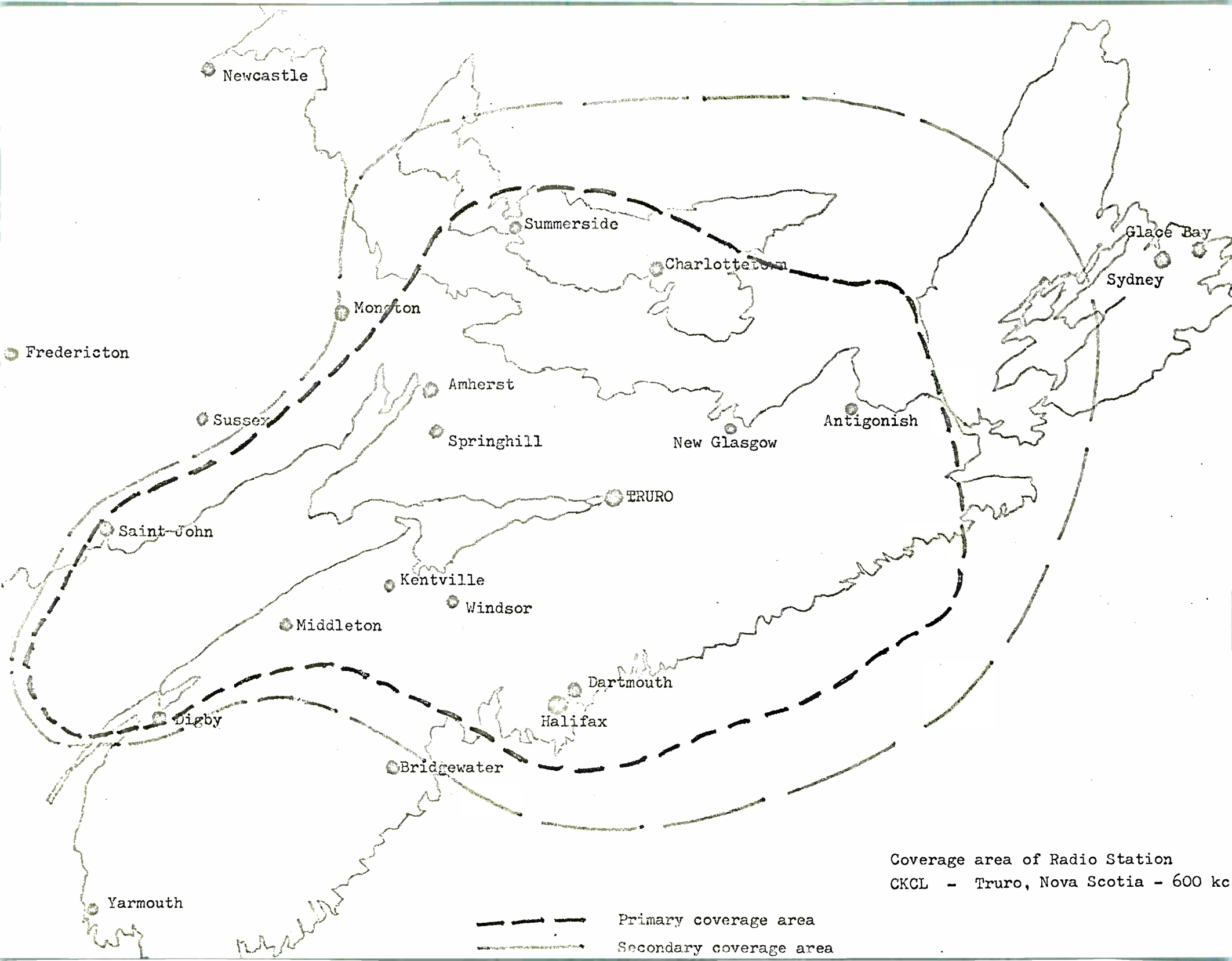


Coverage Area of Radio Station

CKDH - 900 Khtz. - Amherst, Nova Scotia

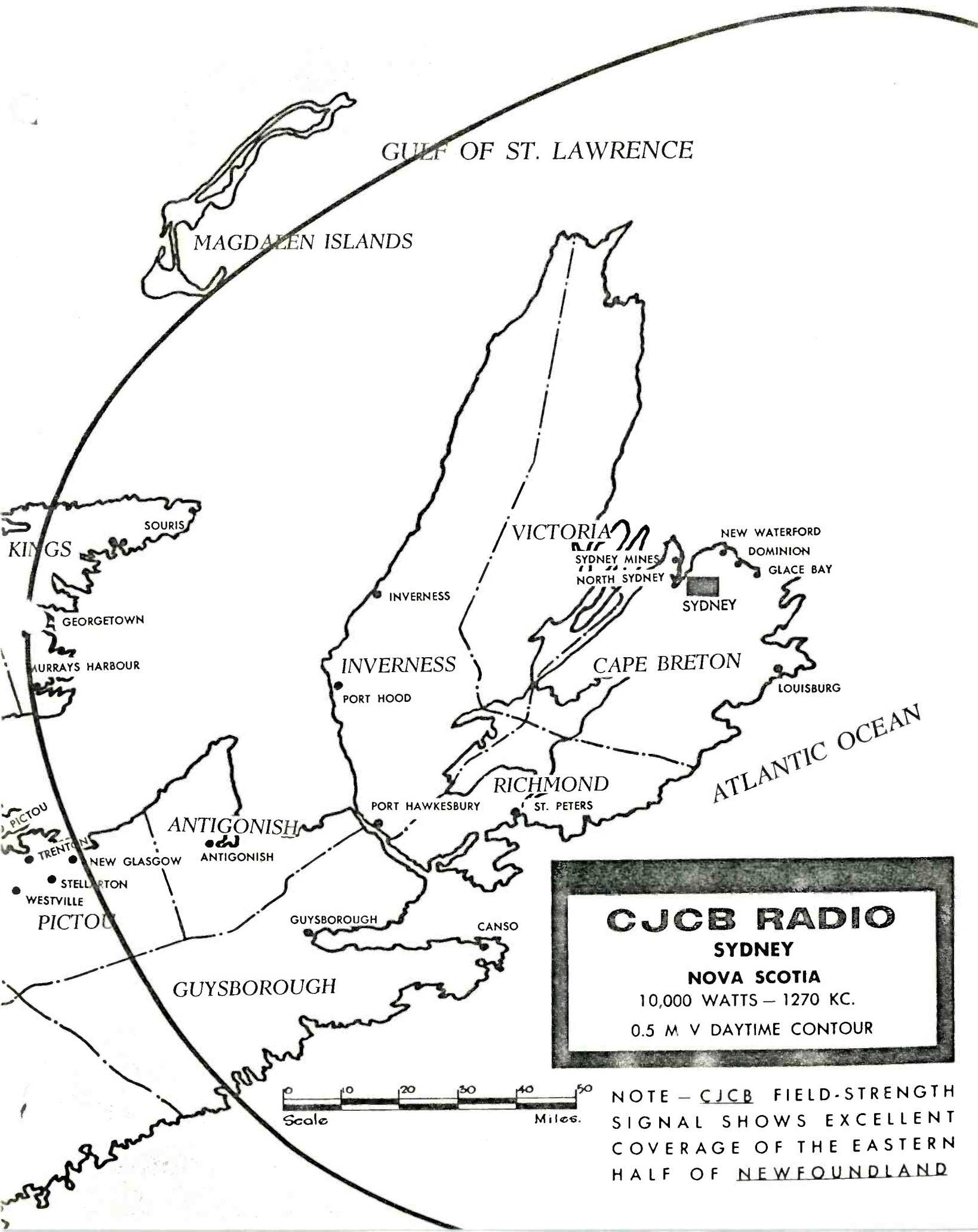
----- Primary coverage

----- Secondary coverage



Coverage area of Radio Station
 CKCL - Truro, Nova Scotia - 600 kc

Primary coverage area
