4.40	$4.25	$3.75	$3.45	$3.15	$2.45
30 sec.	$3.30	$3.00	$2.65	$2.45	$2.25	$1.65

10 seconds or less - 50% of earned 60 second rate

Add 10% to fixed position earned rate for NEWS & WEATHER

WEEKLY SATURATION PLAN - R.O.S. WITHIN HOUR

	10 Weekly	15 Weekly	20 Weekly	30 Weekly	40 Weekly
60 sec.	$4.70	$4.40	$4.15	$3.85	$3.60
30 sec.	$3.60	$3.30	$2.95	$2.75	$2.50

	50 Weekly	100 Weekly
60 sec.	$3.30	$3.00
30 sec.	$2.20	$2.00

WEEKLY SATURATION FREQUENCY DISCOUNT

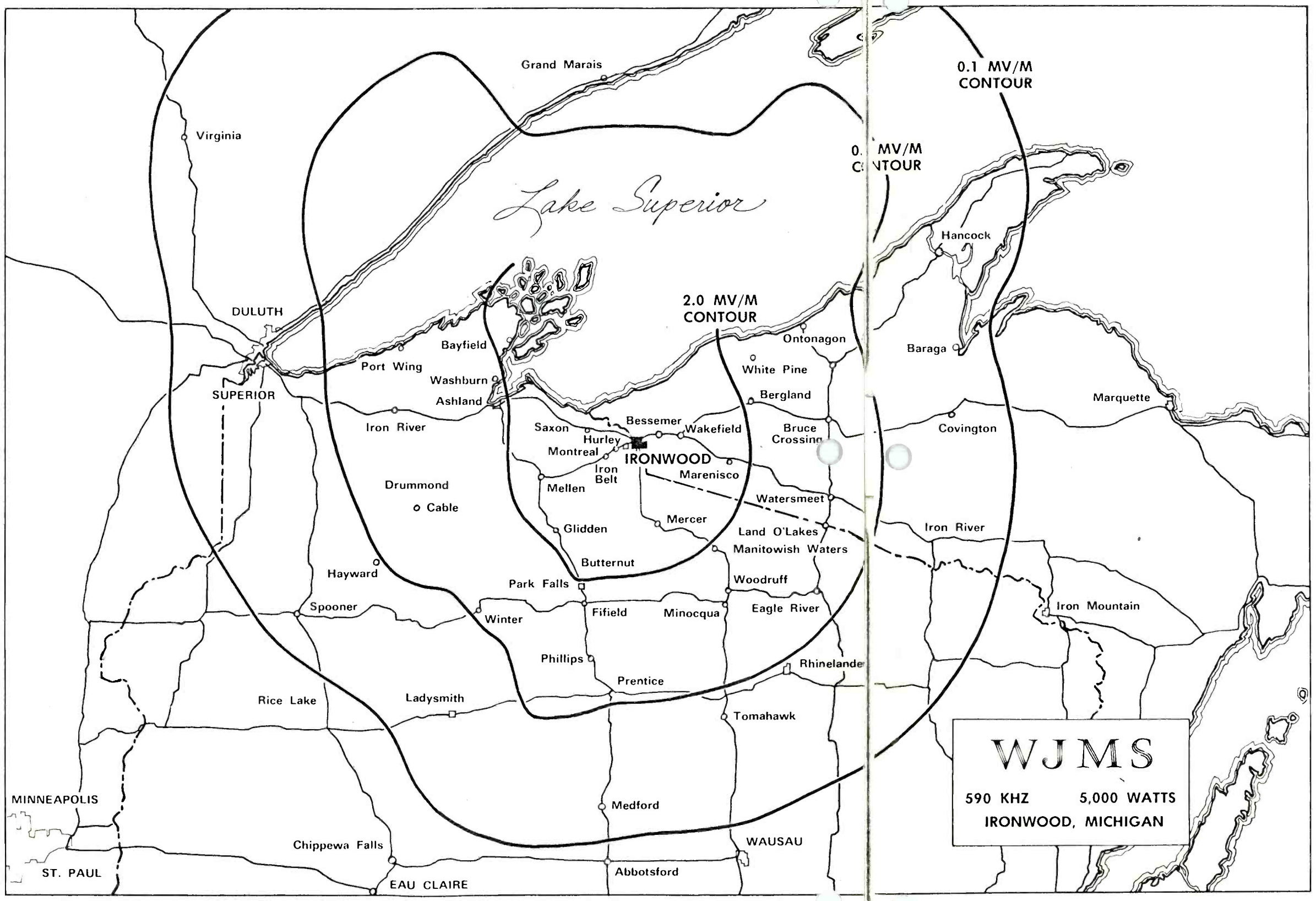
13 weeks - 10% 26 Weeks - 15% 39 Weeks - 17 1/2% 52 Weeks - 20%

PROGRAM TIME

	1 Weekly	3 Weekly	5 Weekly	6 Weekly
1 Hour	$40.00	$115.00	$180.00	$215.00
1/2 Hour	$30.00	$ 82.00	$125.00	$150.00
1/4 Hour	$15.00	$ 41.00	$ 68.00	$ 75.00
10 Min.	$10.00	$ 27.00	$ 43.00	$ 56.00
5 Min.	$ 8.00	$ 18.00	$ 30.00	$ 34.00

PROGRAM FREQUENCY DISCOUNTS

13 Weeks - 10% 26 Weeks - 15% 39 Weeks - 17 1/2% 52 Weeks - 20%



Larry Lagemann

1000
WATTS
NON-DIRECTIONAL

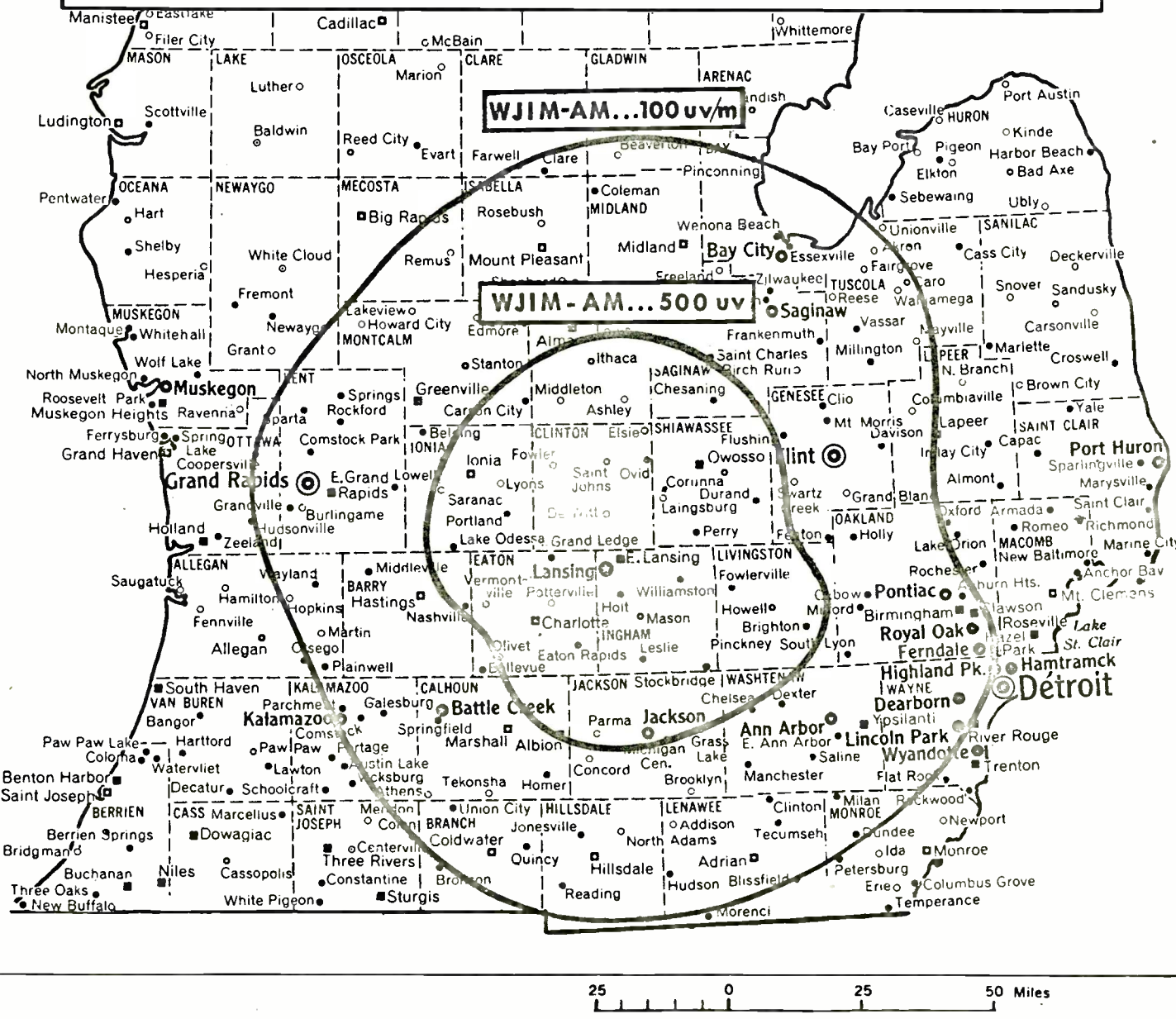
WJIM Radio 12-40

NBC
NEWS
ON THE HOUR

NUMBER ONE IN MID-MICHIGAN*

	MEN	WOMEN	TEENS	HOMES PER WEEK
WJIM	54,600	60,300	35,900	67,200
STATION B	51,800	50,700	32,400	57,700

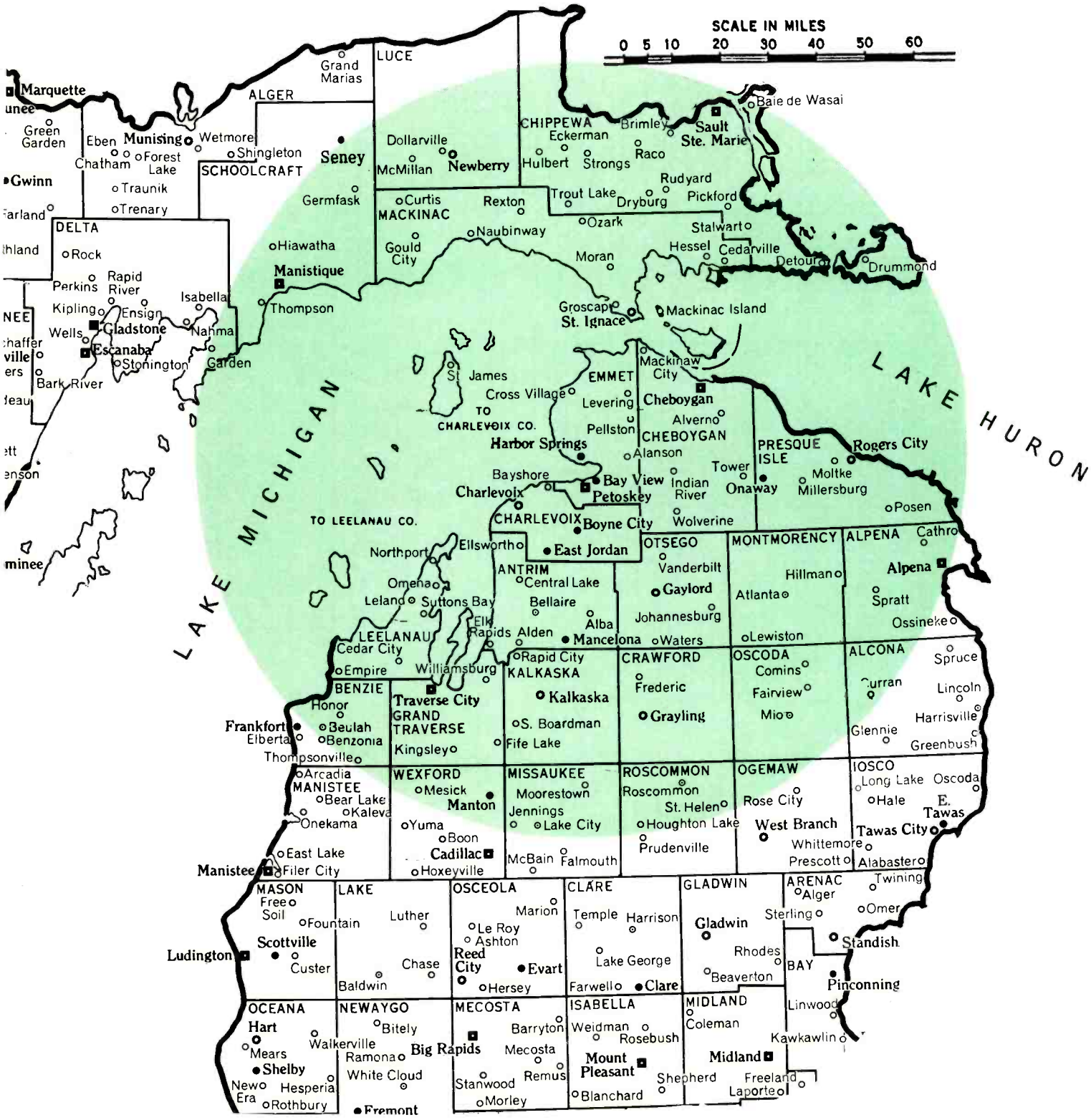
*Pulse CP '68

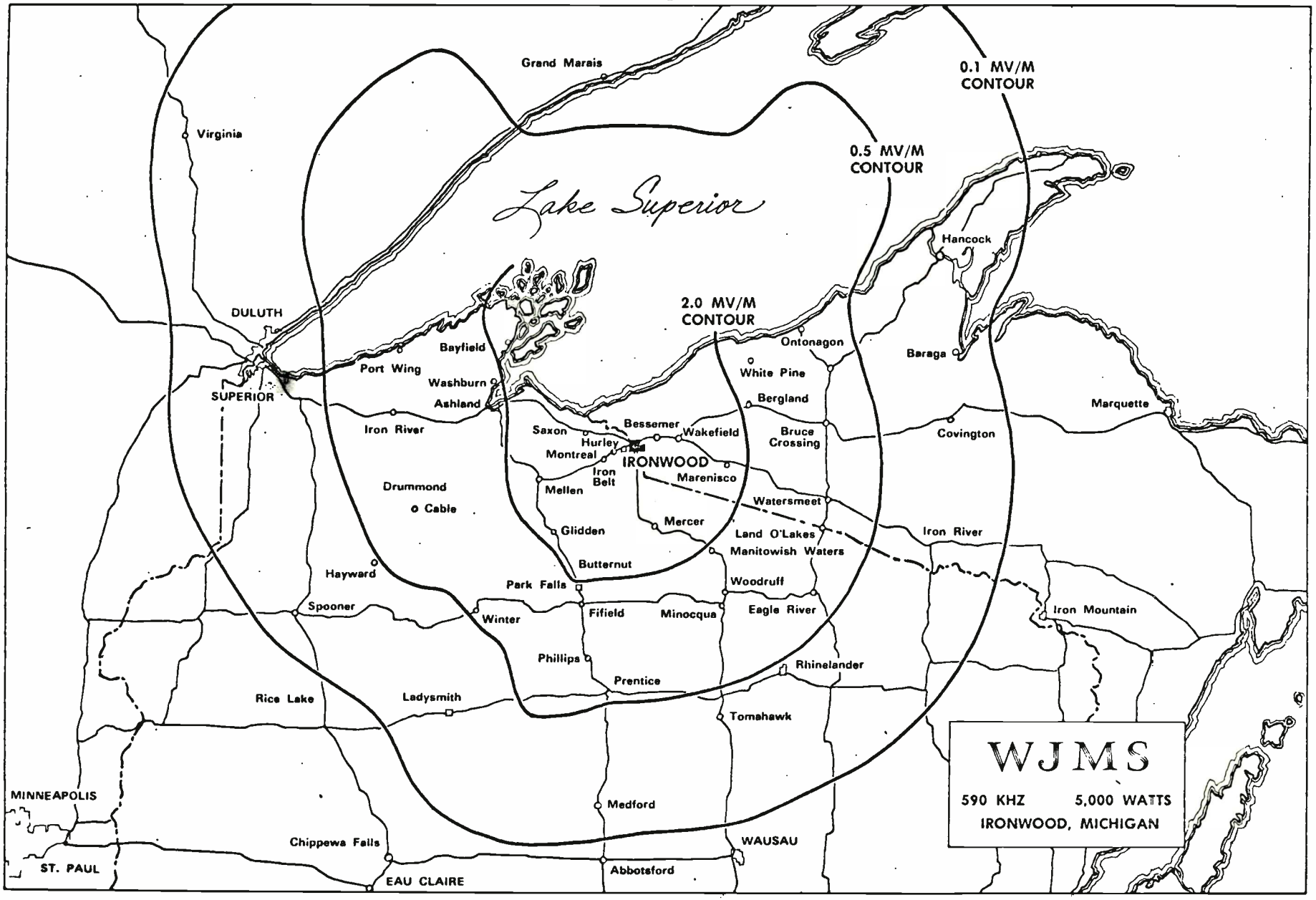


HARRINGTON BROADCASTING CO.

