

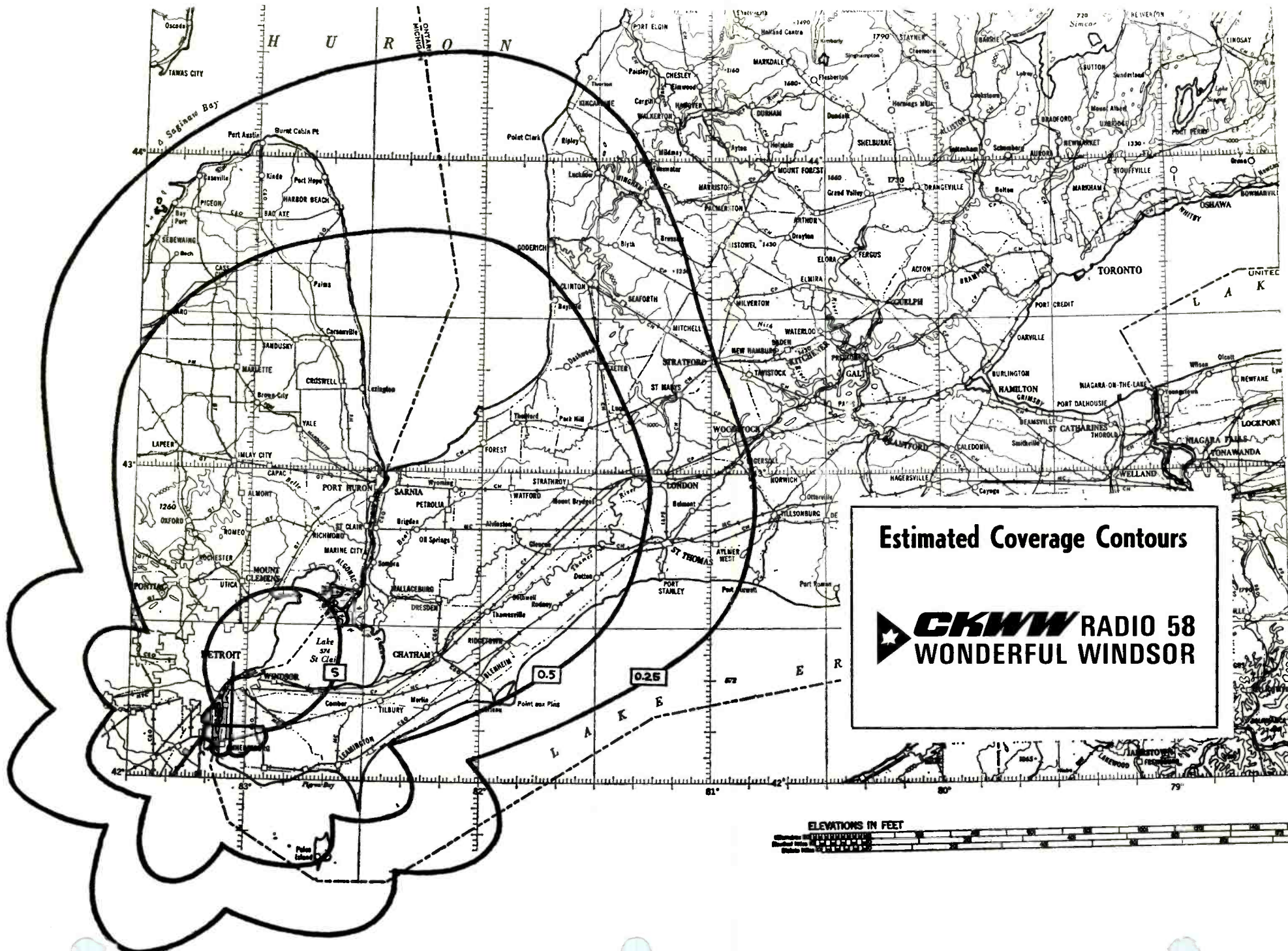


AN ALL-CANADA RADIO COVERAGE MAP

**CKOC RADIO**

**HAMILTON**  
ONTARIO

5,000 WATTS — 1150 KC.  
0.5 M/V DAYTIME CONTOUR



**Estimated Coverage Contours**

**CKWW RADIO 58**  
**WONDERFUL WINDSOR**

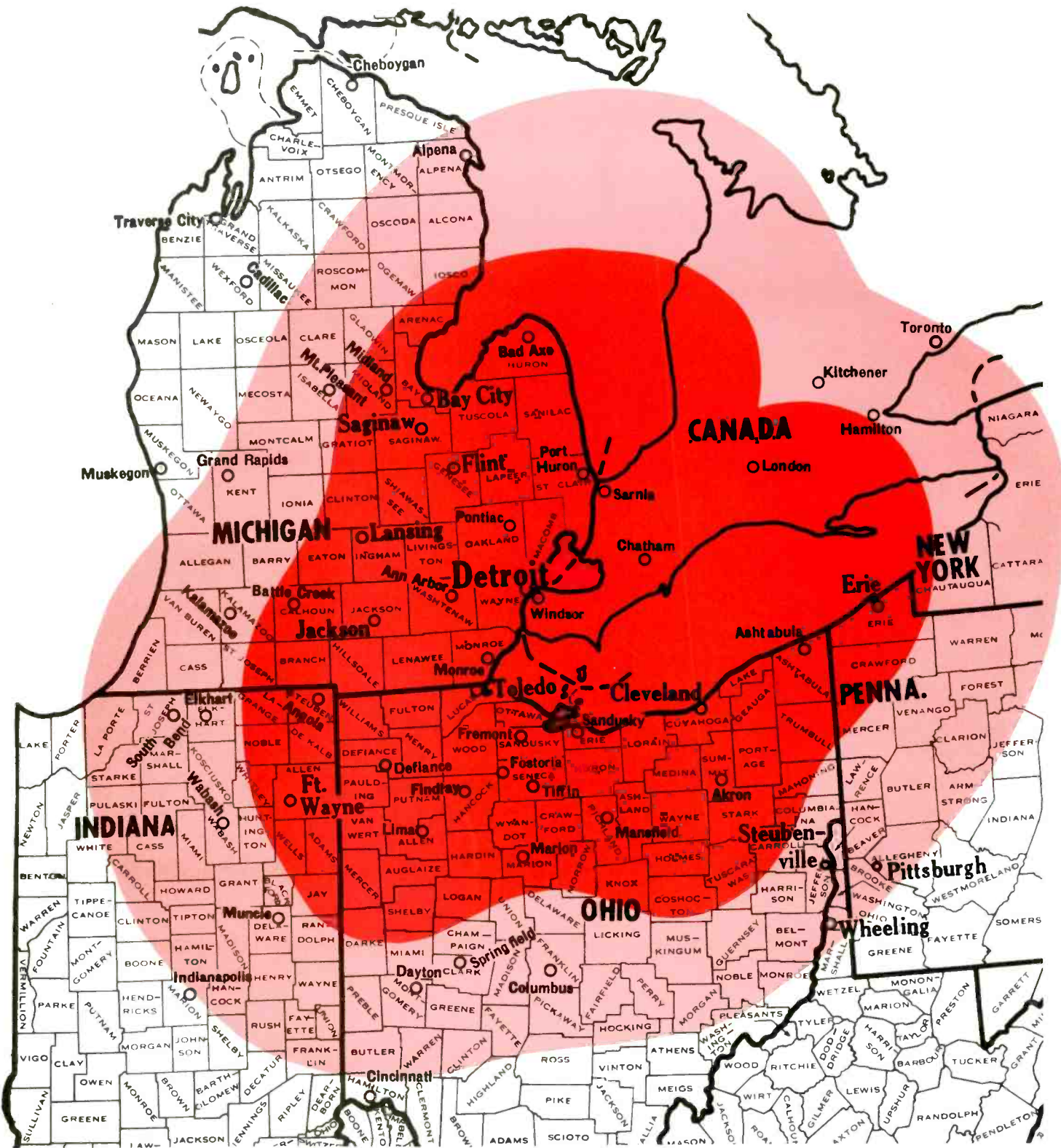
**ELEVATIONS IN FEET**

Contour Interval: 100 Feet  
 Contour Lines: 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000, 1100, 1200, 1300, 1400, 1500, 1600, 1700, 1800, 1900, 2000, 2100, 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900, 3000, 3100, 3200, 3300, 3400, 3500, 3600, 3700, 3800, 3900, 4000, 4100, 4200, 4300, 4400, 4500, 4600, 4700, 4800, 4900, 5000, 5100, 5200, 5300, 5400, 5500, 5600, 5700, 5800, 5900, 6000, 6100, 6200, 6300, 6400, 6500, 6600, 6700, 6800, 6900, 7000, 7100, 7200, 7300, 7400, 7500, 7600, 7700, 7800, 7900, 8000, 8100, 8200, 8300, 8400, 8500, 8600, 8700, 8800, 8900, 9000, 9100, 9200, 9300, 9400, 9500, 9600, 9700, 9800, 9900, 10000

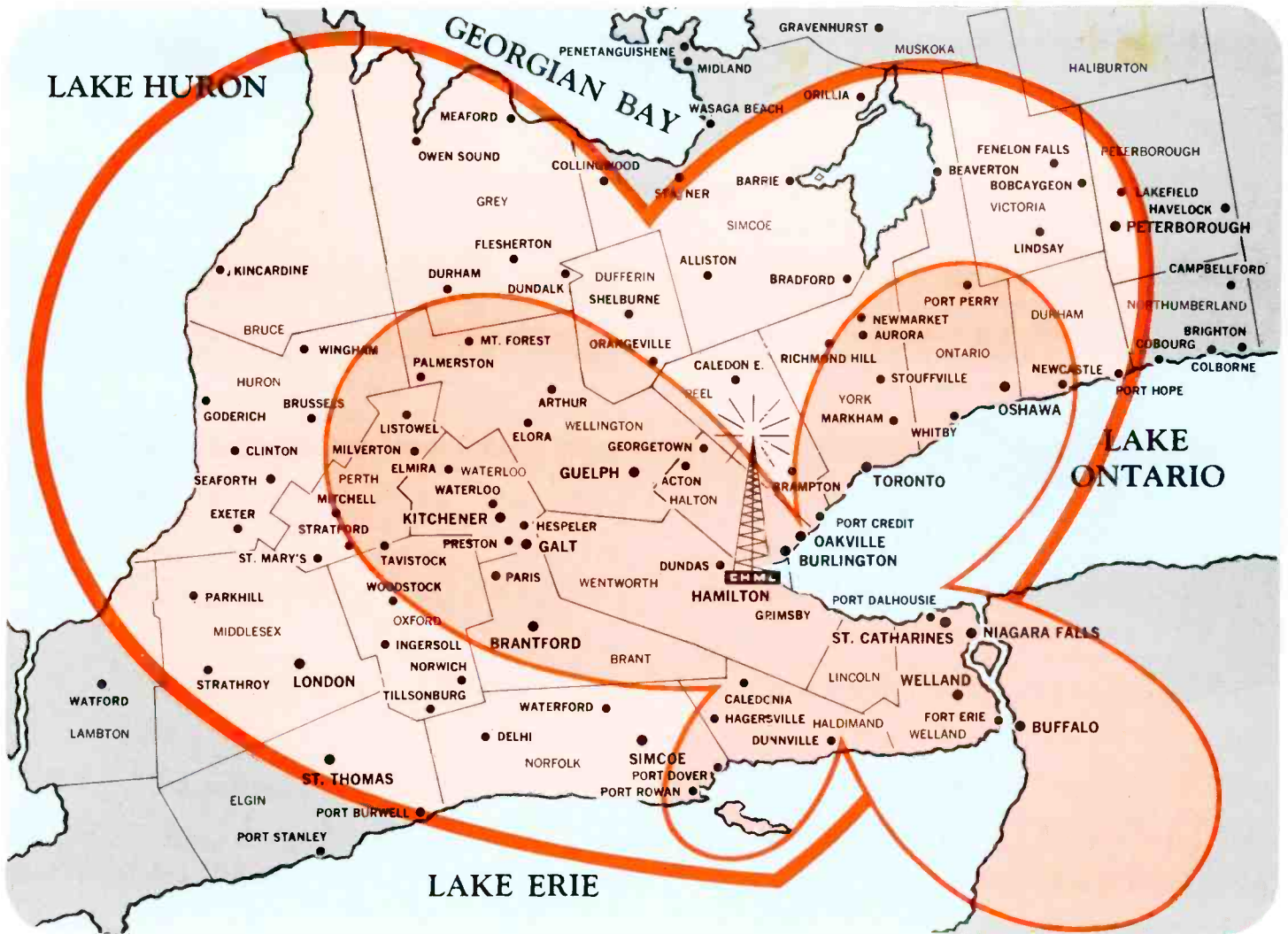


50,000 WATTS FULL TIME

800 KC



# 900 CHML coverage map



By actual survey, CHML covers over 50 Cities and Towns in 27 Counties with a combined population of over 5,000,000.

*Dominating Megalopolis West*

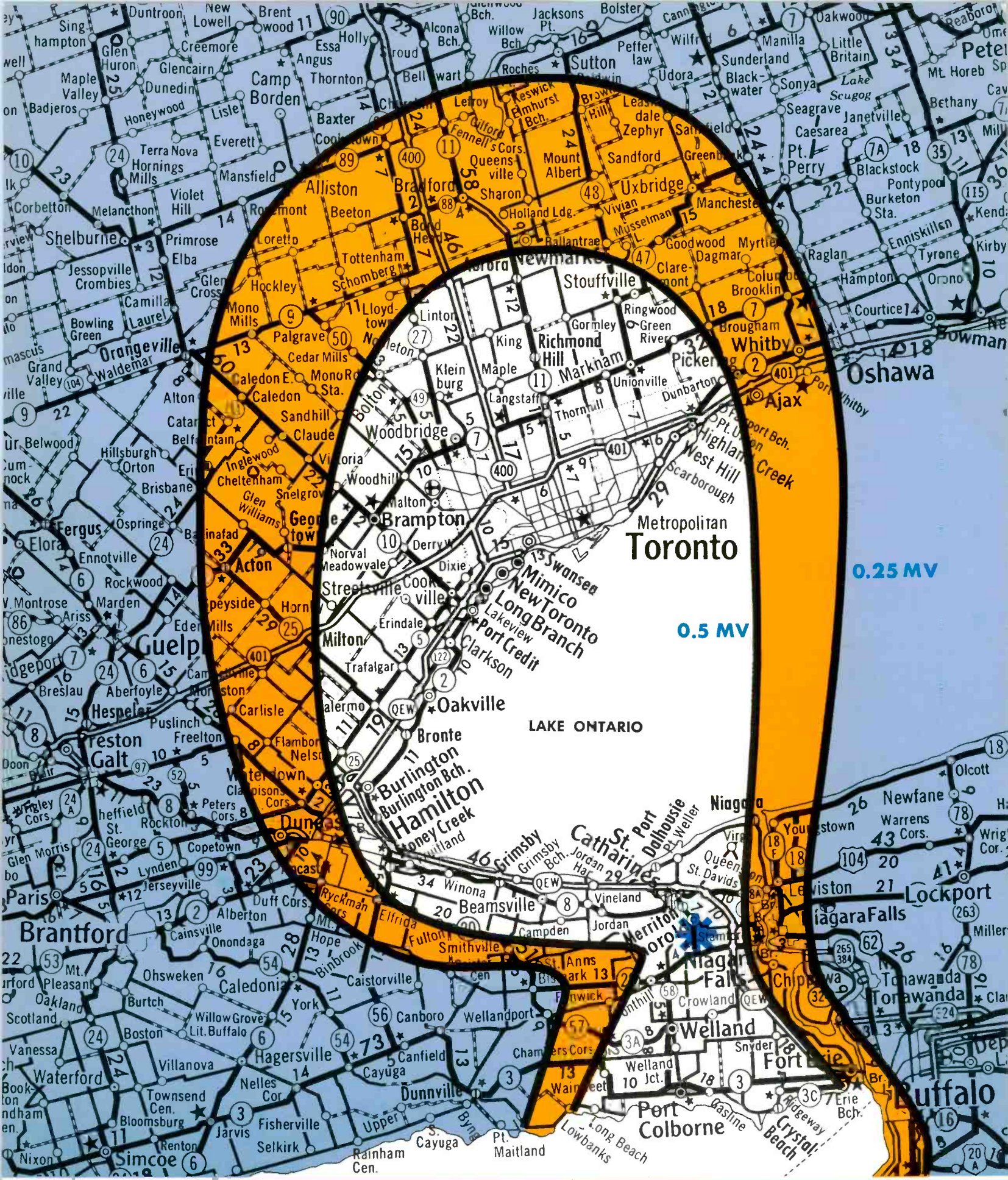
## 900 CHML

HAMILTON, ONTARIO  
CANADA

**5000 WATTS — 24 HOURS A DAY**



REPRESENTED BY:  
STANDARD BROADCAST SALES LIMITED /  
TORONTO AND MONTREAL  
WESTERN BROADCAST SALES LTD. /  
WESTERN CANADA  
CANADIAN STANDARD BROADCAST SALES  
INC. / U.S.A.



0.25 MV

0.5 MV

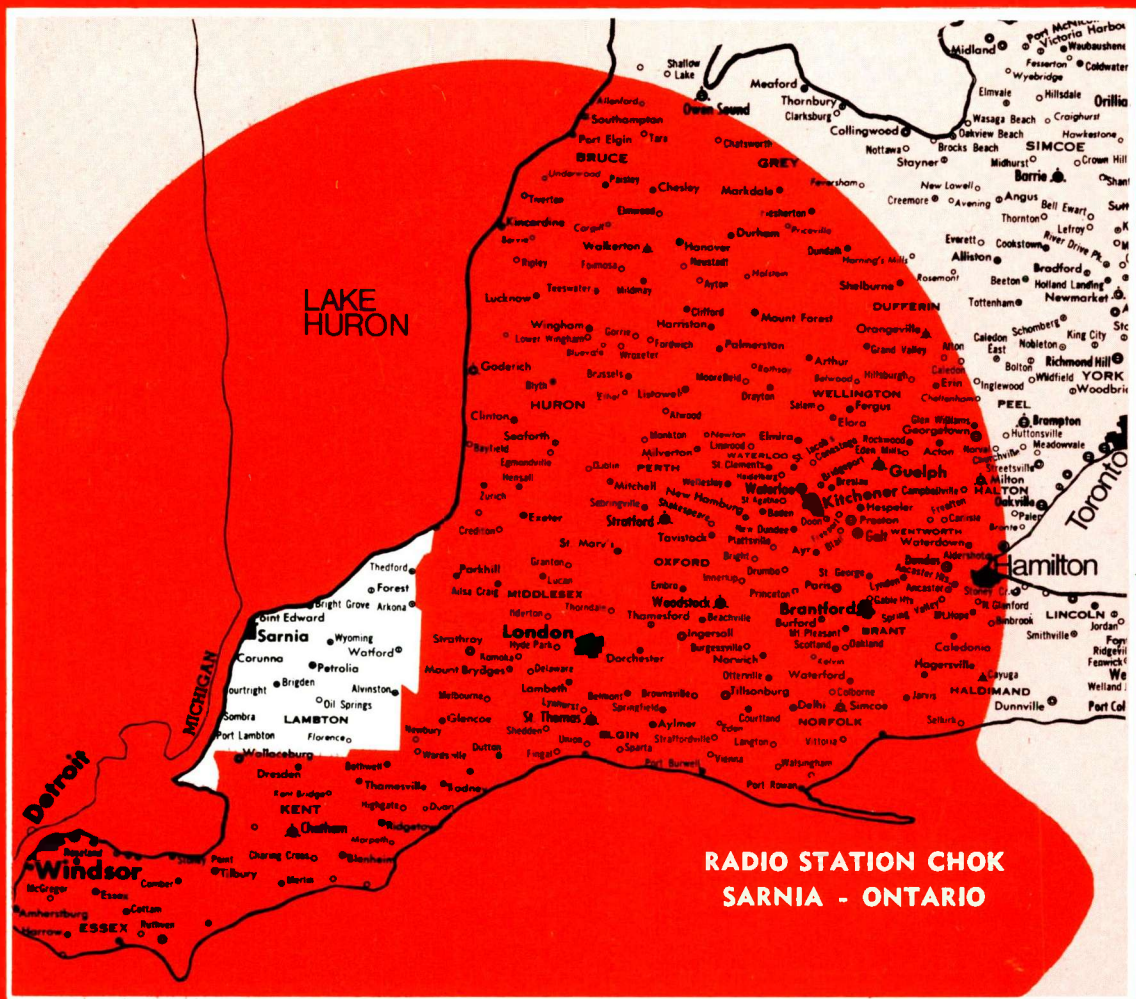
**RADIO STATION** **CHSC** **ST. CATHARINES, ONTARIO**  
**1220 K.C. - 1000 WATTS**

# OK RADIO 1070



10,000  
Watts

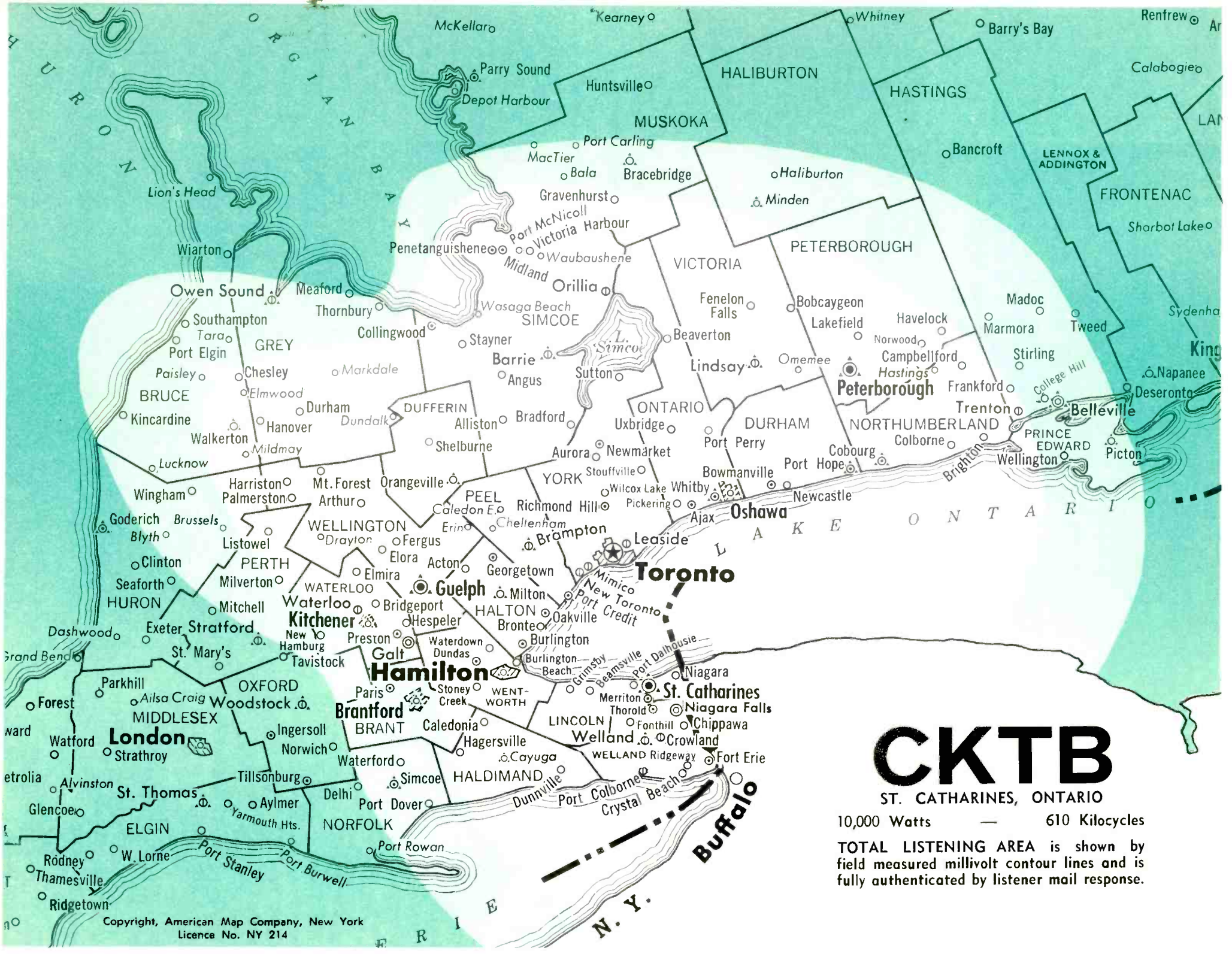
24 Hours  
Daily



## SARNIA BROADCASTING (1964) LTD.

PHONE 344-1121  
P.O. BOX 1070

148½ N. FRONT ST.  
SARNIA, ONTARIO

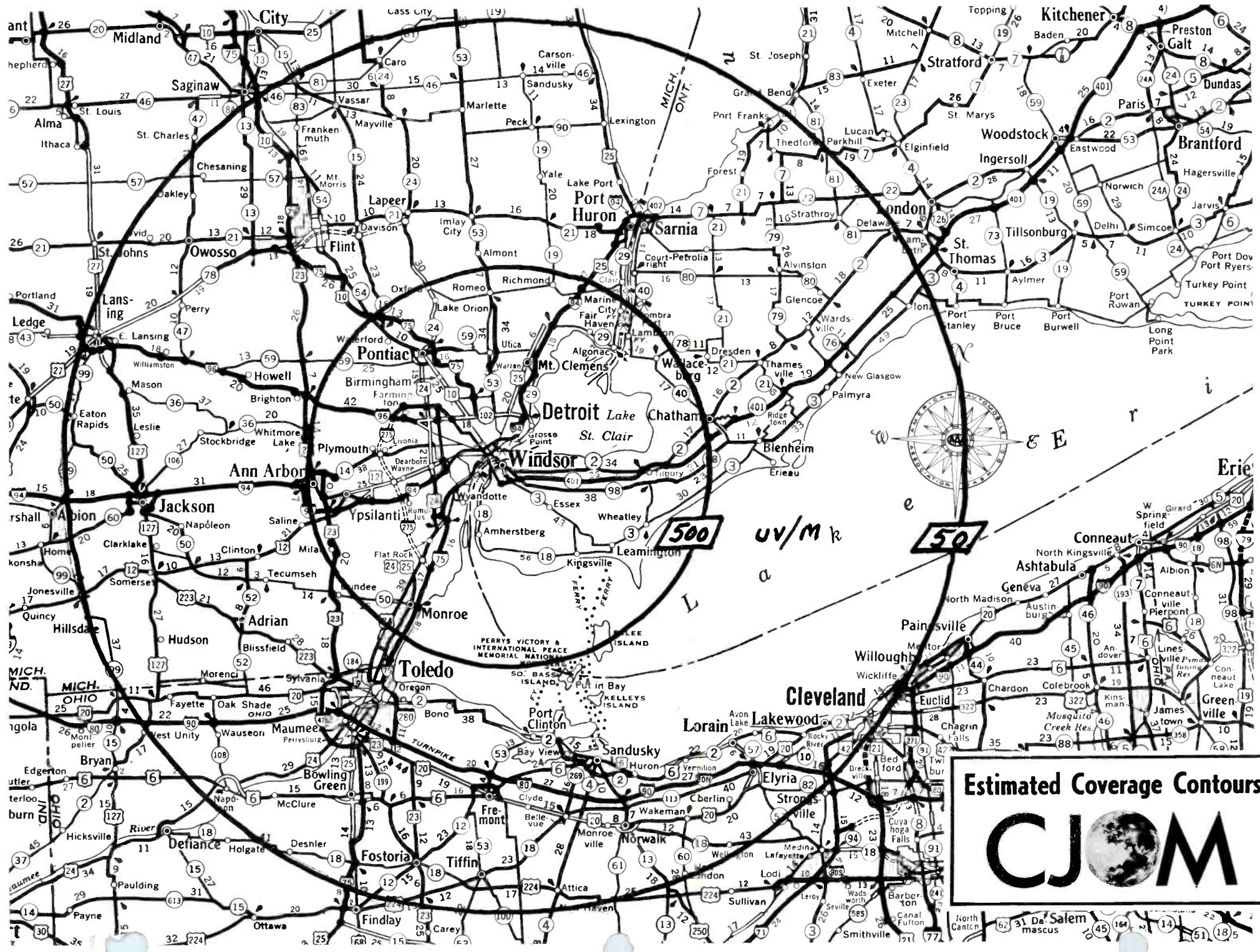


# CKTB

ST. CATHARINES, ONTARIO

10,000 Watts — 610 Kilocycles

TOTAL LISTENING AREA is shown by field measured millivolt contour lines and is fully authenticated by listener mail response.