 Secondary coverage area



CJCB RADIO
SYDNEY
NOVA SCOTIA
 10,000 WATTS - 1270 KC.
 0.5 M V DAYTIME CONTOUR

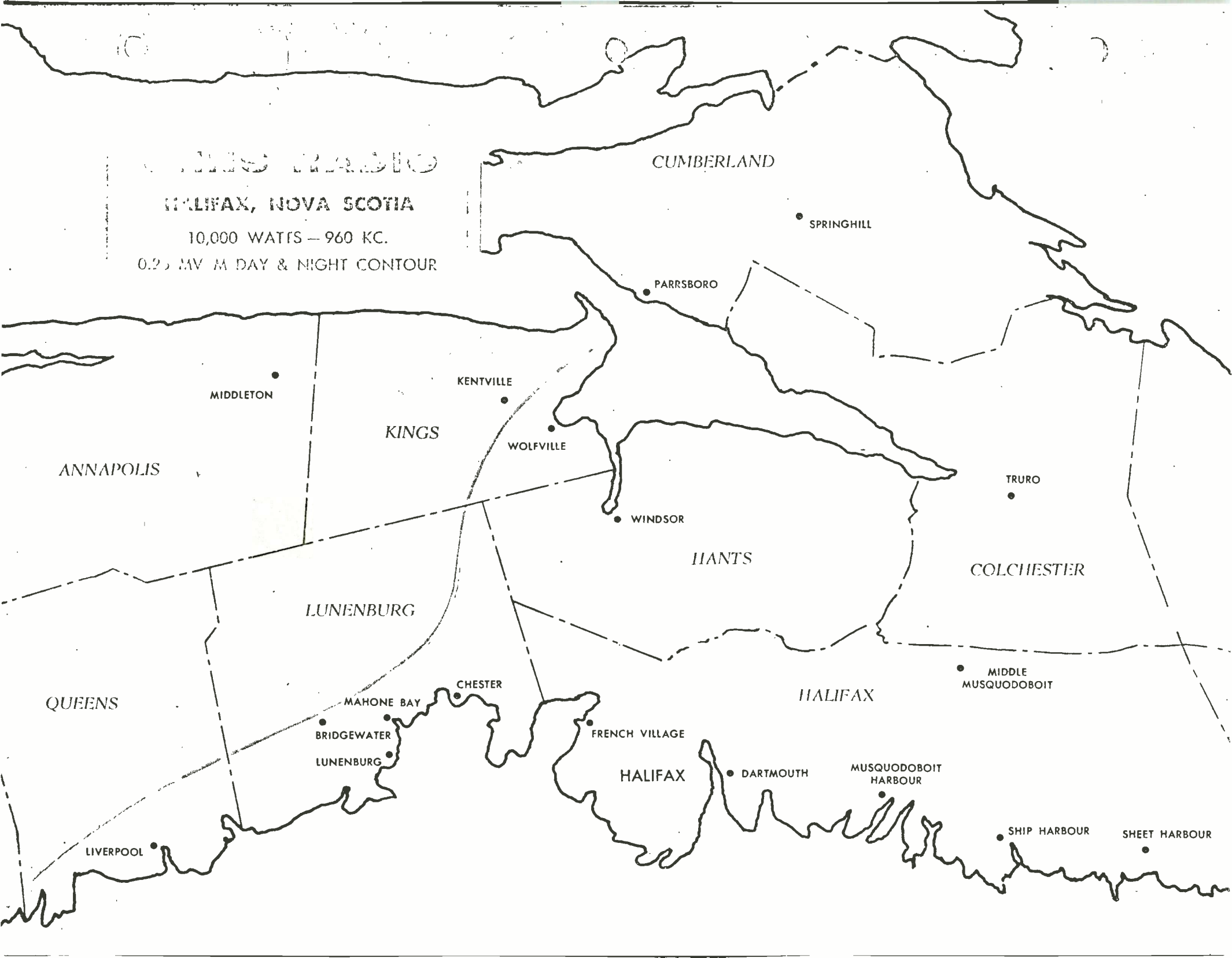
NOTE - CJCB FIELD-STRENGTH SIGNAL SHOWS EXCELLENT COVERAGE OF THE EASTERN HALF OF NEWFOUNDLAND

10
CUMBERLAND RADIO

HALIFAX, NOVA SCOTIA

10,000 WATTS - 960 KC.