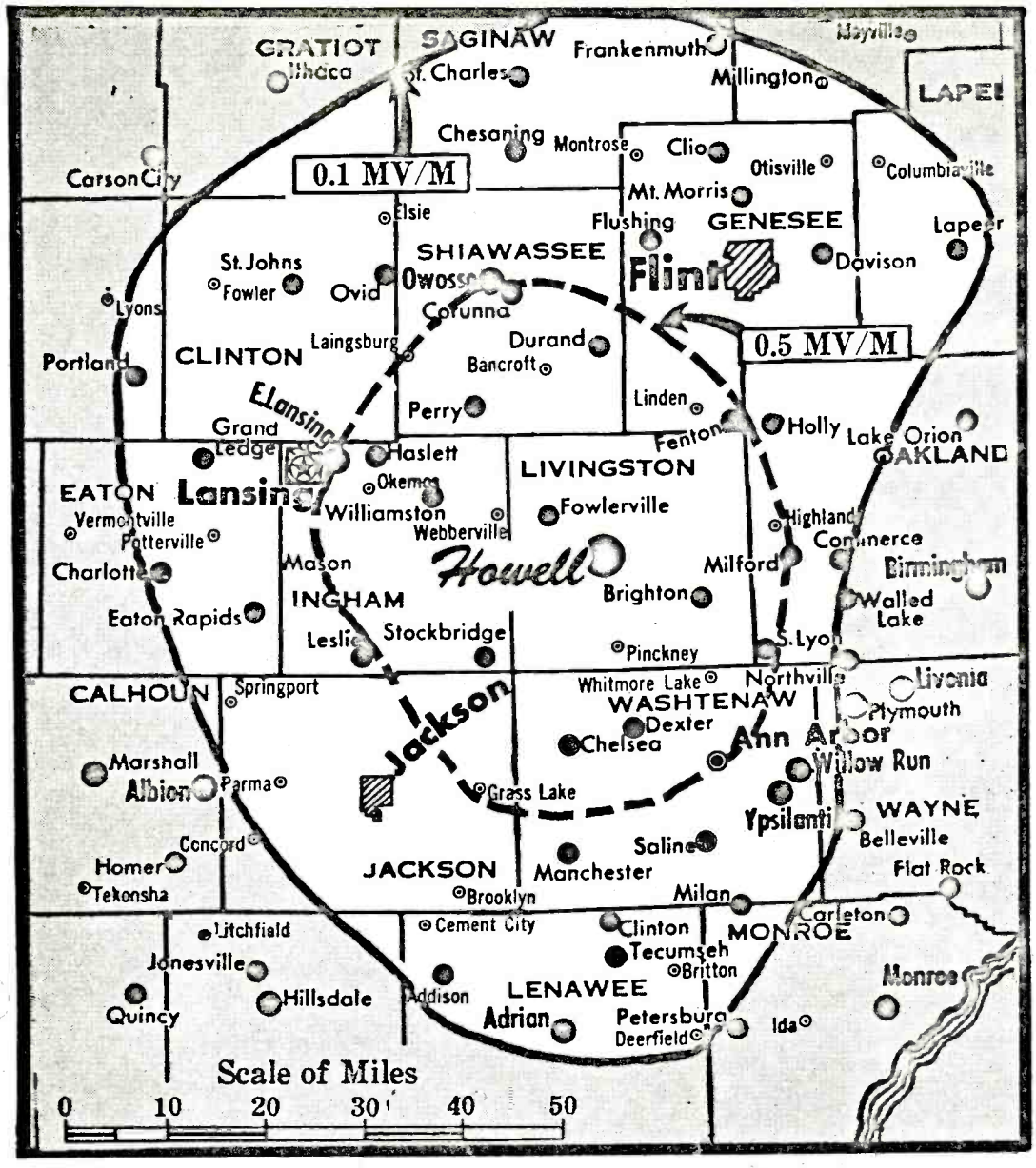
WJML

COVERAGE AREA





Larry Lagemann



WHMI

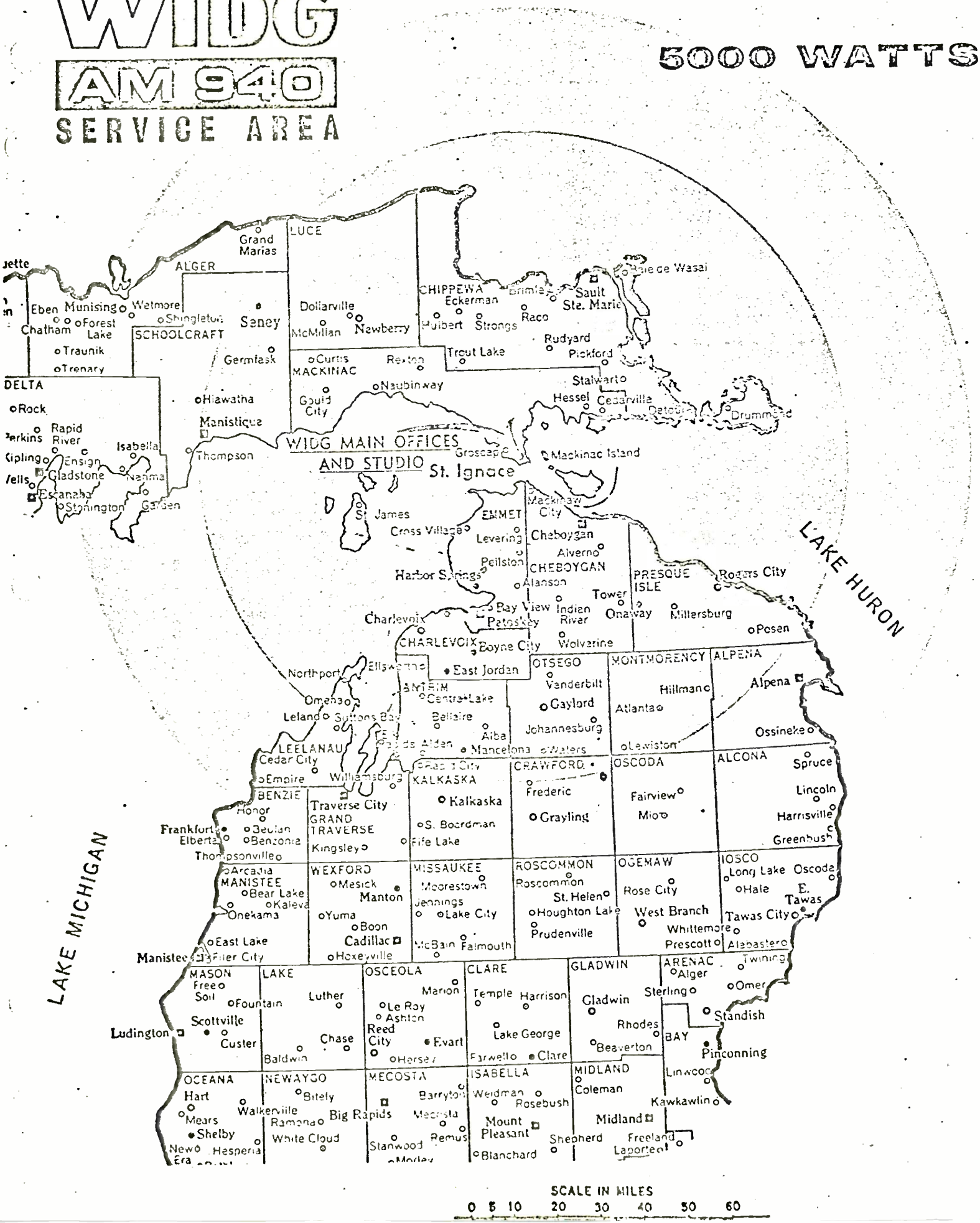
500 Watts 1350 on the Dial

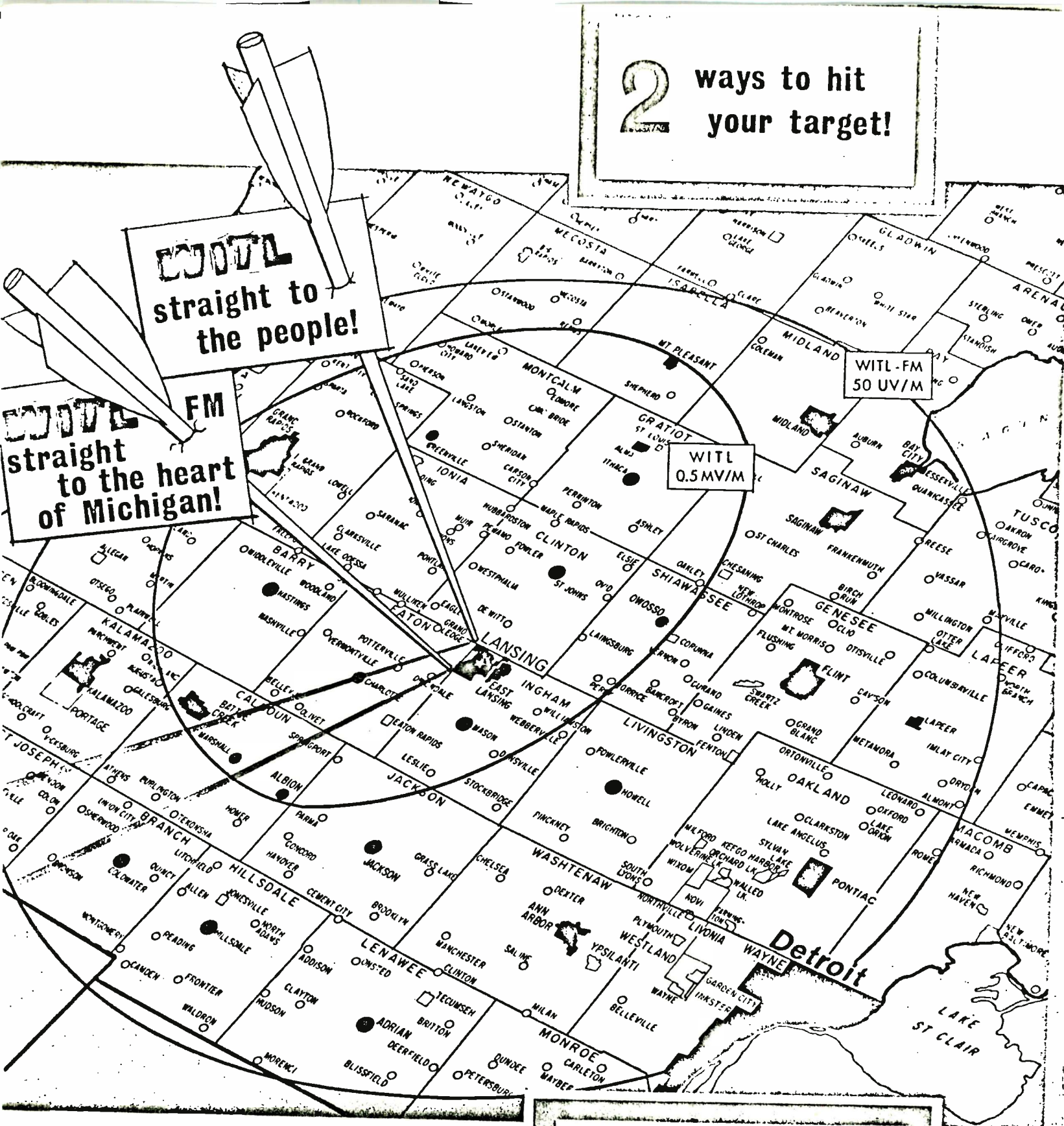
Howell, Michigan

WIDG AM 940

SERVICE AREA

5000 WATTS





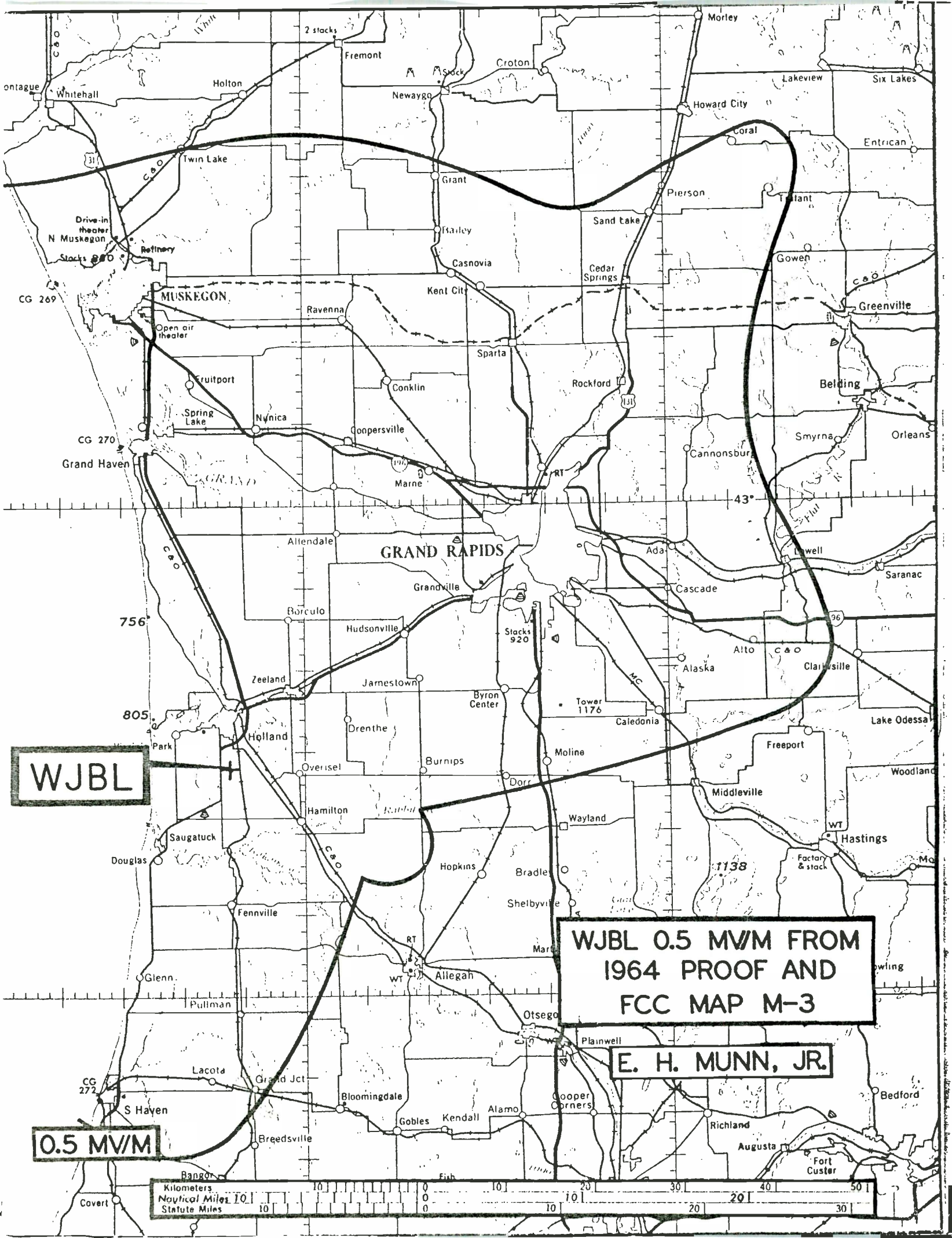
WITL

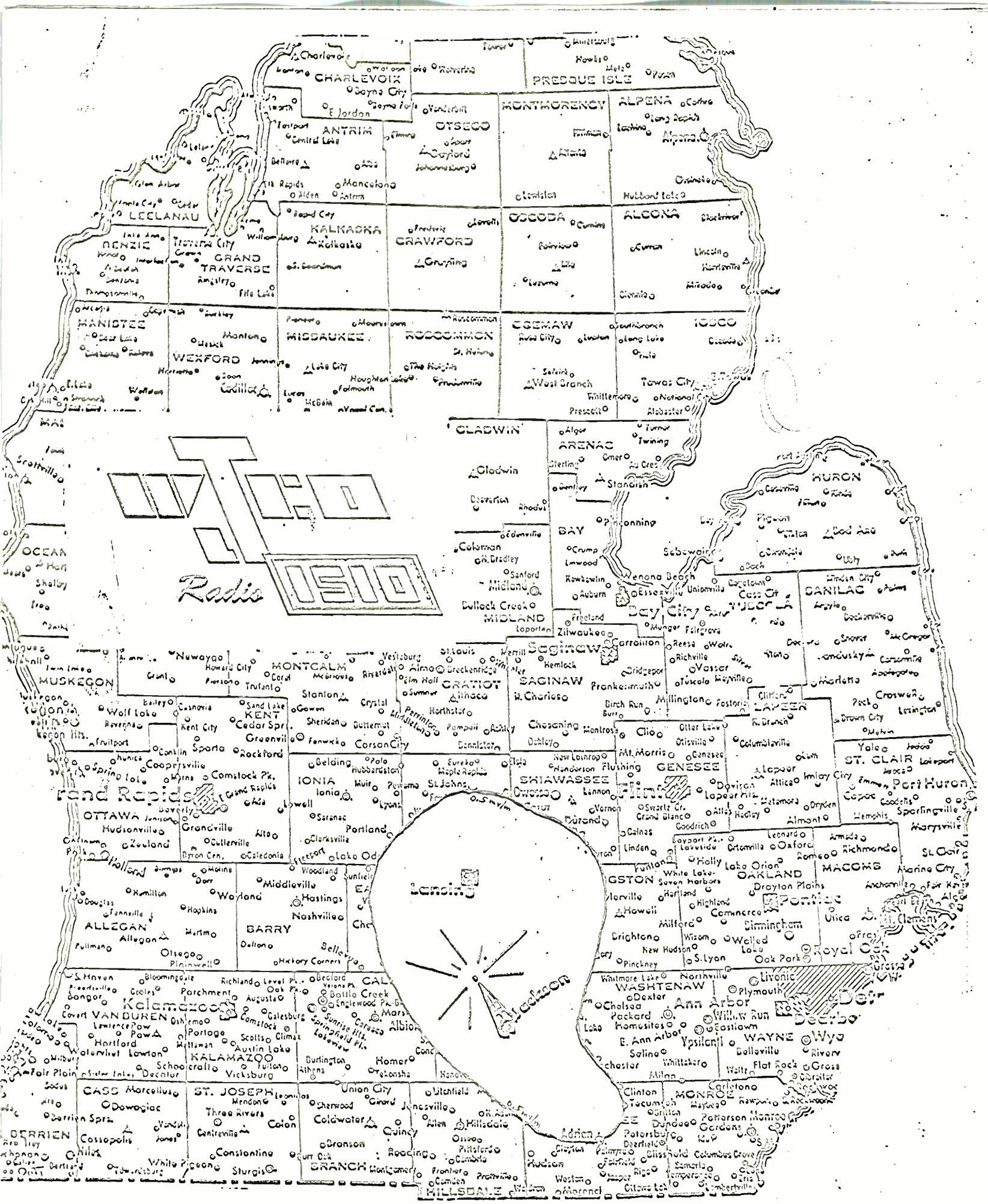
AM AND FM

Box 1010, Pinetree Road
Lansing, Michigan 48910

Telephone 393-1010

Represented Nationally by H-R REPRESENTATIVES, INCORPORATED


WJBL
WJBL 0.5 MV/M FROM 1964 PROOF AND FCC MAP M-3
E. H. MUNN, JR.
0.5 MV/M
MUSKEGON
GRAND RAPIDS
Grand Haven
Holland
Zeeland
Allegan
Otsego
Plainwell
Hastings
Greenville
Belding
Ionia
Lowell
Saranac
Lake Odessa
Freeport
Middleville
Wayland
Hamilton
Douglas
Saugatuck
Fennville
Glenn
Pullman
Lacota
Grand Jct
S Haven
Bloomingdale
Gobles
Kendall
Alamo
Cooper Corners
Richland
Augusta
Fort Custer
Bedford
Breedsville
Bangor
Covert
Fish
Kilometers
Nautical Miles
Statute Miles
Morley
Fremont
Croton
Newaygo
Howard City
Coral
Entrican
Six Lakes
Lakeview
Whitehall
Montague
Holton
Twin Lake
Grant
Pierson
Sand Lake
Bailey
Casnovia
Kent City
Cedar Springs
Gowen
Ravenna
Sparta
Rockford
Conklin
Fruitport
Spring Lake
Nunica
Coopersville
Marne
Smyrna
Orleans
Cannonsburg
Allendale
Ada
Cascade
Grandville
Borculo
Hudsonville
Alto
Alaska
Clarksville
Jamestown
Byron Center
Caledonia
Drenthe
Moline
Park
Overisel
Burnips
Dorr
Middleville
Hopkins
Bradley
Shelbyville
Factory & stack
Woodland
Stacks 920
Tower 1176
1138
756
805
43°
CG 269
CG 270
CG 272
Drive-in theater
N Muskegon
Refinery
Open air theater
2 stacks
C&O
MC
RT
WT