**Estimated Coverage Contours**

**CJOM**

North Canton 62 31 Da' Salem 45 164 14 18 5



RATE CARD No. 15  
EFFECTIVE: DECEMBER 1, 1968



"A SINGLE RATE CARD STATION"

**National Representatives**

Canada:  
 Toronto — Radio & Television Sales Inc. 416-924-4477  
 Montreal — Radio & Television Sales Inc. 514-849-1131

U.S.A.:  
 Chicago Weed & Company 312-943-6785  
 New York Weed & Company 212-686-8970  
 Beverley Hills Weed & Company 213-652-1313  
 And other major U.S. Cities

Memberships: C.A.B., C.C.B.A., R.S.B., B.B.M.

# ST. THOMAS

ONTARIO

**1570** 10,000 WATTS  
**CH10** 24 HOURS DAILY

LONDON—ST. THOMAS

### Announcement Rates \*

No time classifications; specify desired times

60 sec.	30 sec.	15 sec.
\$20.00	\$15.00	\$12.00

### Saturation Rates \*

R.O.S. 7:00 A.M. to 7:00 P.M.

	10 per week	20 per week	30 per week or more
60 seconds .....	\$15.00	\$13.00	\$10.00
30 seconds .....	12.00	10.00	9.00
15 seconds .....	7.00	6.00	5.00

### 24 Hour R.O.S. Package Plan

40-30's @ \$6.00 each total \$240.00. All units must be used in 30 days.  
 40-15's @ \$4.00 each total \$160.00. All units must be used in 30 days.

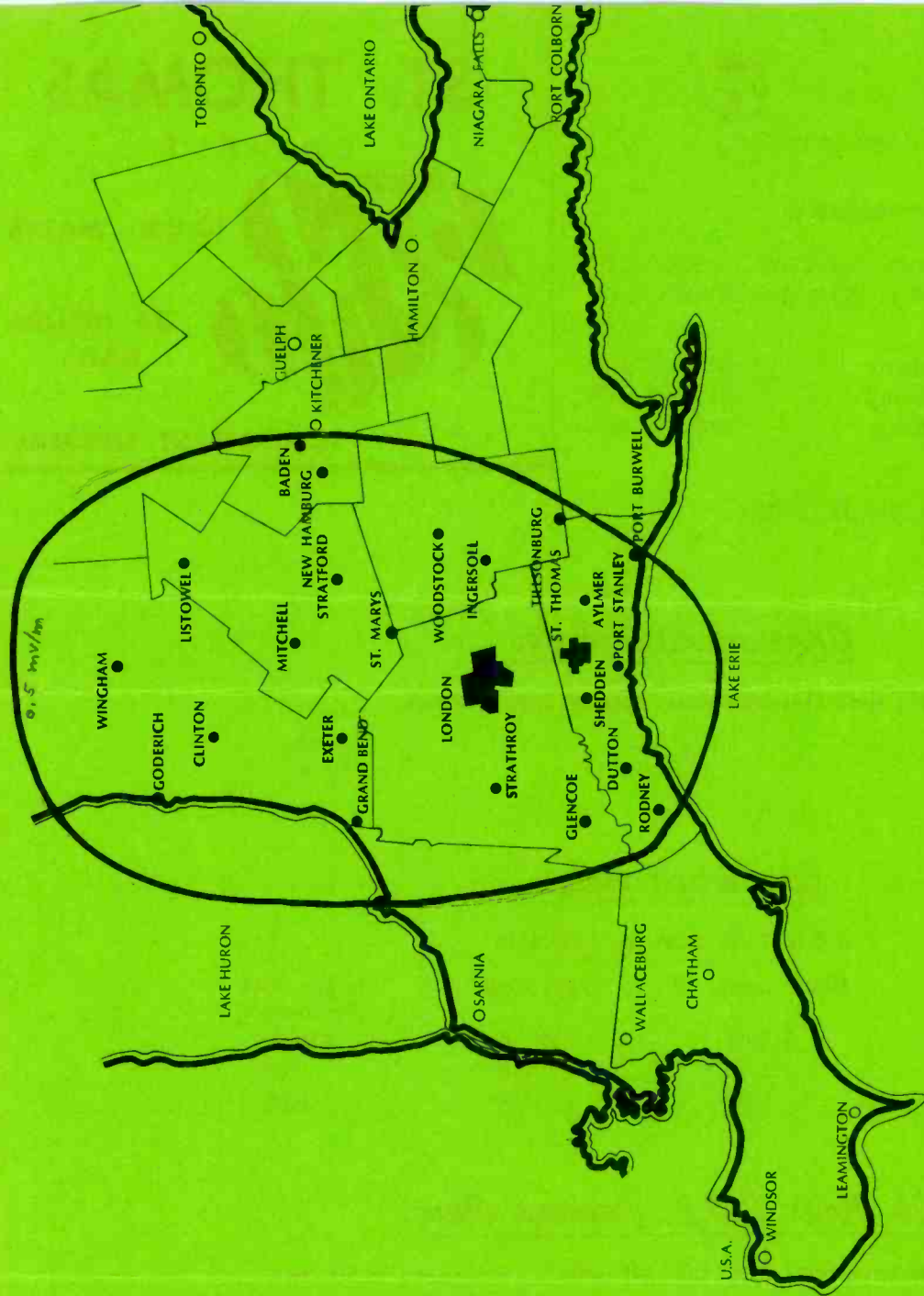
### Bulk Rates \*

ROS: Must be used within one year.  
 500 occasions; one half top rate.  
 1,000 occasions; one third top rate.

\* No retroactive discounts

### Program Rates

	1 time	52 times	312 times or more
15 minutes .....	\$45.00	\$40.00	\$35.00
30 minutes .....	85.00	60.00	50.00

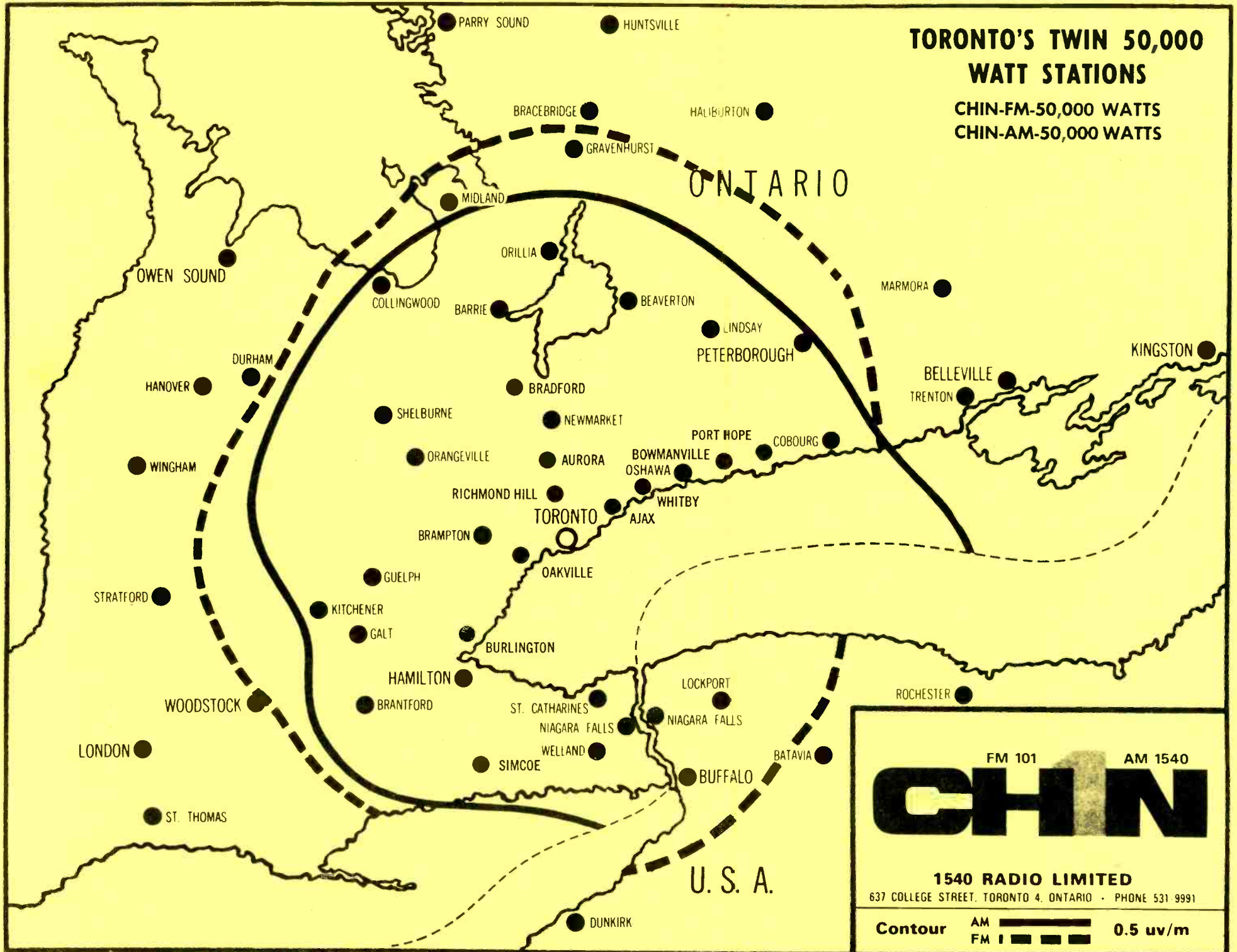


# 101.5 COVERAGE

SOUWESTO BROADCASTERS LIMITED 133 CURTIS ST., ST. THOMAS, ONTARIO, 519-631-3910/LONDON 519-432-2286.

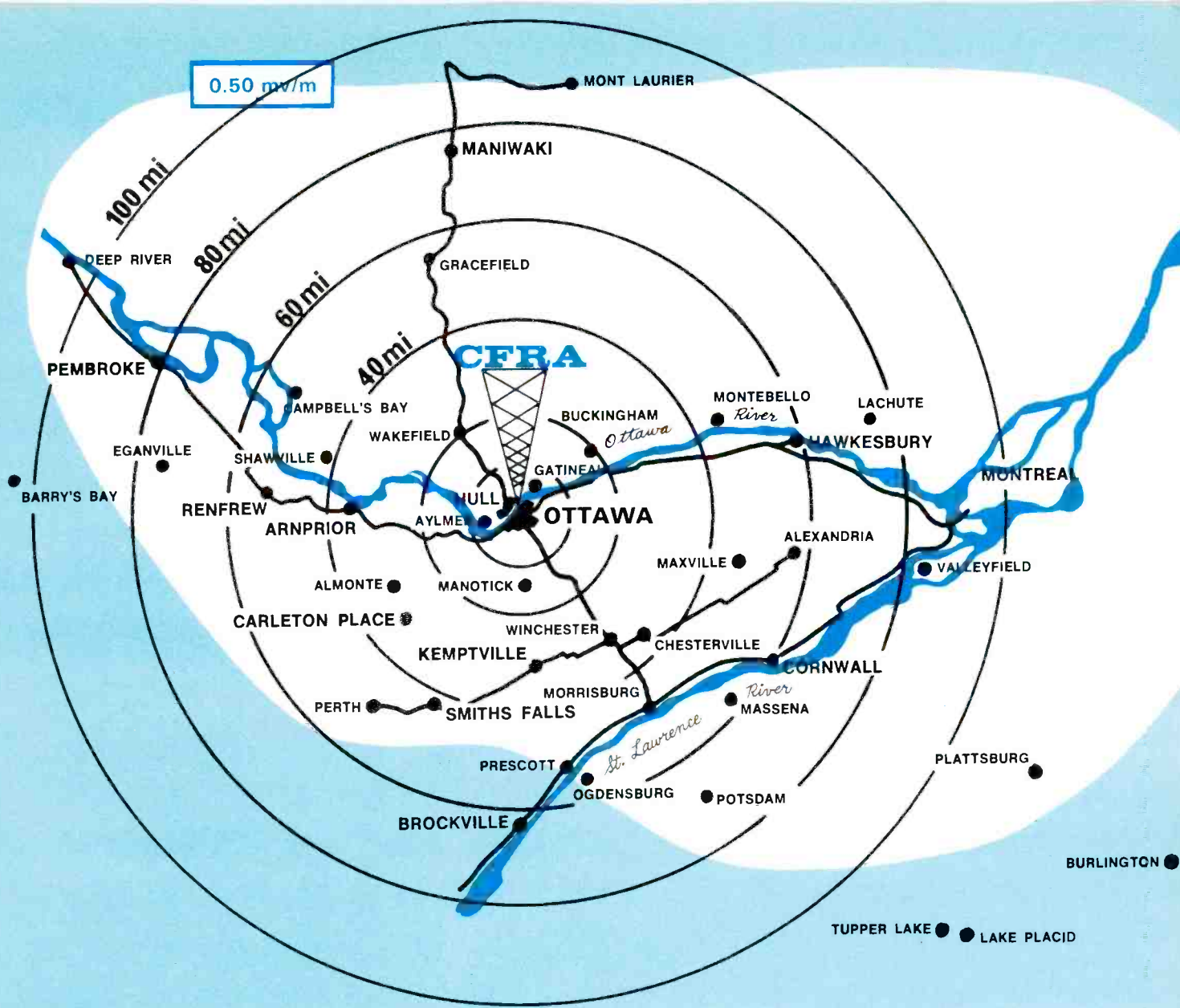
# TORONTO'S TWIN 50,000 WATT STATIONS

CHIN-FM-50,000 WATTS  
CHIN-AM-50,000 WATTS



FM 101 AM 1540  
**CHIN**

**1540 RADIO LIMITED**  
637 COLLEGE STREET, TORONTO 4, ONTARIO - PHONE 531-9991



# CFRA 1st Choice in the NATIONAL CAPITAL AREA

## OTTAWA

HIGHEST per family INCOME of the Canadian Major Markets.

HIGHEST per capita EARNING and SPENDING ratios in Canada.

### MARKETING STATISTICS

	D.B.S. METRO AREA	RETAIL TRADING ZONE
POPULATION	* 494,535	862,000 (est. D.B.S.)
RETAIL SALES VALUE	\$580,700,000 (11% above National average)	
OTTAWA BUILDING PERMITS	\$105,436,921 (1963)	\$107,246,126 (1965)
	\$106,662,935 (1964)	\$127,435,060 (1966)

\* FIFTH LARGEST IN CANADA — SECOND LARGEST IN ONTARIO  
 SOURCES: DOMINION BUREAU OF STATISTICS — OTTAWA CITY HALL (ASSESSMENT DEPT.)

## CFRA

50,000 WATTS 580KHz

# Ottawa's Salesmanship Station

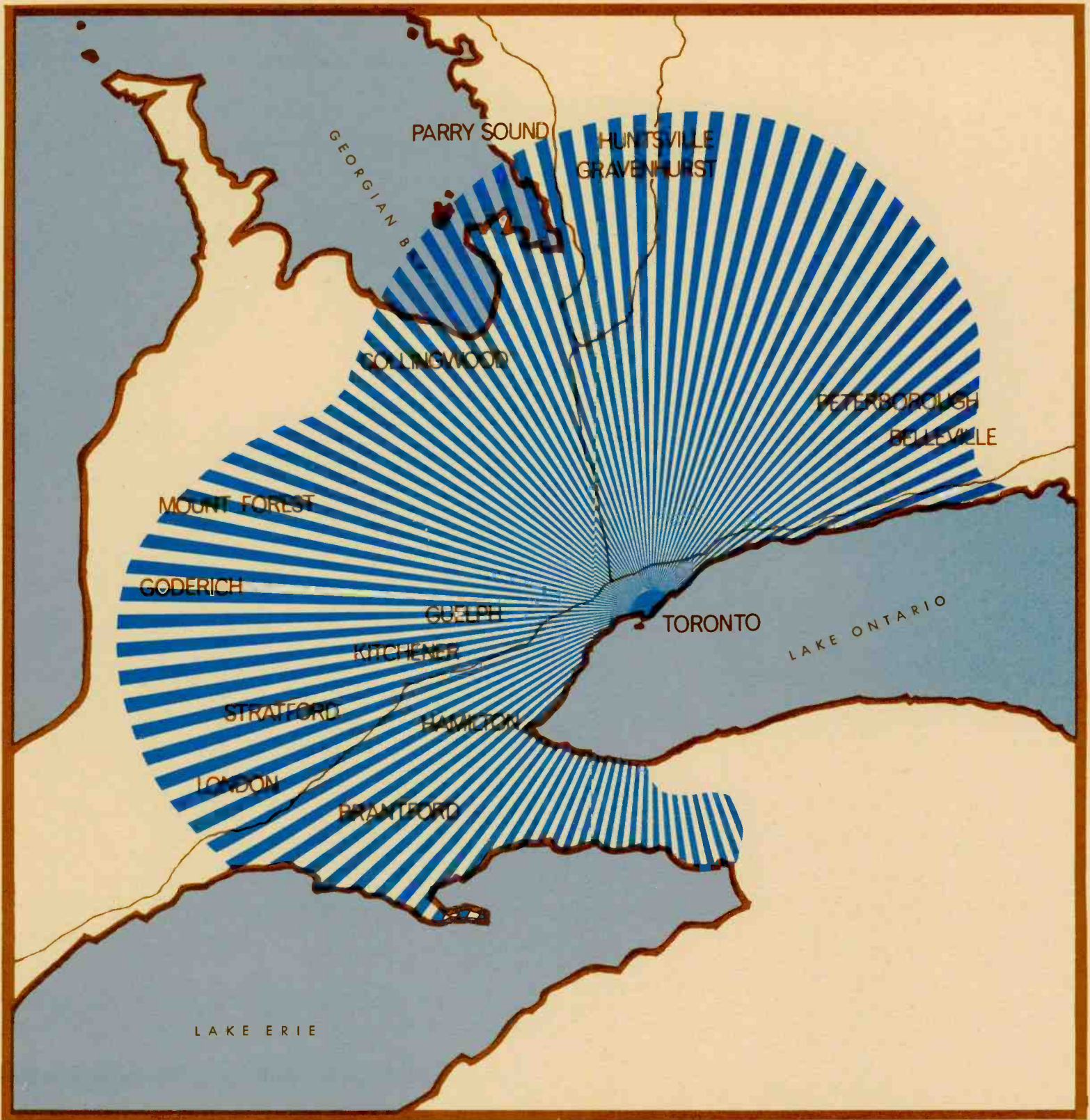
also  
operating

Ottawa's only

**Fine Music** stereo Station

# CFMO/FM

146,000 WATTS 93.9 MHz

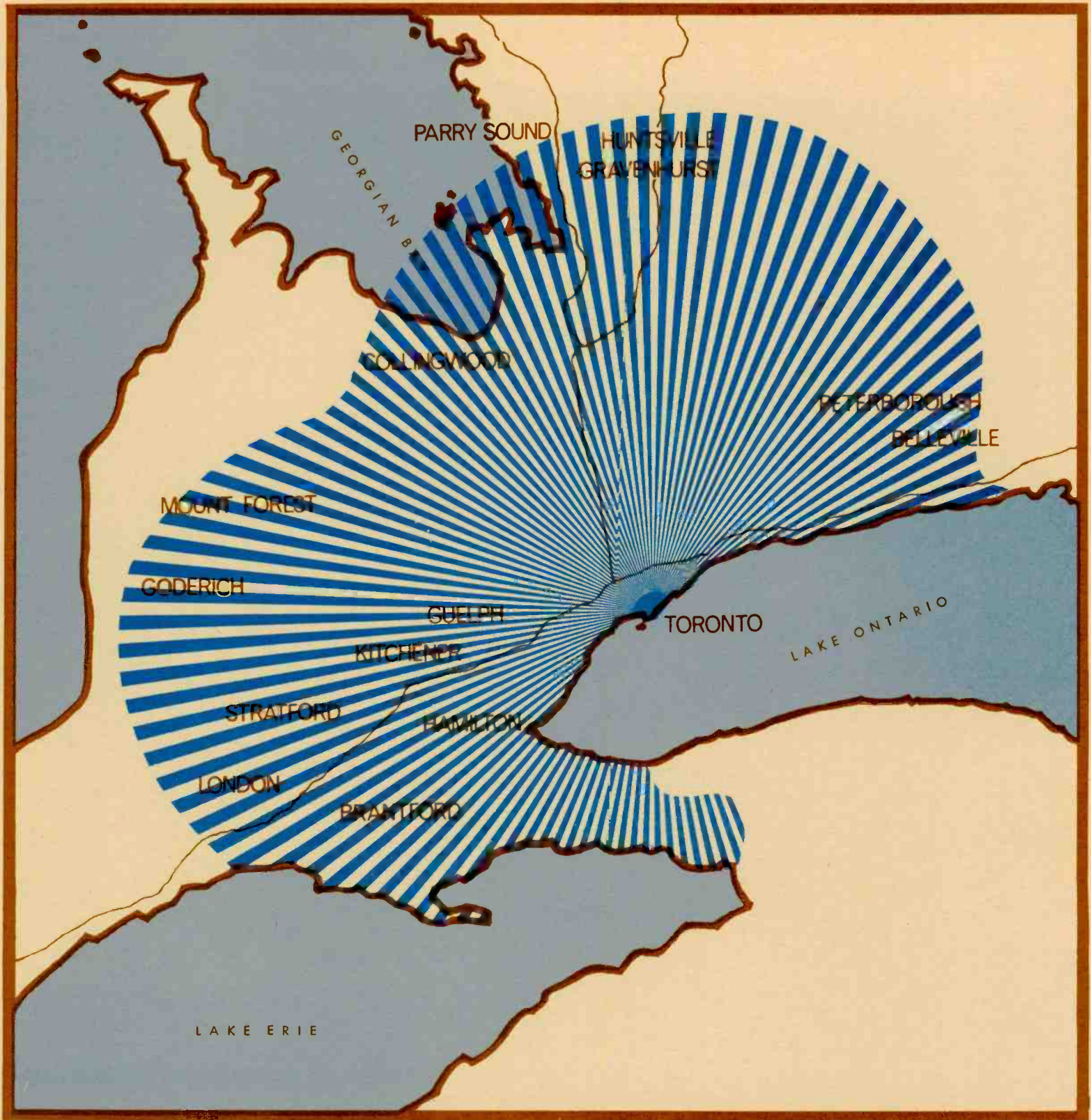


# CFTR

(10,000 SHOWN)

**680 Kilohertz-10,000 Day/25,000 Night Watts**

*Rogers Broadcasting Limited*



# CFTR

(10,000 SHOWN)