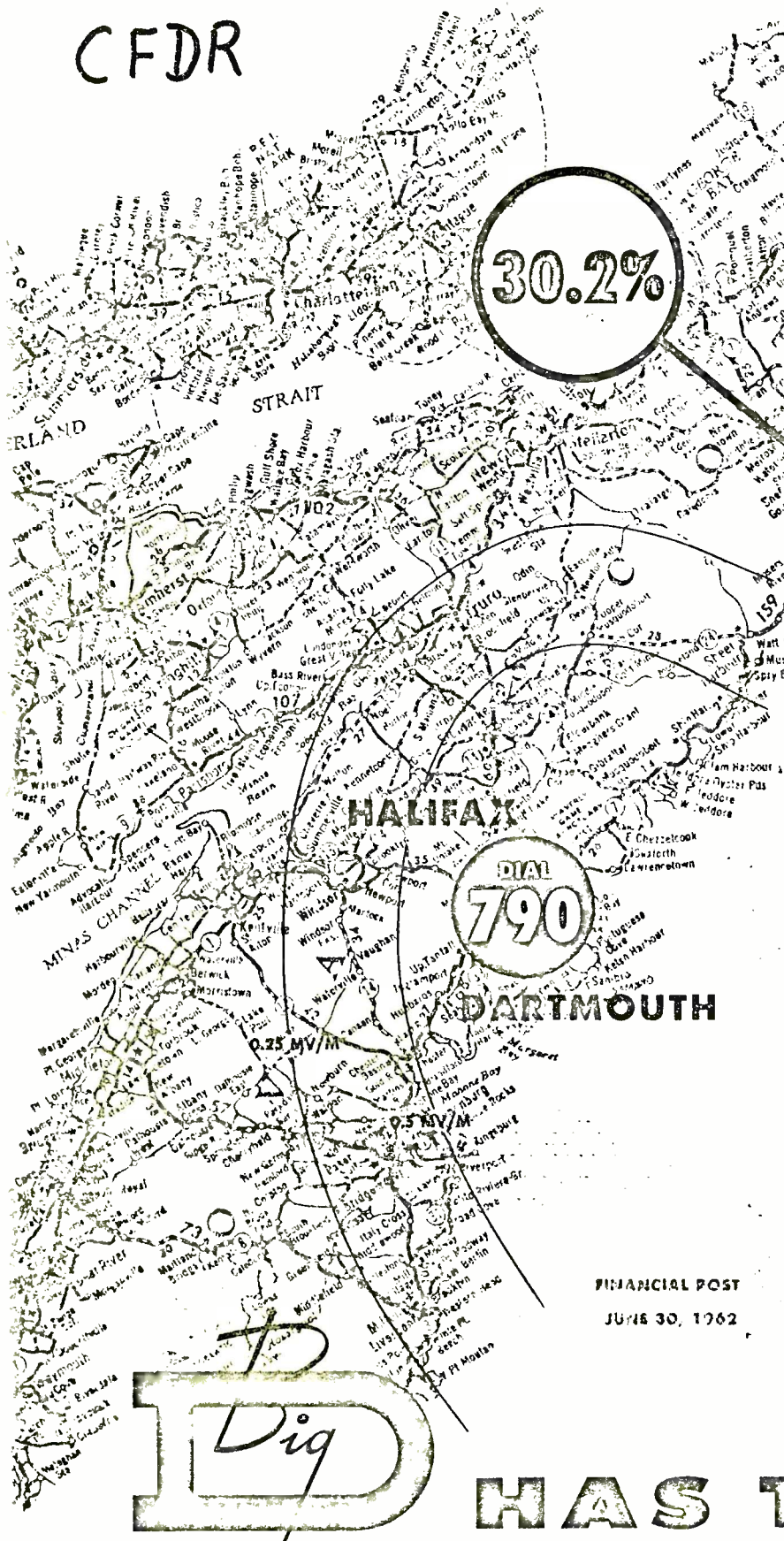
0.25 MV M DAY & NIGHT CONTOUR



FASTER THAN CANADA

GROWTH IN HALIFAX - DARTMOUTH

CFDR



212.3%

30.2%

Growth in the Maritimes

HOW POPULATION HAS INCREASED IN THE MARITIMES

% Change 1961 vs. 1951	thousands			
	1961	1956	1951	1941
N.S. ± 14.6	707	695	643	578
N.E. ± 15.9	98	555	516	457
P.E.I. ± 1.1	905	99	98	95
Maritimes total	14.6	1,440	1,349	1,257
Canada	30.2	18,238	16,081	14,009

CITIES AND TOWNS, POPULATION 9,000 AND OVER:

% Change 1961 vs. 1951	thousands			
	1961	1956	1951	
NOVA SCOTIA				
Halifax	-8.0	92,511	93,301	83,589
Dartmouth	212.3	46,966*	21,093	15,037
Halifax-Dartmouth metro area	-	183,946	164,200	133,931
Sydney	+7.3	33,617	32,162	31,317
Glace Bay	-5.4	24,186	24,416	25,586
Sydney Mines- North Sydney†	+12.8	17,779	16,856	15,764
Truro	+15.5	12,421	12,250	10,756
Amherst	+2.2	10,788	10,301	9,870
New Waterford	+1.8	10,592	10,381	10,423
New Glasgow	-7.5	9,782	9,998	9,933
NEW BRUNSWICK				
Saint John	+8.6	55,153	52,491	50,779
Lancaster	-	13,848	12,371	†
Saint John-Lancas- ter metro area	+21.9	95,563	86,015	78,337
Moncton	+60.4	43,840	36,003	27,334
Fredericton	+22.9	19,683	18,303	16,018
Edmundston	+18.9	12,791	11,997	10,753
Campbellton	+27.3	9,873	8,389	7,754
PRINCE EDWARD ISLAND				
Charlottetown	+15.3	18,318	16,707	15,887

*Dartmouth became a city following amalgamation Jan. 1/61.

†Each is a separate town: North Sydney 1961 pop. 8,657, Sydney Mines 1961 pop. 9,122.

‡Lancaster not incorporated until 1952.

Source: Census of Canada (advanced) 1961, DBS.