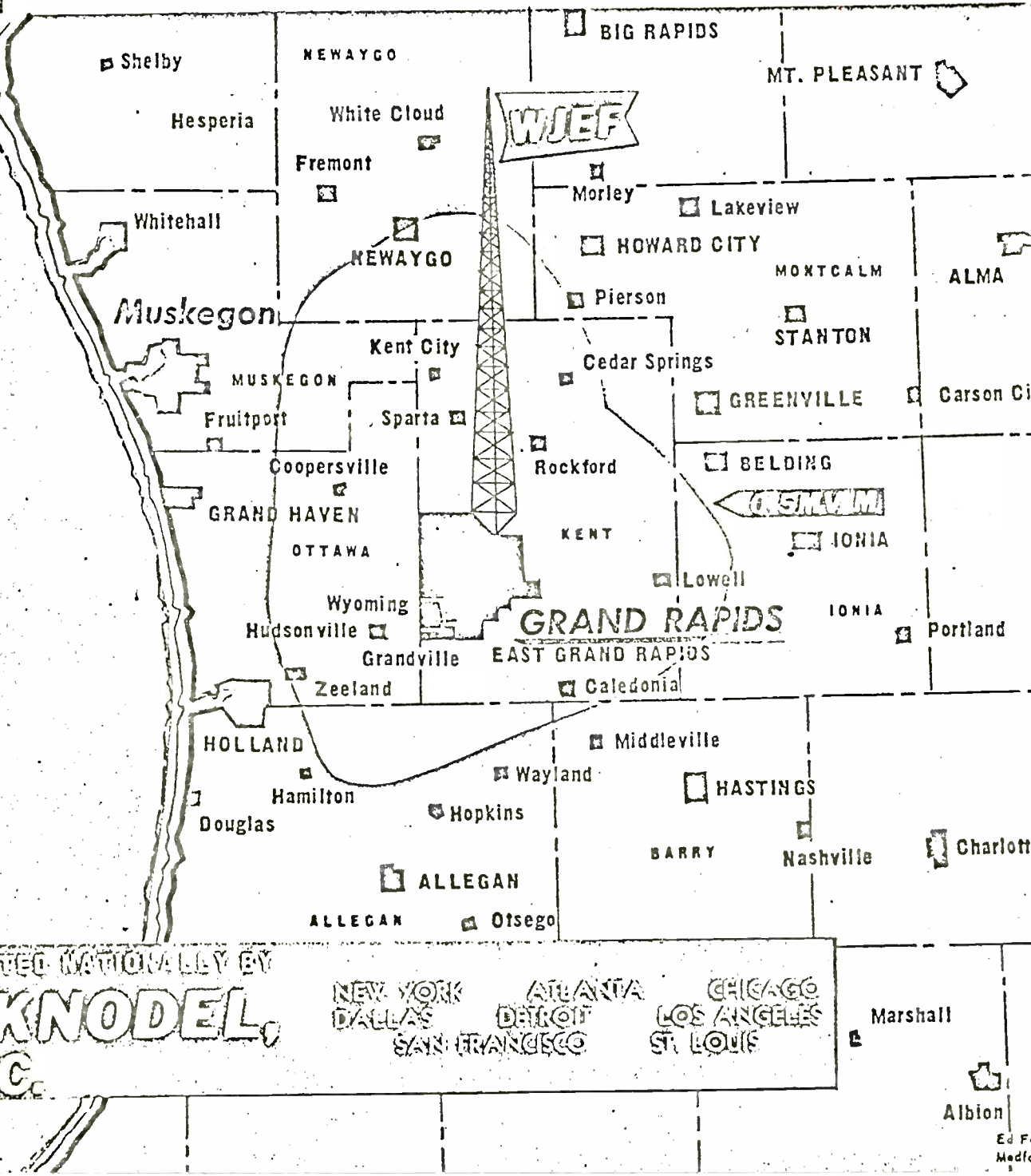
The Nashville Sound is the Selling Sound !

WJEF

WESTERN MICHIGAN'S FULLTIME COUNTRY & WESTERN STATION

1230 K.C.
1000 Watts

The Telegram Platform



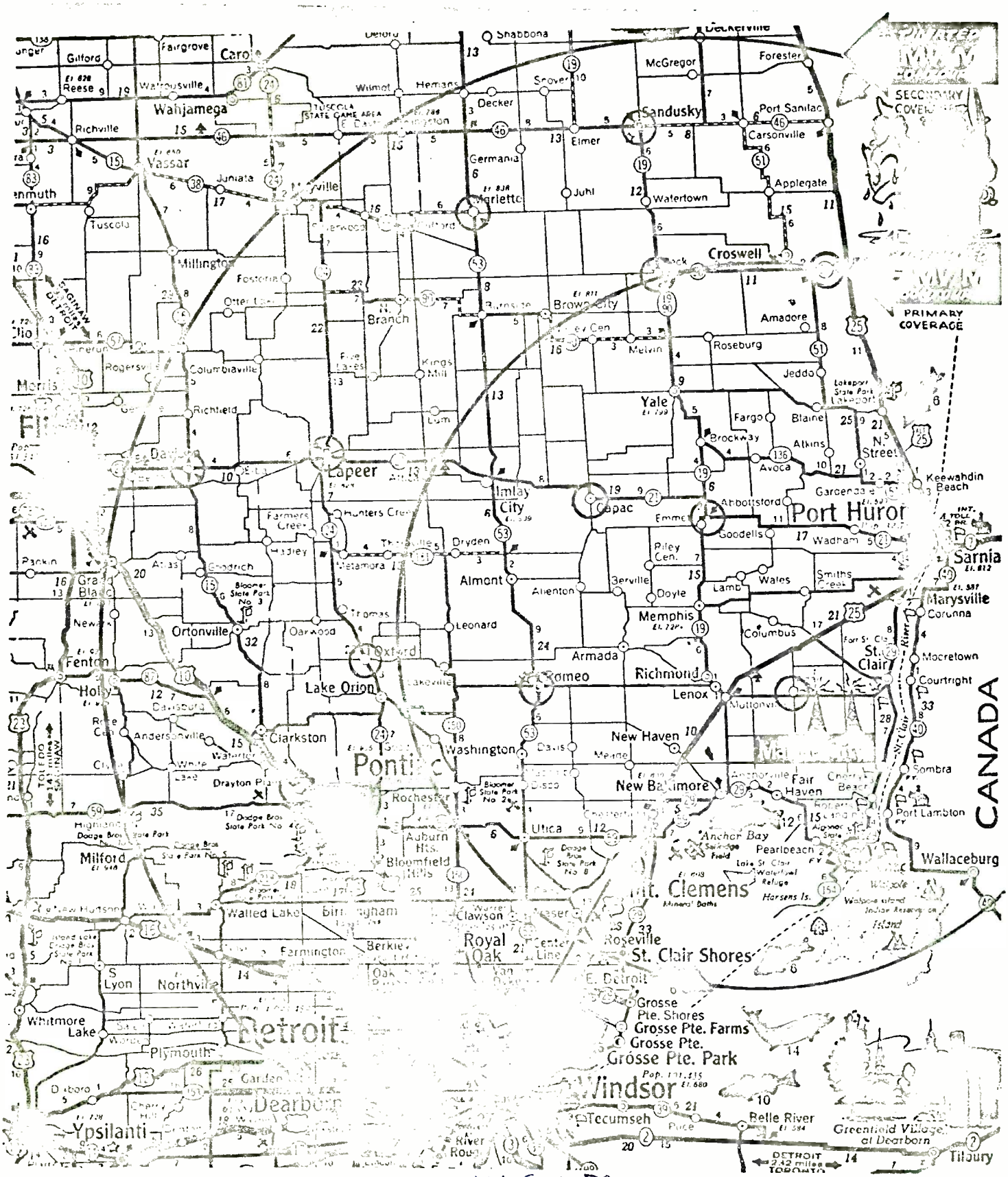
GRAND RAPIDS — A GOOD PLACE TO LIVE AND TO WORK

REPRESENTED NATIONALLY BY

AVERY-KNODEL, INC.

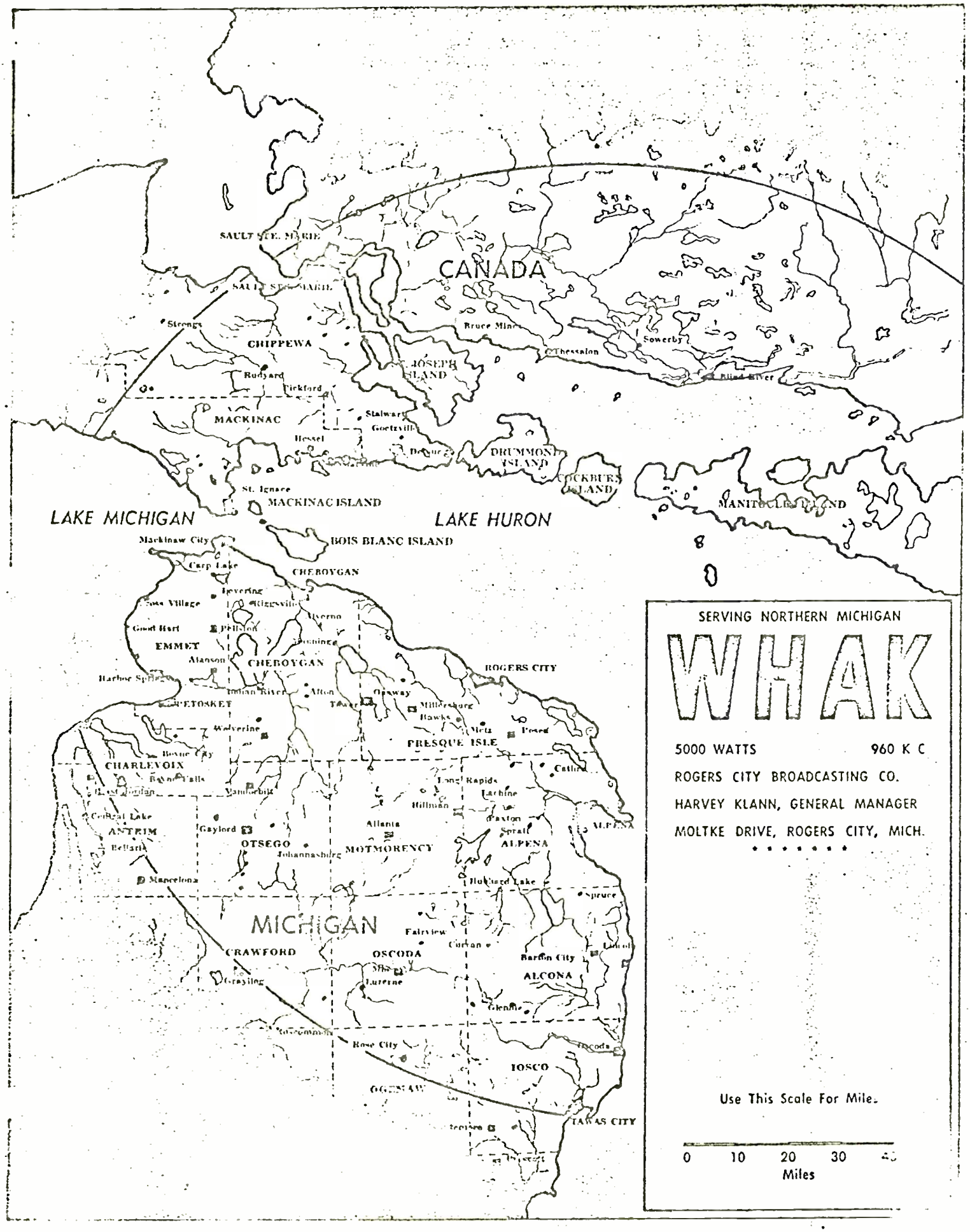
NEW YORK ATLANTA CHICAGO
DALLAS DETROIT LOS ANGELES
SAN FRANCISCO ST. LOUIS

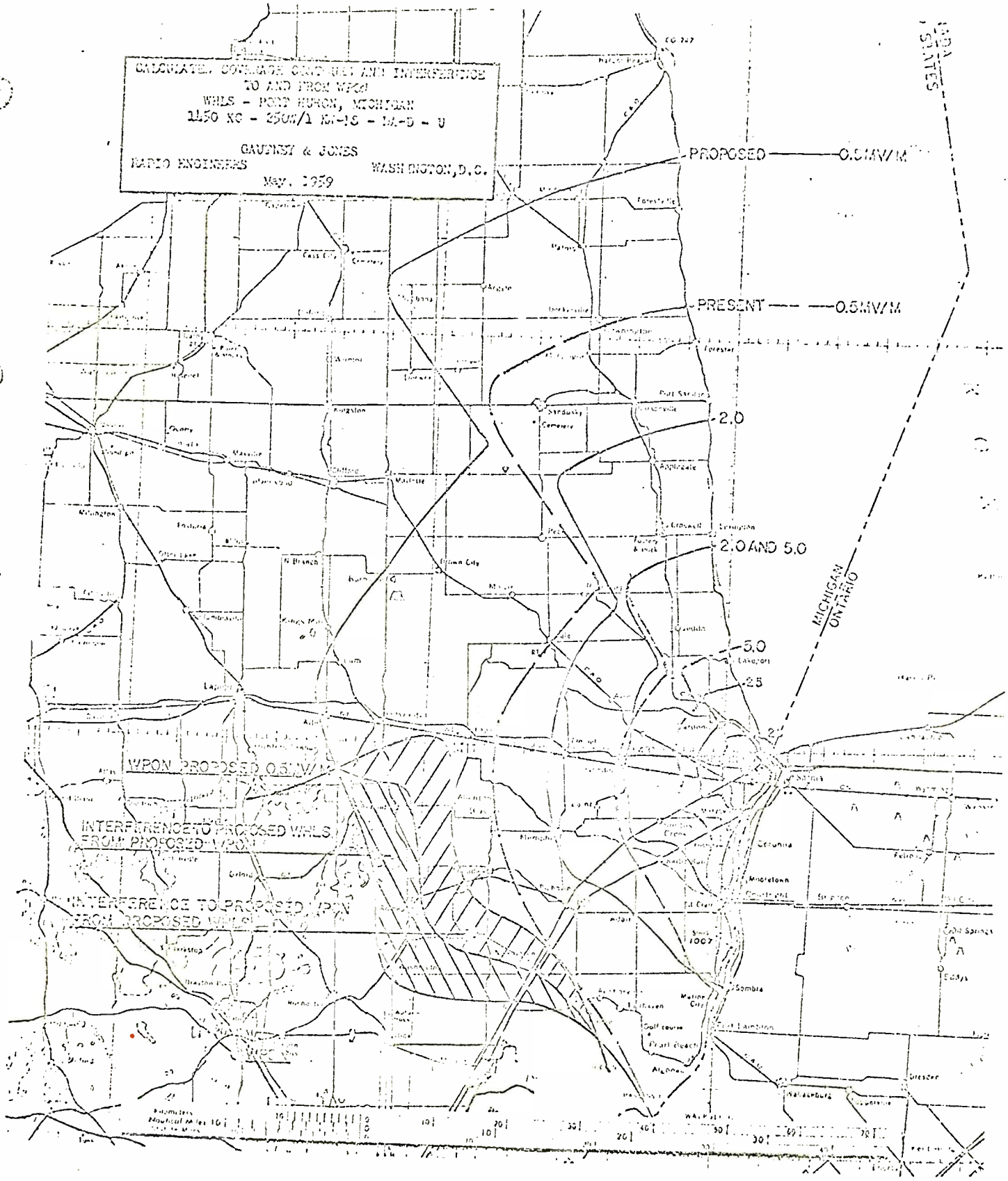
Ed Felker & Associates, 39 Cutchogue Trail, Medford Lakes, N.J.



