



**“THE
BRIGHT
SPOT
ON YOUR
DIAL”**

**Saturates the entire
Rochester Market
(all six counties)**



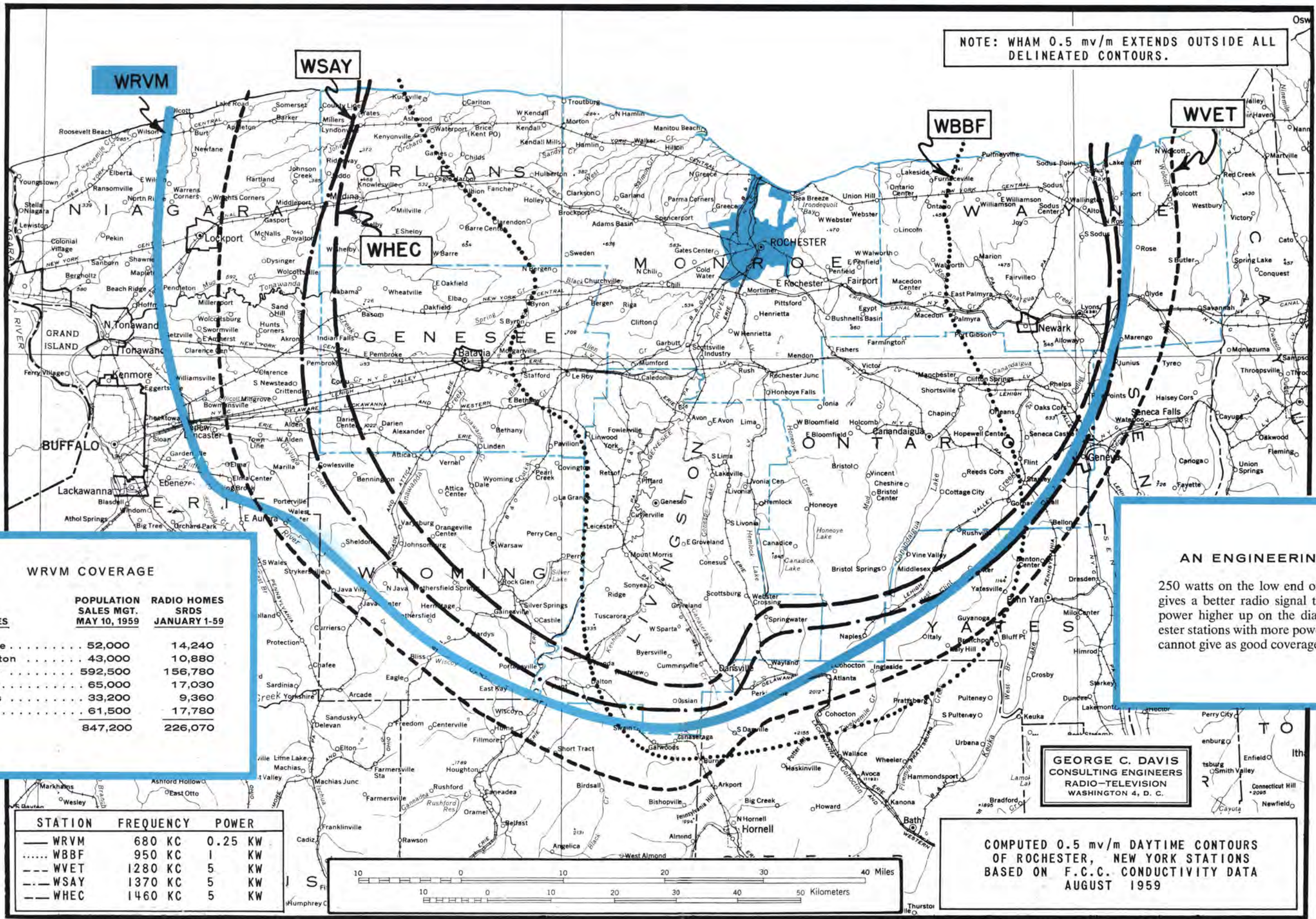
at a price that allows you to buy
an adequate number of spots on

Rochester’s “Fastest Rising” Radio Station

* Both N. Y. State and the U. S. Government Dept. of
Commerce consider the Rochester Metropolitan market to be
made up of 6 counties. To cover Rochester you
must be heard in all 6 counties.

You need an effective radio signal to cover Rochester... not just a lot of watts

NOTE: WHAM 0.5 mv/m EXTENDS OUTSIDE ALL DELINEATED CONTOURS.



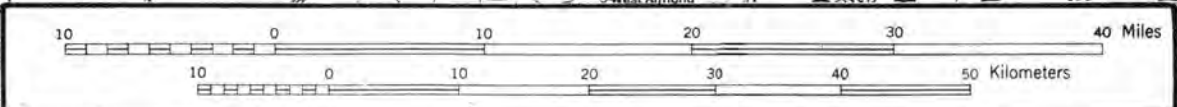
WRVM COVERAGE

COUNTIES	POPULATION SALES MGT. MAY 10, 1959	RADIO HOMES SRDS JANUARY 1-59
Genesee	52,000	14,240
Livingston	43,000	10,880
Monroe	592,500	156,780
Ontario	65,000	17,030
Orleans	33,200	9,360
Wayne	61,500	17,780
	847,200	226,070

AN ENGINEERING FACT

250 watts on the low end of the dial (680) gives a better radio signal than a lot more power higher up on the dial. Other Rochester stations with more power than WRVM cannot give as good coverage of the market.

STATION	FREQUENCY	POWER
— WRVM	680 KC	0.25 KW
..... WBBF	950 KC	1 KW
--- WVET	1280 KC	5 KW
--- WSAY	1370 KC	5 KW
--- WHEC	1460 KC	5 KW



GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO-TELEVISION
WASHINGTON 4, D. C.

COMPUTED 0.5 mv/m DAYTIME CONTOURS OF ROCHESTER, NEW YORK STATIONS BASED ON F.C.C. CONDUCTIVITY DATA AUGUST 1959

WRVM

“THE BRIGHT SPOT” Saturation Rates

ONE MINUTE WEEKLY		30 SECONDS WEEKLY		15 SECONDS OR LESS WEEKLY	
10 Spots	7.00 each	10 Spots	4.90 each	10 Spots	3.50 each
20 Spots	6.50 each	20 Spots	4.55 each	20 Spots	3.25 each
30 Spots	6.00 each	30 Spots	4.20 each	30 Spots	3.00 each
50 Spots	5.50 each	50 Spots	3.85 each	50 Spots	2.75 each

**Additional package rate discounts earned by
consecutive or alternate weekly schedules
26 weeks 5% — 52 weeks 10%**

*Only WRVM gives you complete saturation coverage in the
Rochester metropolitan market at a price you can afford*