FINANCIAL POST

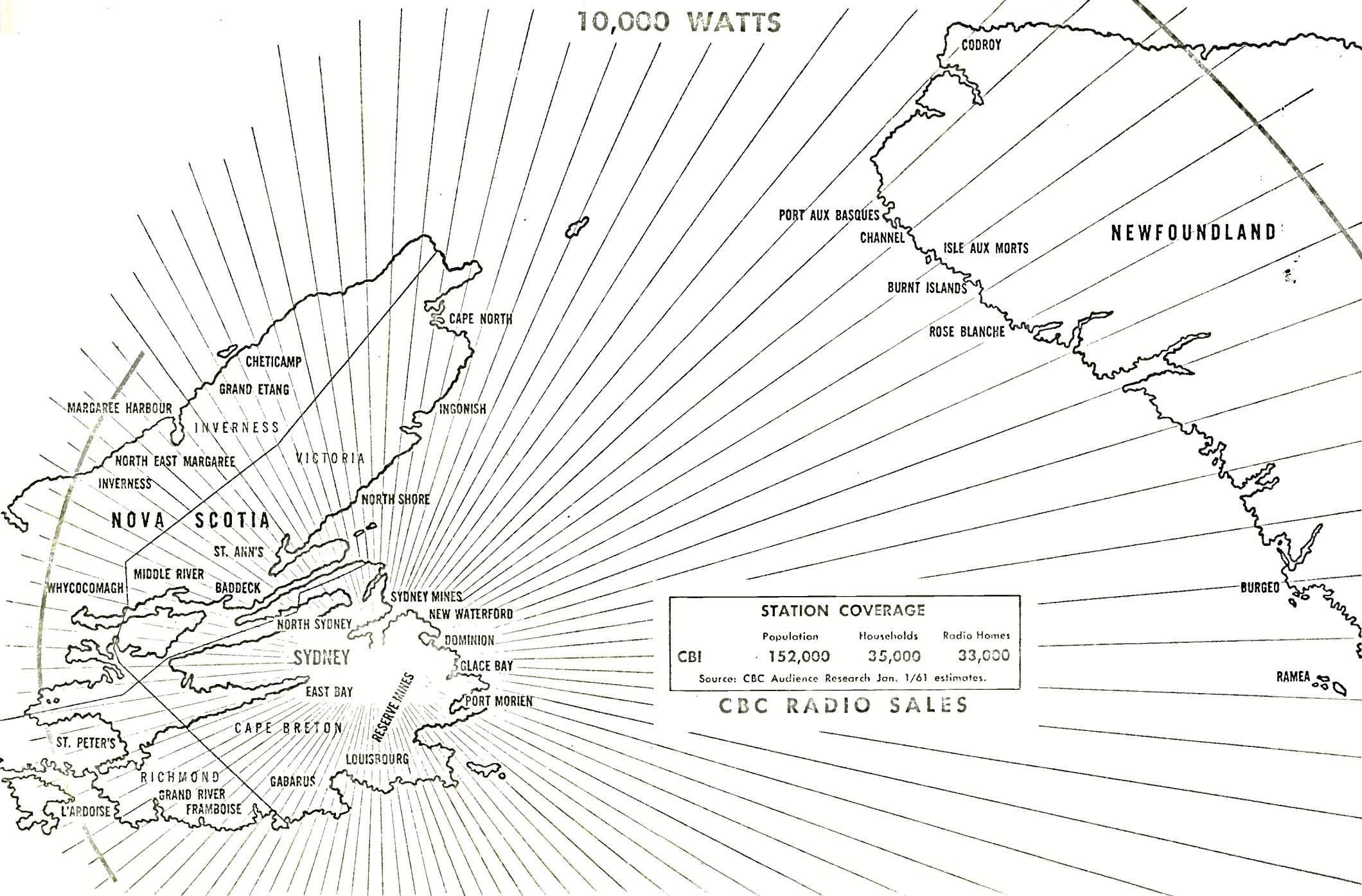
JUNE 30, 1962

Dig

HAS THE KEY!

CBI . SYDNEY . DIAL 1140

10,000 WATTS



STATION COVERAGE			