NHLS-1450

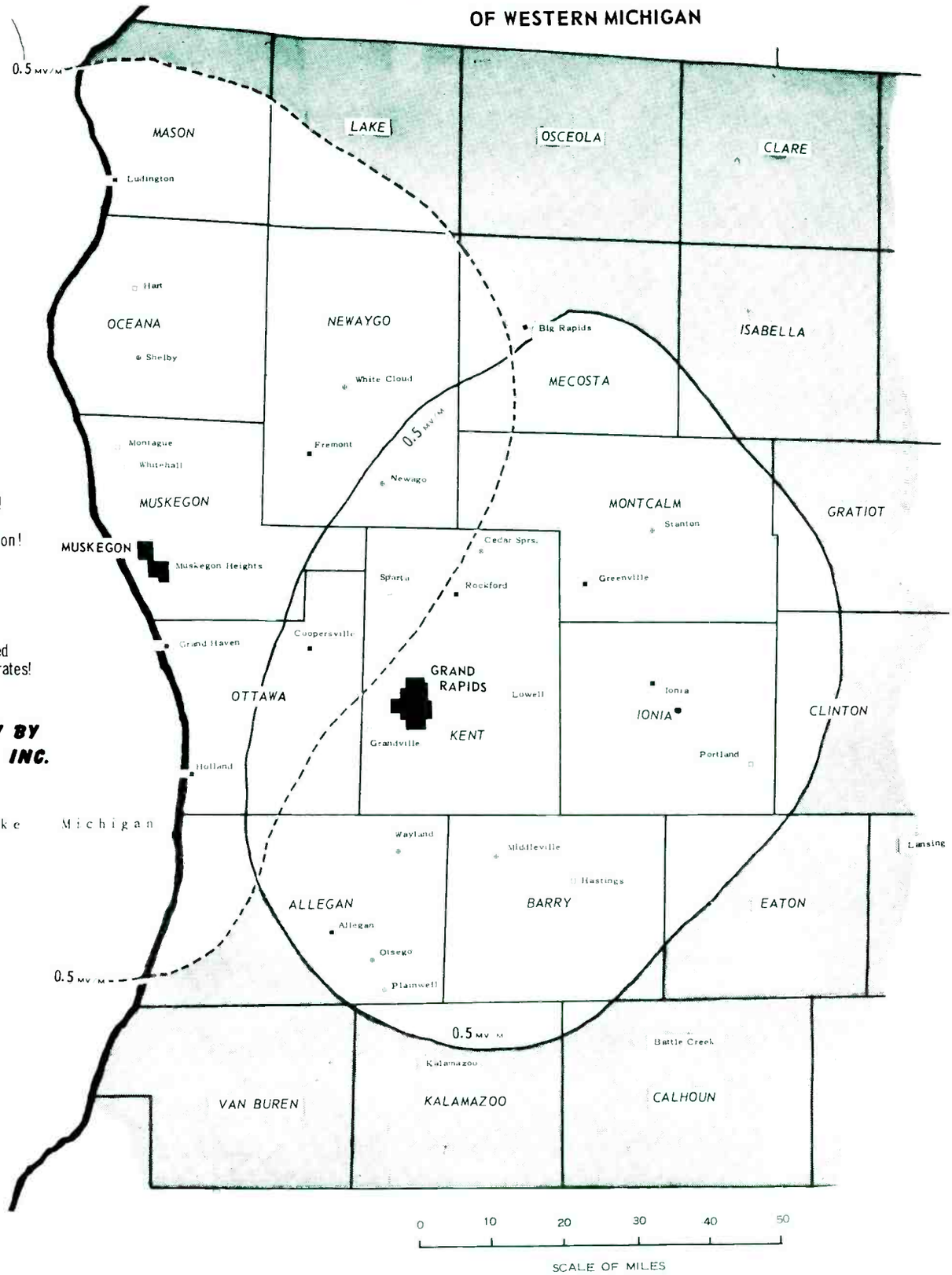
Serving Eastern Michigan—Western Ontario
From Detroit to the Top of the Thumb


SAULT STE. MARIE
CANADA
Strongs
CHIPPEWA
Bruce Mines
Thessalon
Sowerby
JOSEPH ISLAND
Rudyard
Eckford
MACKINAC
Stalwart
Goetzville
Hessel
DRUMMOND ISLAND
St. Ignace
MACKINAC ISLAND
LAKE MICHIGAN
LAKE HURON
BOIS BLANC ISLAND
Mackinaw City
Carp Lake
CHEBOYGAN
Levering
Cross Village
Alverno
Good Hart
Pellston
EMMET
Alanson
CHEBOYGAN
ROGERS CITY
Harbor Springs
Indian River
Afton
Onaway
Millersburg
PETOSKEY
Hawks
Metz
Posen
Wolverine
PRESQUE ISLE
Boyne City
CHARLEVOIX
Boyne Falls
East Jordan
Vanderbilt
Long Rapids
Lachine
Hillman
Central Lake
ANTRIM
Gaylord
Atlanta
Spratt
ALPENA
Bellaire
OTSEGO
Johannesburg
MONTMORENCY
Mancelona
Hubbard Lake
Spruce
MICHIGAN
Fairview
Curran
CRAWFORD
OSCODA
Barton City
ALCONA
Grayling
Lupton
Glennie
Rose City
Tawas City
IOSCO
OGEMAW
SERVING NORTHERN MICHIGAN
WHAK
5000 WATTS
960 K C
ROGERS CITY BROADCASTING CO.
HARVEY KLANN, GENERAL MANAGER
MOLTKE DRIVE, ROGERS CITY, MICH.
Use This Scale For Mile.
0
10
20
30
Miles


CALCULATED COVERAGE CONTOURS AND INTERFERENCE
TO AND FROM WPON
WHLS - PORT HURON, MICHIGAN
1150 KC - 250W/1 KW-DS - DA-D - U
GAUDISSY & JONES
RADIO ENGINEERS
WASHINGTON, D.C.
MAY, 1959
PROPOSED 0.5MV/M
PRESENT 0.5MV/M
2.0
2.0 AND 5.0
5.0
2.5
MICHIGAN
ONTARIO
UNITED STATES
WPON PROPOSED 0.5MV/M
INTERFERENCE TO PROPOSED WHLS
FROM PROPOSED WPON
INTERFERENCE TO PROPOSED WPON
FROM PROPOSED WHLS

RADIO COVERAGE MAP

OF WESTERN MICHIGAN



Using the WGRD-WTRU combination gives radio advertisers unparalleled coverage and penetration in the resort-rich, industrial and agricultural empire of West Michigan's Water-Wonderland! Using 3 (and even 4 other outlets cannot match this WGRD-WTRU coverage combination!

Each station by, itself covers a rich metropolitan market, worthy of consideration in any campaign! Now, as a combination advertisers enjoy unmatched coverage, unbeatable audience combination-rates!

REPRESENTED NATIONALLY BY ALAN TORBET ASSOCIATES, INC.

Grand Rapids

WGRD

1000 WATTS
1410 KC

Muskegon

WTRU NBC

5000 WATTS
1600 KC

Radio Giants Of Western Michigan

wghn **AM • 500 Watts** **RATE CARD** Effective October 1, 1970

COMMUNITY BROADCASTERS, INC. • Grand Haven, Michigan 49417

TIMES PER YEAR	1	13	26	39	52	500	750	1000
HOUR	$55.00	$50.00	$45.00	$40.00	$35.00	$	$	$
ONE-HALF HOUR	32.50	30.00	27.50	25.00	22.50			
QUARTER-HOUR	18.75	17.50	16.25	15.00	13.75			
TEN MINUTES	17.50	16.00	14.50	13.00	11.50			
FIVE MINUTES	14.00	13.00	12.00	11.00	10.00			
MINUTE	4.25	4.15	4.00	3.75	3.50	3.25	3.15	3.00
THIRTY SECONDS	3.60	3.45	3.25	3.10	2.85	2.70	2.50	2.40
TEN SECONDS	2.10	(No minimum)						
TEASERS	1.50	(No minimum)						

IMPACT PACKAGES (PER WEEK)

ONE MINUTE SPOTS			30 SECOND SPOTS		
20	@	70.00	20	@	55.00
35	@	110.00	35	@	90.00
50	@	150.00	50	@	120.00

— all rates net —

wghn **FM • 3,000 WATTS E.R.P.** **RATE CARD** Effective October 1, 1970

COMMUNITY BROADCASTERS, INC. • Grand Haven, Michigan 49417

TIMES PER WEEK	1	2	3	4	5
HOUR	$30.00	$25.00	$20.00	$17.50	$14.00
ONE-HALF HOUR	20.00	18.00	16.00	14.00	12.00
QUARTER-HOUR	12.50	11.50	10.50	9.50	8.50
FIVE MINUTES	8.00	7.50	7.00	6.50	6.00
ONE MINUTE	5.00	4.75	4.50	4.25	4.00

ASK ABOUT SPECIAL BLOCK RATES

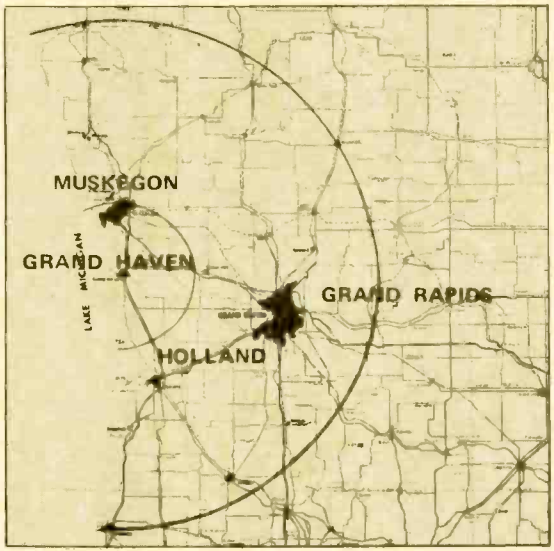
WGHN-FM STEREO MUSIC

8 - 12 • 12:30 - 5:00 • 5:30 - 11:00

— all rates net —

wqhn

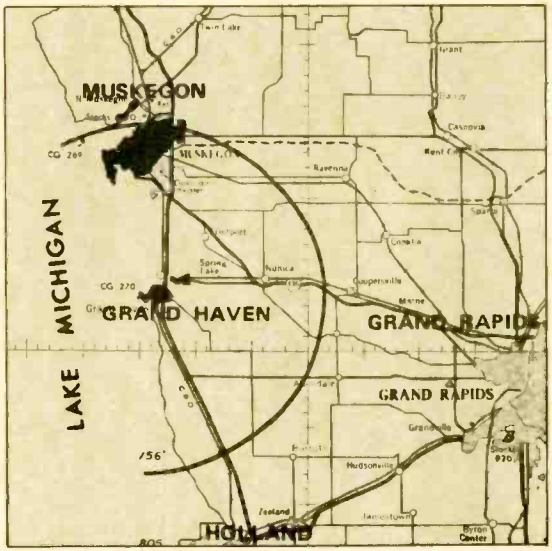
COMMUNITY BROADCASTERS, INC.
GRAND HAVEN, MICHIGAN 49417



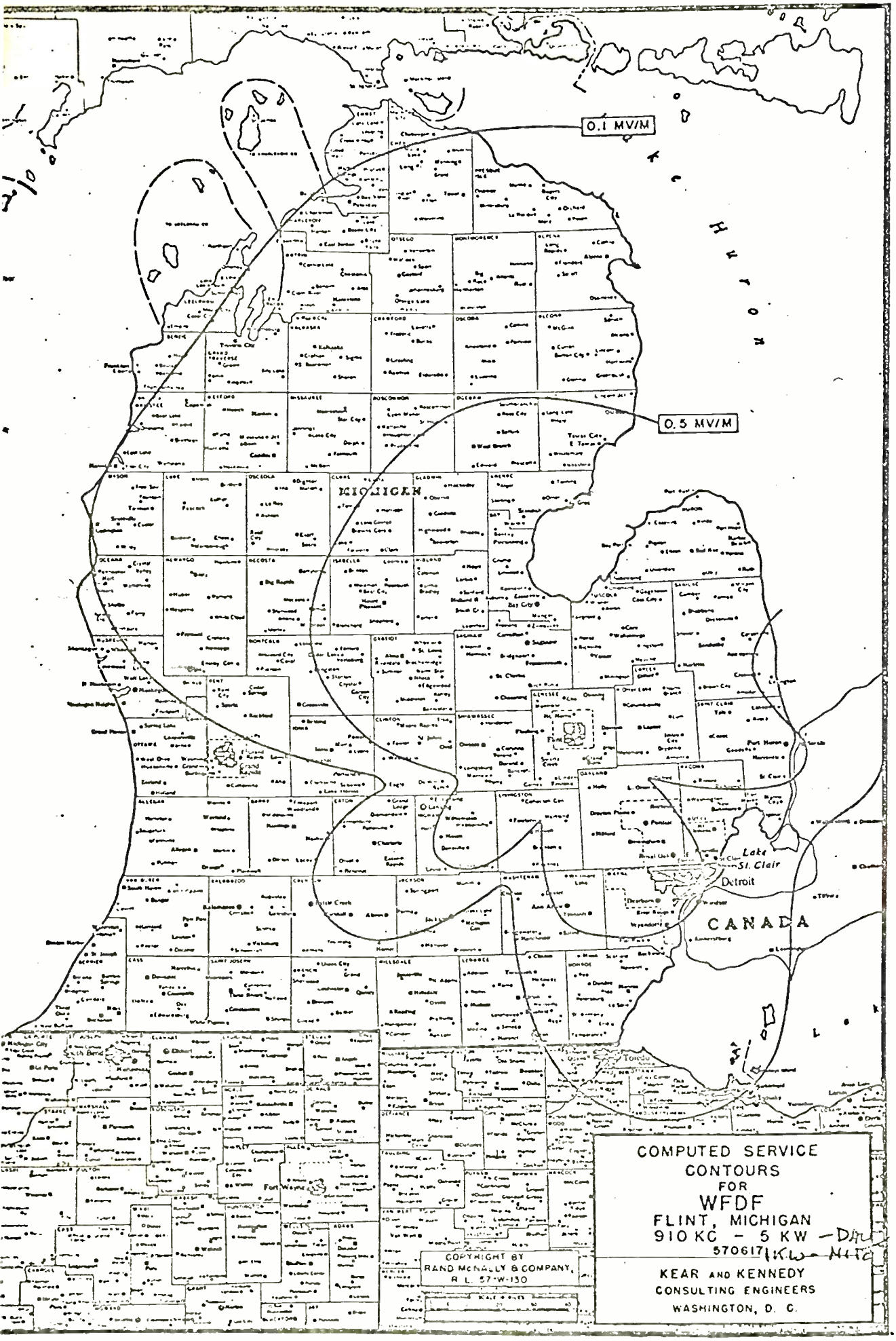
FM RATE CARD

wqhn

COMMUNITY BROADCASTERS, INC.
GRAND HAVEN, MICHIGAN 49417



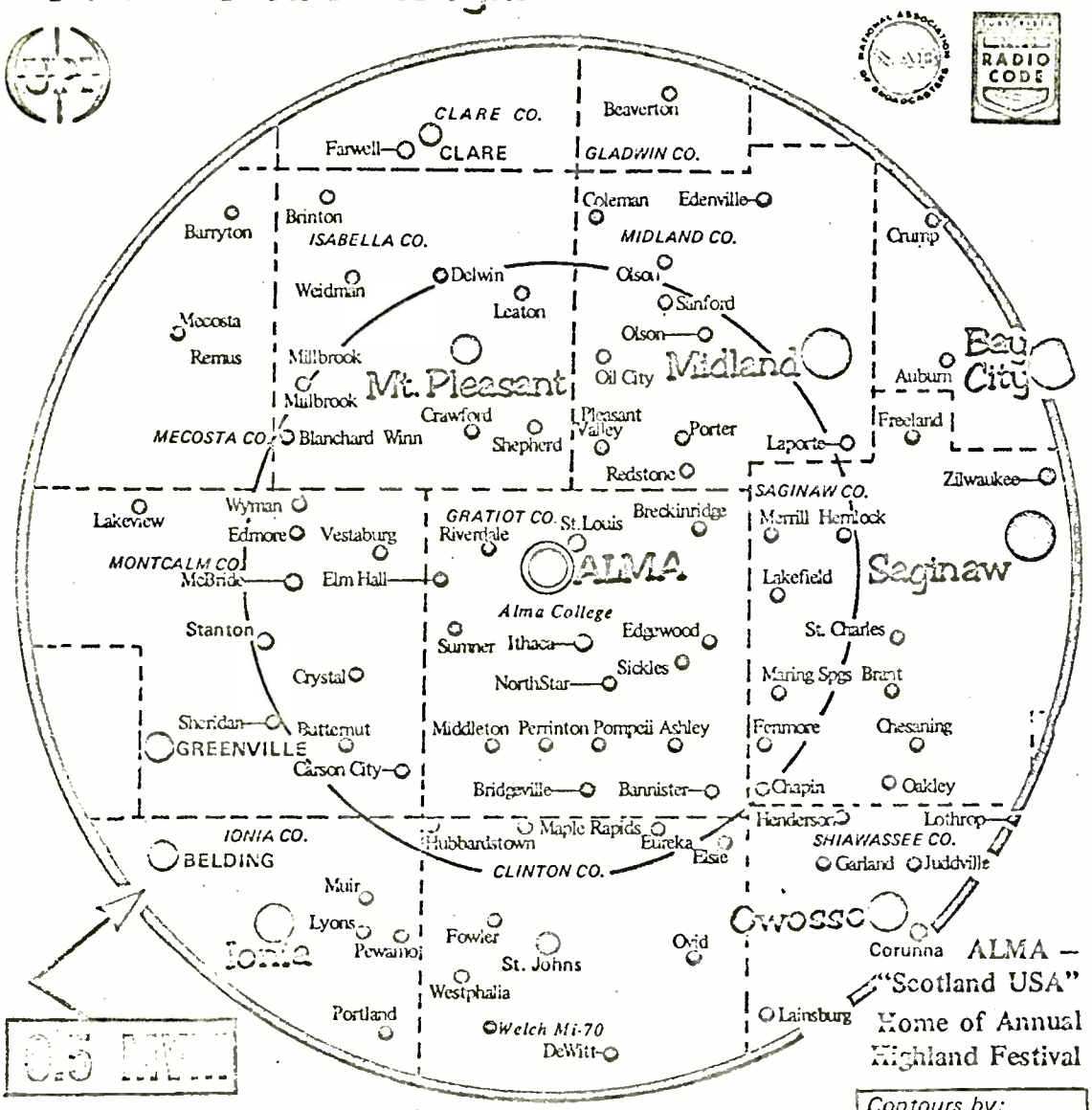
AM RATE CARD



COMPUTED SERVICE CONTOURS
FOR
WFDF
FLINT, MICHIGAN
910 KC - 5 KW - DA
570617 1 KW - N-T-C

KEAR AND KENNEDY
CONSULTING ENGINEERS
WASHINGTON, D. C.