**680 Kilohertz-10,000 Day/25,000 Night Watts**

*Rogers Broadcasting Limited*

**STEREO**

**CHSC**

RADIO STATION CHSC LIMITED, BOX 1220, 36 QUEENSTON ST., ST. CATHARINES, ONTARIO, 416-682-6691

AM 1220 KC — 1000 WATTS ● FM 105.7 MCS. — 50,000 WATTS STEREO



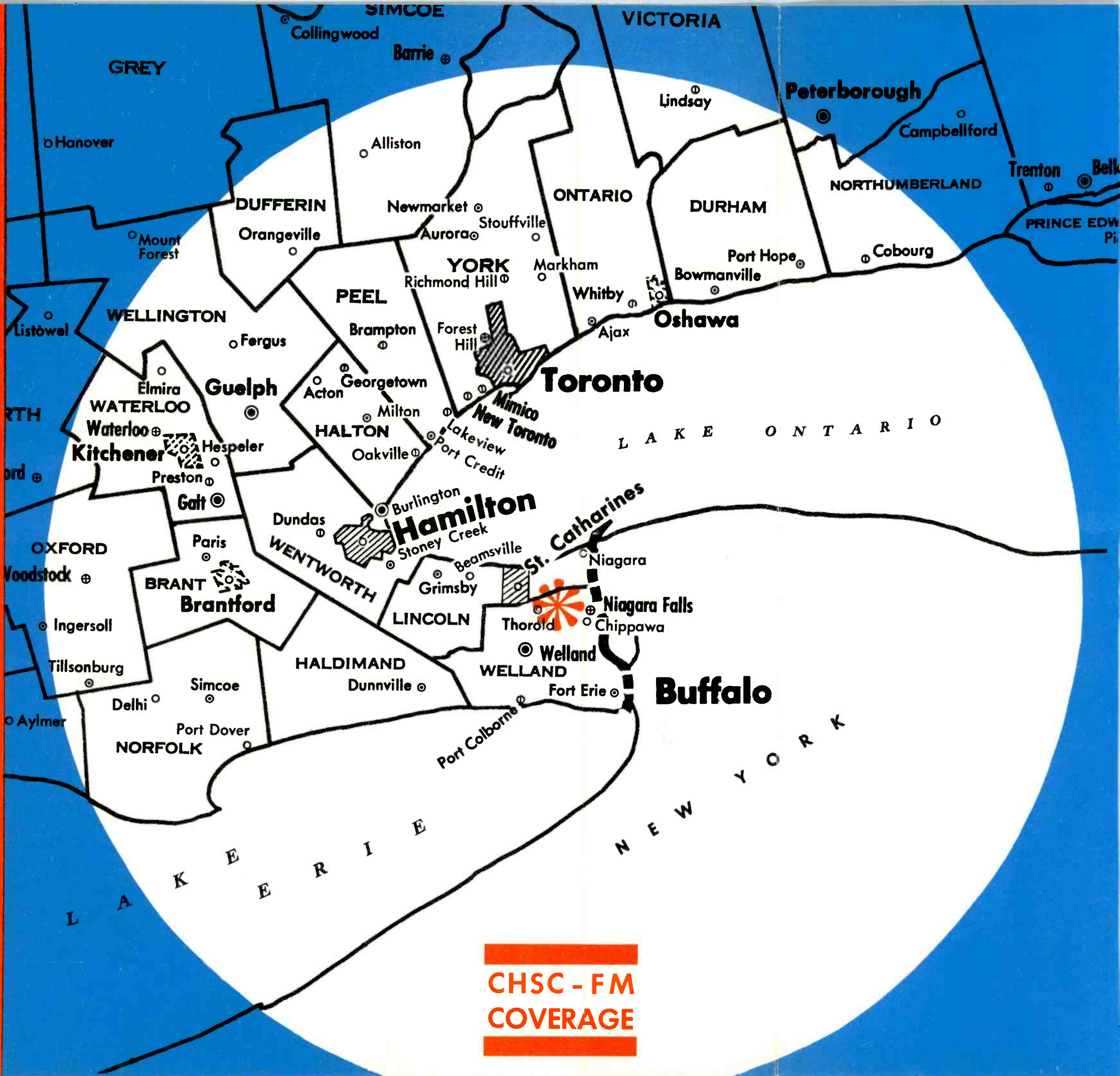
**Toronto**

**Hamilton**

**CHSC-AM  
COVERAGE**

**Buffa**



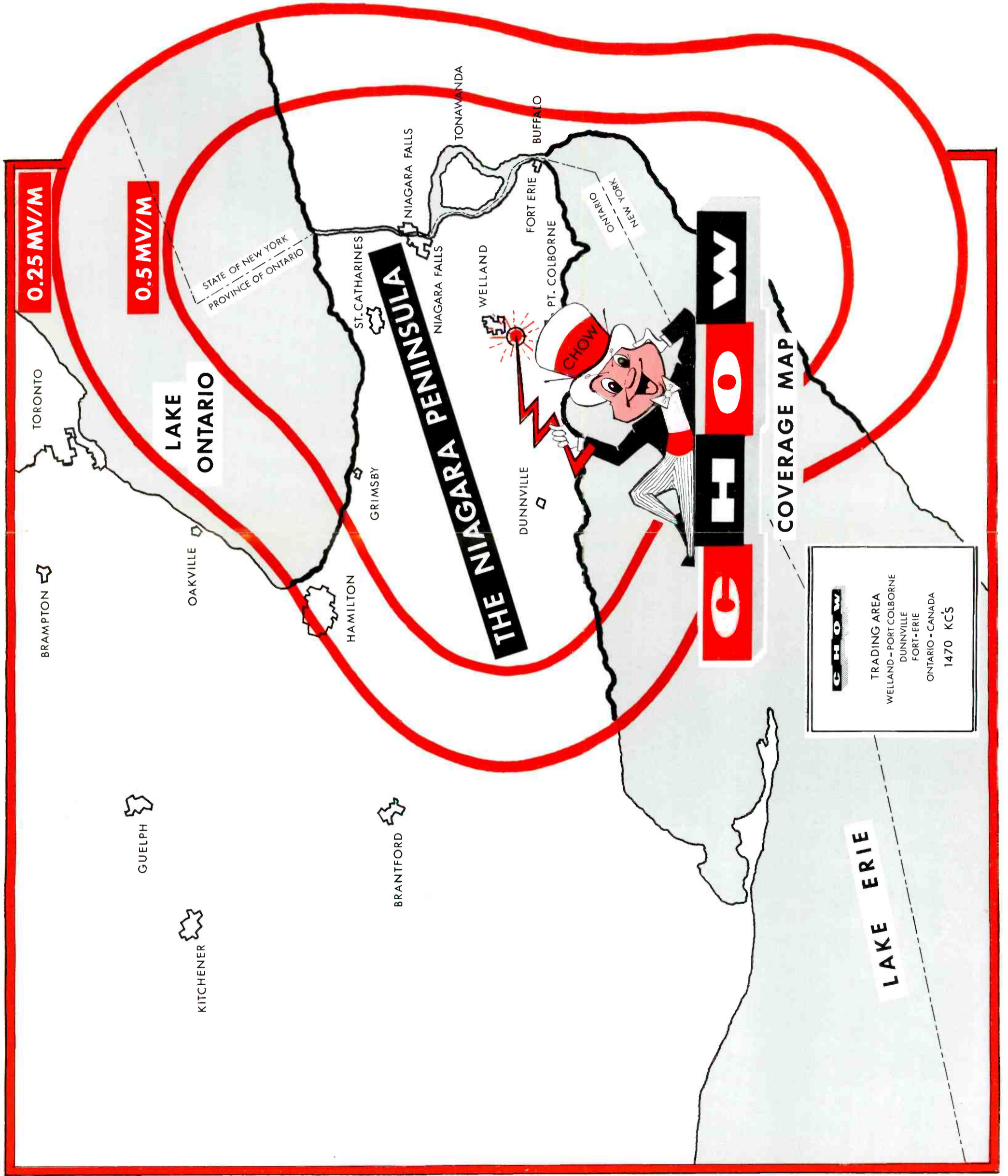


**CHSC - FM  
COVERAGE**



Radio Station CHSC LIMITED  
pledges a sincere and conscientious  
responsibility to the radio listeners  
for the dissemination of information  
and news, the supply of entertain-  
ment varied to meet the various  
tastes of listeners, and the necessity  
of ethical business standards in  
dealing with advertisers and their  
agencies.

- *INFORMATION*
- *ENTERTAINMENT*
- *PUBLIC SERVICE*



0.25 MV/M

0.5 MV/M

LAKE ONTARIO

THE NIAGARA PENINSULA

COVERAGE MAP

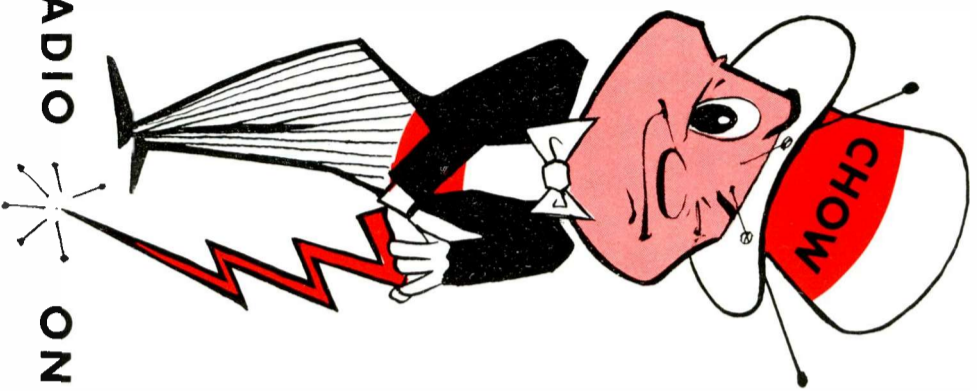
**CHOW**  
 TRADING AREA  
 WELAND - PORT COLBORNE  
 DUNNVILLE  
 FORT-ERIE  
 ONTARIO - CANADA  
 1470 KCS

LAKE ERIE

RADIO STATION



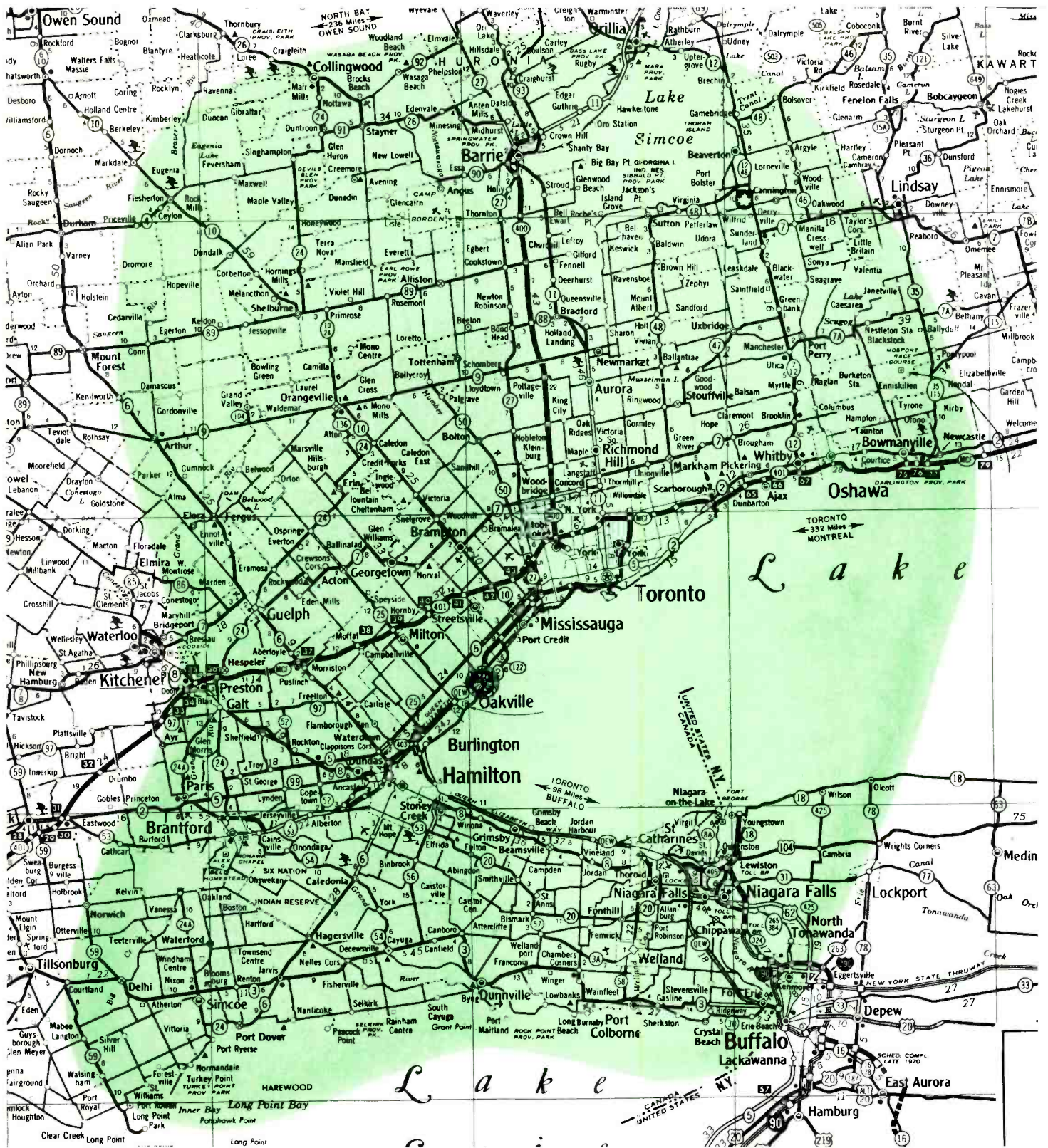
WELLAND - PORT COLBORNE  
ONTARIO



RADIO ONE  
FULL COVERAGE

IN THE NIAGARA PENINSULA

BUSINESS OFFICE AND STUDIOS LOCATED ON FORKES RD.,  
WELLAND, ONTARIO, CANADA.  
TELEPHONE : [REDACTED] 416-732-4433



**WATTS UP AT CHWO 1250 RADIO**  
**TEN THOUSAND WATTS**

# 1490 CHYM

KITCHENER • WATERLOO

## KITCHENER-WATERLOO —

### CANADA'S 12TH LARGEST MARKET

1. Metro Area Population . . . . . 223,000
2. Metro Area of Radio Homes . . . . . 54,380
3. Station's Coverage Population . . . . . 370,230
4. Station's Coverage Area Number of Radio Homes . . . . . 103,160
5. Yearly Retail Sales . . . . . 288,000,000

## GREATLAKES BROADCASTING SYSTEM LTD.

305 KING STREET WEST, KITCHENER, ONTARIO

1490 CHYM • KITCHENER, ONTARIO

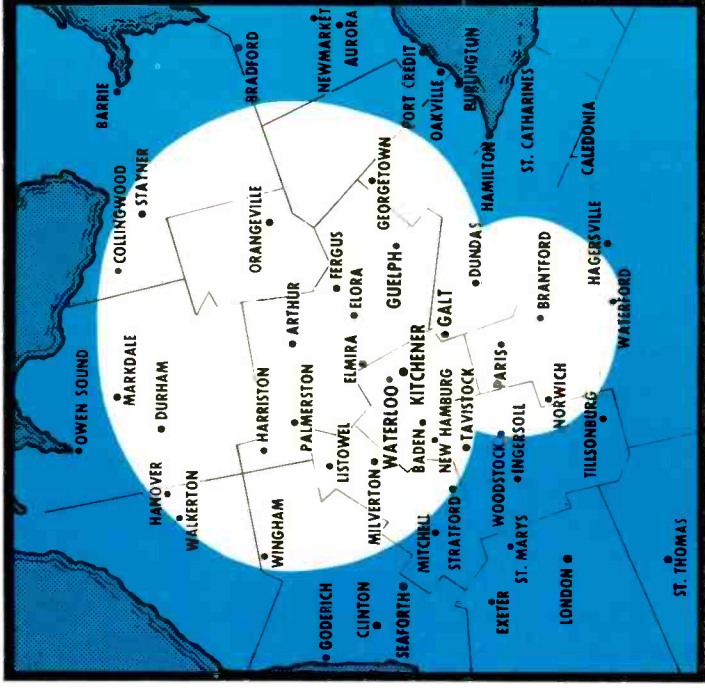
630 CFCO • CHATHAM, ONTARIO

### National Representatives

PAUL MULVIHILL AND CO. LIMITED Toronto • Montreal

STEPHENS AND TOWNROW CO. LTD. Vancouver

THE DEVNEY ORGANIZATION INC. New York • Chicago •  
Los Angeles • San Francisco



Rate Card No. 5 Effective April 1st, 1965

SMITHS FALLS  
ONTARIO

**REPRESENTATIVES:**

Paul Mulvihill & Co. Ltd.,  
Toronto & Montreal  
A. J. Messner & Company  
Winnipeg  
The Devney Organization Inc.,  
U.S.A.

10,000 Watts — 630 Kilocycles  
DAY and NIGHT

# CJET

**CLASS "AA"**

9:30 to 9:30 A.M.  
Monday thru Saturday  
Rotation

60 secs. . . . . \$9.00  
30 secs. . . . . 7.00  
15 secs. . . . . 6.00

**ANNOUNCEMENTS**

10 Min. . . . . \$18.00  
5 Min. . . . . 12.00

**PROGRAMS**

10 Min. . . . . \$15.00  
5 Min. . . . . 9.00

**CLASS "A"**

9:30 A.M. to 1:00 P.M.  
5:00 to 7:00 P.M.  
MON. thru SAT.  
ALL Day SUNDAY

60 secs. . . . . \$8.00  
30 secs. . . . . 6.00  
15 secs. . . . . 5.00

10 Min. . . . . \$12.00  
5 Min. . . . . 6.00

**ALL OTHER TIMES**

60 secs. . . . . \$7.00  
30 secs. . . . . 5.00  
15 secs. . . . . 4.00

**SATURATION PLAN**

MONDAY to FRIDAY — 7:00 A.M. to 7:00 P.M.  
25% — Class "AA" 50% — Class "A"  
25% All Other Times

**10 - 20 Per Week**

60 secs. . . . . \$6.00  
30 secs. . . . . 5.00  
15 secs. . . . . 4.00

**1 - 13 Weeks**

\$5.25  
4.25  
3.25

**26 Weeks**

\$4.75  
3.50  
3.00

**52 Weeks**

# CJET

Operating Schedule  
6:00 A.M. to 1:00 A.M.

**WEEK-END SATURATION PLAN**

4:00 P.M. Friday to Midnight Sunday  
Minimum of 10 announcements each  
week-end:  
60 secs. . . . . \$5.00  
30 secs. . . . . 4.00  
15 secs. . . . . 3.00

10,000 WATTS - 630 KILOCYCLES - DAY AND NIGHT



RIDEAU BROADCASTING LIMITED  
SMITHS FALLS, ONTARIO

PAUL MULVIHILL AND CO. LTD.,  
TORONTO & MONTREAL

A. J. MESSNER AND COMPANY  
WINNIPEG

THE DEVNEY ORGANIZATION INC.,  
U.S.A.

STUDIOS AND OFFICES —

NATIONAL REPRESENTATIVES —

The following explanation of signal strengths:  
 5.0 MV/M Class AA Signal Strength  
 0.5 MV/M Class A  
 0.25 MV/M Class B

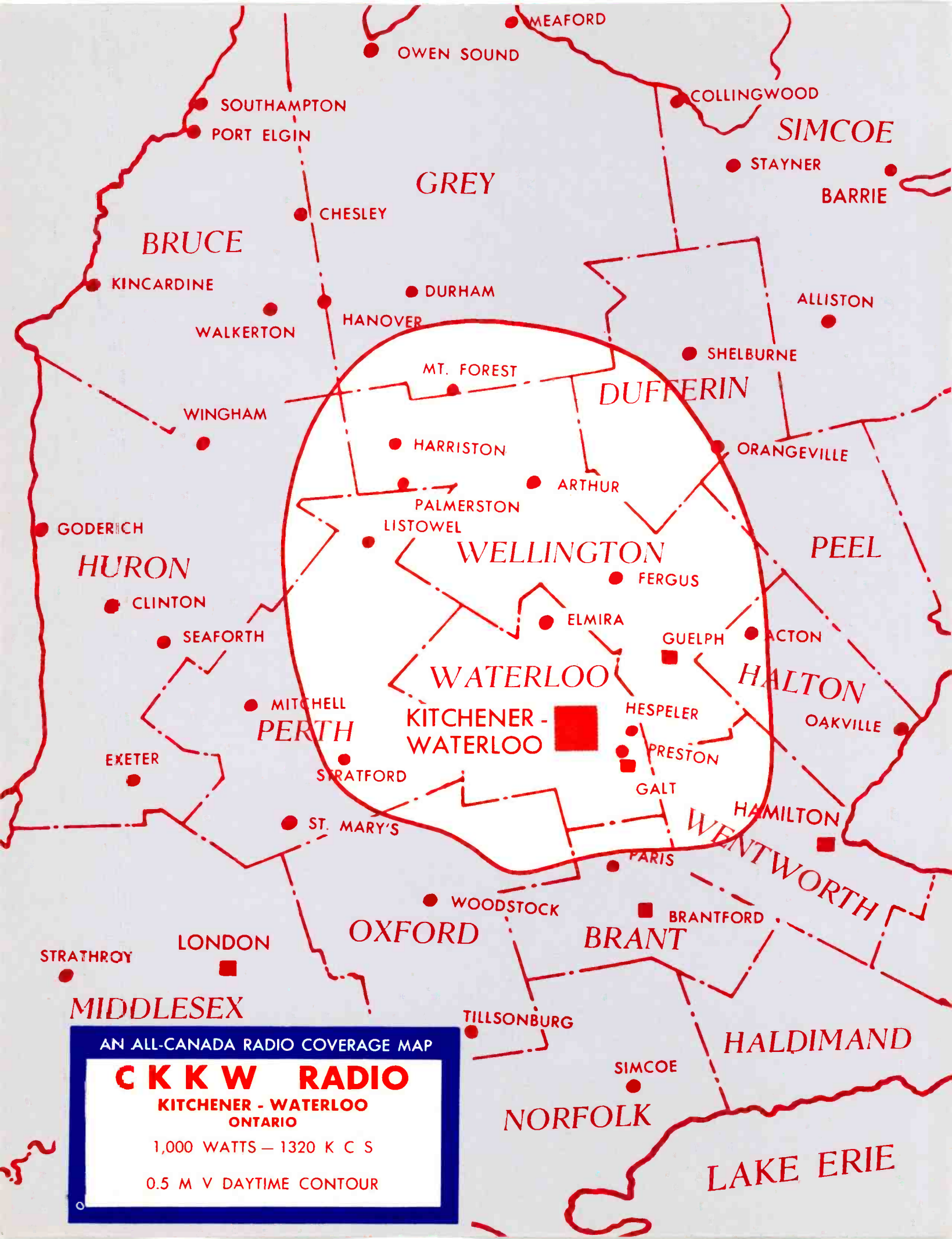


0.25 MV/M

0.5 MV/M

JET





CHAPLEAU

WAWA

# CKCY AM

SAULT STE. MARIE, ONT.

10,000 WATTS DAY

5,000 WATTS NIGHT

920 KCS

MONTREAL RIVER

BATCHAWANA

# 20

ELLIOT LAKE

SAULT STE. MARIE, ONT.

BRUCE MINES

SAULT  
STE. MARIE,  
MICH.