	Population	Households	Radio Homes
CBI	152,000	35,000	33,000

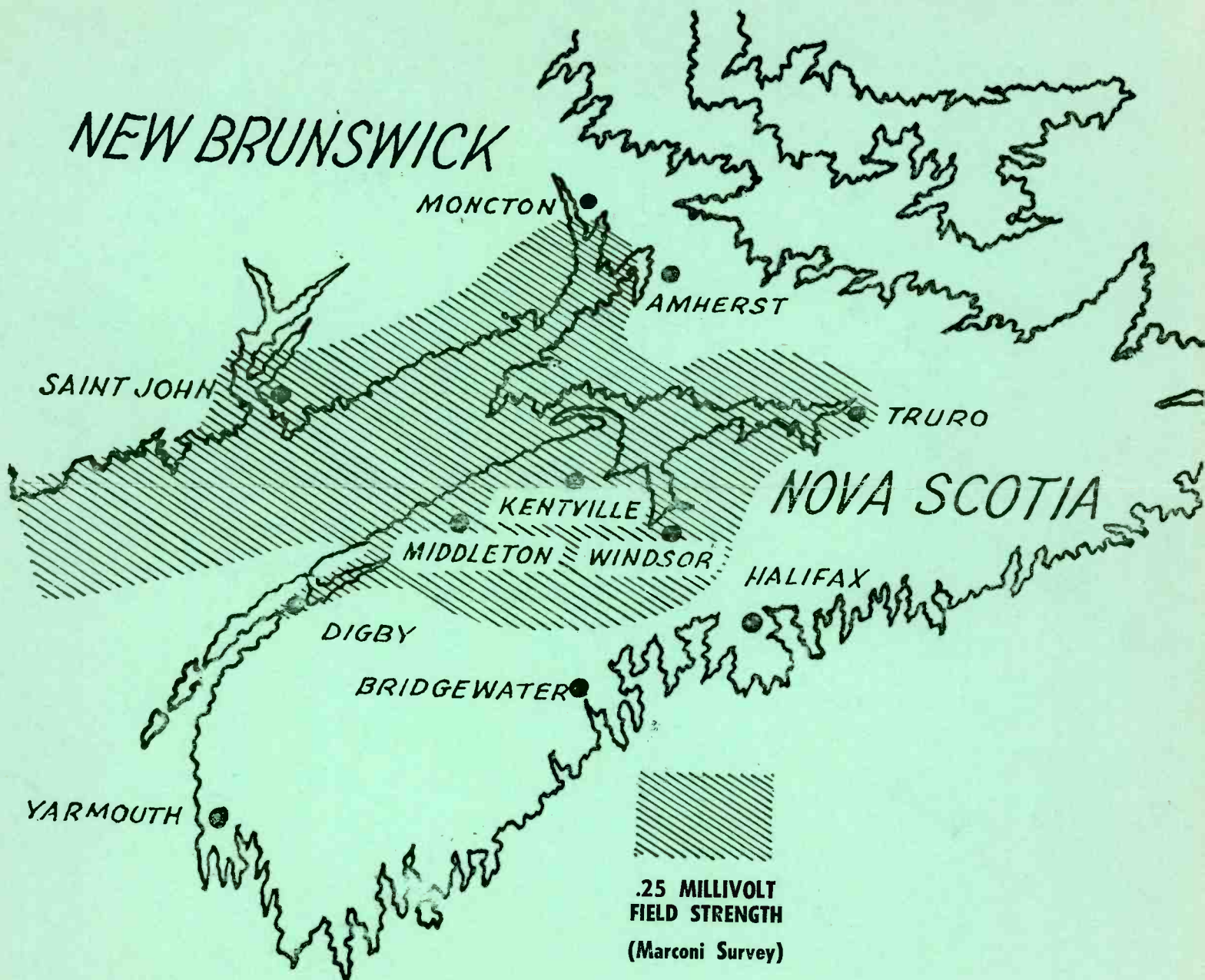
Source: CBC Audience Research Jan. 1/61 estimates.

