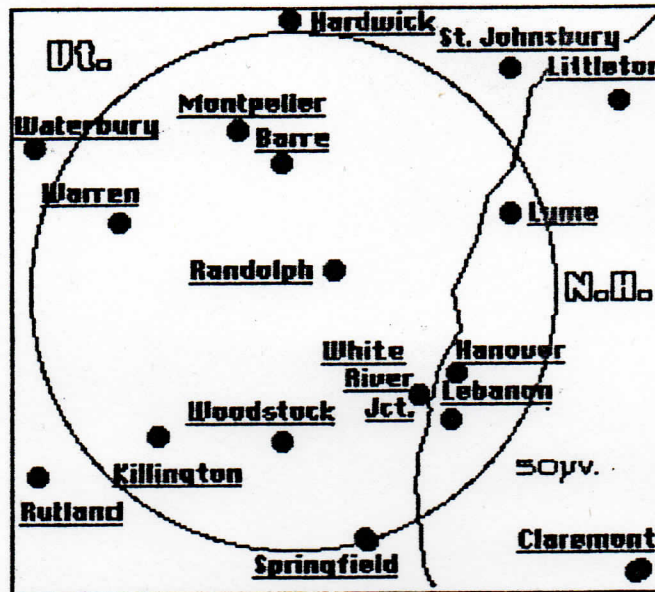


NorthCountry 102

WCVR-FM

Station Profile



WCVR Coverage Area

WCVR broadcasts in Stereo FM on a frequency of 102.3 Mhz twenty-four hours a day, three hundred and sixty-five days a year. Our bright, clear 3,000 Watt signal and our transmitter location at 1,600 feet allow us to be heard by listeners all over mid-Vermont and the Upper Valley.

WCVR is the area's only full service Country formatted station. Our lively personalities bring listeners the best in Country hits all day and all night too.

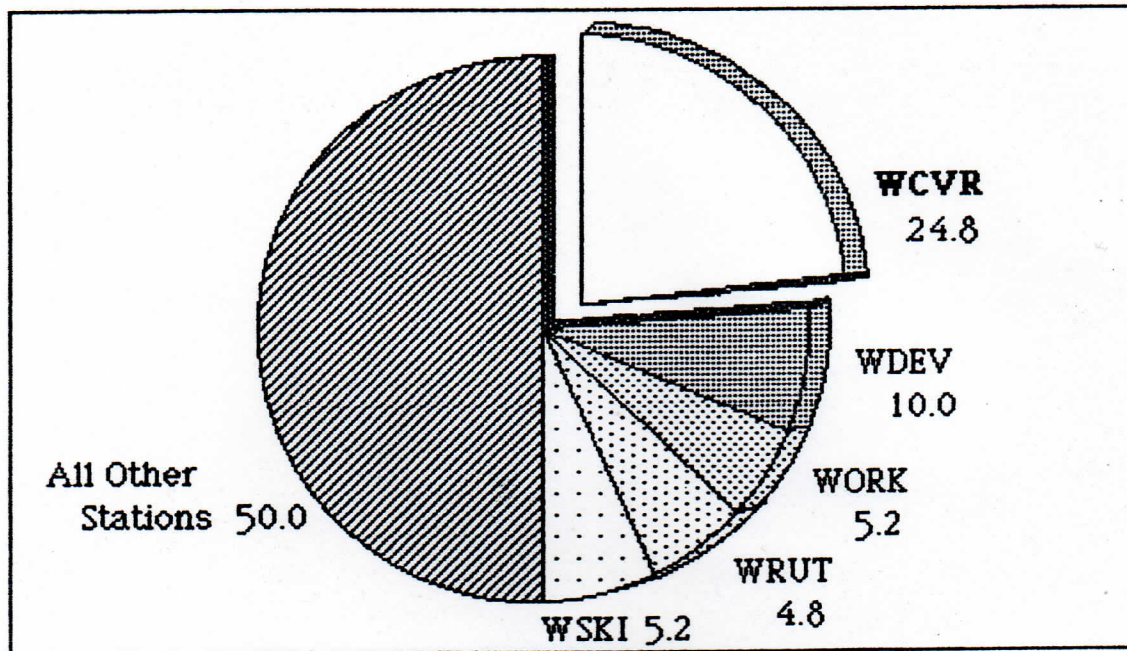
WCVR is your perfect medium for reaching adults (25 to 54), your potential customers.