FIRST in Mid-Michigan Since 1948—



ALMA — "Scotland USA"
Home of Annual Highland Festival

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

Represented by:
GEO. T. HOPEWELL Inc.

WFYC

ALMA, MICHIGAN

1280 Radio
AM-1000 Watts
FM-3000 Watts

YOUR PRODUCT
plus WFYC LISTENERS
equals PRODUCT SALES!

WFYC, INC.
Gilbert E. Thomas,
General Manager
David W. Sommerville,
Station Manager
P. O. Box 429
Phone (517) 463-3175
Alma, Michigan 48801

Member Michigan Association of Broadcasters

Effective Data:	2.5 mv/m Coverage	0.5 mv/m Coverage
Population	115,940	672,530
Households	33,240	193,650
Radio Homes	32,100	192,010
Auto Ownership	47,820	283,930
Farm Population	16,700	53,520
Spendable Income	$235,783,000	1,745,865,000
Total Retail Sales	$207,864,000	1,261,039,000
Food Stores	$ 53,210,000	287,002,000
Drug Stores	$ 8,773,000	39,820,000
Department Stores	$ 27,821,000	162,938,000
Apparel Shops	$ 7,931,000	61,233,000
Homefurnishings	$ 8,753,000	59,223,000
Auto Dealers	$ 45,128,000	253,528,000
Service Stations	$ 15,888,000	90,784,000
Gross Farm Income	$ 66,854,000	208,996,000

Source: SRDS Consumer Data 1970.©

THE MID-MICHIGAN MARKET . . . The Alma-Ithaca-St. Louis area of Gratiot County in the geographical center of lower Michigan's rich industrial complex.

The 39,000 residents of Gratiot County provide the skills to keep petroleum refining, chemical, plastic, mobile home, and auto manufacturing industries constantly expanding.

Gratiot County is the center of the world's most productive Navy (pea) Bean area . . . also high yields are reported for sugar beets, corn, and beef cattle production.

Leading industries include: Alma Products Co., DMH Corp., Leonard Refineries, Alma Plastics Co., Lobdell-Emery Mfg. Co., and Redman Industries.

THE STATIONS THAT REACH THIS MARKET . . . WFYC AND WFYC FM.

Local news and sports coverage plus farm, weather, and specialty programs, combined with tasteful modern music to bring about the finest in local radio programming.

NEWS . . . Hourly reports from the ABC American Contemporary Radio Network . . . Local News . . . plus Paul Harvey News

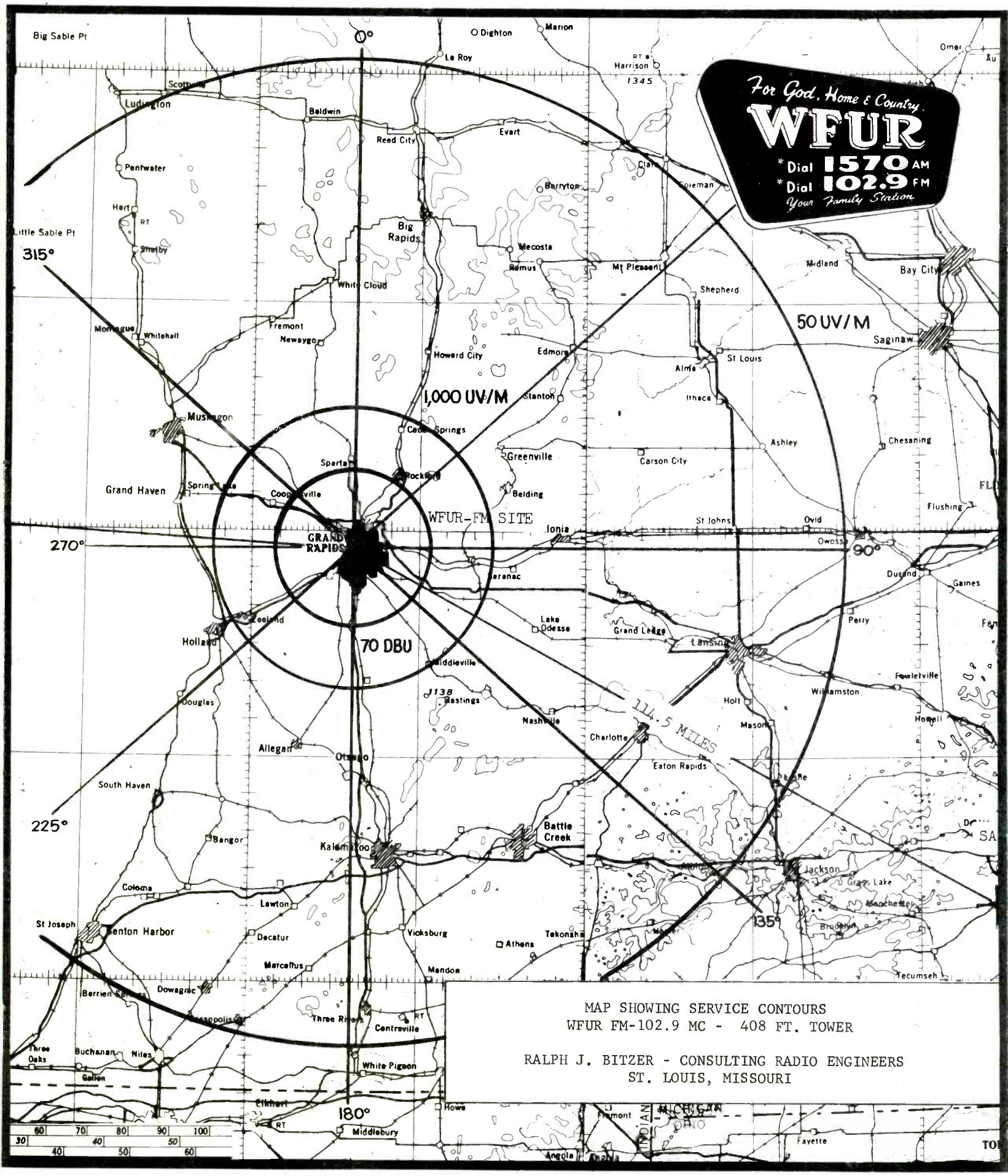
SPORTS . . . Local coverage of all area major sports . . . four major sports reports daily . . . plus Howard Cosell and "Speaking of Sports."

WEATHER . . . Regular reports compiled from up-to-the-minute information from a direct line to the ESSA Weather Bureau.

FARM . . . late farm news . . . late livestock and grain markets three times daily.

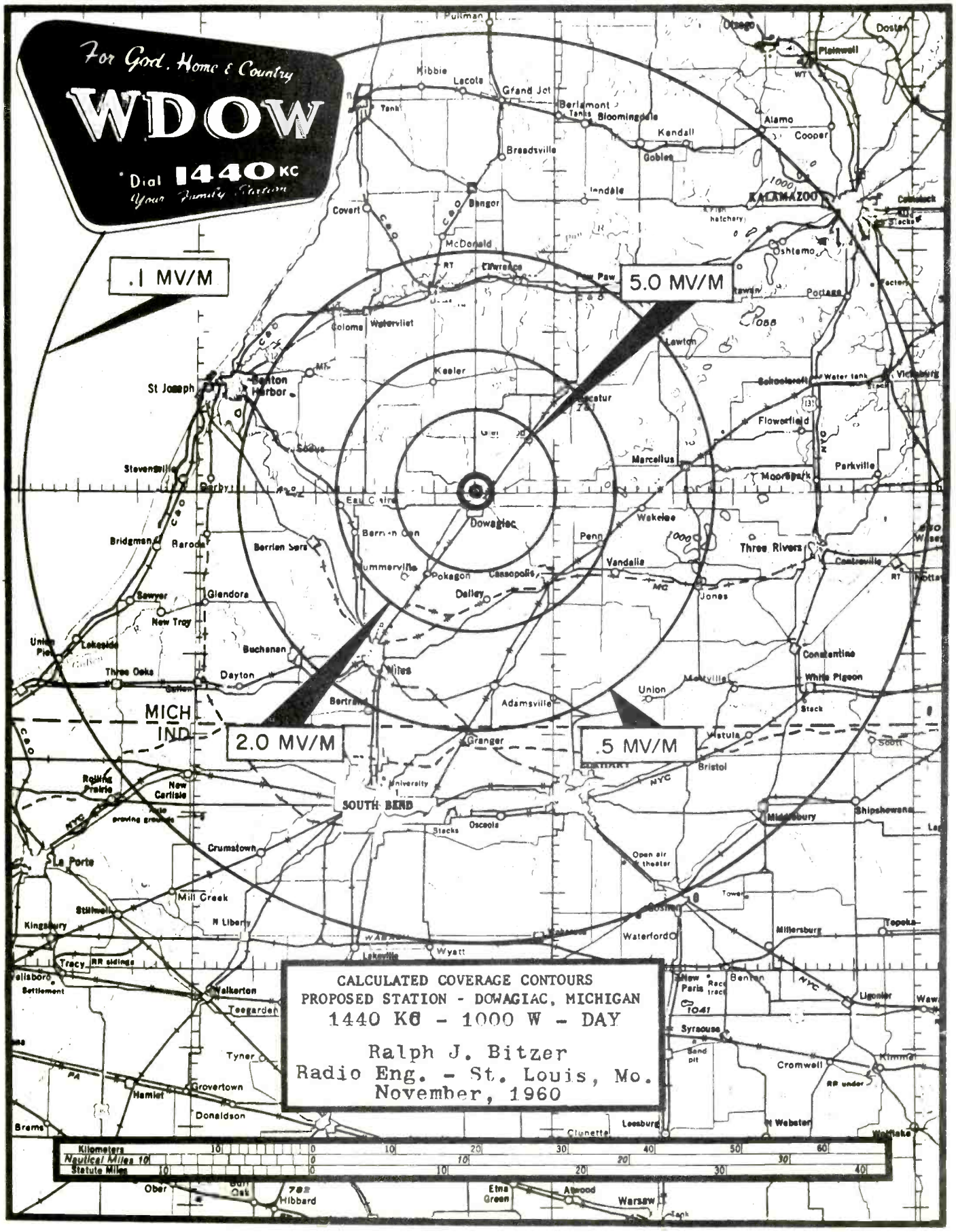
MUSIC . . . a pleasing combination of the best up-tempo MOR music selected with the area listener in mind.

Prepared by: RADIO Unlimited



MAP SHOWING SERVICE CONTOURS
WFUR FM-102.9 MC - 408 FT. TOWER

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



1000 WATTS - DAYTIME -:- DOWAGIAC BROADCASTING CO., INC., MARCELLUS HIGHWAY, DOWAGIAC, MICH. -:- PHONE ST 2-5106

WERX
1530

BOX 9082
WYOMING, MICHIGAN 49509

The Great Voice of
The Grand Valley

RADIO WERX, INC.
P.O. Box 9082
Wyoming, Michigan 49509

Phone (616) 538-1530

Represented Nationally by

Bernard Howard & Company

WERX FACTS

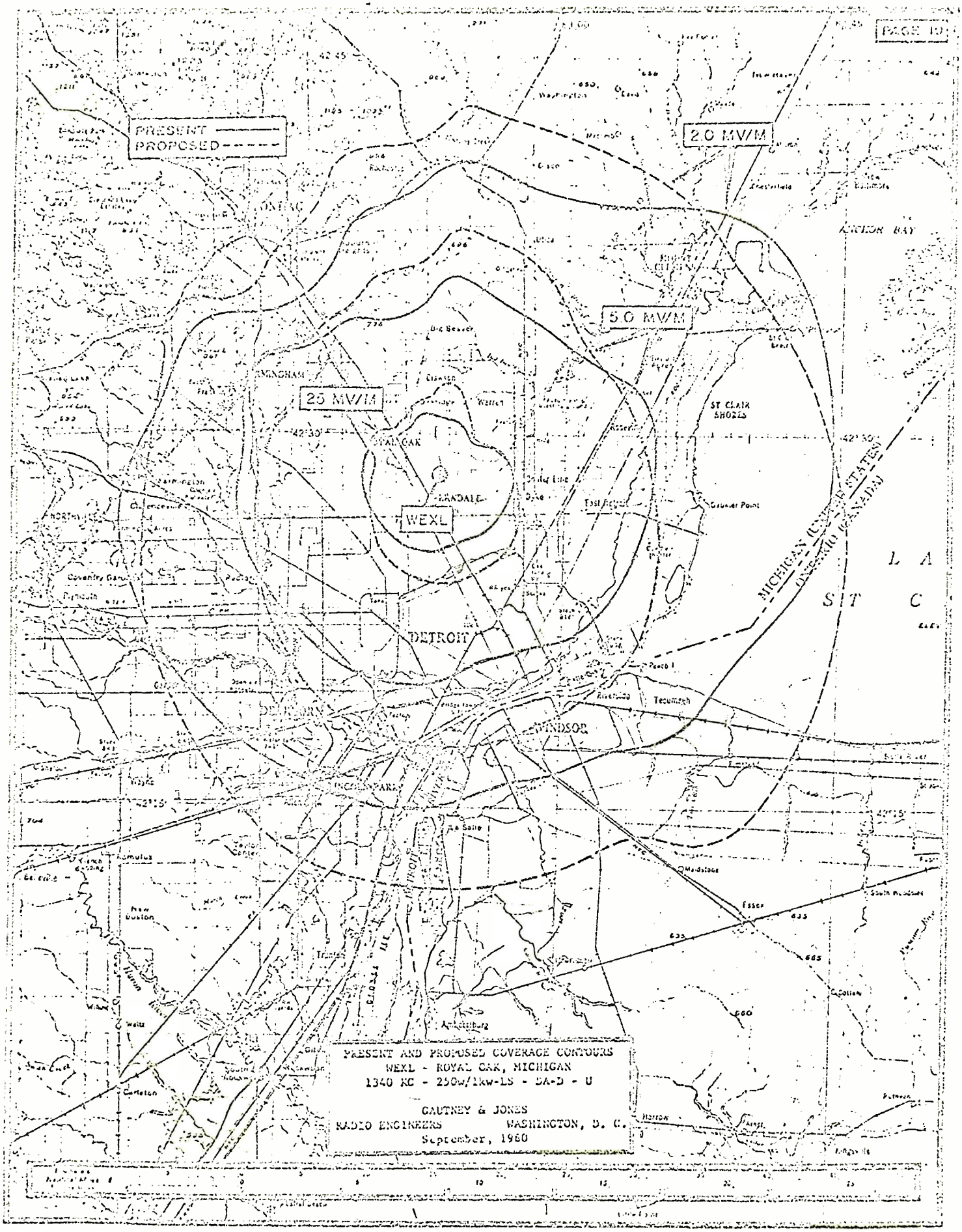
Grand Rapids metropolitan area has more than a half-million people. . .more than 147,600 households. (167 est.)

1967 retail sales: $902,087

The average Kent County family income exceeds $10,000.