THESSALON

IRON BRIDGE

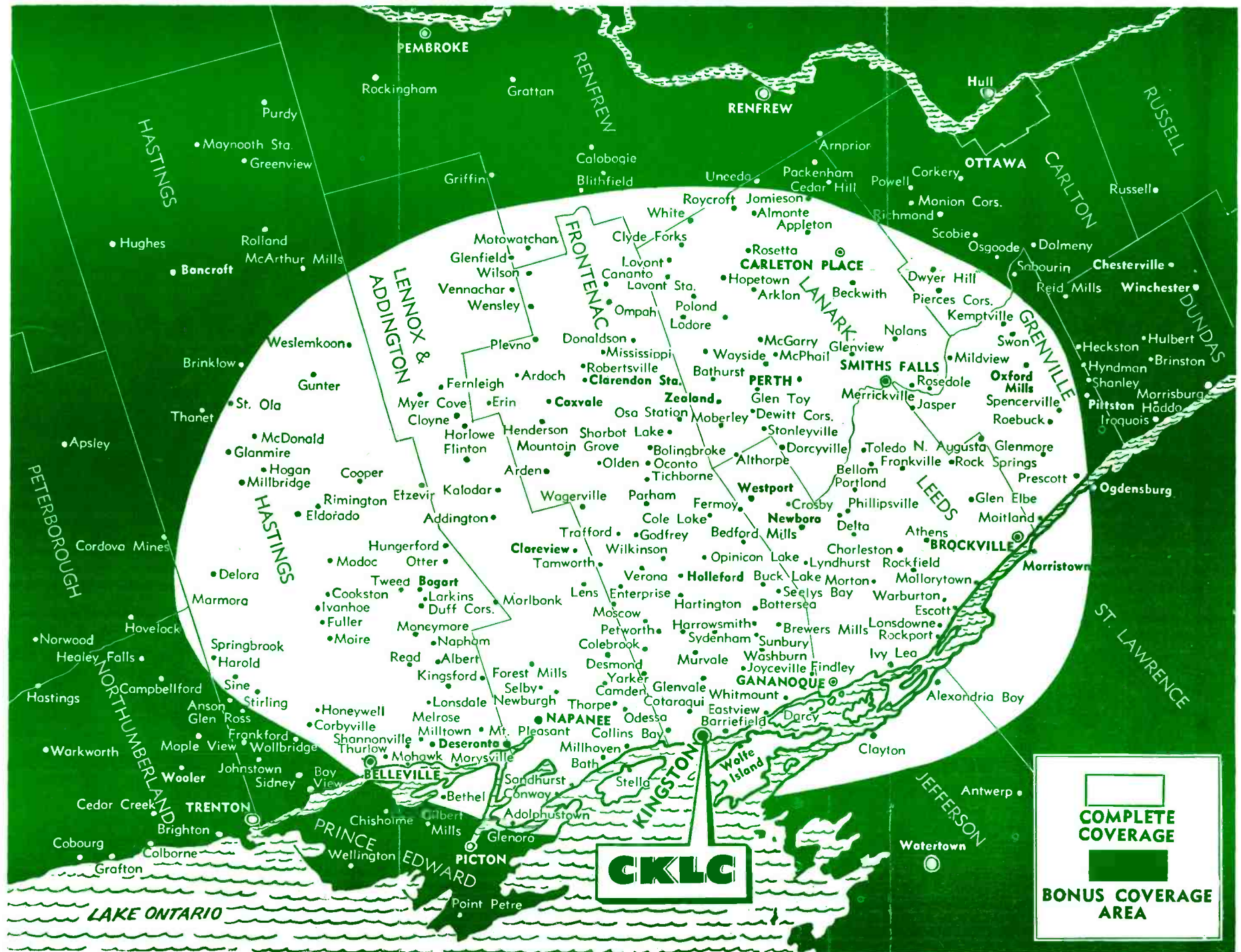
BLIND RIVER

ST. IGNACE

MACKINAW CITY

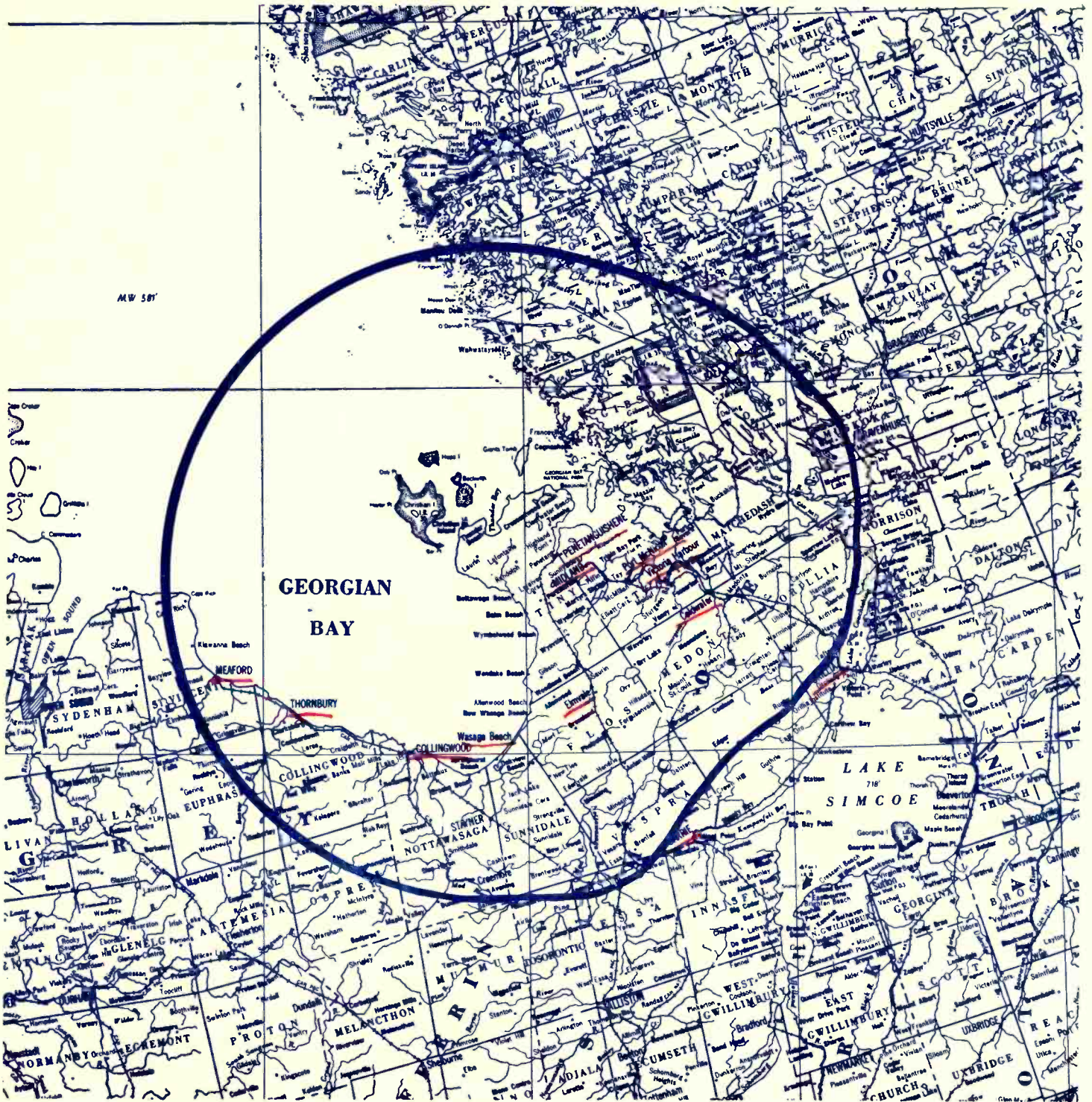
CHEBOYGAN

PETOSKY



**CKLC - YOUR NUMBER ONE SALESMAN IN EASTERN ONTARIO 10,000 WATTS**

# CKMP MIDLAND-PENETANG COVERAGE MAP

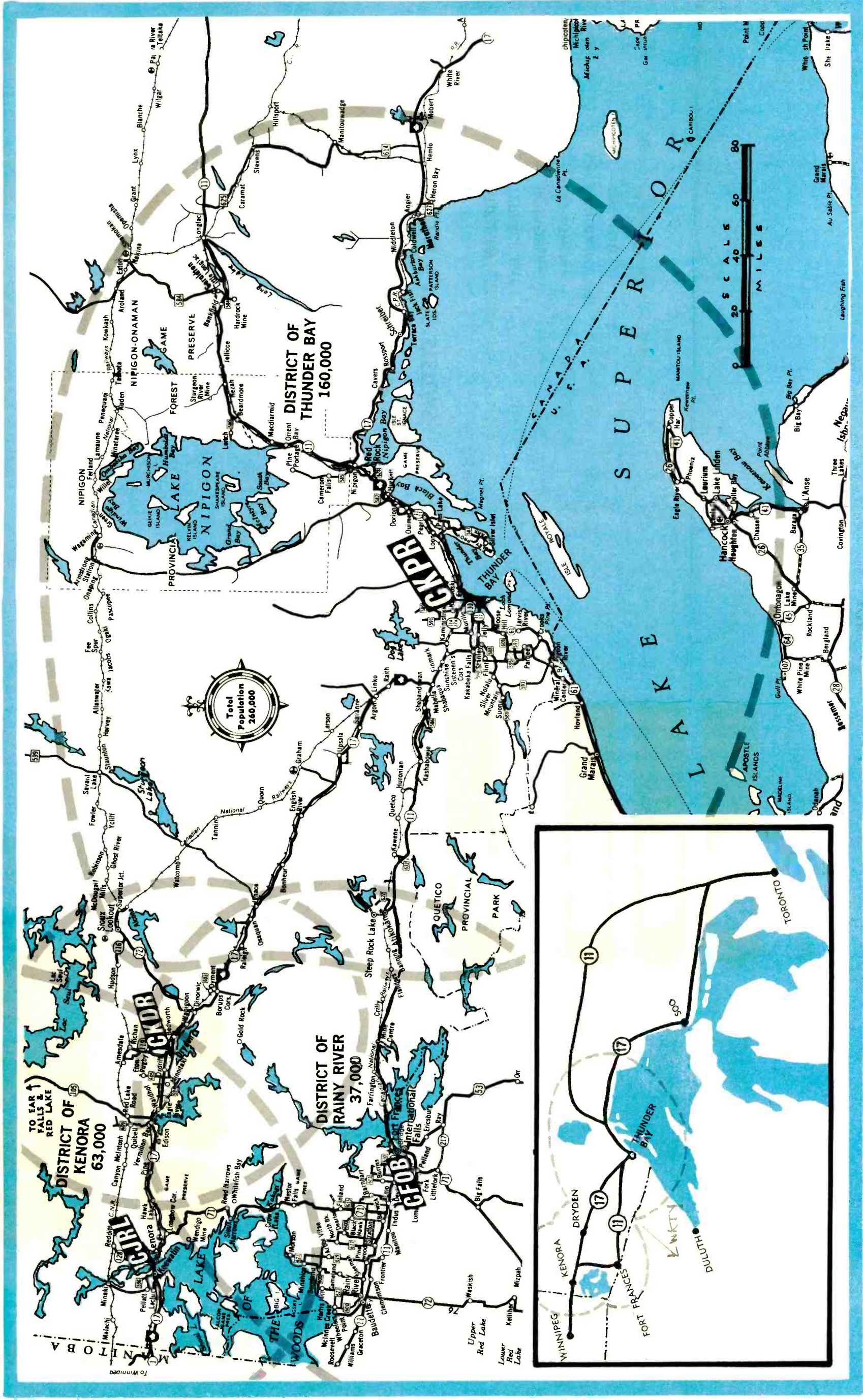


## Communities Served by CKMP-1230

<i>Midland</i>	<i>Penetang</i>	<i>Collingwood</i>	<i>Stayner</i>	<i>Meaford</i>
<i>Thornbury</i>	<i>Creemore</i>	<i>Elmvale</i>	<i>Wasaga Beach</i>	<i>Coldwater</i>
<i>Wyebridge</i>	<i>Moonstone</i>	<i>Waubauskene</i>	<i>Port Severn</i>	<i>Waverley</i>
	<i>Honey Harbour</i>	<i>Victoria Harbour</i>	<i>Port McNicoll</i>	

**SERVING THE GREATER GEORGIAN BAY AREA FROM THE GATEWAY TO THE 30,000 ISLANDS**

# NORTHWESTERN ONTARIO RADIO GROUP



CKPR—Thunder Bay

CKDR—Dryden

CJRL—Kenora

CFOB—Fort Frances

*Affiliated with*  
**CKPR TV**  
 AND  
**CKPR FM**

**CKPR FM CABLE SYSTEMS**

NOW SERVE:	ATIKOKAN	CHANNEL
TERRACE BAY	.....	13
SCHREIBER	.....	7
MARATHON	.....	4
MANITOUWADGE	.....	7
GERALDTON	.....	9
RED ROCK	.....	3



**CKPR**  
**580**  
**1**  
 RADIO

offers **COMPLETE** coverage of  
**NORTHWESTERN ONTARIO**



**Thunder Bay**



**Dryden**

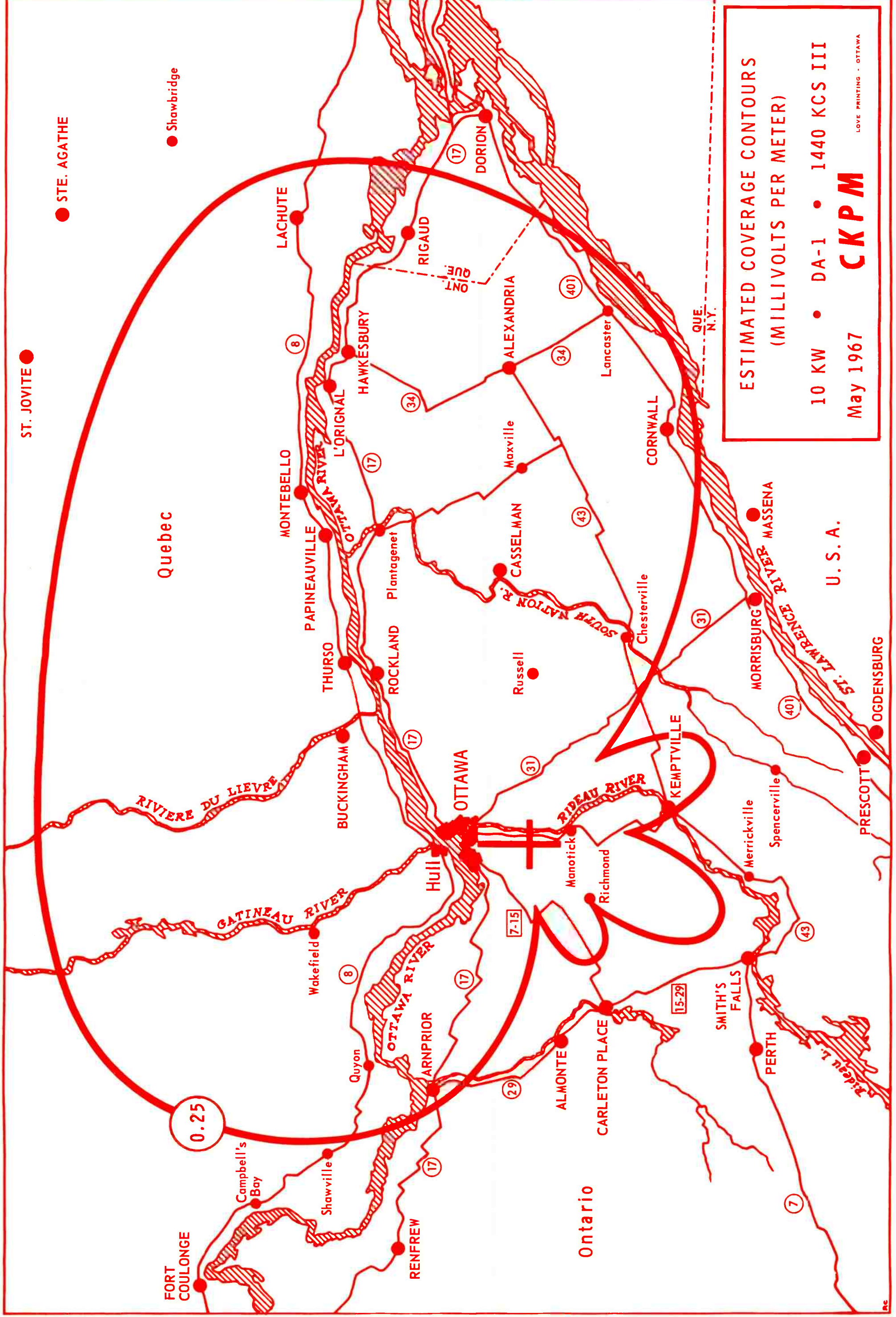


**Kenora**



**Fort Frances**

The NWO Metro Buy - Population 260,000



ST. JOVITE ●

● STE. AGATHE

● Shawbridge

Quebec

Ontario

U. S. A.

ESTIMATED COVERAGE CONTOURS  
(MILLIVOLTS PER METER)

10 KW • DA-1 • 1440 KCS III

May 1967 **CKPM**

LOVE PRINTING - OTTAWA

0.25

LACHUTE

(17)

RIGAUD

(8)

MONTEBELLO

PAPINEAUVILLE

L'ORIGINAL

(17)

HAWKESBURY

(34)

ALEXANDRIA

(401)

Lancaster

(34)

Maxville

(43)

CASSELMAN

CORNWALL

Chesterville

(31)

MORRISBURG

MASSENA

Spencerville

(401)

OGDENSBURG

PRESCOTT

Russell

(31)

OTTAWA

Hull

(17)

Wakefield

BUCKINGHAM

(17)

THURSO

ROCKLAND

Plantagenet

RIDEAU RIVER

Manotick

Richmond

KEMPTVILLE

SMITH'S FALLS

PERTH

(7)

CARLETON PLACE

ALMONTE

(29)

ARNPRIOR

RENFREW

(17)

Shawville

Campbell's Bay

FORT COULONGE

RIVIERE DU LIEVRE

GATINEAU RIVER

OTTAWA RIVER

Quyon

(8)

(7-15)

(15-29)

(43)

(401)

(31)

(43)

(34)

(401)

(17)

(8)

(17)

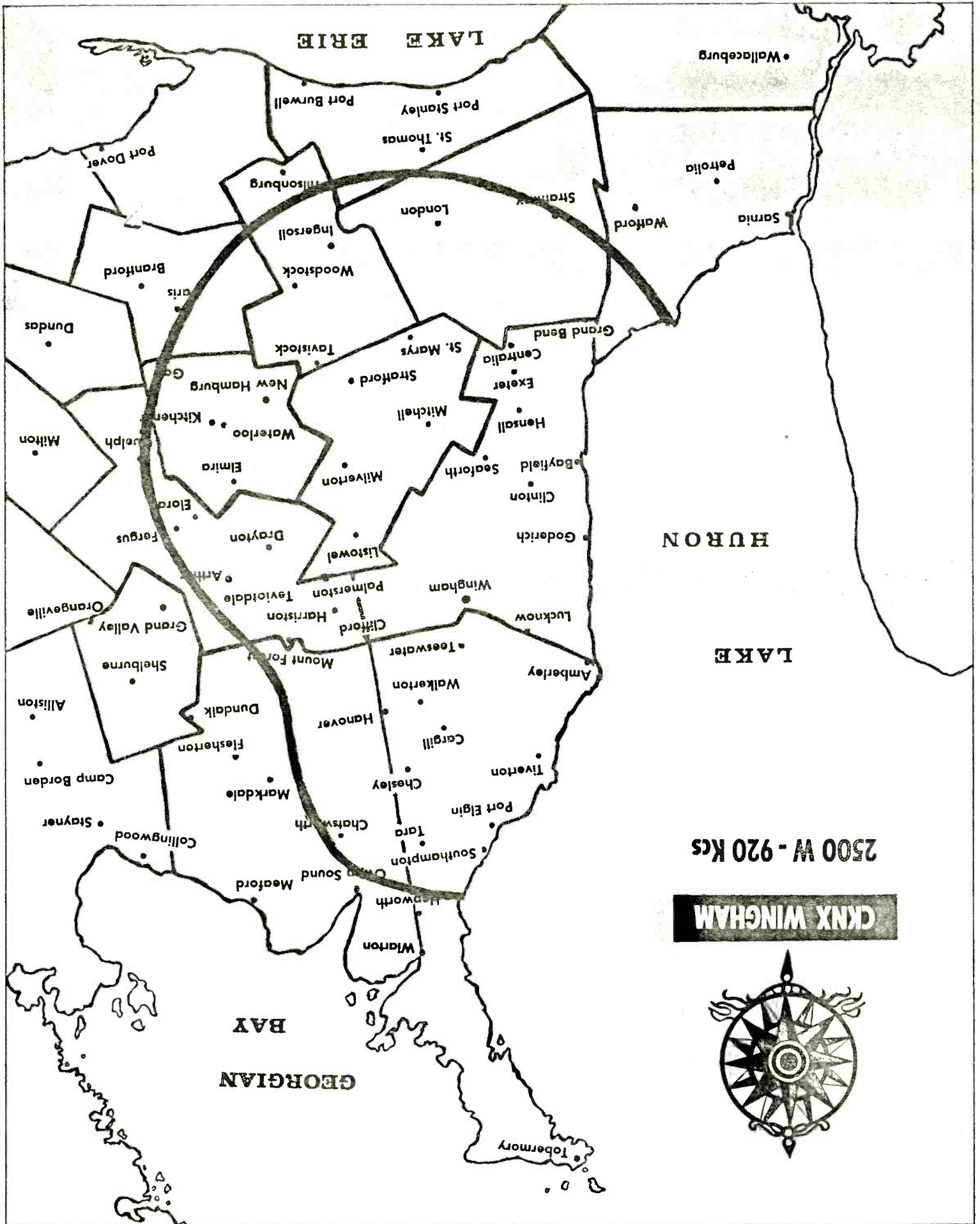
(17)

QUE. N.Y.

ONT. QUE.

ST. LAWRENCE RIVER

RIDEAU R.



LAKE HURON

LAKE

2500 W - 920 Kcs

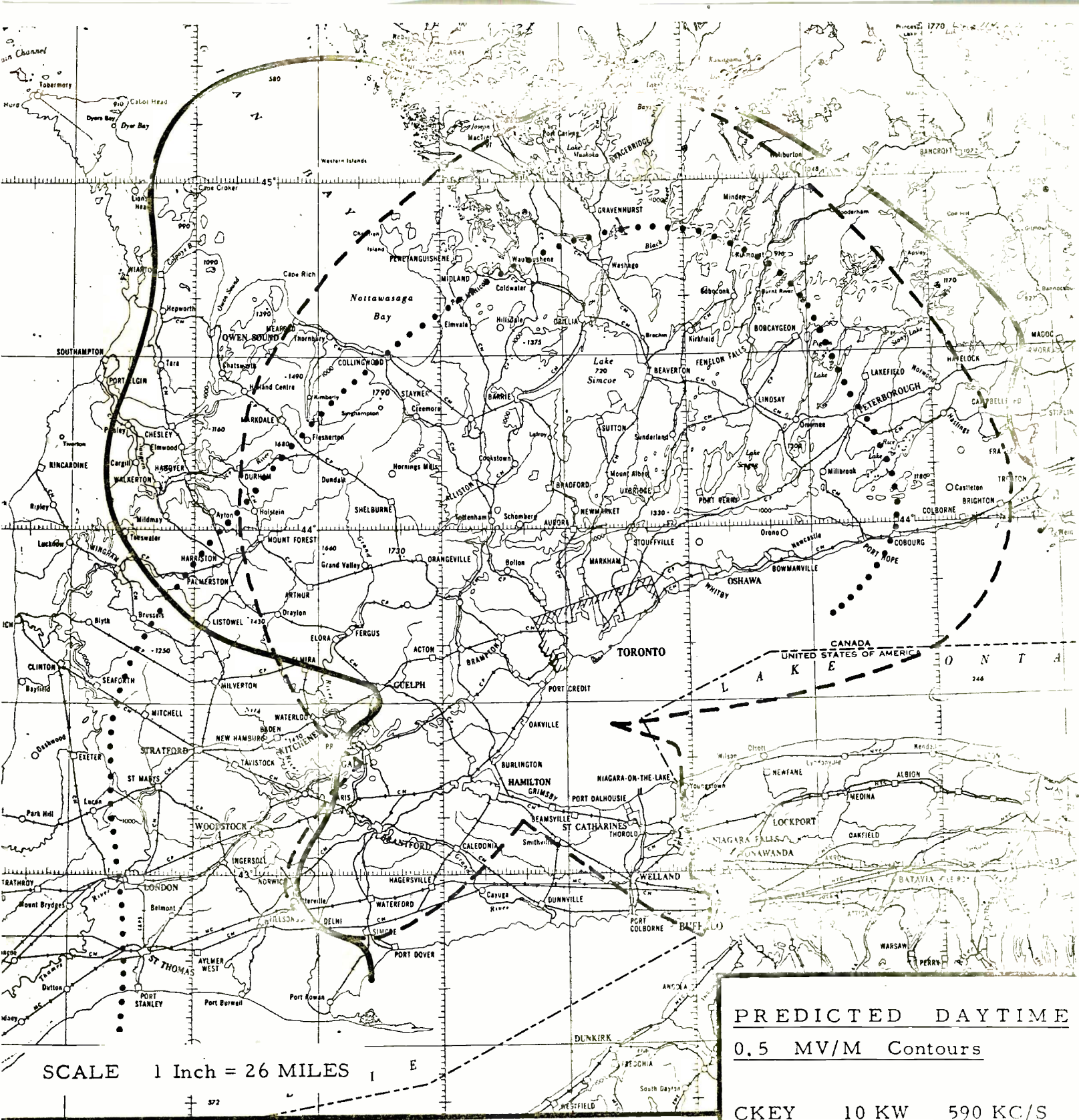
**CNX WINGHAM**



GEORGIAN BAY

LAKE ERIE





**PREDICTED DAYTIME**  
**0.5 MV/M Contours**

CKEY	10 KW	590 KC/S
CFRB	50	1010
CHUM	50	1050

J. G. Elder, P. Eng. June 1964

**FULL REGIONAL SIGNAL**  
**Comparative Coverage**  
**"Interference-Free"**

- CKEY** ———
- CFRB** .....
- CHUM** - - - -

Additional Maps Available from

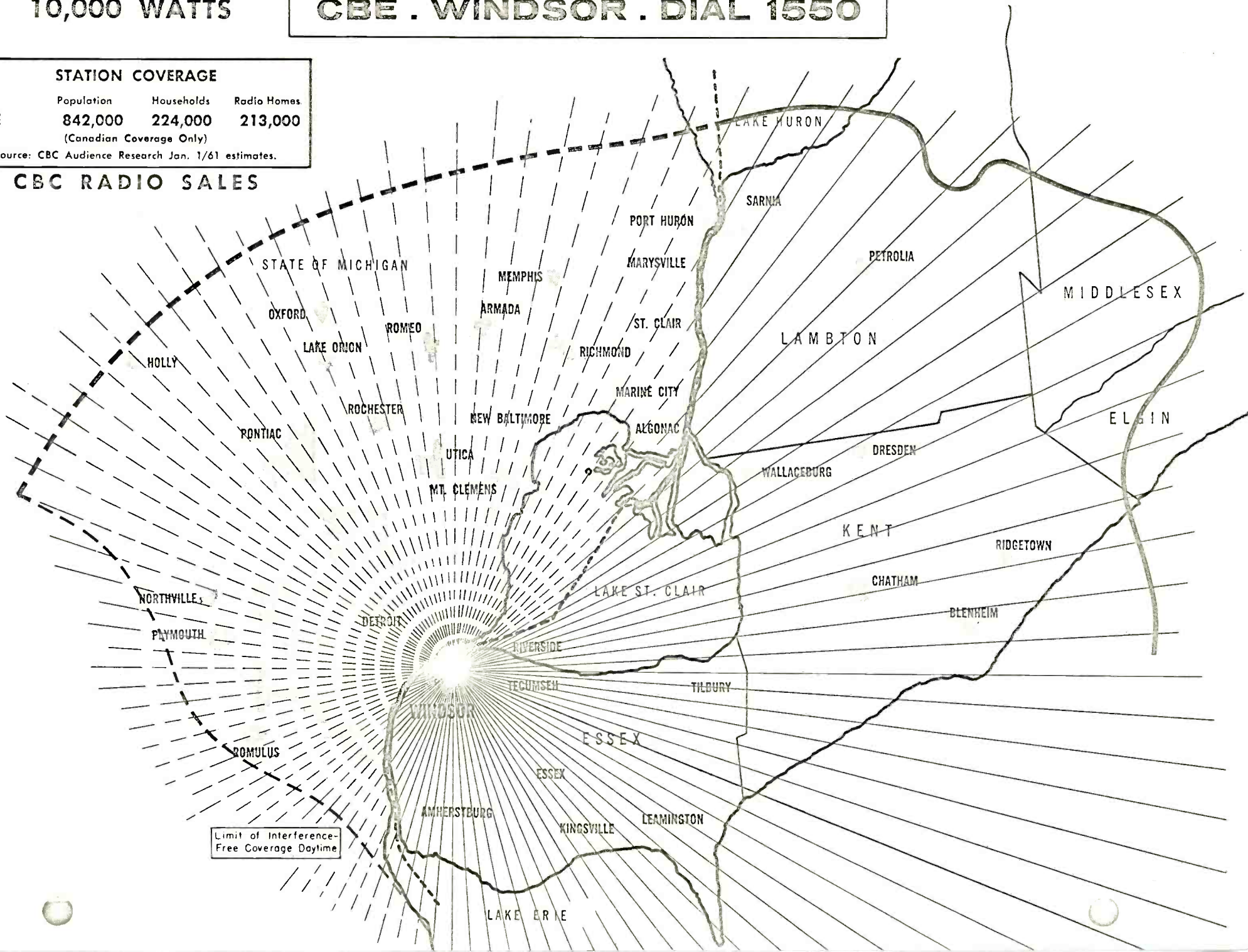
**CKEY/530**  
 RADIO TORONTO

10,000 WATTS

**CBE . WINDSOR . DIAL 1550**

STATION COVERAGE			
	Population	Households	Radio Homes
CBE	842,000	224,000	213,000
(Canadian Coverage Only)			
Source: CBC Audience Research Jan. 1/61 estimates.			

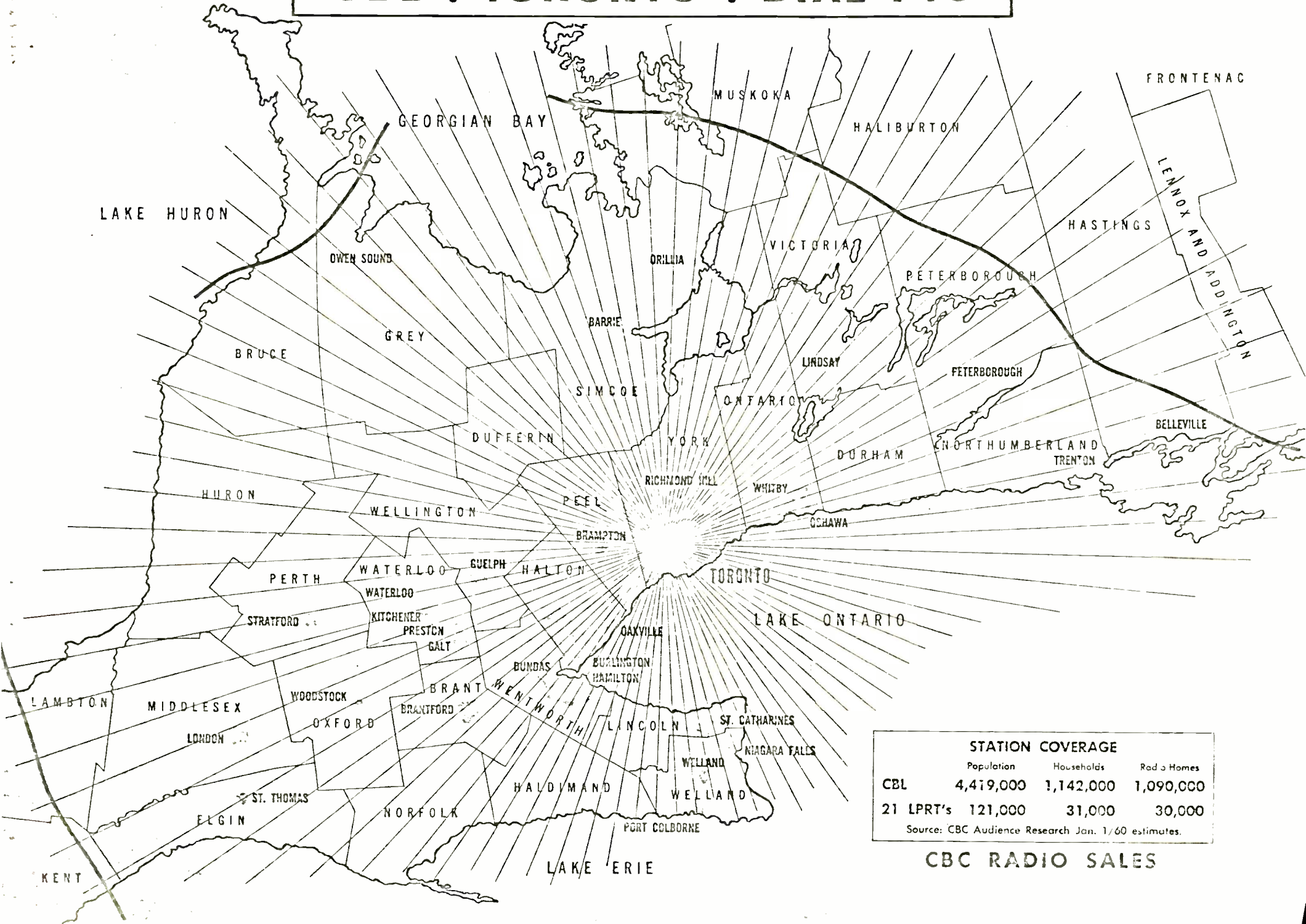
**CBC RADIO SALES**



50,000 WATTS

**CBL . TORONTO . DIAL 740**

CLEAR CHANNEL



STATION COVERAGE			
	Population	Households	Rad 3 Homes
CBL	4,419,000	1,142,000	1,090,000
21 LPRT's	121,000	31,000	30,000

Source: CBC Audience Research Jan. 1/60 estimates.