NorthCountry 102 / WCVR Radio
P.O. Box 249
Randolph Center, Vt. 05061
802-728-4411

NorthCountry 102

WCVR-FM

Number One with Listeners



Get a bigger piece of the pie with WCVR

Based on a survey conducted by Professional Research Services in October 1984, WCVR beats the competition hands down! The chart shows share of audience, age 18 and older, based on a sample of 250 telephone interviews in these towns:

Barnard	Corinth	Hartford	Northfield	Ryegate	Warren
Barre	Craftsbury	Hartland	Norwich	St. Johnsbury	Waterbury
Bethel	Duxbury	Lebanon, NH	Pittsfield	Sharon	White River Jct
Bradford	Fairlee	Littleton, NH	Plymouth	Stockbridge	Worcester
Braintree	Granville	Mendon	Randolph	Thetford	Williamstown
Bridgewater	Groton	Montpelier	Rochester	Topsham	Woodstock
Brookfield	Hancock	Middlebury	Roxbury	Tunbridge	
Chelsea	Hanover, NH	Moretown	Royalton	Vershire	
Chittenden	Hardwick	Newbury	Rutland	Waitsfield	

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NORTHCOUNTRY 102

WCVR-FM

***BARRE - MONTPELIER'S ONLY
FULL SERVICE COUNTRY MUSIC
RADIO STATION***

- FULL SERVICE** means Country Music 24 hours every day, seven days a week, every week of the year.
- FULL SERVICE** means broadcasting in FM Stereo with state of the art audio quality and clear static-free reception day or night.
- FULL SERVICE** means Live Programming, with familiar local personalities, announcements about local events, and plenty of uninterrupted Country Music.
- FULL SERVICE** means regularly scheduled World and National News at the top of the hour.
- FULL SERVICE** means the latest, up to the minute, weather twice every hour, around the clock.
- FULL SERVICE** means professional production services, complete with sound effects or music beds, free of charge to our clients.
- FULL SERVICE** means accurate, computerized, scheduling and billing. You can rely on us to run your commercials as you expect.
- FULL SERVICE** means a limit of 4 commercial breaks per hour, and never more than 4 commercials in a break. This makes your commercial stand out and reach more of your potential customers.