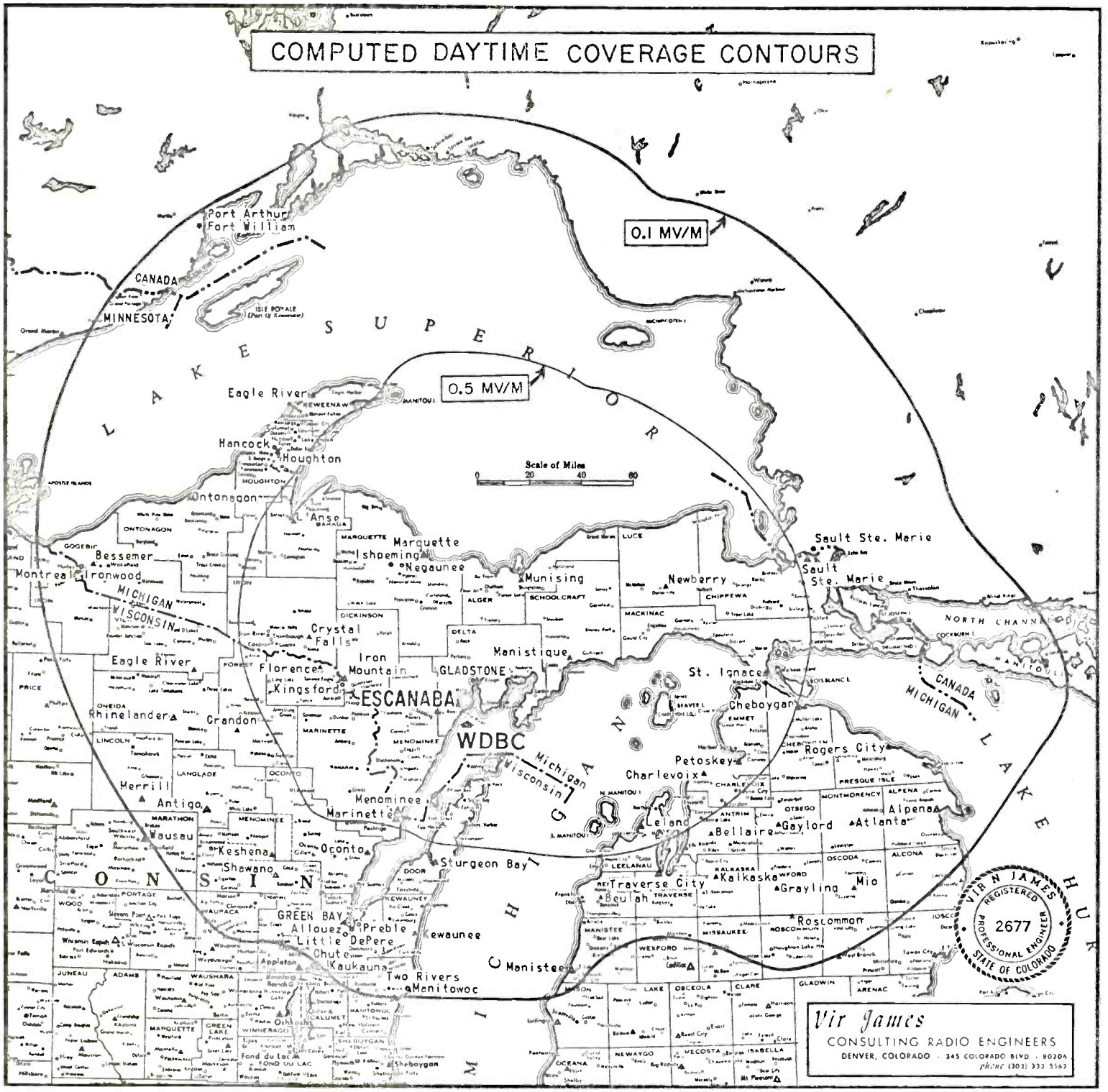
76% of Kent County families own or are buying their own homes.

American Information
Radio Network



PRESENT AND PROPOSED COVERAGE CONTOURS
WEXL - ROYAL OAK, MICHIGAN
1340 KC - 250w/1kw-LS - DA-D - U

GAUTNEY & JONES
RADIO ENGINEERS WASHINGTON, D. C.
September, 1960



WDBC

CBS 680

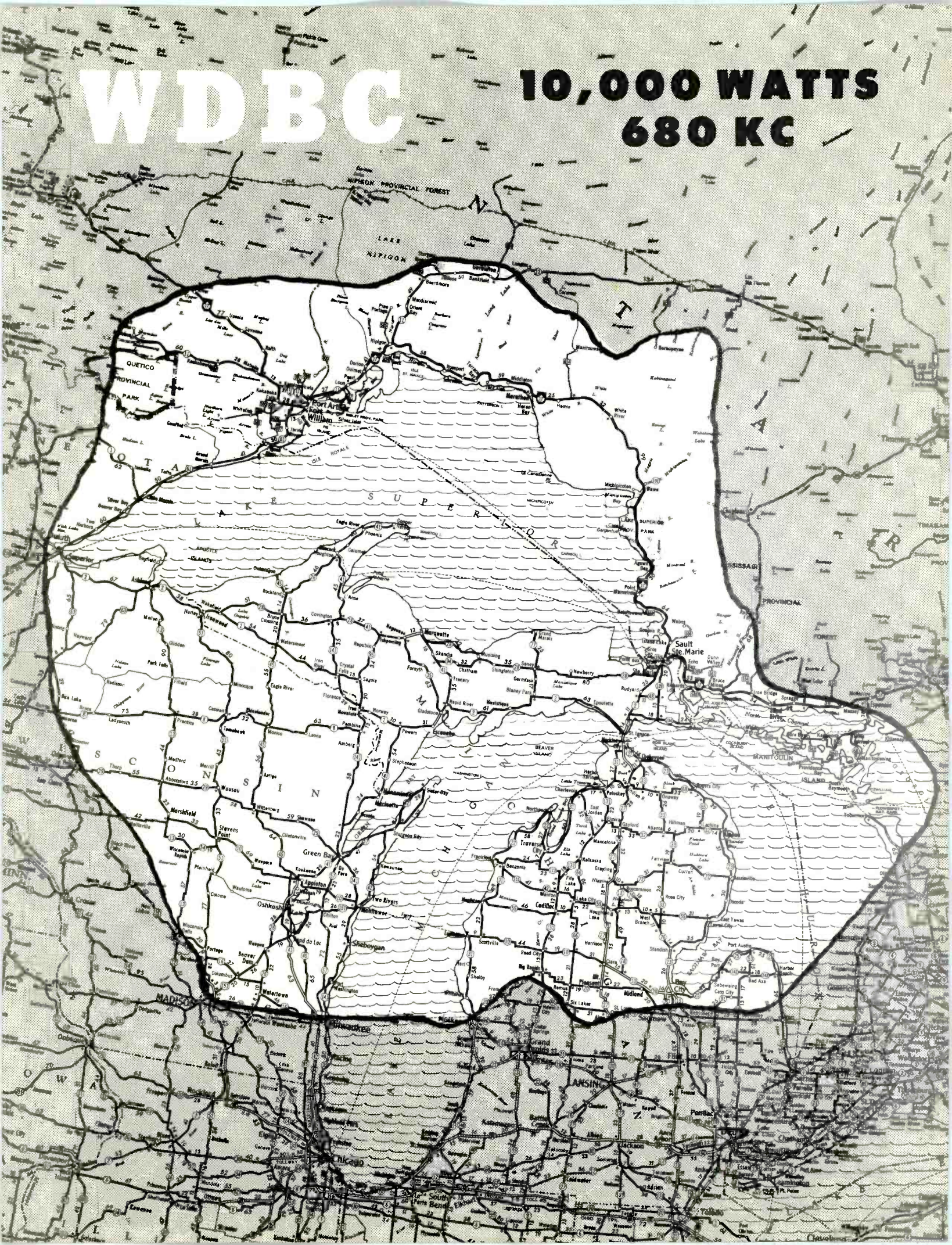
3 am

10,000 watts

Escanaba, Michigan

WDBC

10,000 WATTS
680 KC

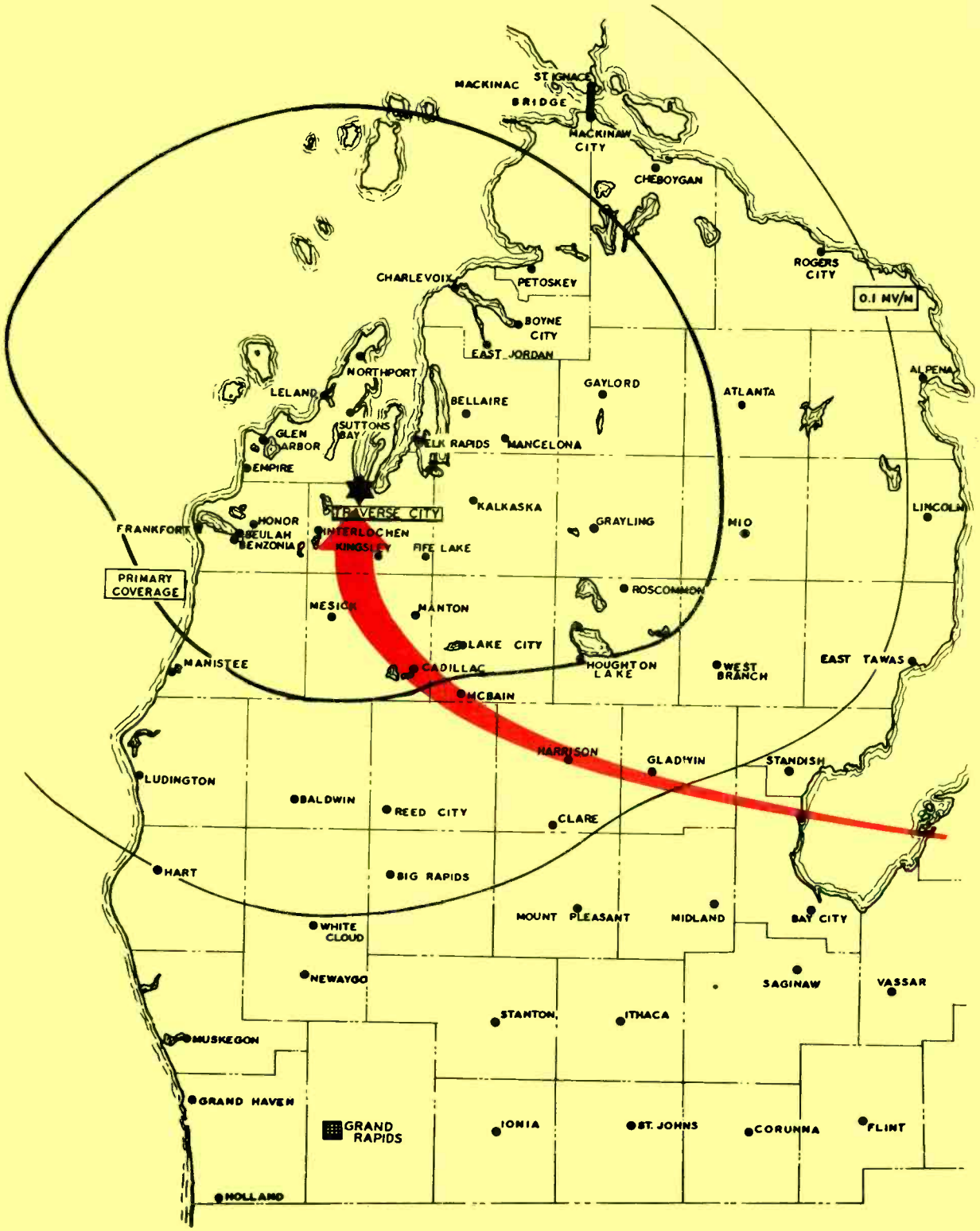


NON-COMMISSIONABLE

RATE CARD NO. 5

EFFECTIVE APRIL 1, 1969

TRAVERSE CITY MICHIGAN



radio station

WCCW

CHERRY CAPITAL OF THE WORLD

GENERAL INFORMATION

. . . owned and operated by Radio Station WCCW, Inc.
. . . Studios at 346 East State Street Downtown Traverse City, Michigan
. . . Phone 946-6211
. . . Transmitter on Barney Road
. . . Frequency 1310 KC
. . . Operating Power 5000 Watts
. . . Owner & Operator of WCCW—FM 92.1 MC

General Broadcast Advertising

Program Rates

	15 MIN.	10 MIN.	5 MIN.	3 MIN.
1 Time	20.00	15.00	9.00	7.00
13 Times	19.00	14.00	8.50	6.00
26 Times	18.00	12.00	8.00	5.00
52 Times	15.00	10.00	7.50	4.75
104 Times	11.50	9.50	7.00	4.50
156 Times	11.00	9.00	6.50	4.25
260 Times	10.00	8.50	6.00	4.00

Weekend News, Weather, Sports Programs
Available on Request

FM Evening News Packages
Available on Request

* * *

WCCW is the key station for the NORTHERN POWER NETWORK with stations in Petoskey, Rogers City and Houghton Lake.

ABC Information Network News Every Hour on the Hour.

Affiliated with WCCW-FM, 92.1 mc.

Sounds of Good Music

SPOT RATES Effective April 1, 1969

ANNOUNCEMENTS	60 SEC.	30 SEC.	10 SEC.
1 Time	4.00	3.50	2.50
10 Times	3.80	3.40	2.25
26 Times	3.60	3.20	2.00
52 Times	3.40	3.00	1.90
104 Times	3.20	2.70	1.80
156 Times	3.10	2.60	1.65
260 Times	2.90	2.50	1.50
520 Times	2.75	2.40	1.50
780 Times	2.60	2.30	1.50
1000 Times	2.40	2.20	1.50
2000 Times	2.30	2.10	1.50

PACKAGE PLANS (R. O. S.)			
5 Per Week	3.60	3.00	2.50
10 Per Week	3.40	2.90	2.00
15 Per Week	3.20	2.80	1.80
25 Per Week	3.00	2.60	1.60
50 Per Week	2.80	2.40	1.50

MARKET DATA
(primary area)

BASIC POPULATION . .	133,300
SUMMER VACATION POPULATION * . . .	500,000
FALL-WINTER-SPRING VACATION POPULATION . .	75,000
FARM POPULATION . .	37,900
HOUSEHOLDS	41,270
RETAIL SALES	$ 174,386,000
FOOD SALES	$ 47,055,000
DRUG SALES	$ 7,480,000
GASOLINE STATION SALES	$ 19,997,000

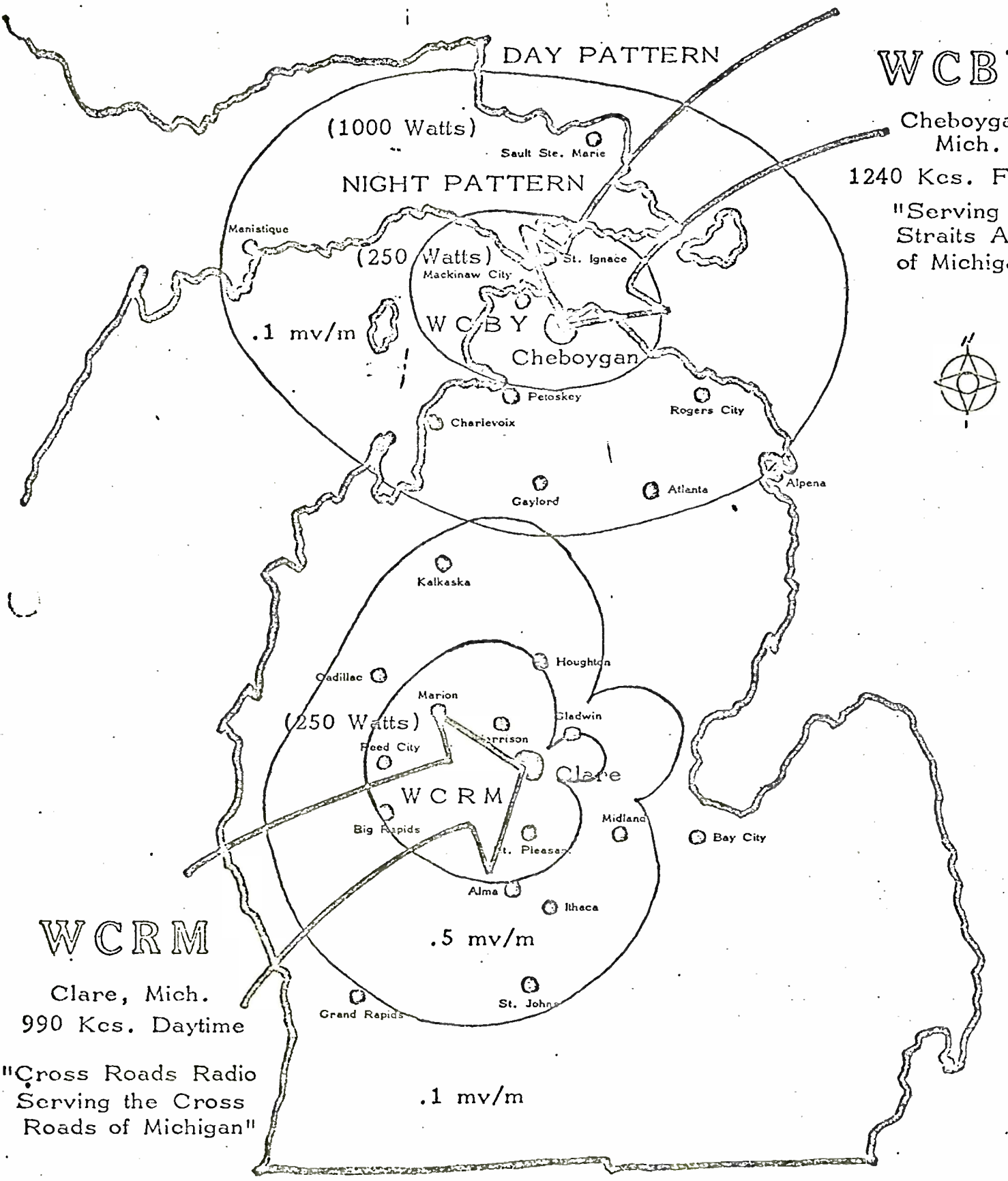
GENERAL INFORMATION

* During the summer months the Michigan Tourist Association estimates the extra population within the WCCW coverage area numbers one half million vacationers and summer residents. In the fall, winter and spring there is a constant influx in vacation population consisting of hunters, skiers, ice-fishermen, fishermen, and general outdoor enthusiasts.

Traverse City is known as the World's Cherry Capitol, producing more cherries than any area any where. There are four large fruit canning companies plus three frozen food processors and a number of related industries. Traverse City is also known as Northern Michigan's medical center with three hospitals and a large number of specialists. Traverse City is the home of six industries employing over 200 persons with a number of diversified industries employing smaller numbers.

Traverse City is the home of the N. W. Michigan Symphony, the Cherry County Playhouse, and Northwestern Michigan College. The National Music Camp is located at nearby Interlochen. Military installations include Traverse City Coast Guard Air Station and the Empire Air Base. Traverse City is served by North Central Airlines, The C & O Railroad, North Star and Greyhound Bus lines.

People on the Go - Listen to RADIO



WCBY

Cheboygan, Mich.

1240 Kcs. Fulltime

"Serving the Straits Area of Michigan"

WCRM

Clare, Mich.