**CBC RADIO SALES**



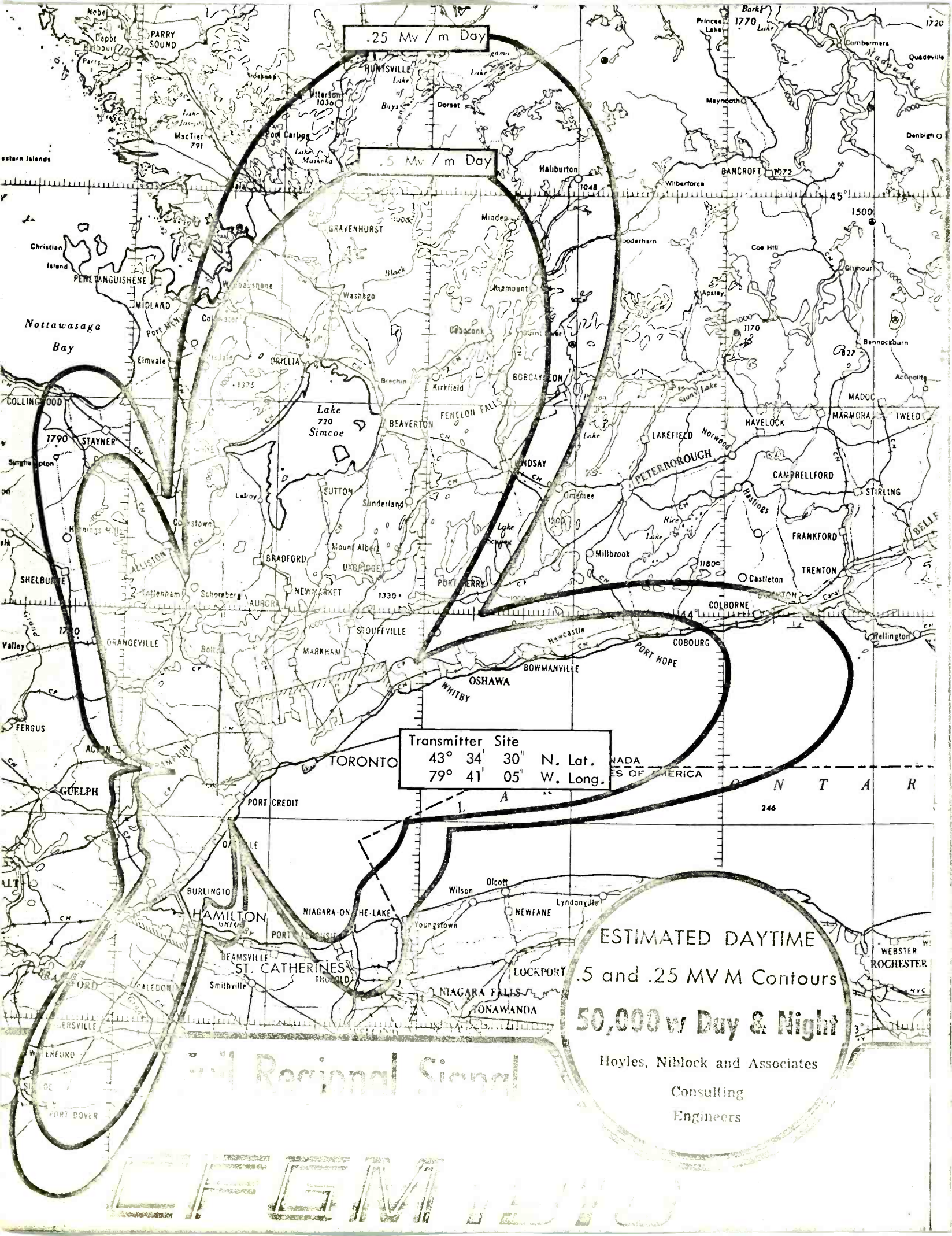
Transmitter Site  
 Latitude 45° 15' 25" N.  
 Longitude 75° 39' 50" W.

**CANADIAN BROADCASTING CORPORATION**  
 ENGINEERING DIVISION, MONTREAL  
 TRANSMISSION and DEVELOPMENT SECTION

**CBC**  
 1225 kHz, Ottawa, Ontario  
 1225 kHz, 10 kW, D-1, Class III  
 Location of  
 250, 100, 25, 22.5 and 15 mv/m  
 Contours

DRAWN BY J.L./SP      DATE REV. 23.1.52  
 APPROVED BY R.E.H.      27.2.52

Scale: 1:50,000  
 Contour Interval: 5 dB  
 Contour Labels: 22.5, 25, 100, 250 mv/m  
 Contour Labels: 250, 100, 25, 22.5 and 15 mv/m



.25 Mv / m Day

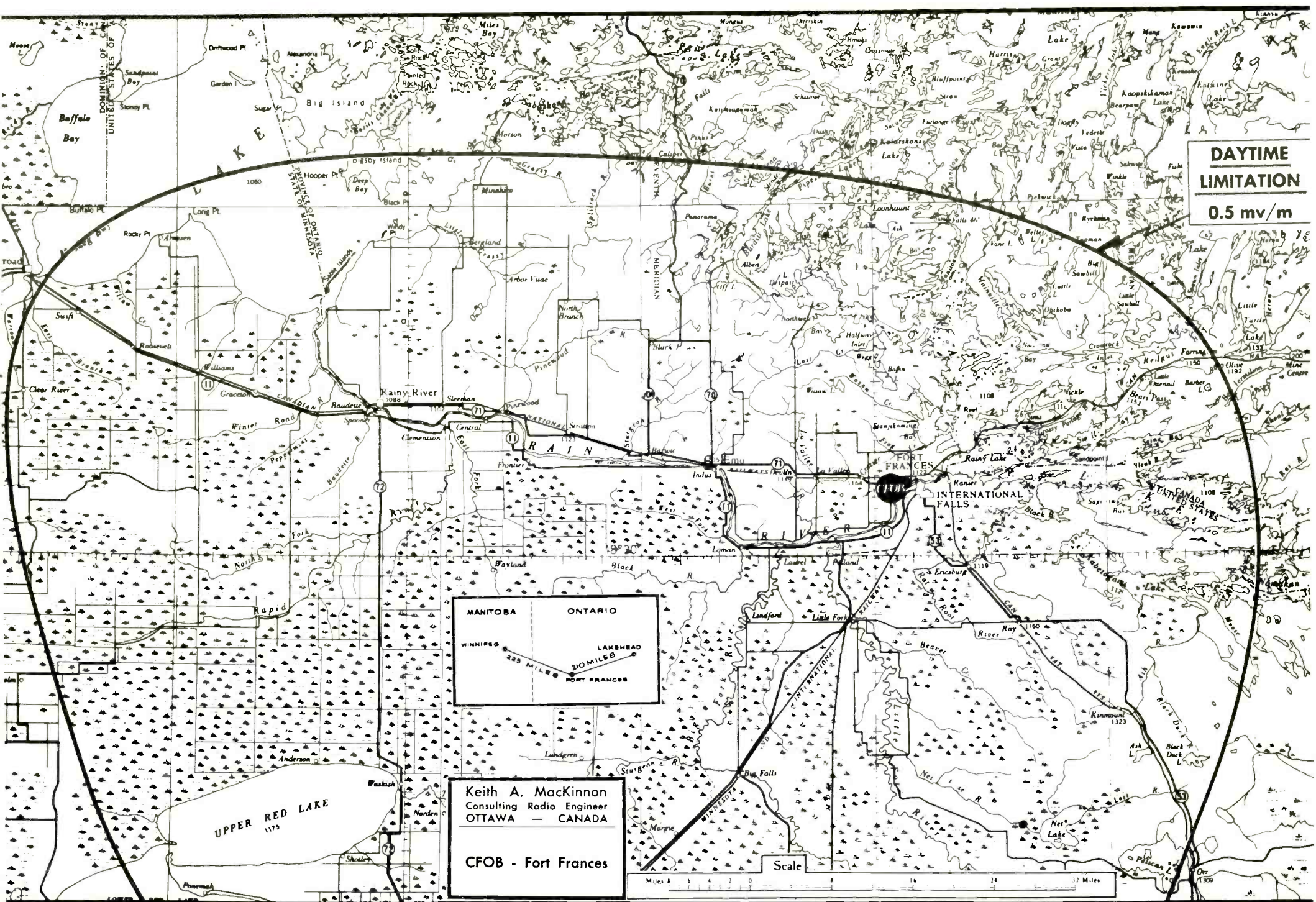
.5 Mv / m Day

Transmitter Site  
 43° 34' 30" N. Lat.  
 79° 41' 05" W. Long.

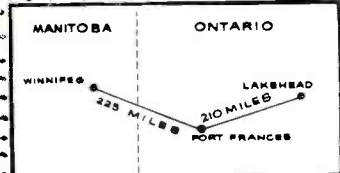
ESTIMATED DAYTIME  
 .5 and .25 MV M Contours  
 50,000 w Day & Night

Hoyles, Niblock and Associates  
 Consulting  
 Engineers

Regional Signal  
**CFM**



**DAYTIME  
LIMITATION**  
0.5 mv/m



Keith A. MacKinnon  
Consulting Radio Engineer  
OTTAWA — CANADA

CFOB - Fort Frances



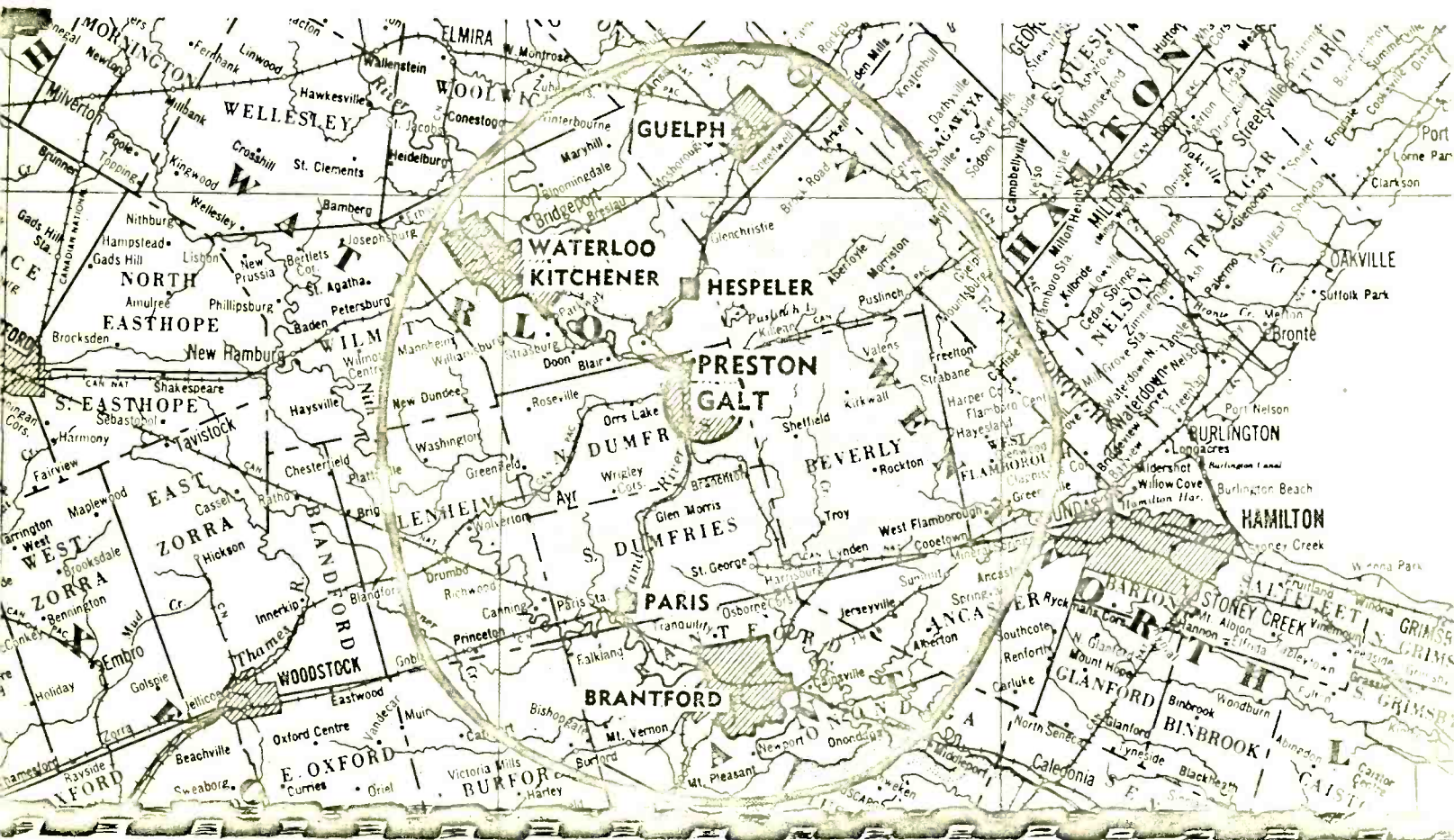
CFOB - FORT FRANCES ONT. — 1,000 WATTS - 800 kcs. — EST. NOV. 11, 1945.

FITZWILLIAM ISLAND

Coverage area includes Manitoulin Island and north shore of Georgian Bay not shown here.



# COVERS THIS AREA



## POPULATIONS\*

BRANTFORD .....	52,057
GUELPH .....	34,520
HESPELER .....	4,108
KITCHENER .....	63,576
PARIS .....	5,698
WATERLOO .....	17,323
PRESTON .....	10,014
<b>GALT</b> .....	<b>25,850</b>
EST. FARM AND VILLAGE .....	40,000
	<hr/>
	253,146

\*Oct., 1957, Assessment Rolls

NOTE: The yellow area is CFTJ's .5 MV/M contour (Guaranteed strong signal)







# RADIO CHIC 790 KCS.

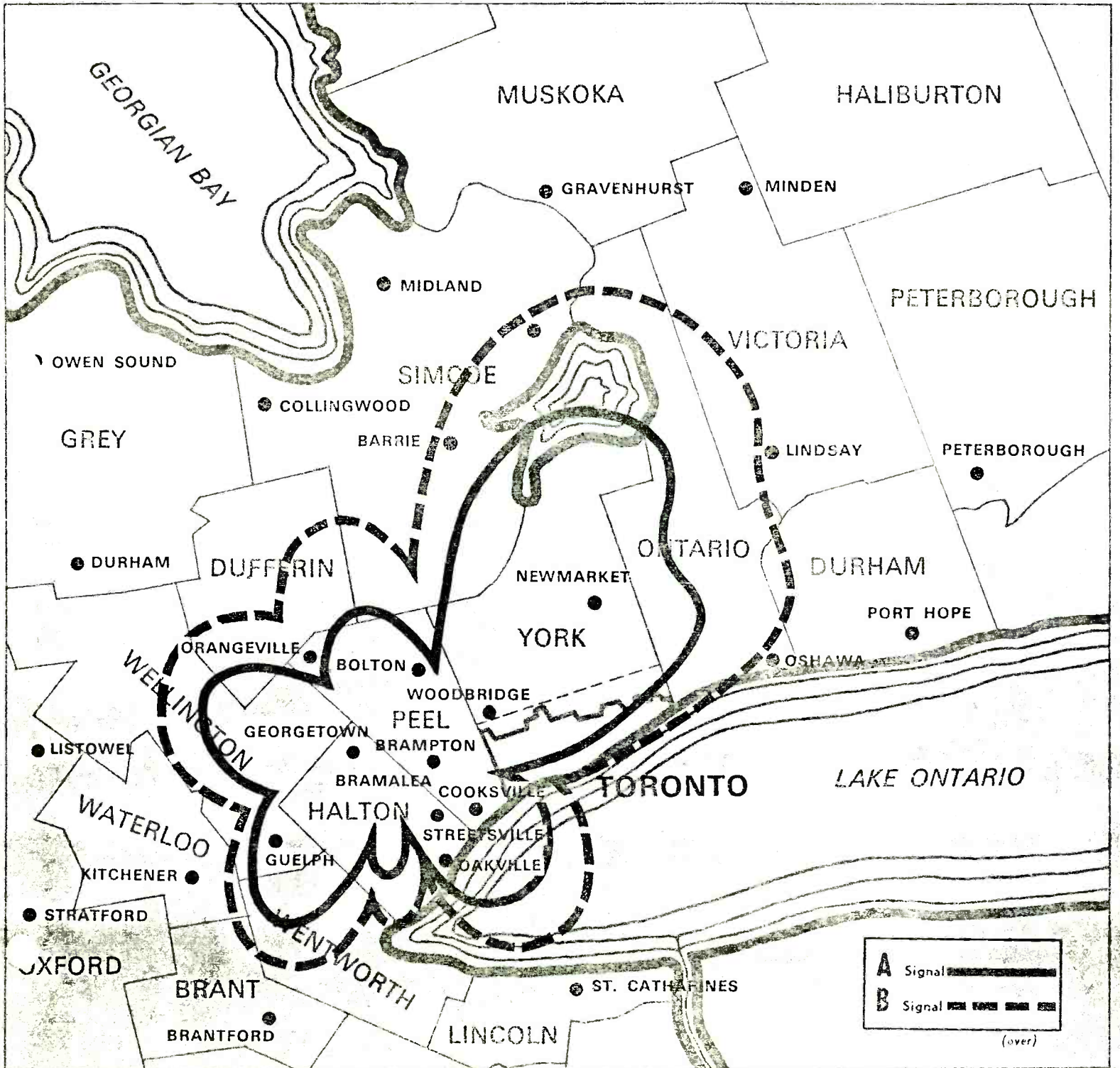
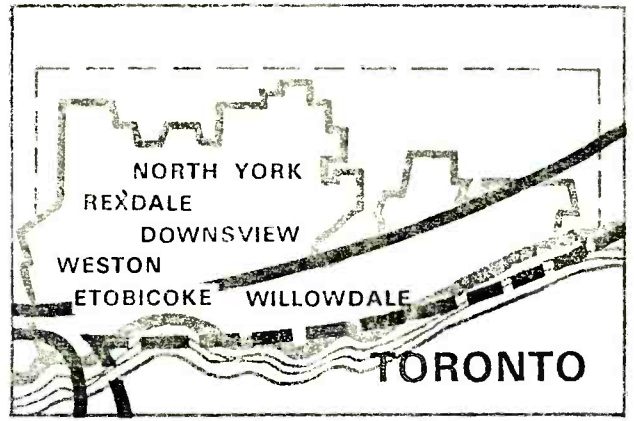
2 Ellen Street, BRAMPTON, Ont.

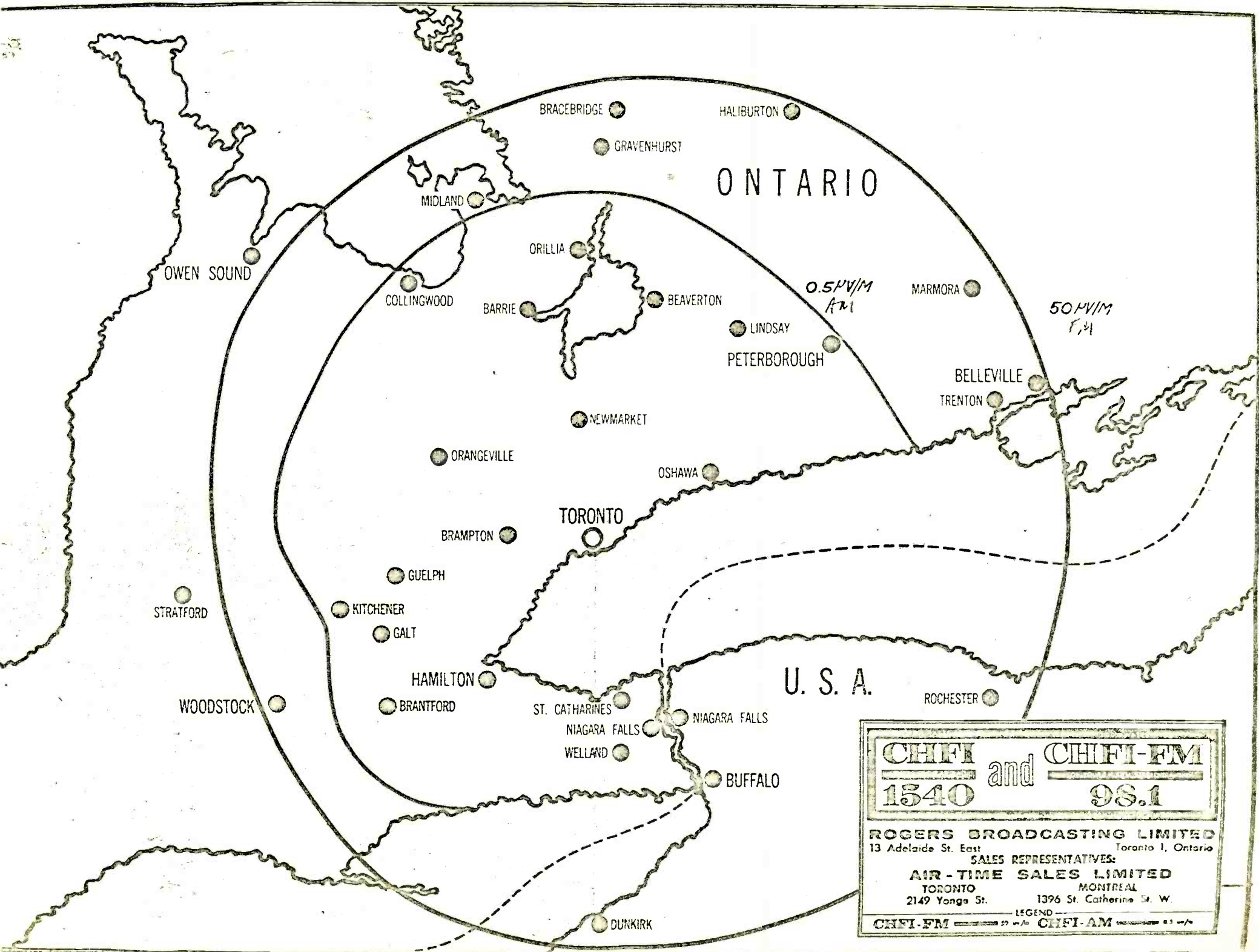
Phones: Direct Toronto Dial  
677-1090 - 277-9101

Brampton: 451-3110

## Serving

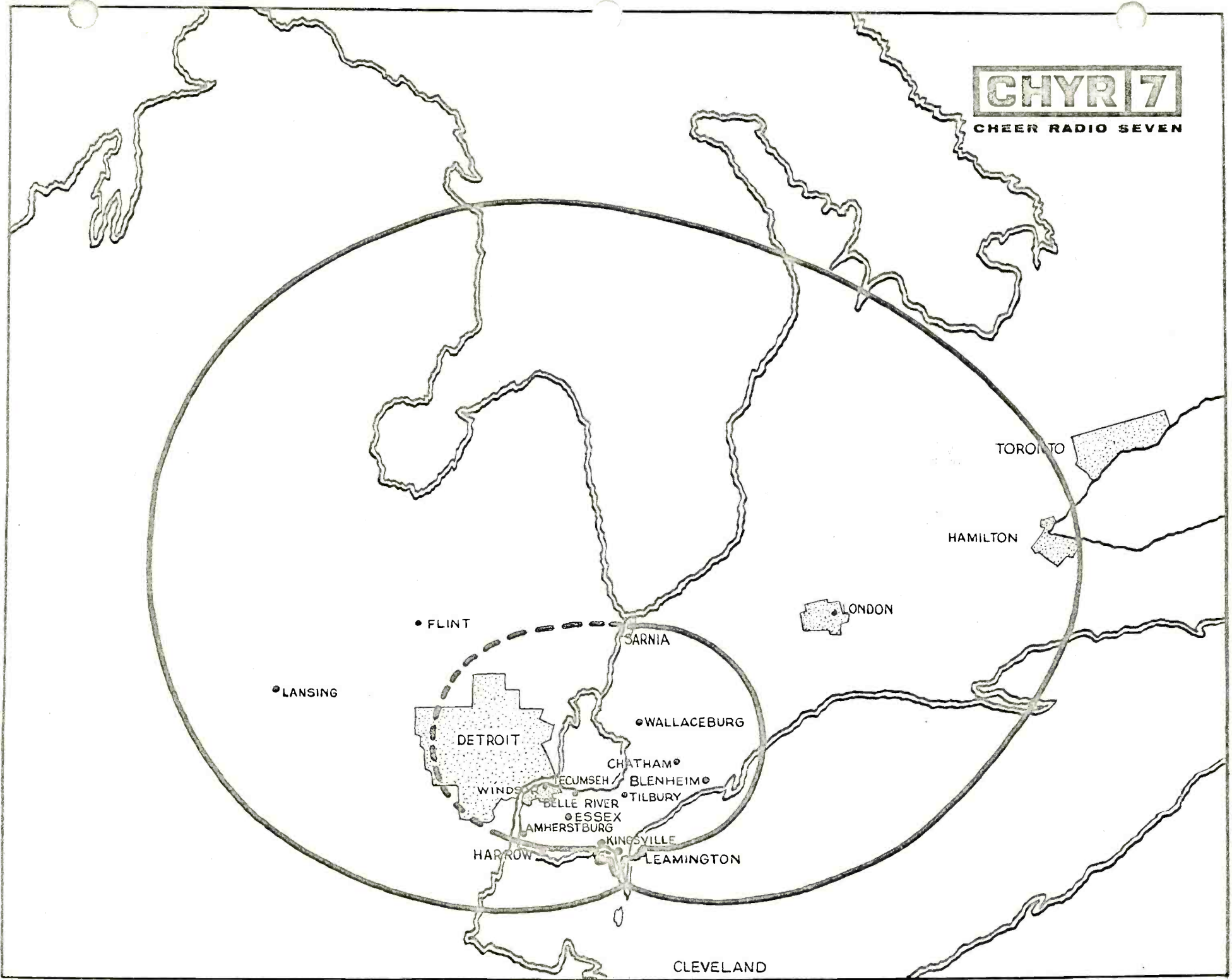
## The Heartland of The Golden Horseshoe