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NORTHCOUNTRY 102

WCVR-FM

THE UPPER VALLEY'S ONLY

FULL SERVICE COUNTRY MUSIC

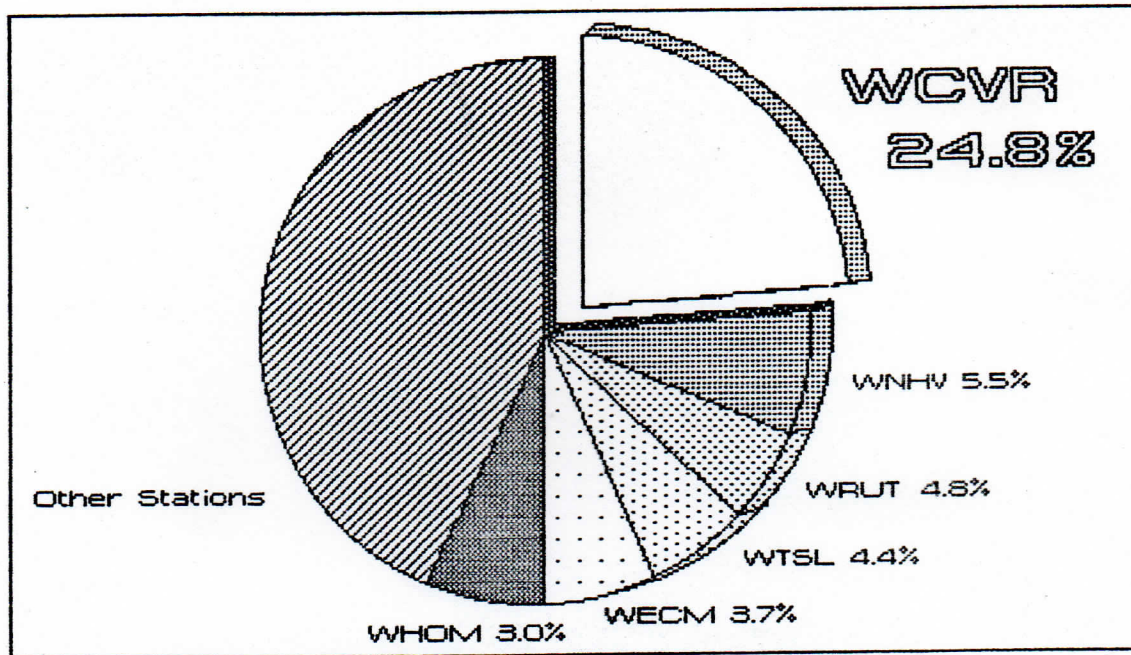
RADIO STATION

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NorthCountry 102

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Number One with Listeners



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Chittenden	Hardwick	Newbury	Rutland	Waitsfield	

NorthCountry 102 / WCVR Radio

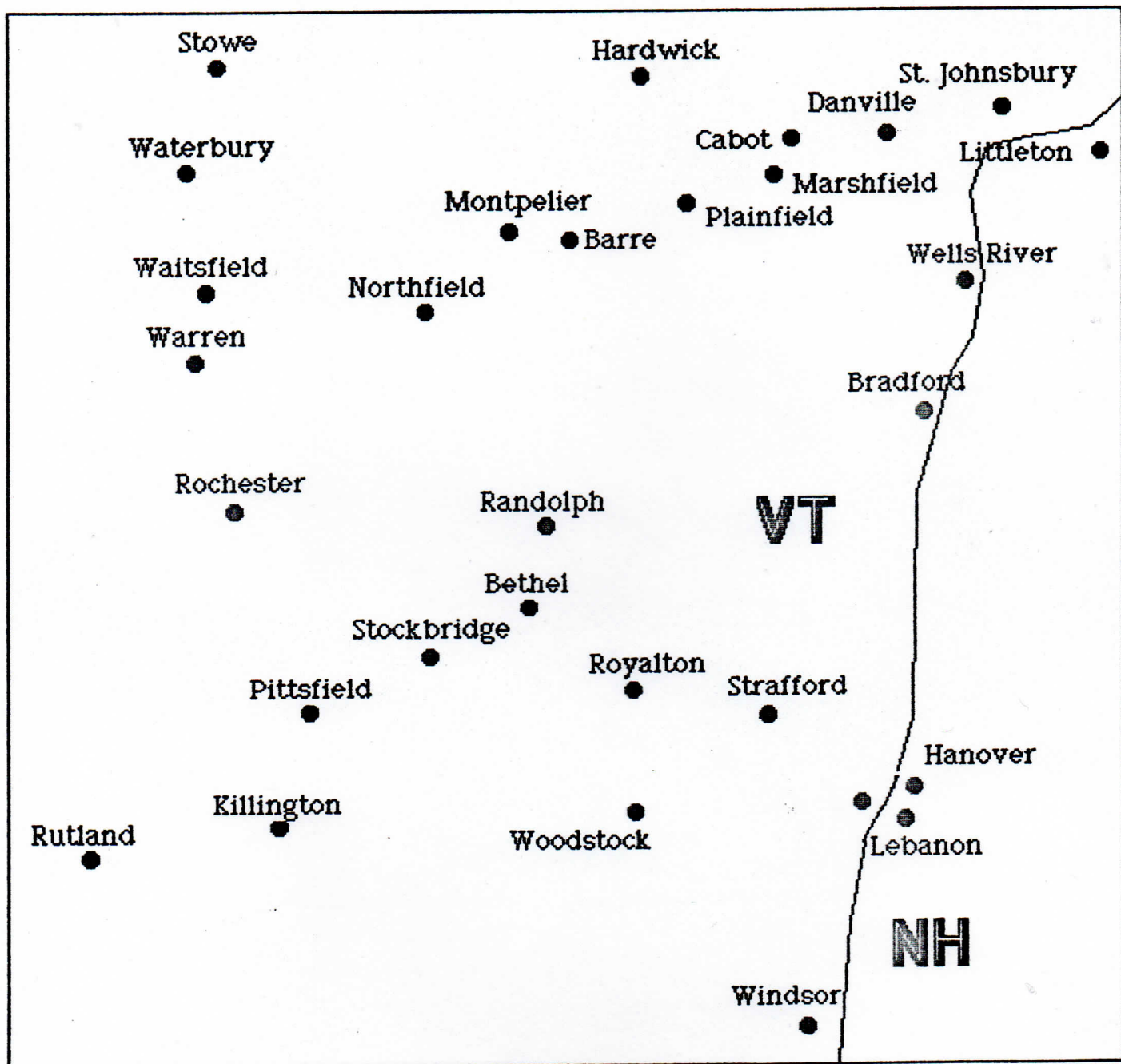
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NorthCountry 102