990 Kcs. Daytime

"Cross Roads Radio Serving the Cross Roads of Michigan"

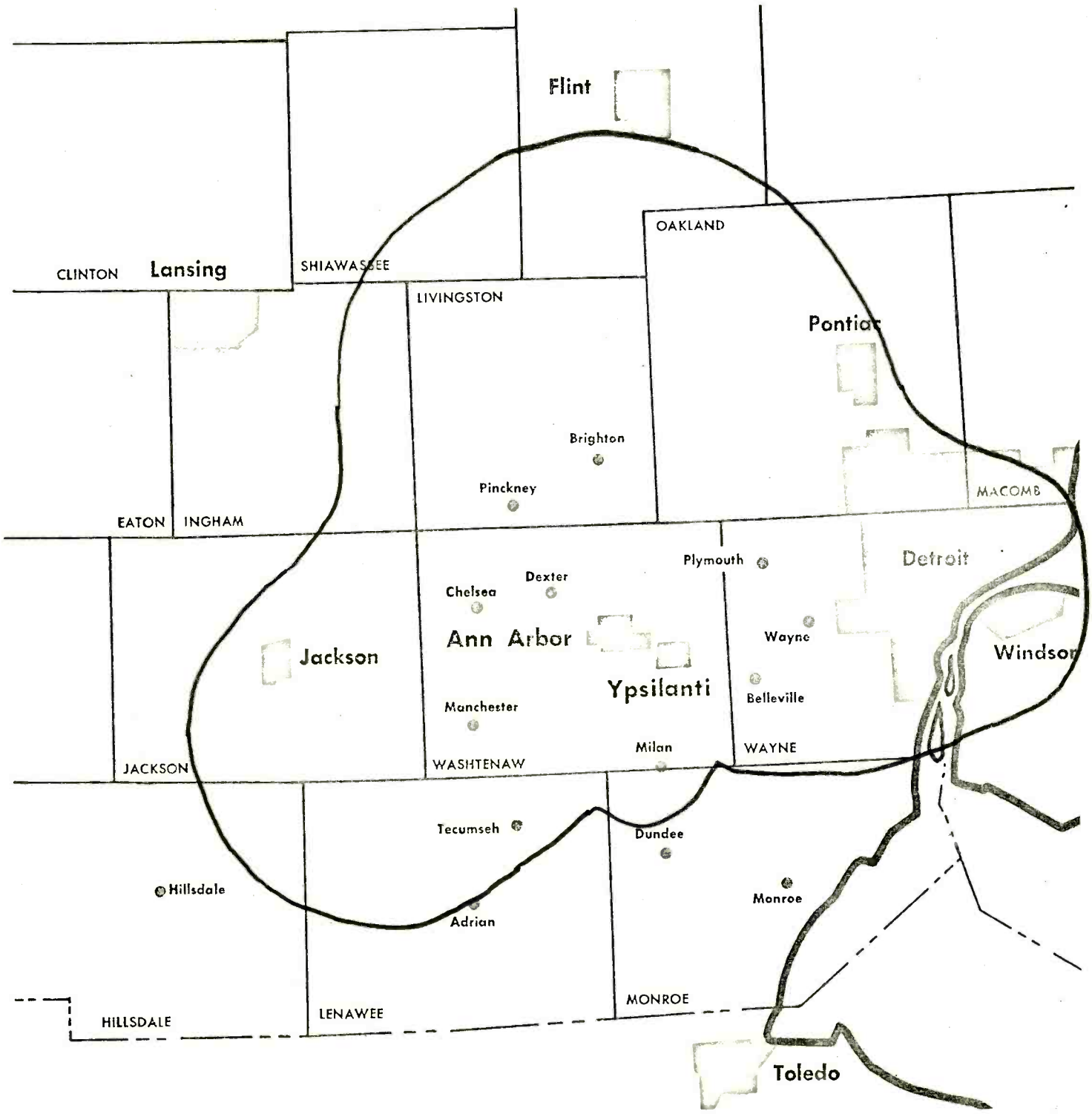
NEWS on the hour with Capsule News reports every half hour

MUSIC - WEATHER - SPORTS - PUBLIC SERVICE PROGRAMMING

WAAM

COVERAGE MAP

radio sixteen — now with 5000 watts



WABJ ADRIAN, MICHIGAN

Lenawee County

First in Corn Production in State

One of largest Collection Agencies in Midwest for feeder cattle, lambs and pigs

Second in State in Production of Cattle and Calves

GERITY BROADCASTING COMPANY
James Gerity, Jr., *President*

121 W. Maumee *Telephone:* 265-7123

16 Years Present Ownership

Regionally Represented by Michigan Spot Sales
Penthouse — Sheraton Cadillac
WO 1-3353

SRDS CONSUMER MARKET DATA

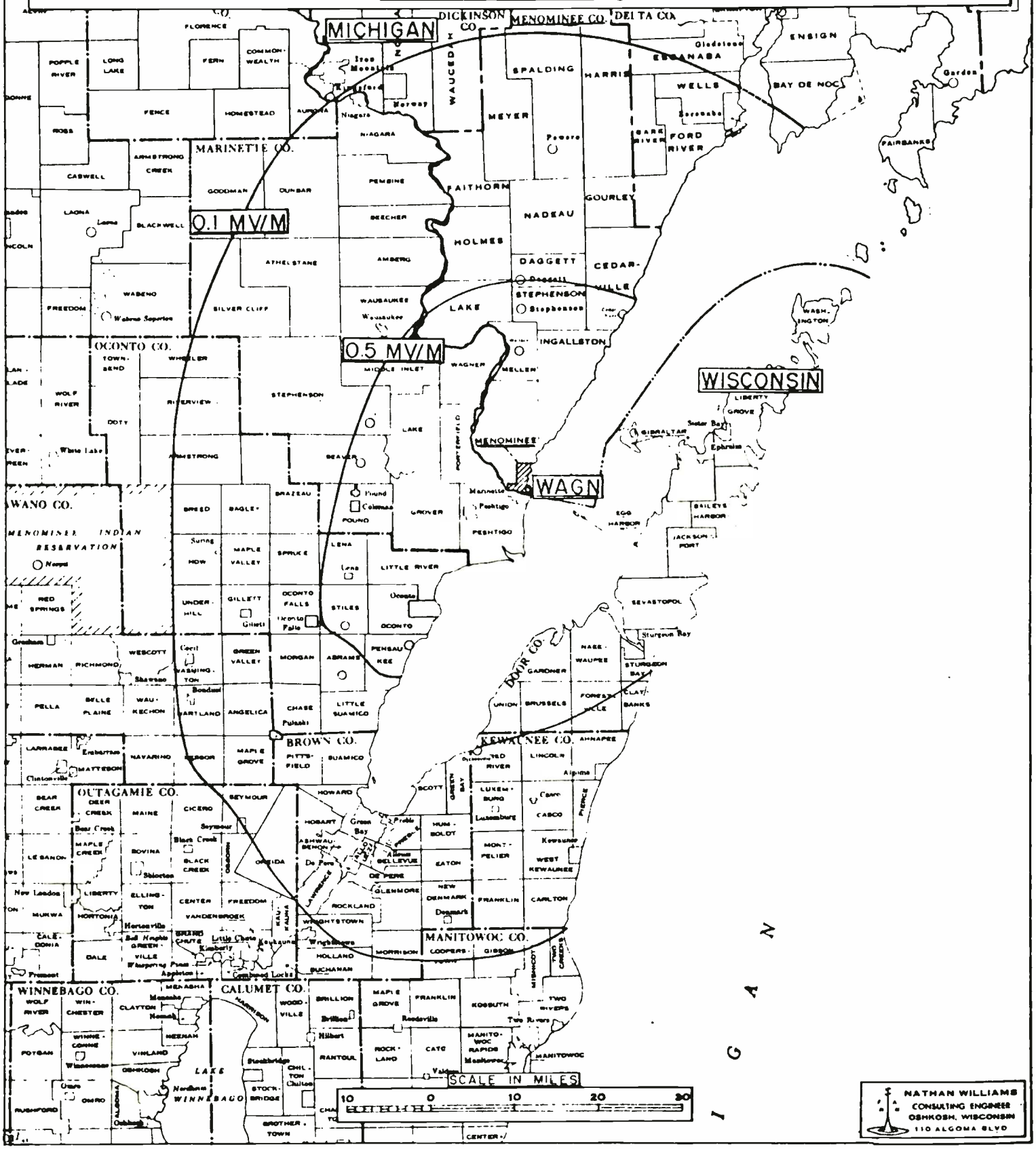
7-1-63

TOTAL COVERAGE	1000 Watts 0.5 MV/M
7-1-63 Population	1,074,200
7-1-63 Households	312,970
1-1-63 Radio Households	294,150
Consumer Spendable Income 7-1-62 to 7-1-63	$2,419,454,000
Total Retail Sales 7-1-62 to 7-1-63	1,393,348,000
Food Sales 7-1-62 to 7-1-63	365,403,000
Drug Sales 7-1-62 to 7-1-63	51,982,000
Gen. Mdse. Sales 7-1-62 to 7-1-63	157,549,000
Apparel Sales 7-1-62 to 7-1-63	66,426,000
Home Furnishings	64,232,000
Automotive Sales 7-1-62 to 7-1-63	265,927,000
Filling Station 7-1-62 to 7-1-63	127,179,000
Passenger Cars 1-1-63	399,870
Gross Farm Income 1962	191,294,000

LOCAL COVERAGE	LENAWEE COUNTY	ADRIAN
Population 1-1-63	80,300	20,700
Households 1-1-63	22,530	6,070
Consumer Spendable Income 1-1-62 to 1-1-63	$139,895,000	$38,416,000
Total Retail Sales 1-1-62 to 1-1-63	102,144,000	47,023,000
Food Sales 1-1-62 to 1-1-63	28,213,000	13,064,000
Drug Sales	3,891,000	2,351,000
Gen. Merch. Sales	5,540,000	4,535,000
Apparel Sales	4,883,000	3,062,000
Home Furnishings Sales	3,941,000	2,321,000
Automotive Sales	20,526,000	8,829,000
Filling Station Sales	11,125,000	4,165,000
Passenger Cars 1-1-63	30,730	
Farm Population 1-1-63	10,500	
Gross Farm Income 1962	37,737,000	