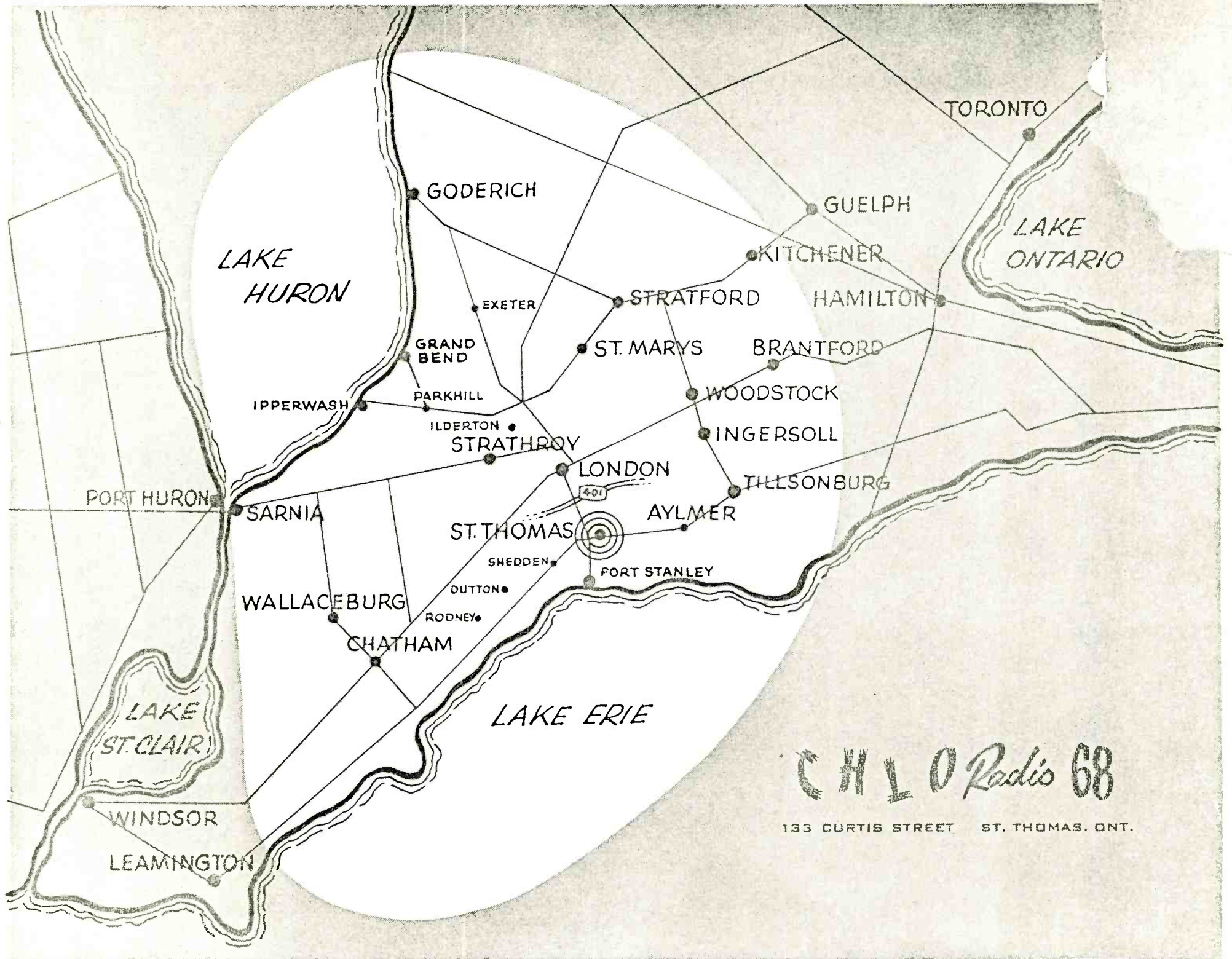




<b>CHFI</b>		and	<b>CHFI-FM</b>	
<b>1540</b>			<b>98.1</b>	
<b>ROGERS BROADCASTING LIMITED</b>				
13 Adelaide St. East		Toronto 1, Ontario		
SALES REPRESENTATIVES:				
<b>AIR-TIME SALES LIMITED</b>			<b>MONTREAL</b>	
TORONTO		1396 St. Catherine St. W.		
2149 Yonge St.		LEGEND		
CHFI-FM		CHFI-AM		

**CHYR 7**  
CHEER RADIO SEVEN





**CHLO Radio 68**

133 CURTIS STREET ST. THOMAS, ONT.

CH "OK" SARNIA is the Dominant Medium in

**OK RADIO**  
DIAL 1070

**LAMBTON COUNTY**

— OCTOBER 1967

5 kw

POPULATION	- - - - -	109,000
HOUSEHOLDS	- - - - -	29,200
RETAIL SALES	- - - - -	\$102,000,000
FOOD SALES	- - - - -	\$26,100,000
AUTOMOTIVE SALES	- - - - -	\$21,900,000
DRUG SALES	- - - - -	\$2,500,000

Source: Sales Management



CH "OK" — "The Radio Voice of Lambton County"

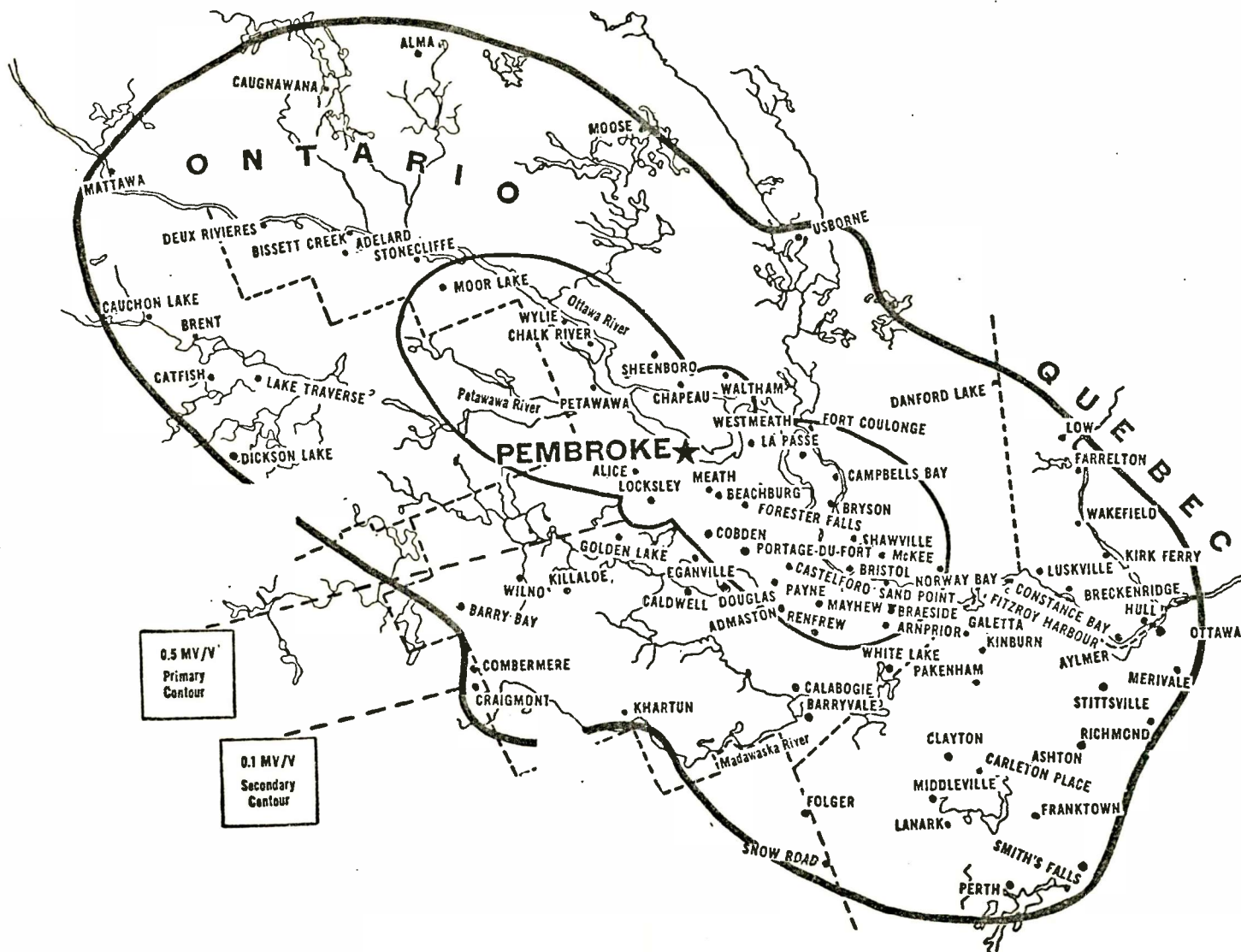
# CHOV RADIO

## PEMBROKE, ONTARIO

E. G. ARCHIBALD  
President

BILL KAY  
Managing Director

Coverage Map, prepared from "Proof of Performance" map, submitted by RCA-Victor Engineers, in application for broadcasting licence.



*"OUR SPONSORS ARE BUSY PEOPLE"*

# Proposal for Cobourg - Port Hope, Ontario

1000 Watts . . . 1500 Kilocycles

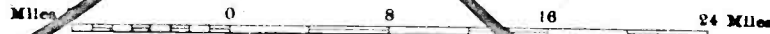
25 MV/M

5 MV/M

CHUG

TORONTO - OTTAWA  
ONTARIO - QUEBEC

Scale 8 miles to 1 inch or 1:500,000



Datum is mean sea level.

NOTE: Grid squares may be drawn on this map by joining the corresponding divisions shown along the outer border. The even numbers of the squares are given along the outer border.

Price 25 cents

Copies may be obtained from the Map Distribution Office, Department of Mines and Technical Surveys, Ottawa.

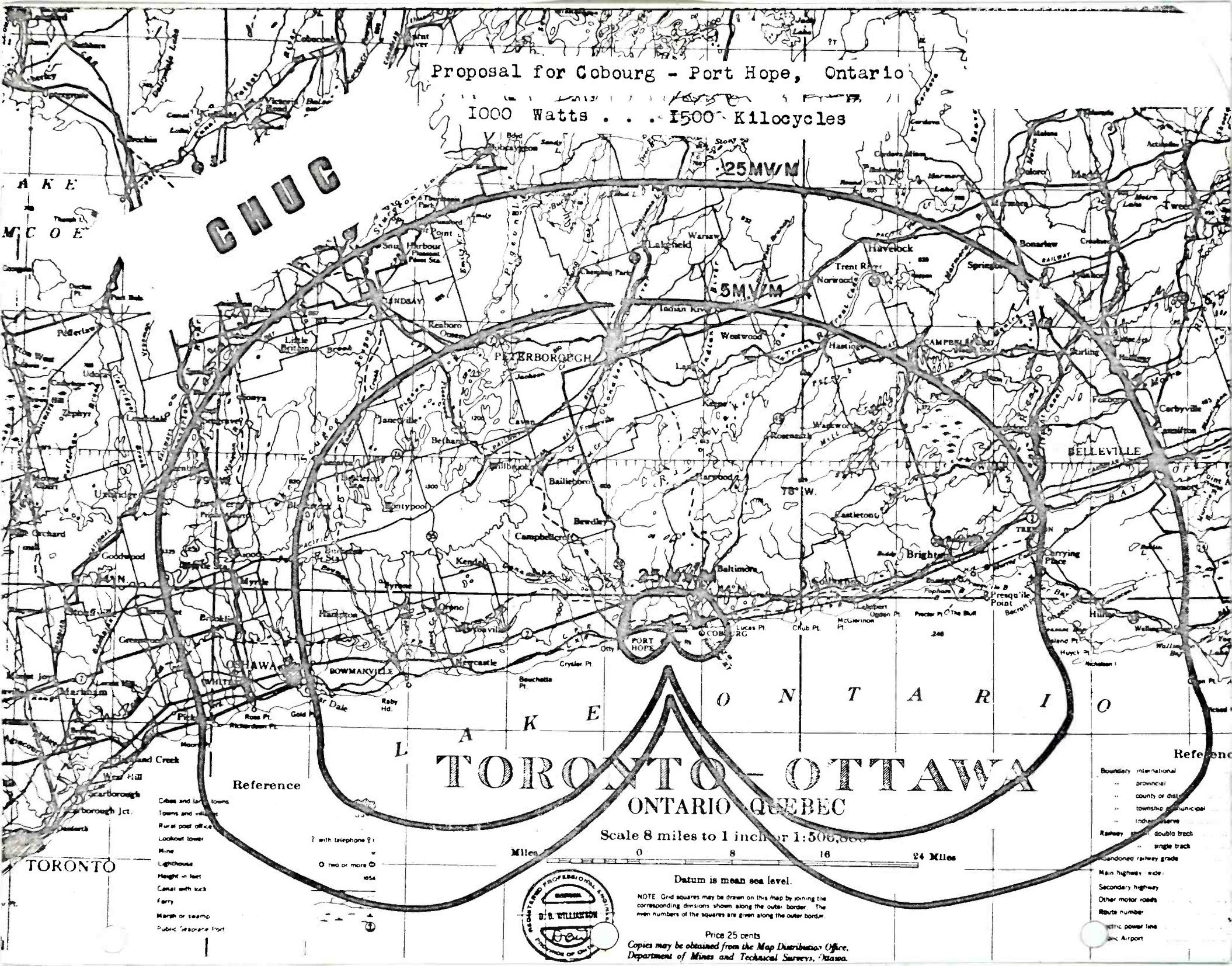


Reference

- Coast and land towns
- Towns and villages
- Rural post office
- Lookout tower
- Mine
- Lighthouse
- Height in feet
- Canal with lock
- Ferry
- Marsh or swamp
- Public telephone post

- ? with telephone ?
- two or more ○
- 1924

- Reference
- Boundary international
  - provincial
  - county or dist.
  - township (municipal)
  - Industrial zone
  - Railway double track
  - single track
  - abandoned railway grade
  - Main highway wide
  - Secondary highway
  - Other motor roads
  - Route number
  - Electric power line
  - Airport

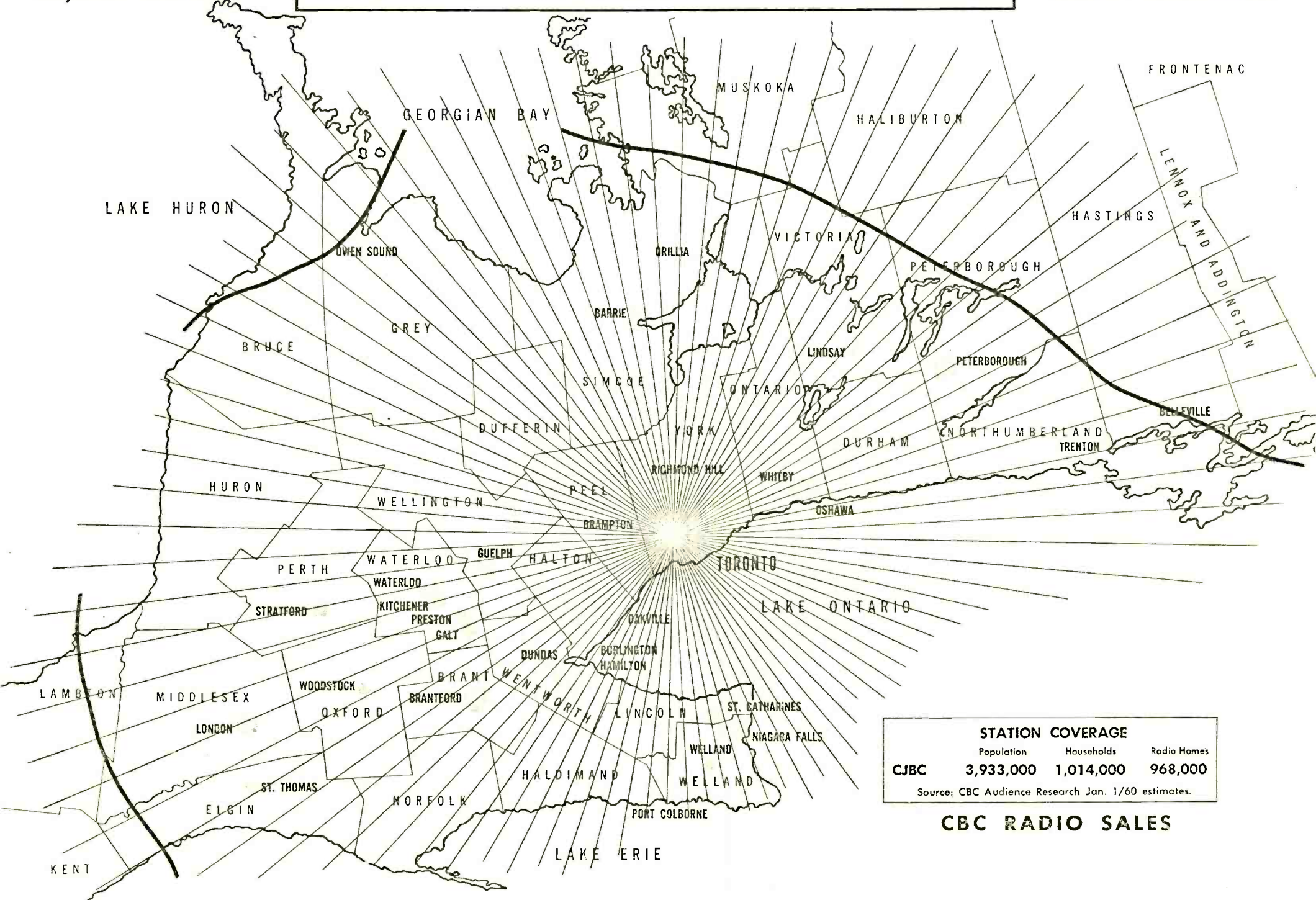




50,000 WATTS

**CJBC . TORONTO . DIAL 860**

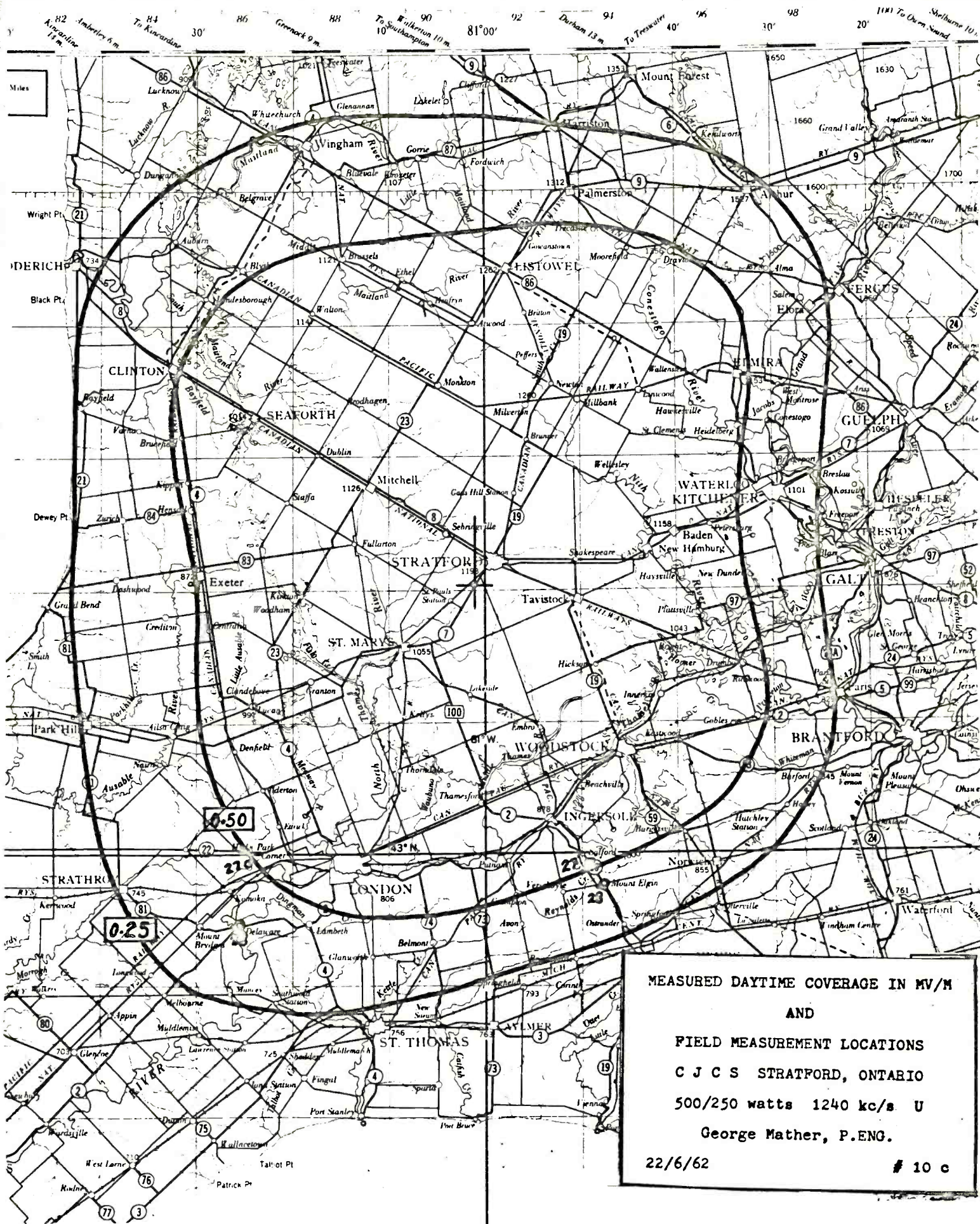
CLEAR CHANNEL



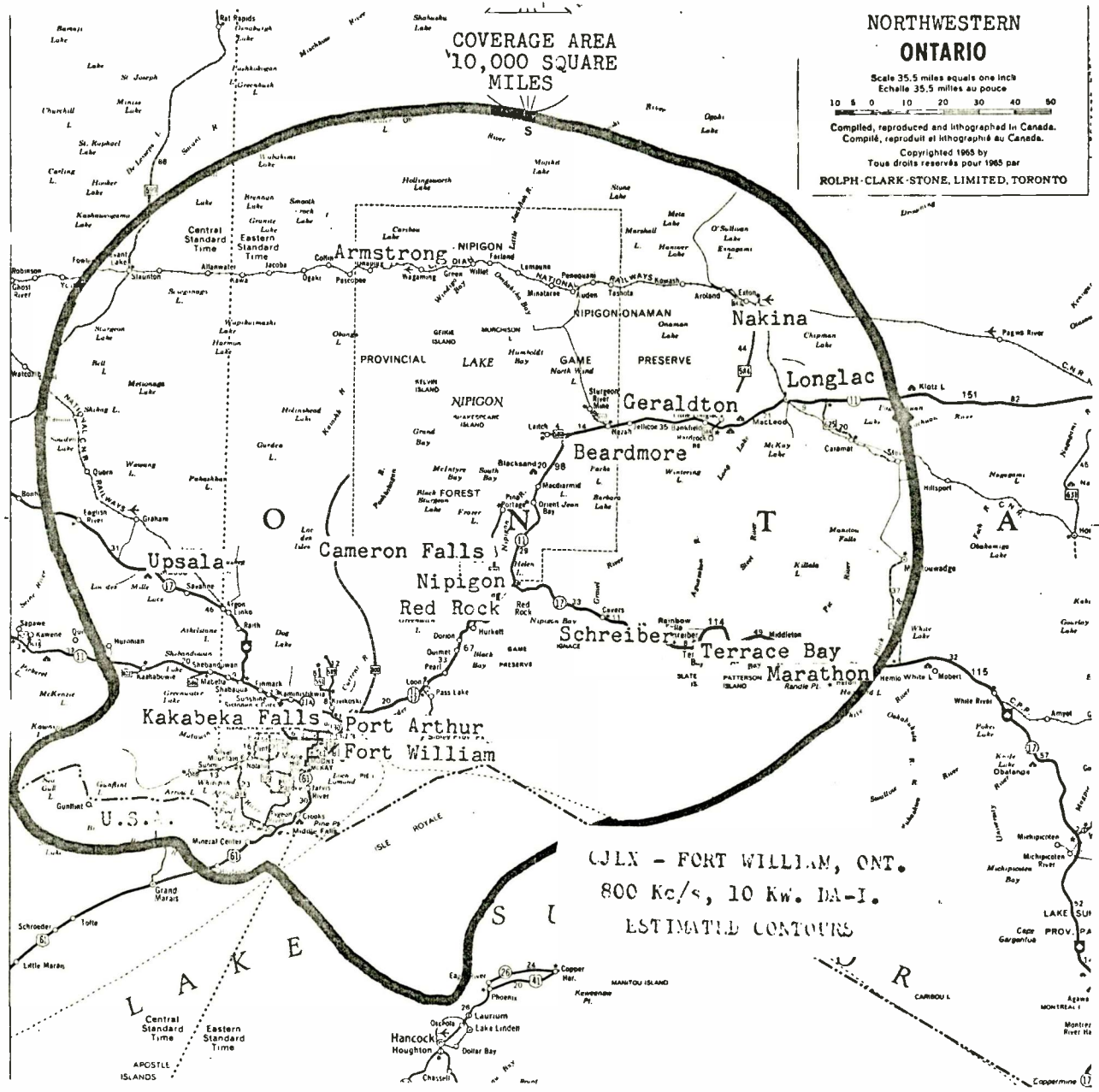
STATION COVERAGE			
	Population	Households	Radio Homes
<b>CJBC</b>	<b>3,933,000</b>	<b>1,014,000</b>	<b>968,000</b>
Source: CBC Audience Research Jan. 1/60 estimates.			

**CBC RADIO SALES**





MEASURED DAYTIME COVERAGE IN MV/M  
 AND  
 FIELD MEASUREMENT LOCATIONS  
 C J C S STRATFORD, ONTARIO  
 500/250 watts 1240 kc/s U  
 George Mather, P.ENG.  
 22/6/62 # 10 c



COVERAGE AREA  
10,000 SQUARE  
MILES

**NORTHWESTERN  
ONTARIO**

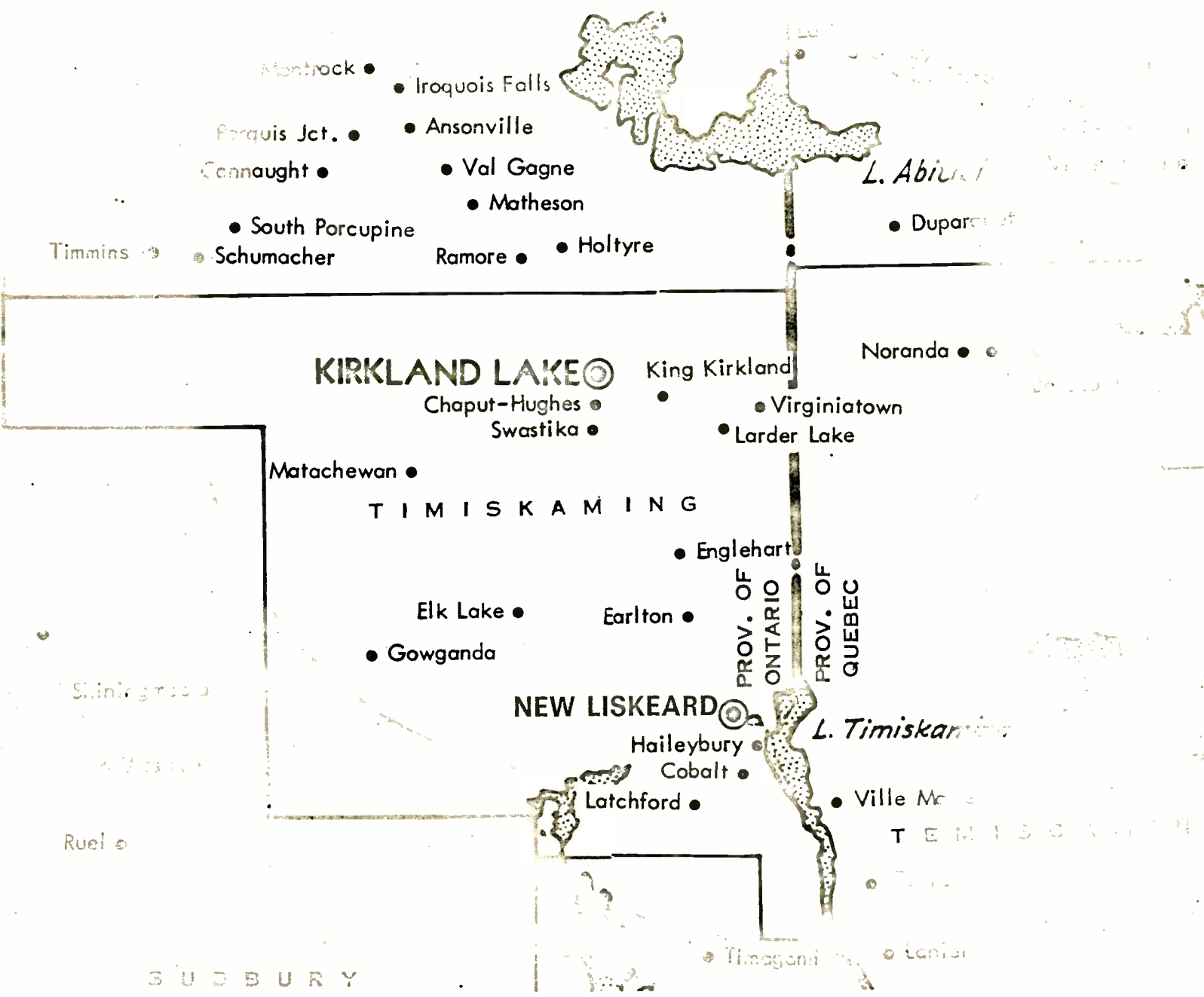
Scale 35.5 miles equals one inch  
Echelle 35.5 milles au pouce

10 5 0 10 20 30 40 50

Compiled, reproduced and lithographed in Canada.  
Complé, reproduit et lithographié au Canada.