WCVR-FM



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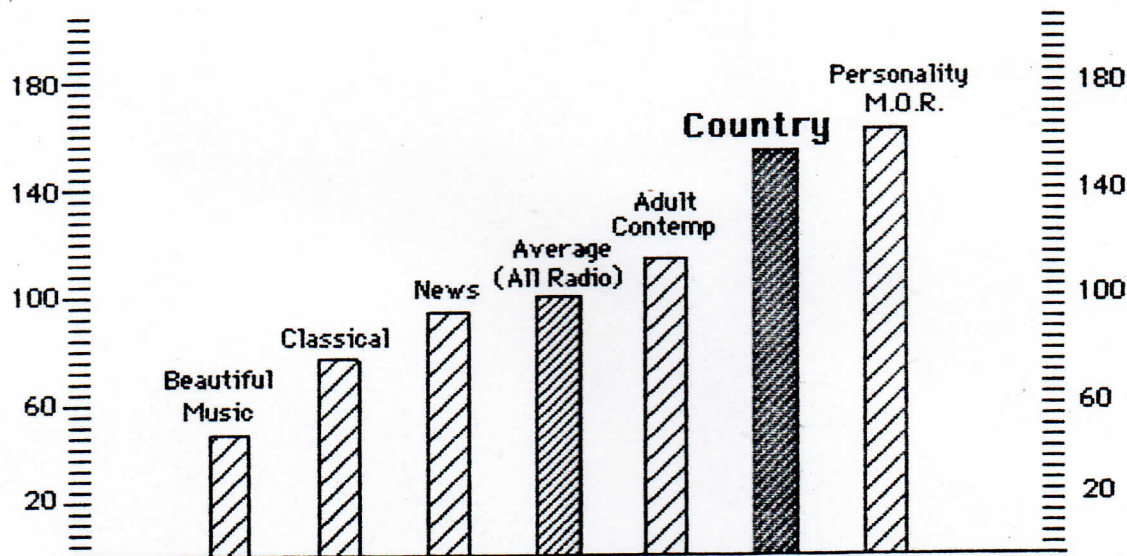
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NorthCountry 102

WCVR-FM

Commercial Recall Index



Radio Commercial Recall Index

(Average for all formats = 100)

Did you know that Country Radio listeners are almost four times as likely to recall your commercial as listeners to beautiful music? The research shows that Country Radio listeners have a better recall of commercials than listeners to almost any other format. For you, the advertiser, this means more response and better results for your dollar.