CBC RADIO SALES



Serving 50,000 people in Nova Scotia's 3rd largest Market!





The Evangeline Network

RETAIL RATE CARD

Effective 1 July, 1962

Annual Advertisers are protected until 1st January, 1963
or end of contract - whichever is longer.

CFAB

Windsor, N. S. - 1450 on the dial

CKEN

Kentville, N. S. - 1350 on the dial

CKAD

Middleton, N. S. - 1490 on the dial

OWNED AND OPERATED BY

THE EVANGELINE BROADCASTING COMPANY LIMITED

The Evangeline Network - ONE STATION RATES - Class "A"

PROGRAMMES			
No. of Broadcasts	1/52	53/156	157/np
5 mins.	7.75	7.00	6.50
10 mins.	10.00	9.00	8.25
15 mins.	14.25	12.75	11.50
30 mins.	21.00	19.00	17.00
1 hour	31.00	28.00	25.00

ALL RATES APPLY ONLY ON CONTINUOUS CONTRACTS USED IN A 12-MONTHS PERIOD

PROGRAMMES			
No. of Broadcasts	1/52	53/156	157/np
5 mins.	9.00	8.00	7.50
10 mins.	12.00	11.00	10.00
15 mins.	17.00	15.35	12.75
30 mins.	25.35	22.65	20.00
1 hour	37.25	33.25	29.25

PROGRAMMES			
No. of Broadcasts	1/52	53/156	157/np
5 mins.	10.50	9.00	8.00
10 mins.	13.00	12.00	11.00
15 mins.	19.00	17.00	15.35
30 mins.	28.00	25.35	22.65
1 hour	40.25	37.25	33.25

GOVERNMENT AND POLITICAL ADVERTISING - NATIONAL RATE CARD, REGIONAL DISTRIBUTORS - 3-STATION RATES.

CLASS 'B' RATES - 7 p.m. TO SIGN-OFF - 25% LOWER
 Lost and Found - Flash Length - \$1.00 in advance.
 All Newcasts - 25 per cent premium.

PROGRAMMES					
No. of Broadcasts	1/52	53/156	157/1039	20/week	20/week
3.00	4.00	3.50	3.30	3.00	2.25
SPOTS - 1 min. - 150 words	4.00	3.50	3.30	3.00	2.25
FLASHES - 20 secs. - 45 words	3.00	2.75	2.50	2.25	2.25
WEATHER FORECASTS	5.00	4.50	4.25	—	—
TIDE TIMES	1.75	1.75	1.75	1.50	1.50
TIME SIGS. OR S. BKS.	1.75	1.75	1.75	1.50	1.50
RATES PER MONTH FOR TIME SIGNALS OR S. BREAKS	3 Daily 75.00	4 Daily 100.00	5 Daily 120.00	6 Daily 130.00	130.00