Copyrighted 1965 by  
Tous droits réservés pour 1965 par  
ROLPH-CLARK-STONE, LIMITED, TORONTO

CJLX - FORT WILLIAM, ONT.  
800 Kc/s, 10 Kw. DA-I.  
ESTIMATED CONTOURS



**KIRKLAND LAKE**

**NEW LISKEARD**

**CJKL**

KIRKLAND LAKE

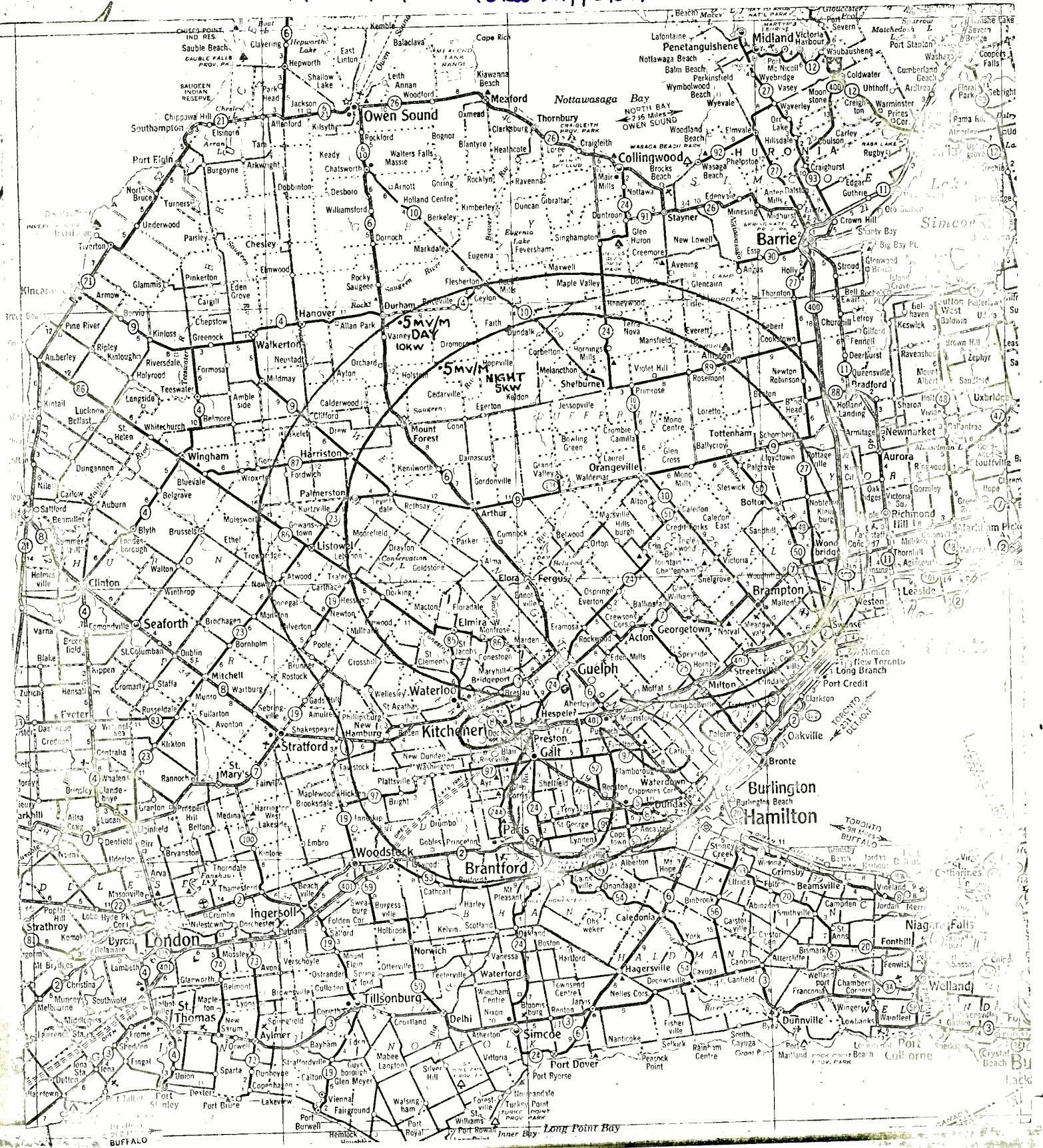
**CJTT**

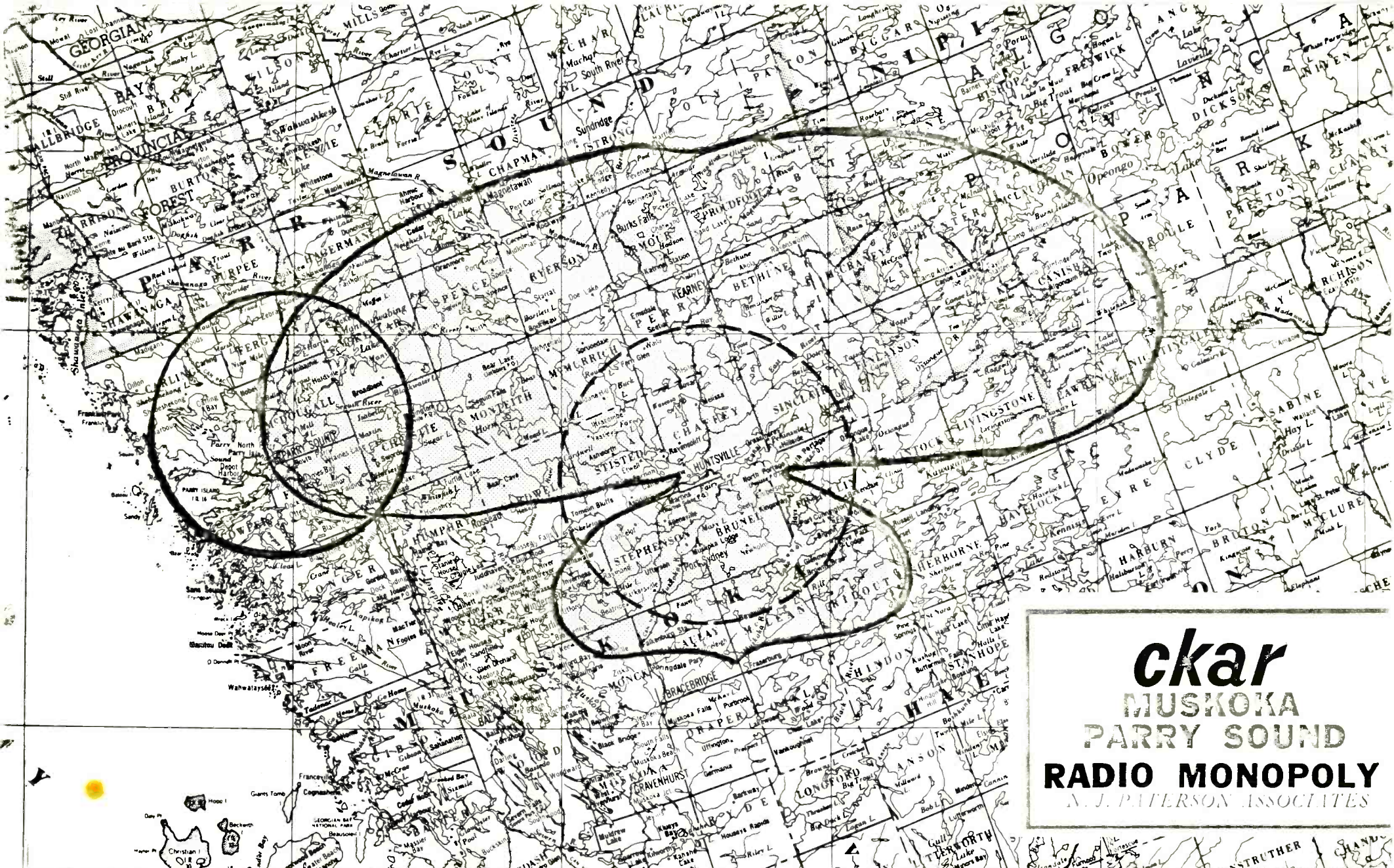
NEW LISKEARD

CJKL — 5,000 watts at 560 on the dial. A member of "The Ontario Five" and "Trinor".

CJTT — serving the TRITOWN area — New Liskeard, Haileybury, Cobalt — 1,000 watts at 1230 on the dial.

CJOY AM 1460 10kw DAY/SKW white





**ckar**  
MUSKOKA  
PARRY SOUND  
RADIO MONOPOLY  
A. J. PATTERSON ASSOCIATES

**ckar**



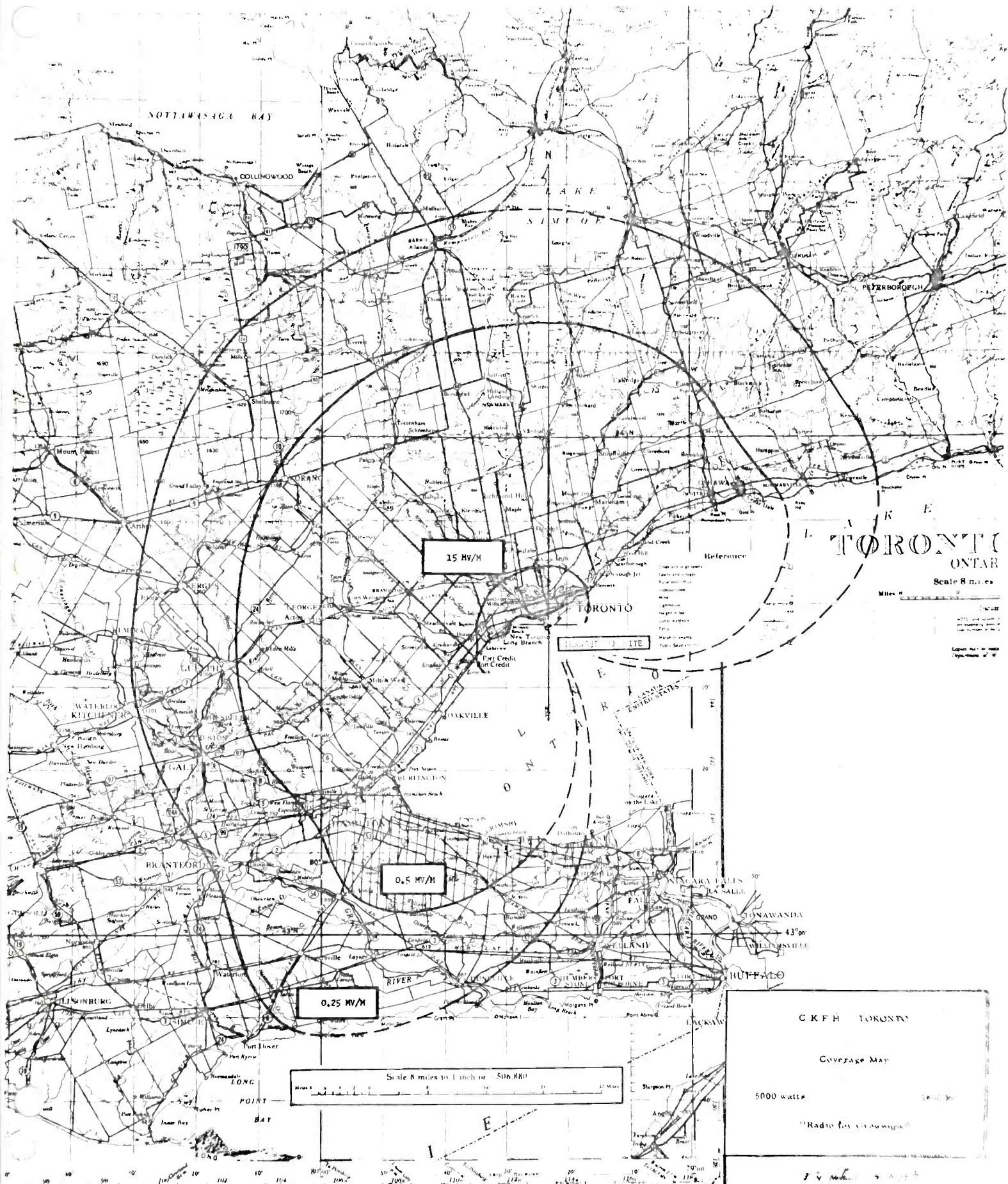
# CKBB Barrie, Ontario 10,000 Watts, Dial 950

Representatives

Paul Mulvihill & Co. Ltd.  
Toronto-Montreal

Young Canadian Ltd.  
U.S.A.





NOTTAWASAGA BAY

COLLINGWOOD

LAKE SIMCOE

PITZBURGH

TORONTO

TORONTO ONTAR

Scale 8 miles

15 MV/M

MARKET BITE

0.5 MV/M

0.25 MV/M

Scale 8 miles to 1 inch or 500,000'

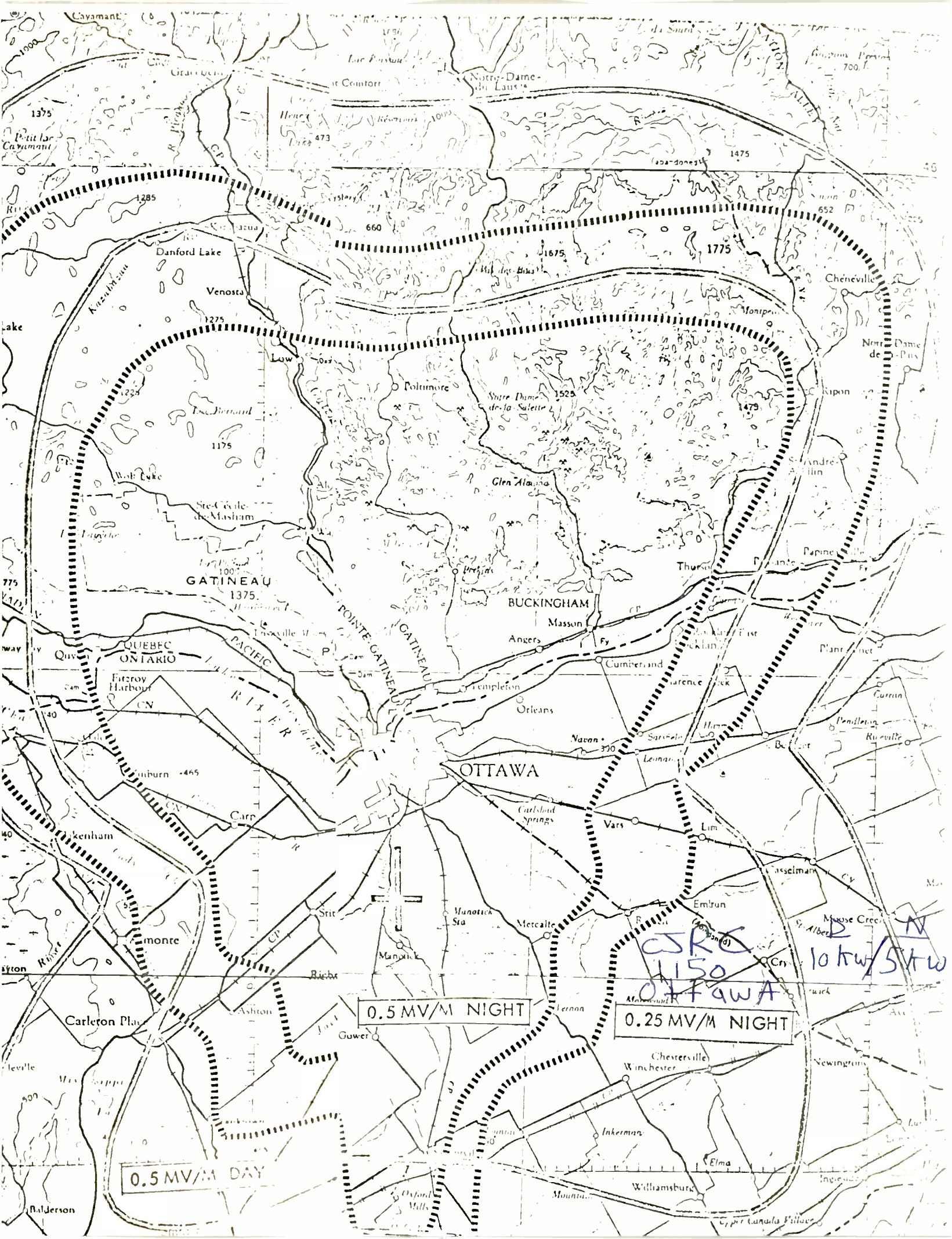
CKFH TORONTO

Coverage Map

5000 watts

Radio for continuous operation

J & W



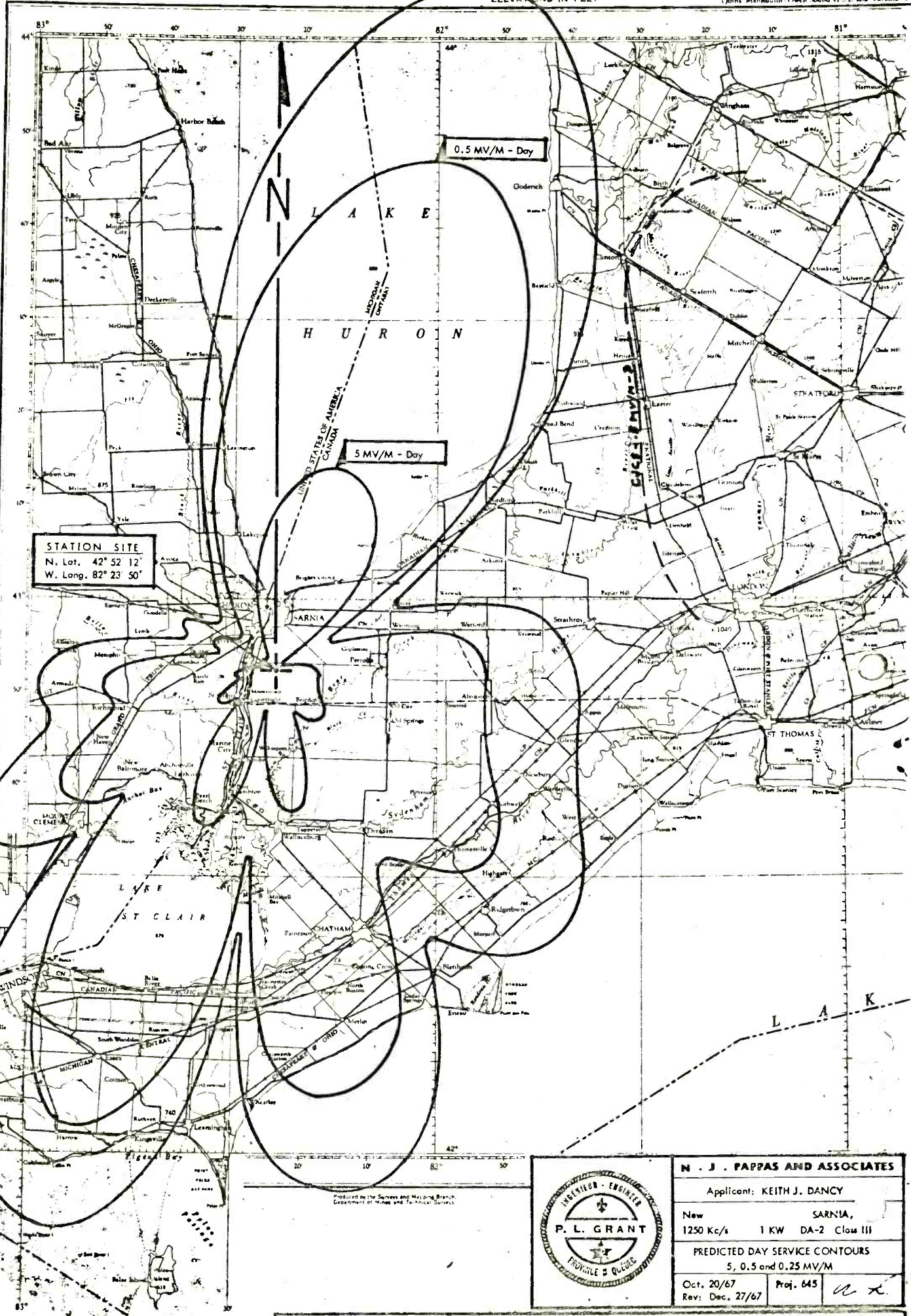
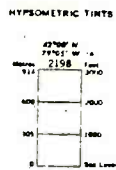
0.5 MV/M DAY

0.5 MV/M NIGHT

0.25 MV/M NIGHT

CJRC  
1150  
079WA

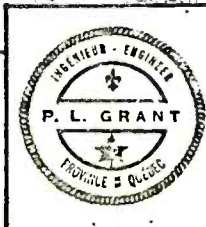
10 kW / 5 kW



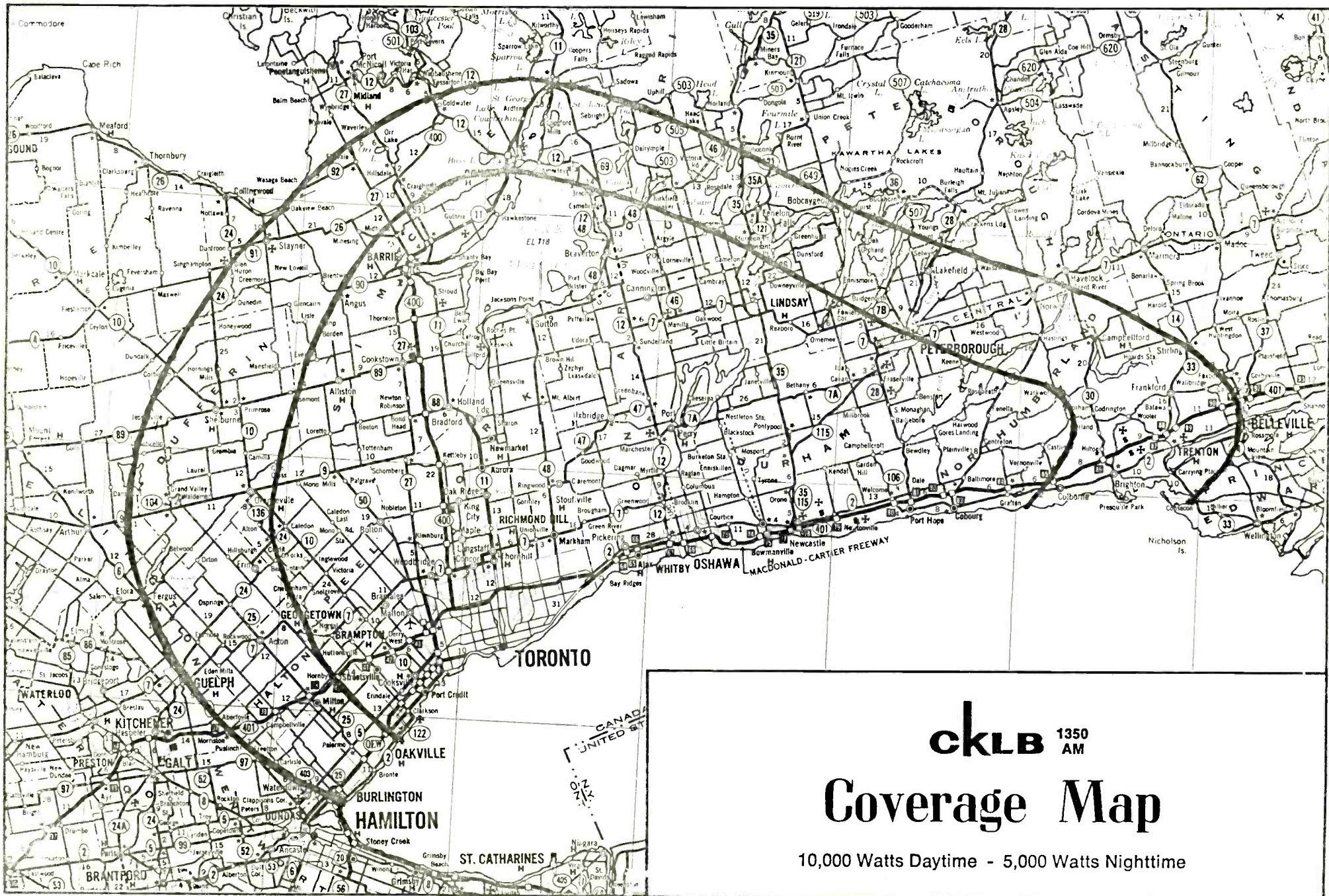
**STATION SITE**  
N. Lat. 42° 52' 12"  
W. Long. 82° 23' 50"

ELEVATIONS IN FEET  
See Map 42/Edson 1001

Produced by the Surveys and Mapping Branch  
Department of Mines and Technical Surveys