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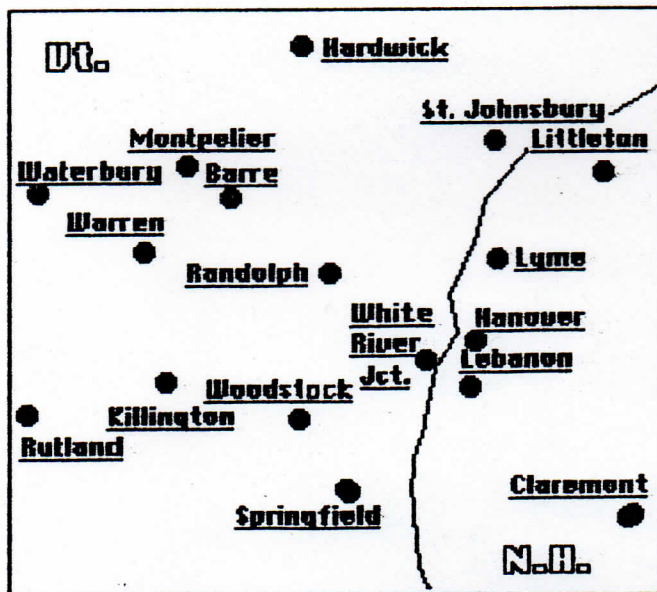
NorthCountry 102

WCVR-FM

Introductory Special

Designed to meet the needs of the first time advertiser. This special package allows you find out first hand what a terrific job WCVR can do for your business.

Priced at just \$256.00 for the trial period of four weeks, this package will provide you with high visibility saturation advertising. You pay for 32 30 second commercials, and we throw in 8 free commercials. This makes your rate as good as what our annual clients get.



And just look at the large audience you can reach in the WCVR listening area. Our thousands of listeners are mostly men and women in the 25 to 54 year age group, the kind of people you'd like to do business with.

It's a proven fact that Country Music Radio listeners respond

better to radio advertising than listeners to any other format.

This is a great chance for you to try WCVR. If your experience is like that of most businesses that try us, you'll probably become one of our regular customers.

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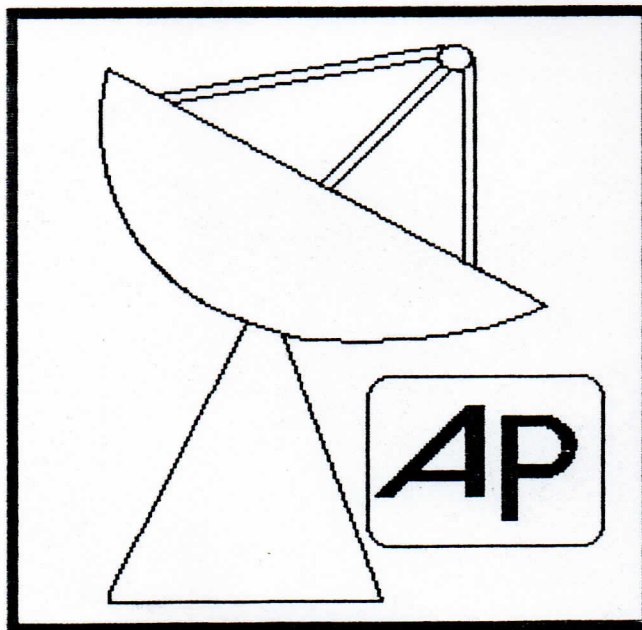
NorthCountry 102

WCVR-FM

The News Sponsorship

More Americans get their news first from Radio than from any other source, including newspaper or television. And when people listen to the news, they listen actively not only to the news but also to the sponsor's message.