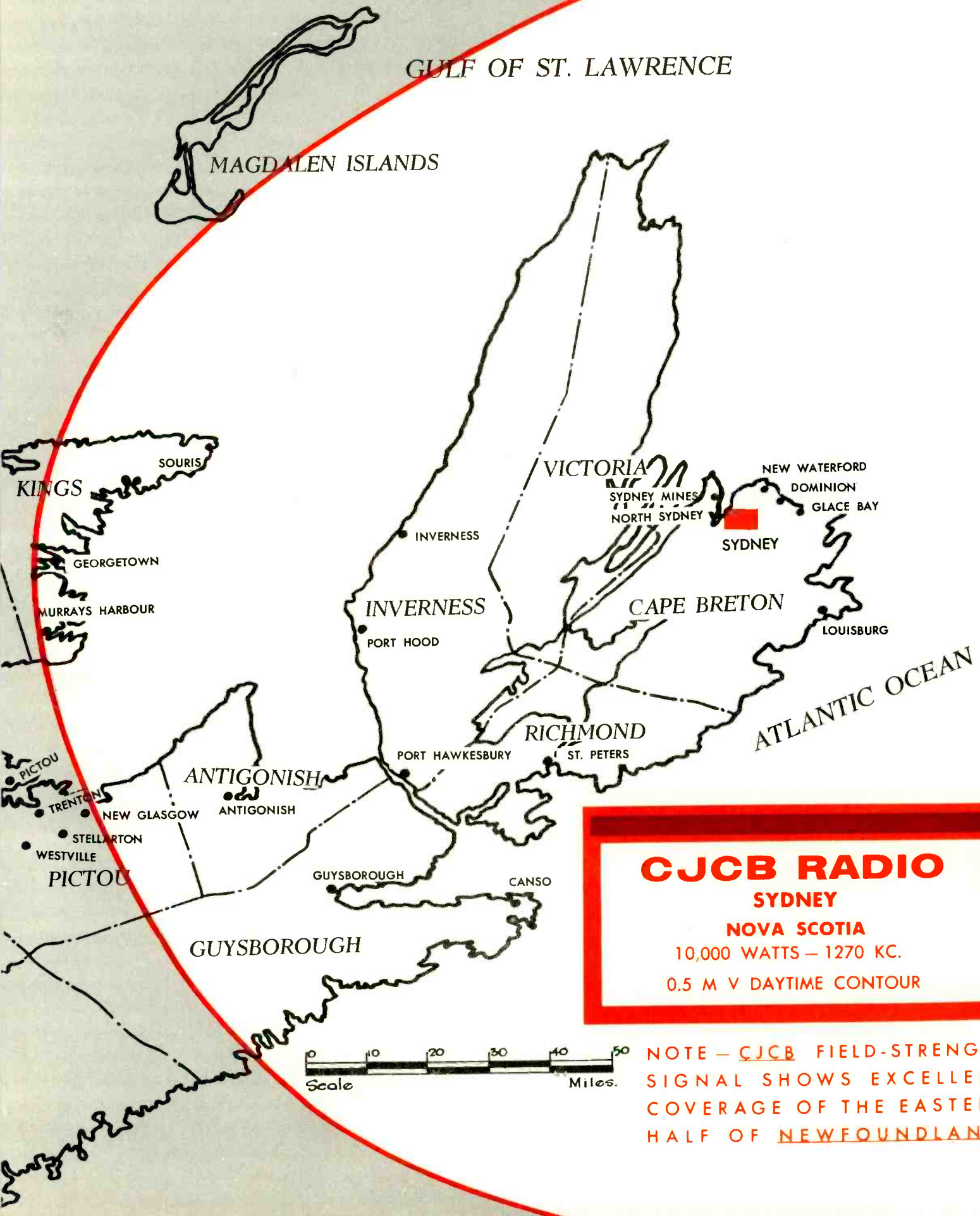
COMMUNITY SERVICE AND PUBLIC SERVICE
 Minimum spot and flash rates will apply and all stations will co-operate by offering one announcement at no charge for each two purchased.
 All time to be run of schedule.

PROGRAMMES					
No. of Broadcasts	1/52	53/156	157/1039	20/week	20/week
3.50	5.00	4.25	3.75	3.50	2.75
SPOTS - 1 min. - 150 words	5.00	4.25	3.75	3.50	2.75
FLASHES - 20 secs. - 45 wds.	4.00	3.50	3.00	2.75	2.75
WEATHER FORECASTS	6.25	5.50	5.00	—	—
TIDE TIMES	2.00	2.00	2.00	1.75	1.75
TIME SIGS. OR S. BKS.	2.00	2.00	2.00	1.75	1.75
RATES PER MONTH FOR TIME SIGNALS OR S. BREAKS	3 Daily 90.00	4 Daily 110.00	5 Daily 130.00	6 Daily 150.00	150.00

PROGRAMMES					
No. of Broadcasts	1/52	53/156	157/1039	20/week	20/week
4.00	6.00	5.00	4.25	4.00	3.25
SPOTS - 1 min. - 150 words	6.00	5.00	4.25	4.00	3.25
FLASHES - 20 secs. - 45 words	5.00	4.00	3.50	3.25	3.25
WEATHER FORECASTS	7.50	6.50	5.75	—	—
TIDE TIMES	2.25	2.25	2.25	2.00	2.00
TIME SIGS. OR S. BREAKS	2.25	2.25	2.25	2.00	2.00
RATES PER MONTH FOR TIME SIGNALS OR S. BREAKS	3 Daily 100.00	4 Daily 130.00	5 Daily 150.00	6 Daily 165.00	165.00

CO-OPERATIVE ADVERTISING AND PRODUCTION SERVICE
 Spots - Flashes - Weather, Service charge . . . 50c. 5-minute programs . . . \$4.00.
 . . . \$2.00. 10-minute program . . . \$3.00. 15-minute programs . . . \$4.00.
 30-minute programs . . . \$5.00.