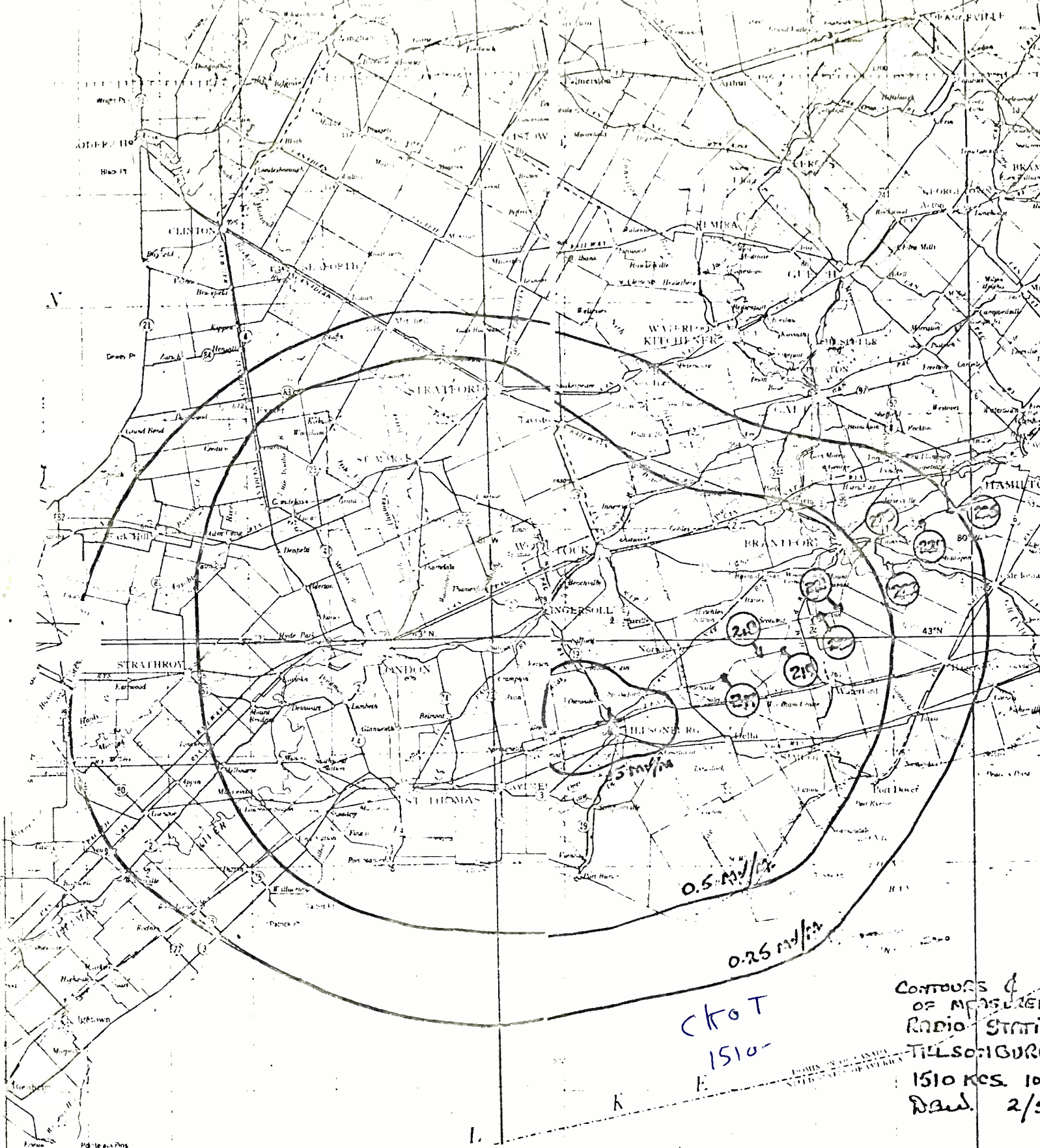
<b>N. J. PAPPAS AND ASSOCIATES</b>	
Applicant: KEITH J. DANCY	
New	SARNIA, 1250 Kc/s 1 KW DA-2 Class III
PREDICTED DAY SERVICE CONTOURS 5, 0.5 and 0.25 MV/M	
Oct. 20/67	Proj. 645
Rev. Dec. 27/67	



**cklb** 1350  
AM

# Coverage Map

10,000 Watts Daytime - 5,000 Watts Nighttime



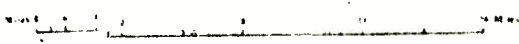
Contours of 100 ft  
 of map system  
 Radio Station  
 TILSONBURG  
 1510 KCS. 100  
 Davd. 2/58

C/KOT  
 1510

0.5 mi/100

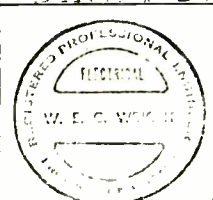
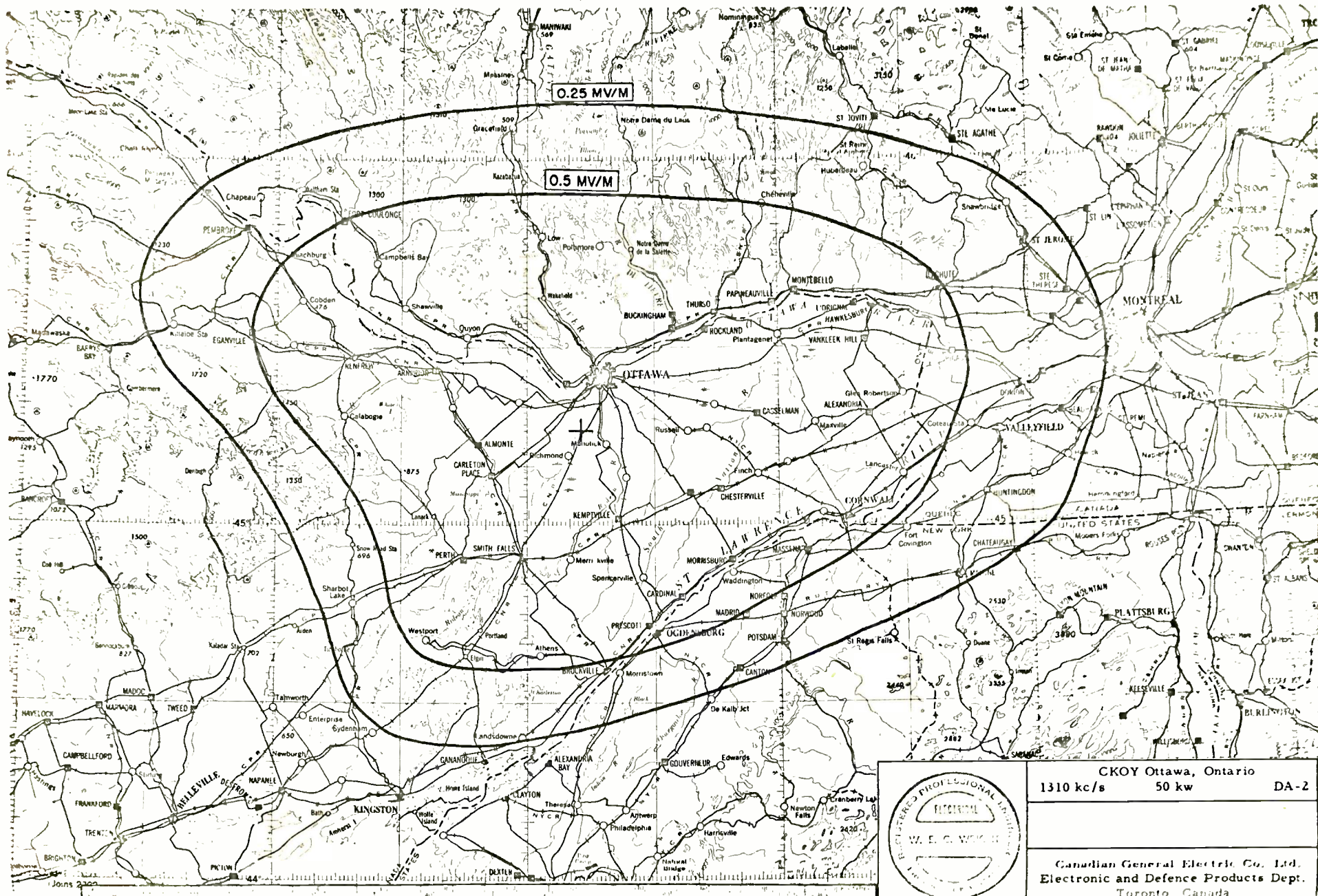
0.25 mi/100

Scale 1 inch = 1.680 miles





**DAYTIME COVERAGE MAP**  
**CKOX - WOODSTOCK, ONTARIO**  
**1000/250 DA/D ND/N 1340 KCS.**



CKOY Ottawa, Ontario		
1310 kc/s	50 kw	DA-2
Canadian General Electric Co. Ltd. Electronic and Defence Products Dept. Toronto, Canada		

No. 1 station in Brant and Norfolk counties.



am and  
fm stereo  
radio  
brantford



**daytime  
am coverage  
contours**  
**10,000 WATTS**

Over a million people a few miles and a few minutes from Brantford\*

Caledonia..	20 miles	25 minutes	Kitchener ..	26 miles	30 minutes
Delhi .....	27 miles	35 minutes	Paris .....	7 miles	10 minutes
Galt.....	17 miles	22 minutes	Port Dover..	29 miles	39 minutes
Guelph ...	31 miles	42 minutes	Simcoe ...	25 miles	29 minutes
Hamilton ..	26 miles	29 minutes	Waterford..	15 miles	19 minutes
Ingersoll ..	34 miles	42 minutes	Woodstock..	27 miles	30 minutes

**CKPC Radio Brantford**

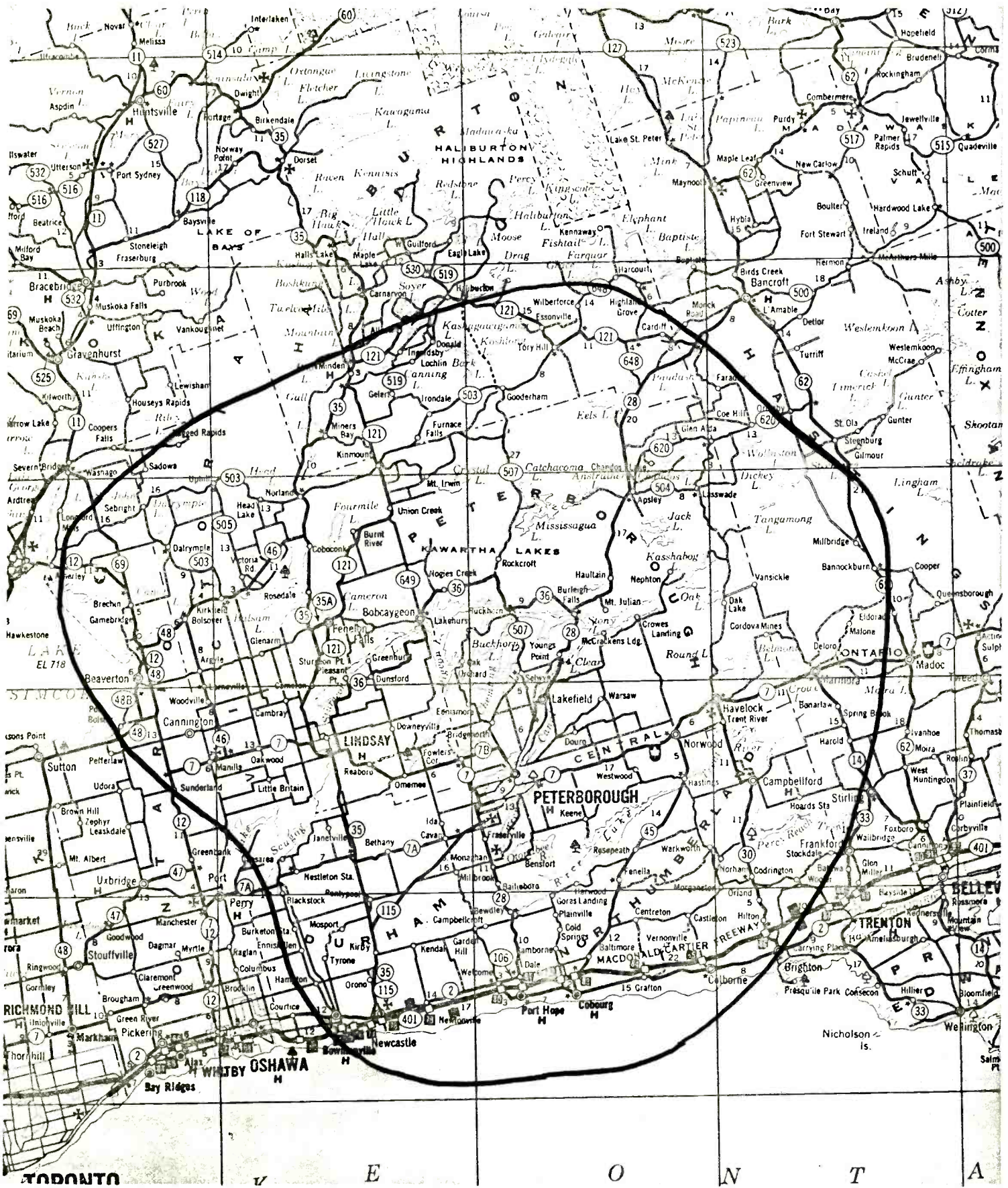
Telephone City Broadcast Limited  
571 West Street, Brantford, Ontario  
Telephone (519) 753-2664  
1380 am / 92.1 fm stereo

**National Representatives Group One Radio Limited**

Toronto — 400 Jarvis St. (416) 923-0919  
Montreal — 1500 Stanley St. (514) 849-1303  
Vancouver — 1033 West Pender St. (604) 682-6391  
Winnipeg — 305 Bower Blvd. (284) 889-1242  
Halifax — 6265 Quinpool Rd. (902) 429-2212

\*Highway mileages and times are approximate.





**CKPT**

*Peterborough, Ontario*  
5000 Watt s- 24 Hours A Day  
Dial 1420

# CKSL London, Ontario

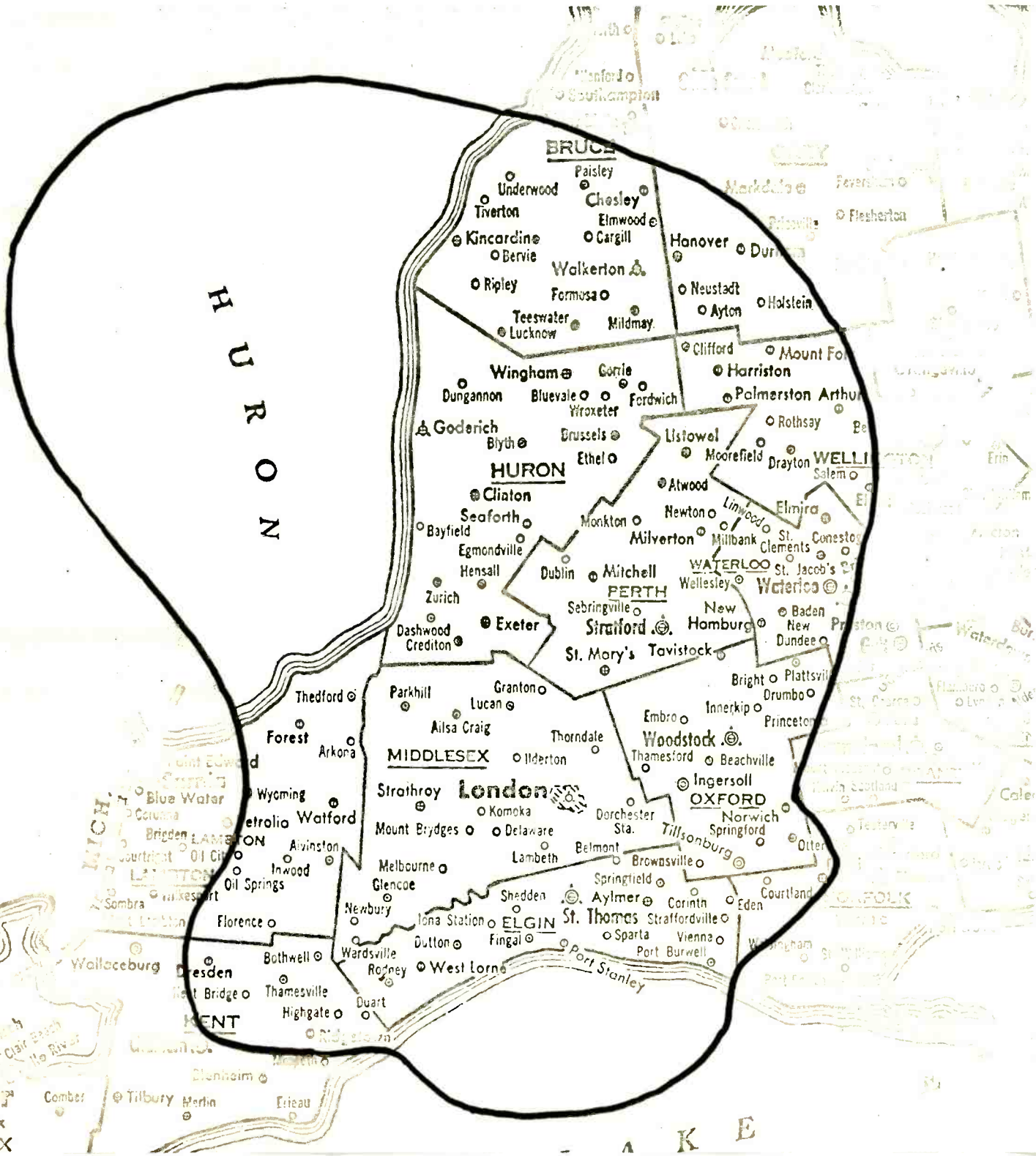
PERSONNEL—General Manager: John A. Funston  
Retail Sales Manager: Ray S. Corvell  
National Sales Manager: R. A. Leslie  
Operations Manager: Don M. Nairn  
Traffic Supervisor: Miss Grace Howald  
Promotion Supervisor: Mrs. Julie Crossan

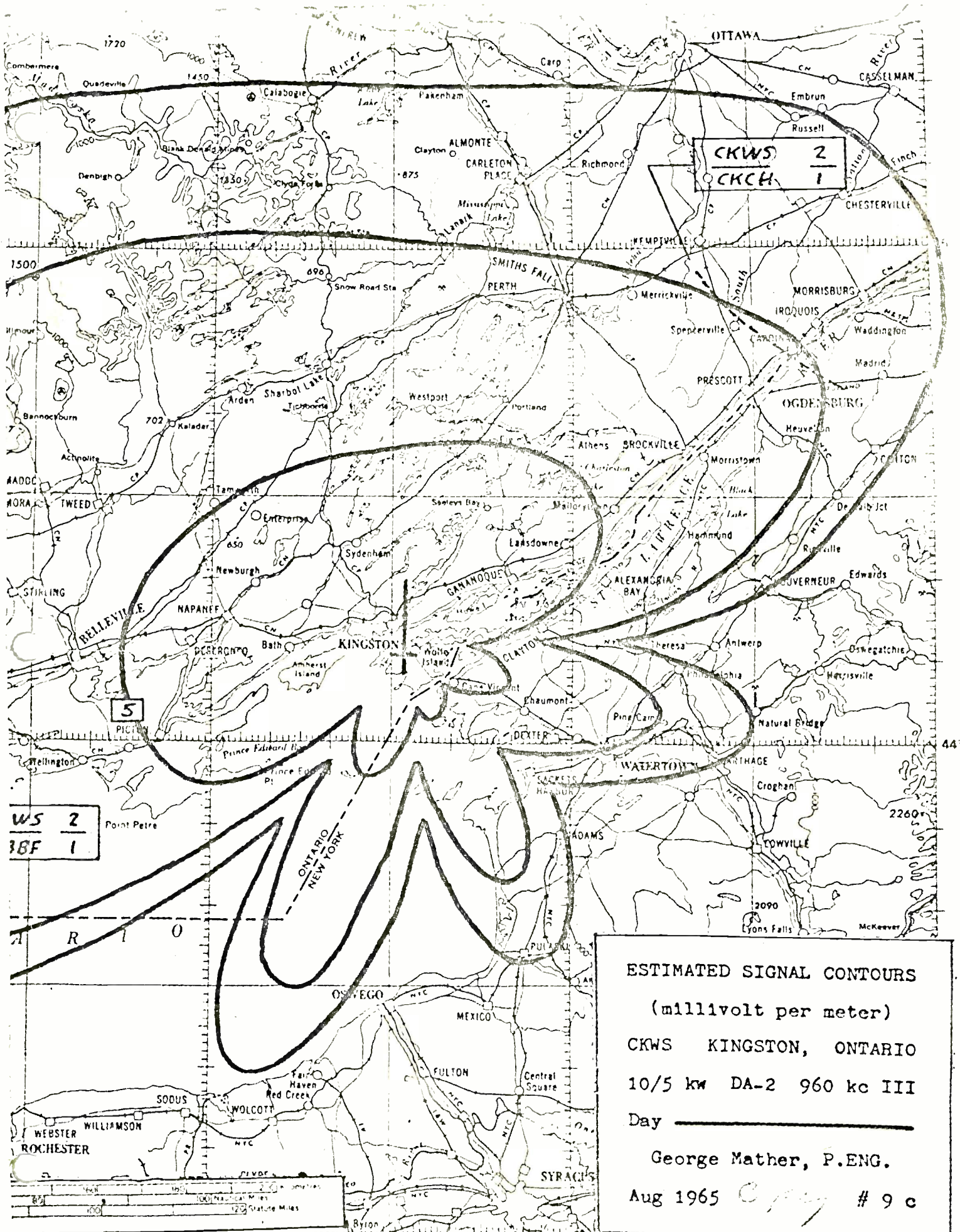
NETWORK AFFILIATIONS—The American Broadcasting Company

GENERAL ADVERTISING—All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Board of Broadcast Governors. Sponsored programs given preference over announcements.

COVERAGE DATA—Within the area contained by CKSL's .25 MV Contour there are:

- 5 cities, 23 towns
- 693 communities
- 29,000 farms
- all or part of 13 counties
- over one-half million people





CKWS	2
CKCH	1

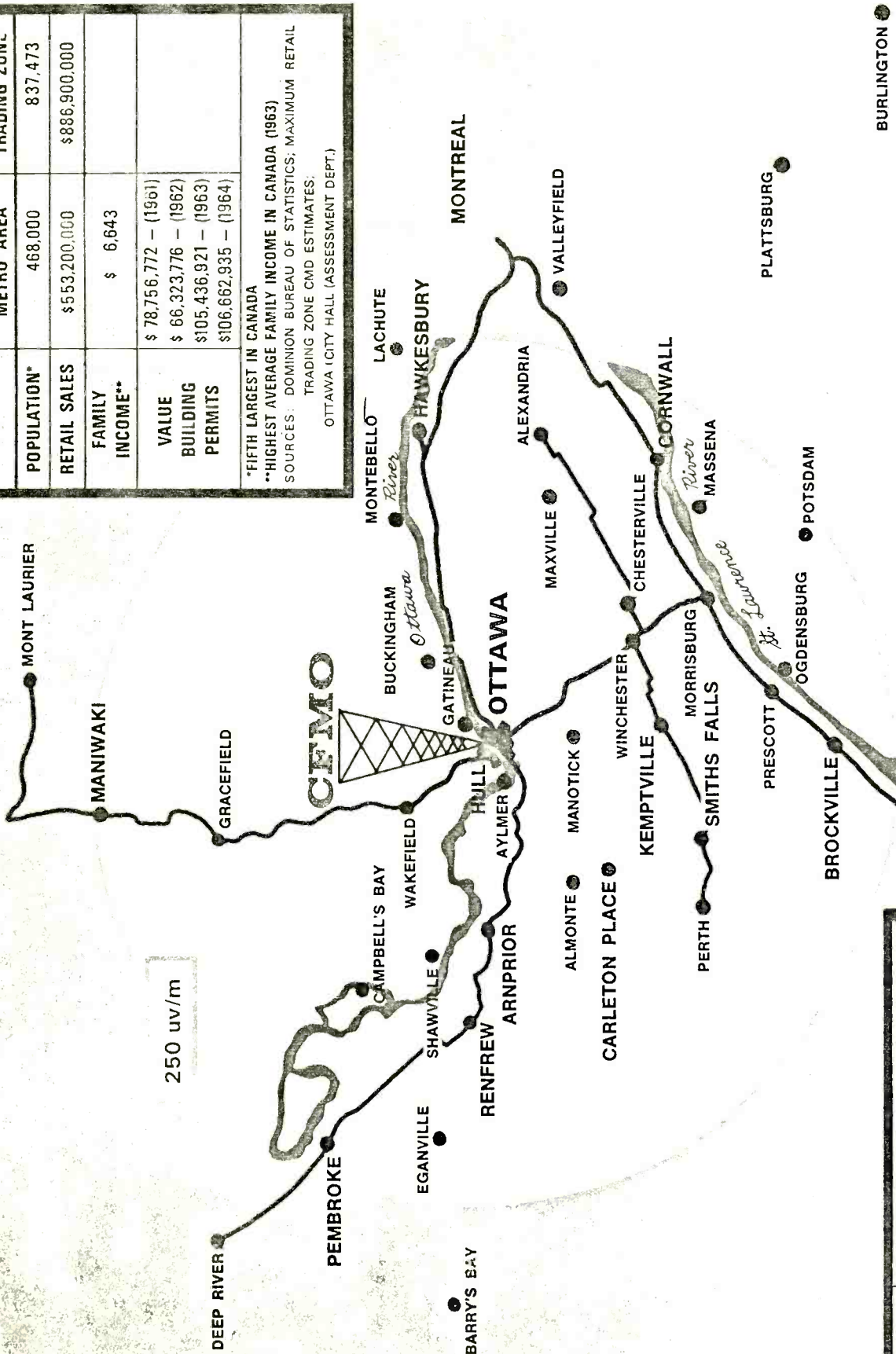
5
---

WS	2
BF	1

ESTIMATED SIGNAL CONTOURS  
 (millivolt per meter)  
 CKWS KINGSTON, ONTARIO  
 10/5 kW DA-2 960 kc III  
 Day \_\_\_\_\_  
 George Mather, P.ENG.  
 Aug 1965 *Copy* # 9 c

MARKETING STATISTICS	
D.B.S.	RETAIL TRADING ZONE
POPULATION*	468,000
RETAIL SALES	\$553,200,000
FAMILY INCOME**	\$ 6,643
VALUE BUILDING PERMITS	\$ 78,756,772 - (1961) \$ 66,323,776 - (1962) \$105,436,921 - (1963) \$106,662,935 - (1964)

\*FIFTH LARGEST IN CANADA  
 \*\*HIGHEST AVERAGE FAMILY INCOME IN CANADA (1963)  
 SOURCES: DOMINION BUREAU OF STATISTICS; MAXIMUM RETAIL TRADING ZONE CMD ESTIMATES;  
 OTTAWA (CITY HALL (ASSESSMENT DEPT.))

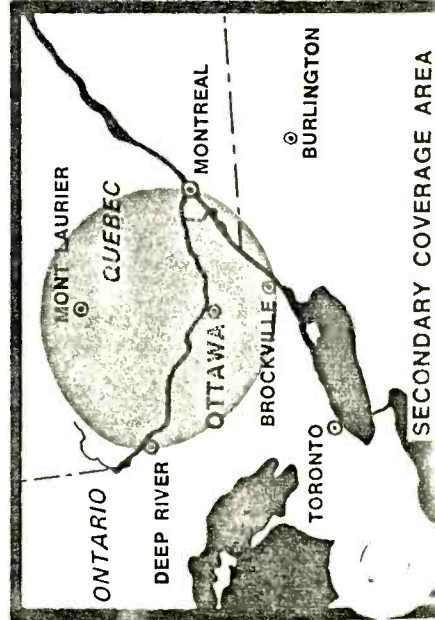


TUPPER LAKE ● LAKE PLACID ●  
 BURLINGTON ●

**FMI STEREO IN OTTAWA**

**146,000 WATTS 93.9 mc**

**CFMO**



SECONDARY COVERAGE AREA