That's why knowledgeable and experienced advertisers so often pick the News Sponsorship as the showcase for their message. They know that nothing beats it for consistent long term results.



At WCVR we take the News seriously. We were the first radio station in this area to install our own satellite dish for instant, world-wide news delivery from the Associated Press.

Our full five minute news reports are broadcast at the top of the hour during morning drive, the noon hour, and afternoon drive; all peak listening periods.

As a WCVR News Sponsor you pay for one sponsorship daily Monday through Friday. As a bonus you get two free sponsorships each weekend. The cost is just \$60 per week. Minimum order is thirteen weeks.

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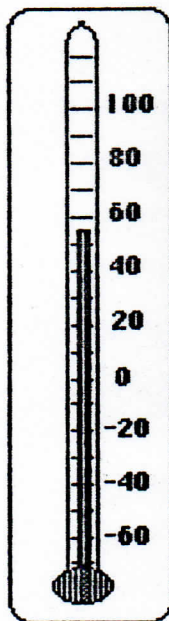
NorthCountry 102

WCVR-FM

The Weather Sponsorship

Here in the NorthCountry the weather report is important to folks, summer, fall, winter and spring. WCVR listeners know they can rely on us for the very latest and most up-to-date weather report twice an hour. Of course, if particularly severe conditions arise, we broadcast updates as frequently as necessary.

Our weather reports are compiled from various sources, including the National Weather Service and the Associated Press.



The weather sponsorship is the perfect answer to the advertising needs of many small, image oriented, businesses. The audience for the weather report is an attentive audience, active listeners who will hear and respond to your message.

Another reason for the popularity of this package is the budget minded price of just \$50 per week for the regular sponsorship, or \$25 per week for the half sponsorship.

Under the full sponsorship plan, you buy five thirty second commercials each week to run Monday through Friday. As a bonus we give you Saturday and Sunday absolutely free.

You must order for a minimum of thirteen weeks. After the first thirteen weeks you may cancel at any time. Sign up today!

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NorthCountry 102

WCVR-FM

Total Audience Plans

Many retail businesses need to buy advertising on a weekly basis. The Total Audience Plan, or TAP plan, allows you to buy twenty or more commercials to run in one week and receive a special discount for even Monday thru Saturday scheduling.

<u>Total Audience Plans</u>		
<u>Thirties</u>		
<u>Times</u>		<u>Price</u>
20		129.00
25		159.00
30		179.00
<u>Sixties</u>		
<u>Times</u>		<u>Price</u>
20		169.00
25		209.00
30		229.00

Compare these prices to what you have to pay for a half or full page in one of the area papers.

The TAP plan allows you to reach almost every segment of our large, loyal NorthCountry audience, *your* potential customers. It's an audience of mostly adults 25 and older, people who will respond to your message and buy your products.

There is no minimum sign-up period for the TAP plan. When you want to be on the air for a week, buy for one week without any further obligation. It's flexible and meets your needs.

Your commercials will be run from Monday through Saturday up 'til 9 in the evening, never later.

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NorthCountry 102

WCVR-FM

Rate Card

March 15, 1985
Best Times Available
5 a.m. to 10 p.m.

Thirty Second Announcements

Times per Week	Open	13 Week	Annual
5	10.00	9.00	8.00
10	9.50	8.50	7.60
15	9.00	8.10	7.20
20	8.50	7.70	6.80
25	8.00	7.30	6.50

Sixty Second Announcements

Times per Week	Open	13 Week	Annual
5	12.50	11.20	10.00
10	11.80	10.60	9.50
15	11.20	10.10	9.00
20	10.60	9.50	8.50
25	10.00	9.00	8.00

All rates are Net to Station. Ask your rep for information about other rates, discounts, and supplements. Terms: Cash or established credit.

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