Complete Coverage - THREE STATION RATES - Class "A"



GULF OF ST. LAWRENCE

MAGDALEN ISLANDS

KINGS

SOURIS

GEORGETOWN

MURRAY'S HARBOUR

PICTOU

TRENTON

NEW GLASGOW

STELLARTON

WESTVILLE

PICTOU

ANTIGONISH

ANTIGONISH

GUYSBOROUGH

GUYSBOROUGH

CANSO

INVERNESS

PORT HOOD

PORT HAWKESBURY

RICHMOND

ST. PETERS

VICTORIA

SYDNEY MINES

NORTH SYDNEY

SYDNEY

NEW WATERFORD

DOMINION

GLACE BAY

CAPE BRETON

LOUISBURG

ATLANTIC OCEAN

CJCB RADIO
SYDNEY

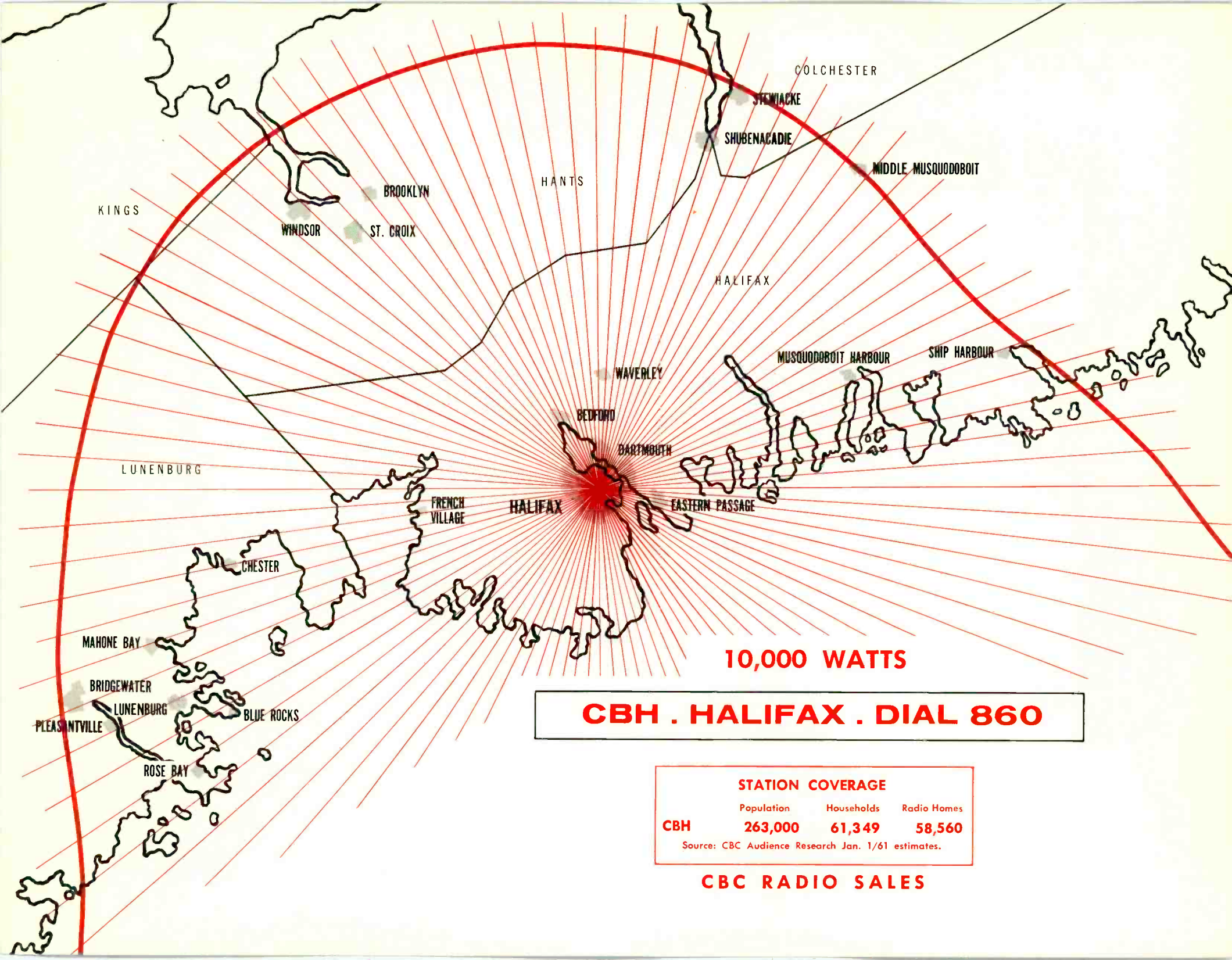
NOVA SCOTIA

10,000 WATTS — 1270 KC.

0.5 M V DAYTIME CONTOUR



NOTE — CJCB FIELD-STRENGTH SIGNAL SHOWS EXCELLENT COVERAGE OF THE EASTERN HALF OF NEWFOUNDLAND



10,000 WATTS

CBH . HALIFAX . DIAL 860

STATION COVERAGE			
	Population	Households	Radio Homes
CBH	263,000	61,349	58,560

Source: CBC Audience Research Jan. 1/61 estimates.

CBC RADIO SALES