RADIO STATION WAGN
MENOMINEE, MICHIGAN 0.5 MV/M, 1 KW, 1340 KC/S MEASURED COVERAGE SURVEY, WITH THE 0.1 MV/M EXTRAPLATED

JANUARY, 1963



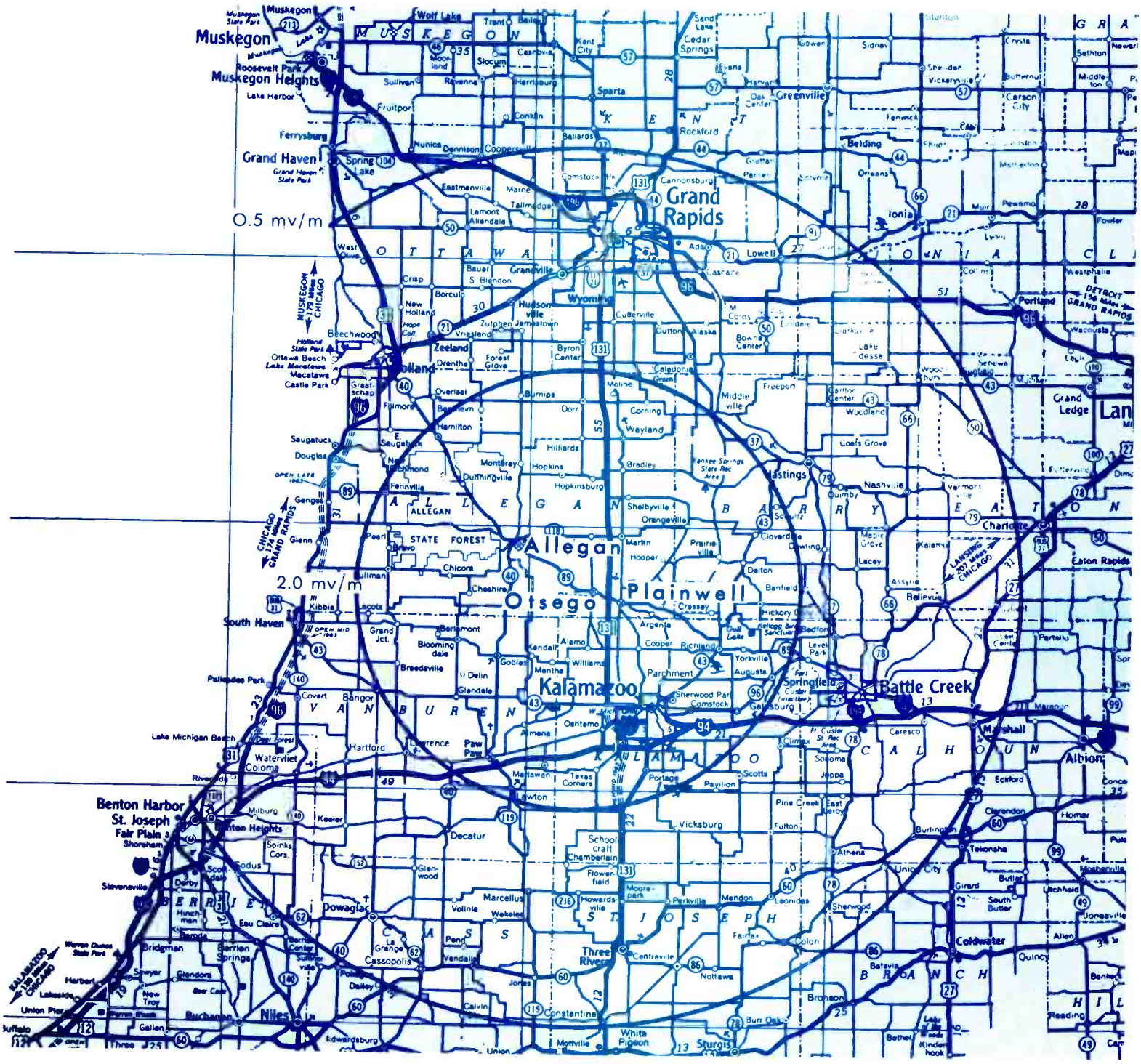
W
ALLEGAN
OTSEGO
PLAINWELL

980 Kc - 1000 WATTS

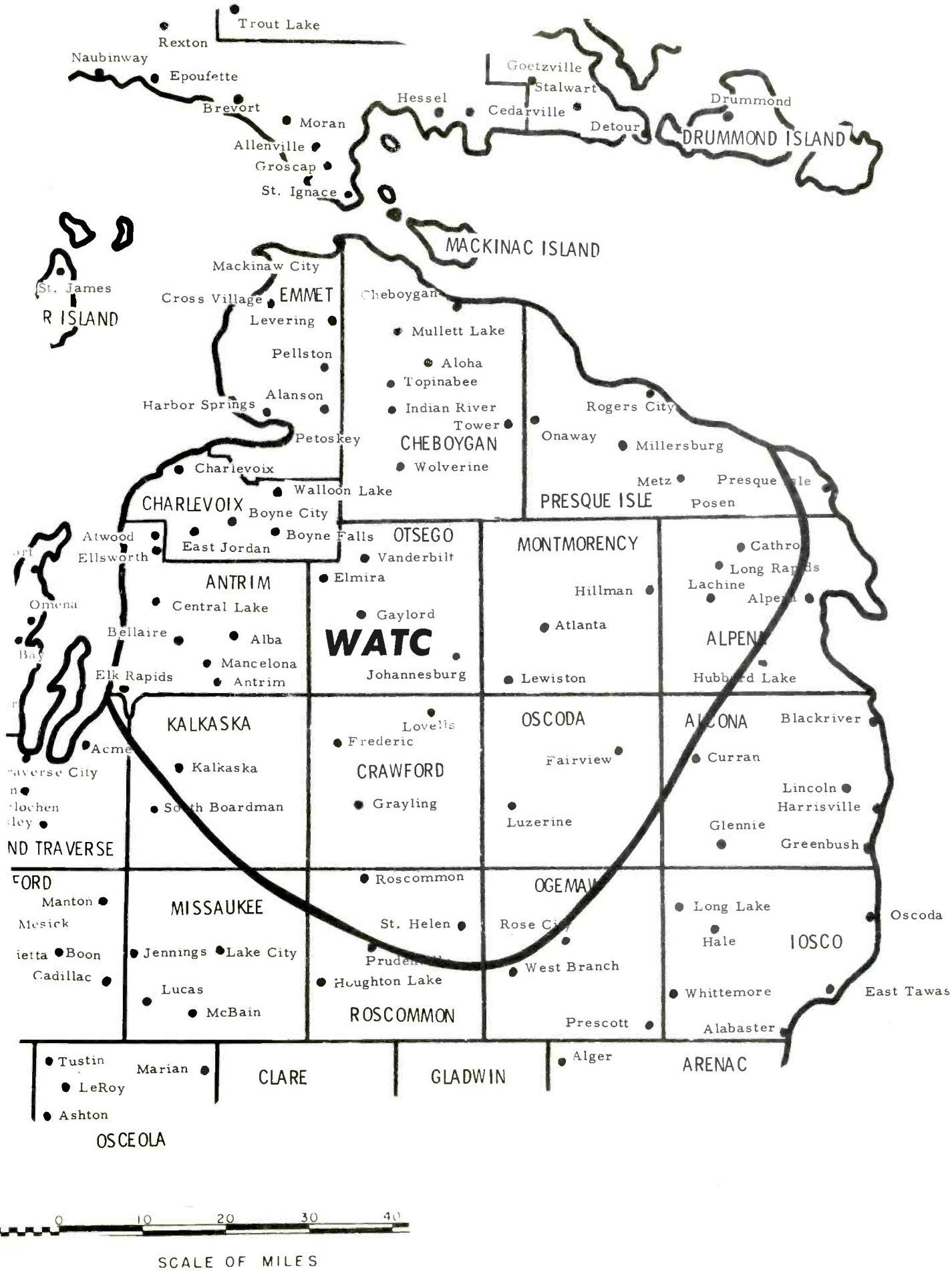
Primary Coverage of

ALLEGAN, BARRY, BERRIEN, CALHOUN, CASS, EATON, OTTAWA, IONIA, KALAMAZOO, KENT, ST. JOSEPH & VAN BUREN COUNTIES

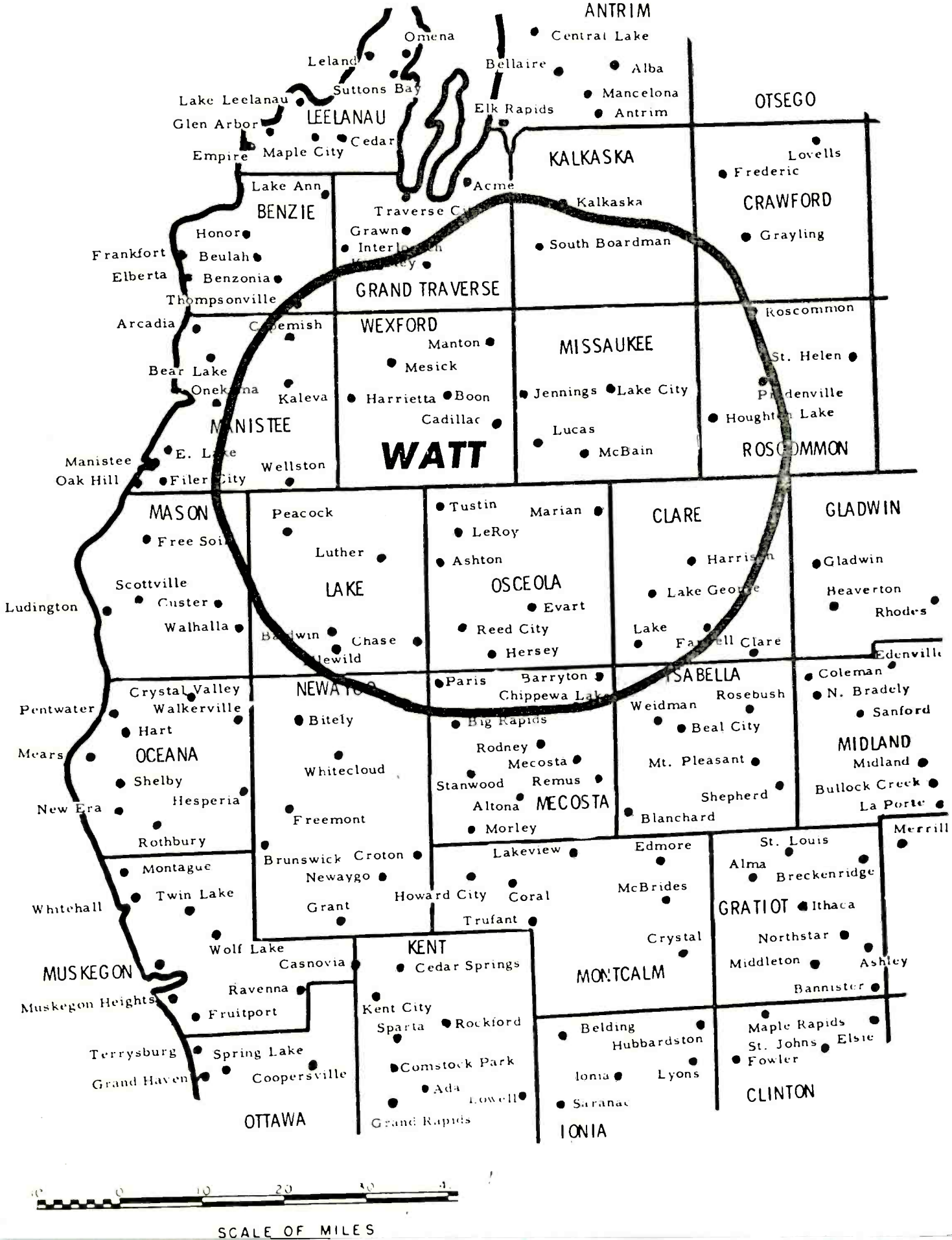
Allegan County Broadcasters, Inc.
Box 980 Otsego, Michigan
Phone Area Code 616
Otsego 692-6851 Allegan 673-3131



COVERAGE of WATC Gaylord, Michigan - 900 Kc. 1000 Watts

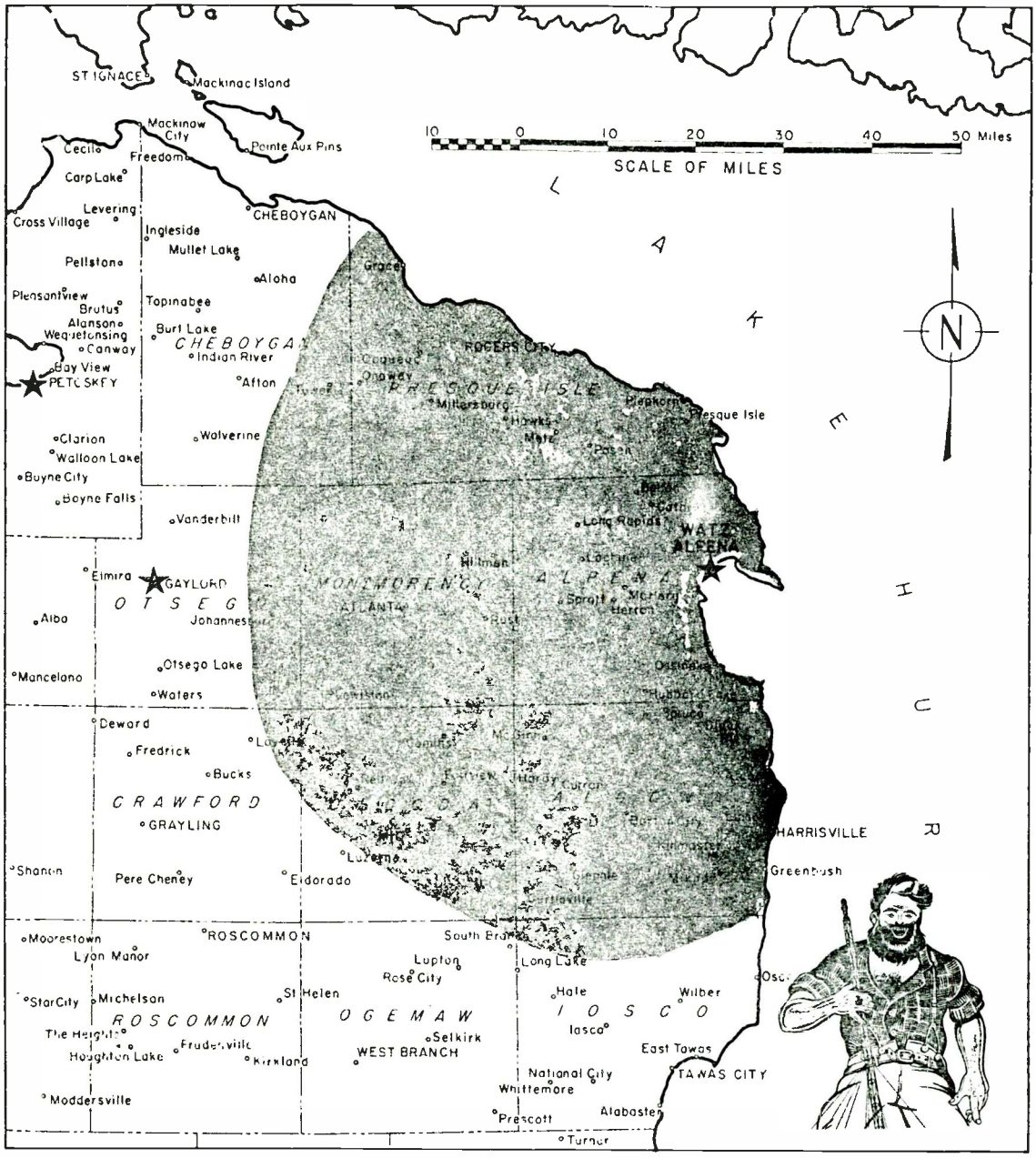


COVERAGE of WATT Cadillac, Michigan - 1240 Kc. 1000 Watts Day 250 Watts Night



COVERAGE OF WATZ ALPENA, MICHIGAN

1450 Kc. ~~250~~ 1000 WATTS

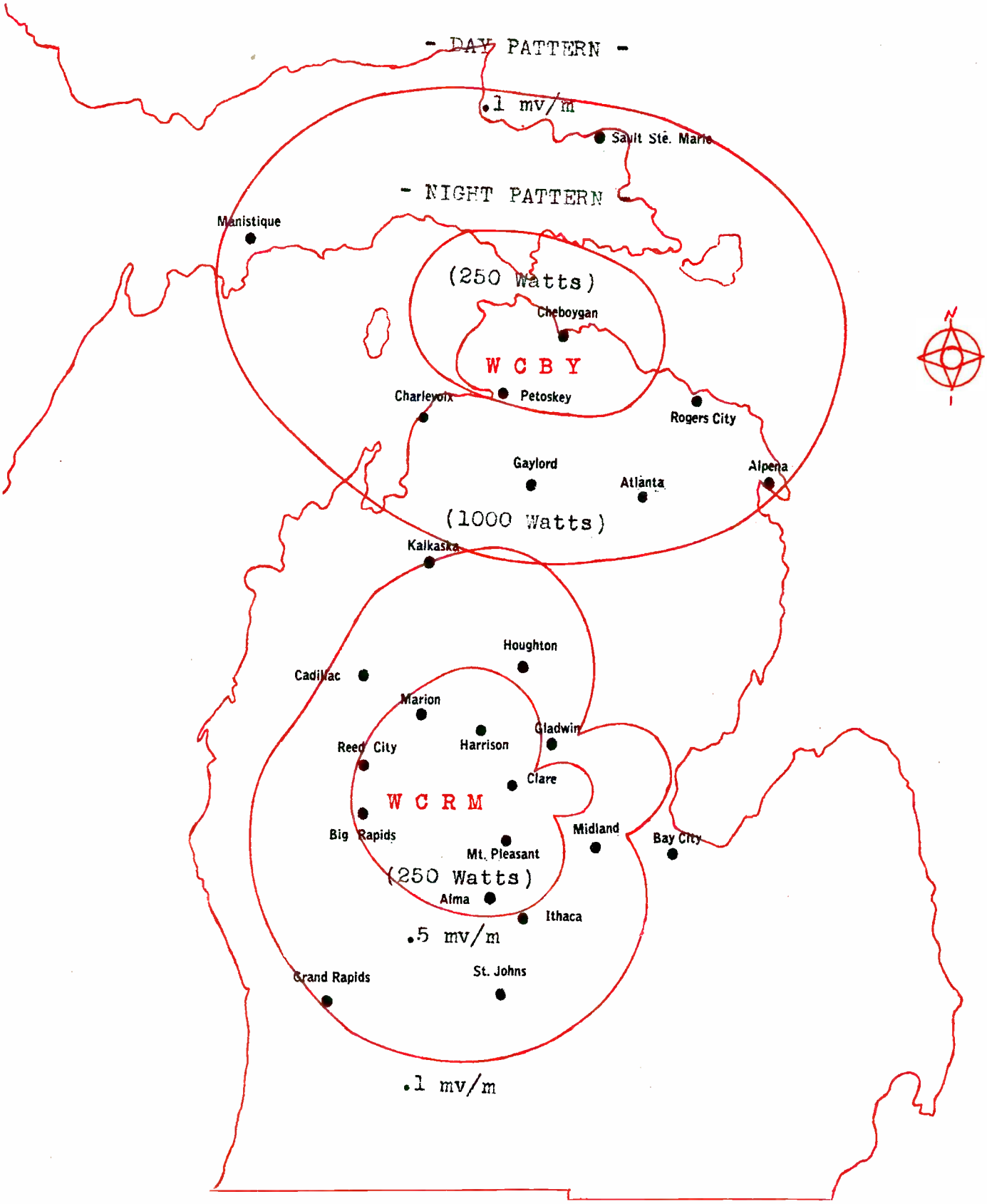


WATZ COVERAGE

(Population Figures Not Including Resort Population)

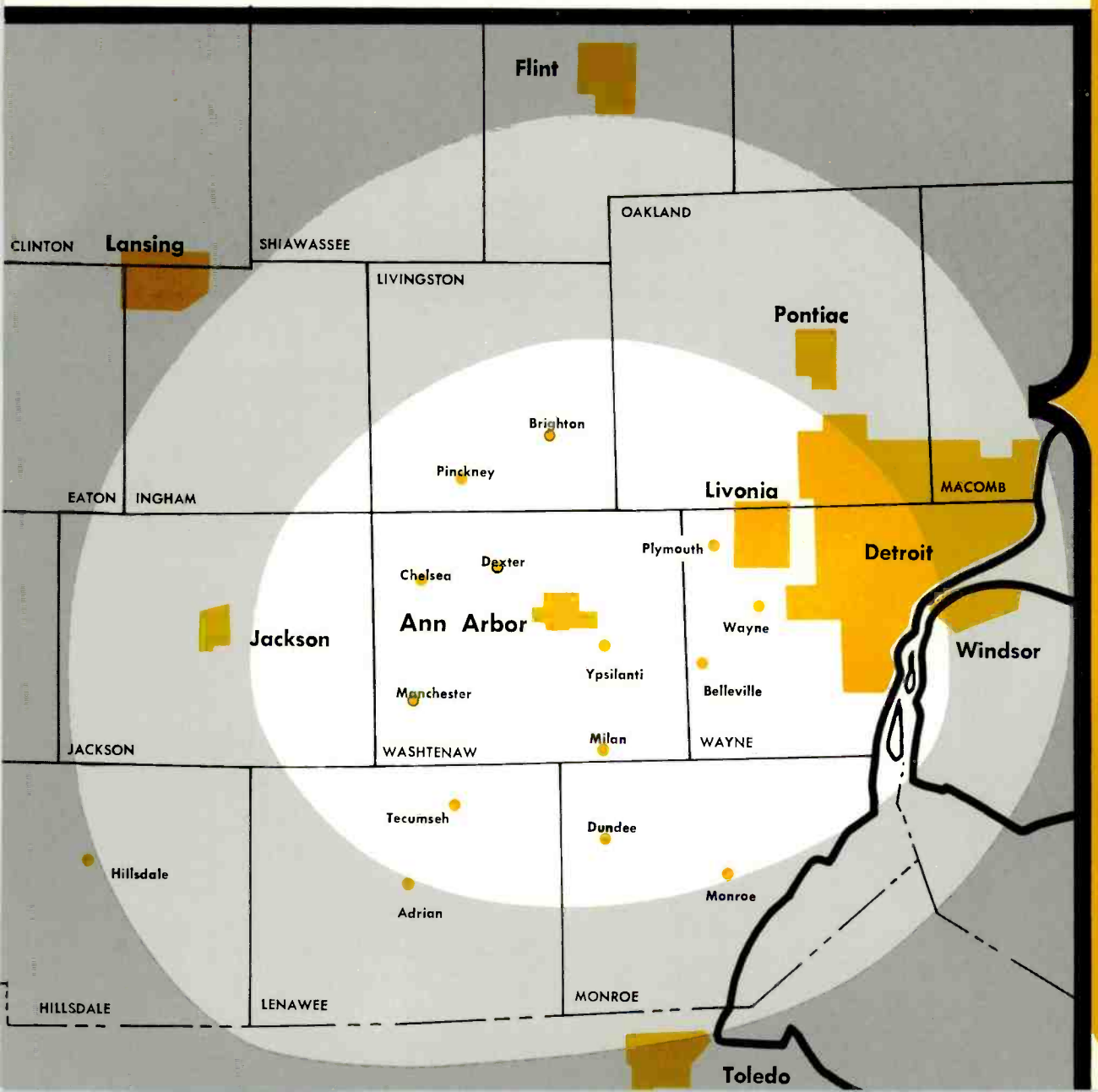
COUNTY	% POPULATION	POPULATION	RETAIL SALES	FAMILIES	RADIO FAMILIES	CONSUMER SPENDABLE INCOME
Presque Isle	100	12,400	11,250,000	3,360	3,190	11,687,000
Alpena	100	23,700	25,302,000	6,870	6,660	29,132,000
Alcona	100	6,200	5,817,000	1,910	1,840	4,989,000
Montmorency	100	4,300	4,705,000	1,290	1,190	4,008,000
Oscoda	70	2,450	2,339,100	749	565	1,779,400
Cheboygan	20	2,860	3,137,400	846	770	2,667,600
Otsego	10	700	927,900	198	184	597,200
	Totals	52,610	49,243,900	15,223	14,399	54,860,200

Source—Consumer Markets 1955


- DAY PATTERN -
.1 mv/m
Sault Ste. Marie
- NIGHT PATTERN -
Manistique
(250 Watts)
Cheboygan
W C B Y
Charlevoix
Petoskey
Rogers City
Gaylord
Atlanta
Alpena
(1000 Watts)
Kalkaska
Houghton
Cadillac
Marion
Gladwin
Reed City
Harrison
Clare
W C R M
Big Rapids
Midland
Bay City
Mt. Pleasant
(250 Watts)
Alma
Ithaca
.5 mv/m
Grand Rapids
St. Johns
.1 mv/m
N

ANN ARBOR-YPSILANTI'S MOST POPULAR RADIO STATION

WAAM-1600 KC



- 3 TIMES MORE **NEWS**
- 6 TIMES MORE **SPORTS**
- ONLY 24 HOUR A DAY STATION
- ONLY STATION WIRED TO THE U OF M DORMITORIES
- ONLY STATION WITH MOBILE UNITS FOR TOP NEWS COVERAGE

MARKET DATA

PHONE 662-4573

WAAM RADIO—BOX 608

ANN ARBOR, MICHIGAN