

5000 Watts - Days - 1330 Radio . . .

WESR

TASLEY, VIRGINIA

COVERAGE: Virginia's Eastern Shore, Southern Maryland, Virginia's Northern Neck area, the Great Lower Chesapeake Bay area, and all of Virginia's Bay and Ocean Beaches. Virginia counties of: Accomack, Northampton, Mathews, Middlesex, Lancaster, Richmond, Westmoreland, Northumberland, and Gloucester . . . also Virginia Beach . . . North Carolina beaches from Virginia line to Cape Hatteras within 0.5 MVM Coverage!

FEATURES: Emphasis on local and regional news; adult music — albums, popular singles and hymns; AP news features; time signals, tide and marine weather reports; fishing news; farm news and weather; farm market reports and county agent reports; sports reports; public service; information features.

UNIQUE MARKET: WESR is the Only Radio Station on Virginia's entire Eastern Shore Peninsula . . . and the only radio station covering ALL of Virginia's Bay and Ocean Beaches.

AFFILIATIONS: Subscriber to NAB Code of Good Practices; Associated Press News affiliate; Awarded over 20 citations for outstanding public service since 1958.

WESR RATES: One Rate Card for All Advertisers . . . local, regional and national. (See SRDS Spot Radio.)

AUDIENCE PROFILE: Approximately 65% white, 35% Negro; up to 15,000 transient farm workers on Virginia's Eastern Shore each summer to harvest strawberries, potatoes, green beans, tomatoes and other truck crops. High percentage of Adults in the listening audience due to large number of retired persons who reside in the Chesapeake Bay region.

MERCHANDISING: WESR's salesmen assist distributors, routemen and advertisers on numerous merchandising aids.

1330 Radio . . . WESR 5000 Watts . . .

Vernon H. Baker, President

C. Brooks Russell, Vice President & General Manager
EASTERN SHORE RADIO CENTER

Phone 703-787-3200

Tasley, Virginia 23441

MARKET DATA

	0.5 MVM Coverage
Population	268,910
Households	88,250
Radio Homes	82,540
Automobiles	86,210
Spendable Income	\$518,103,000

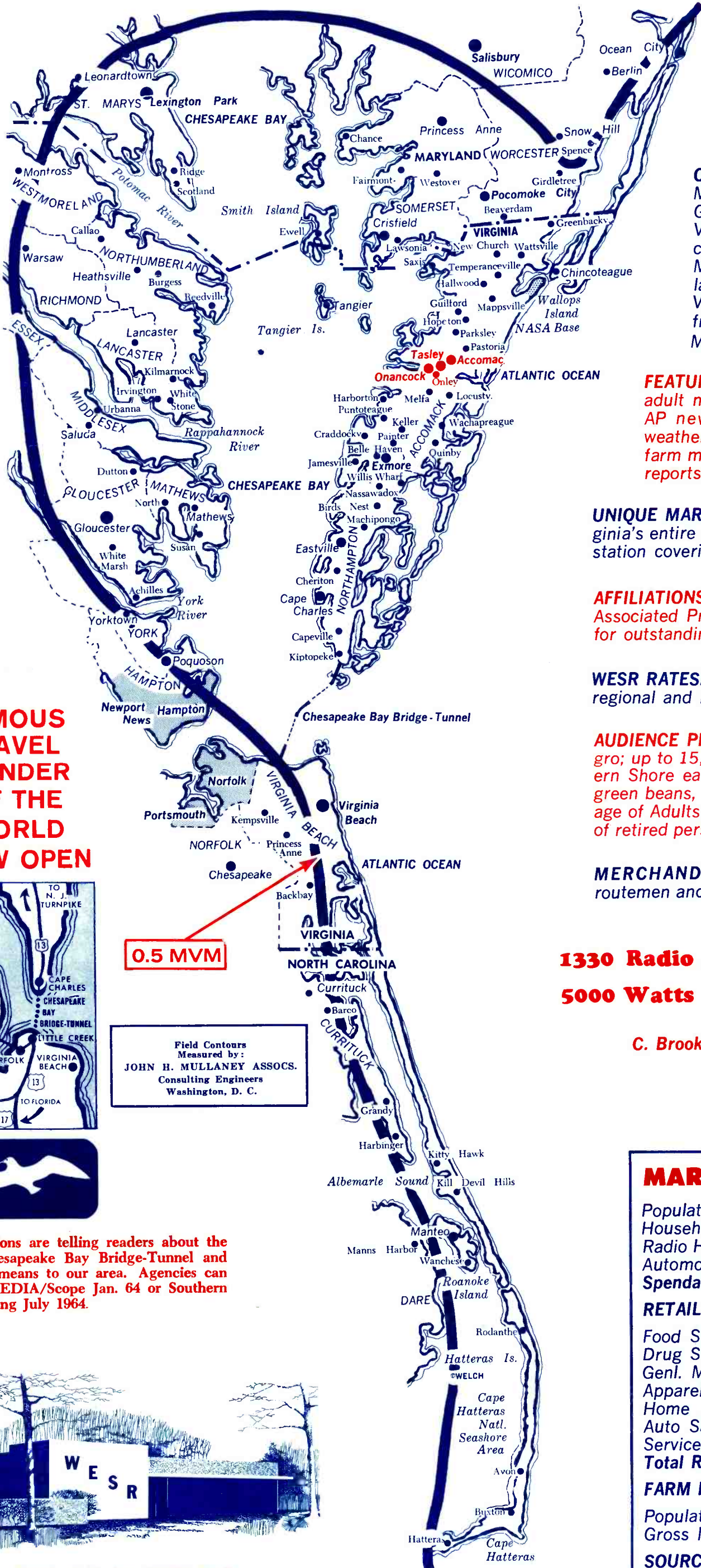
RETAIL DATA:

Food Stores	\$ 77,208,000
Drug Stores	\$ 9,401,000
Genl. Merchandise	\$ 17,931,000
Apparel Stores	\$ 9,755,000
Home Furnishings	\$ 10,894,000
Auto Sales	\$ 52,589,000
Service Stations	\$ 26,863,000
Total Retail Sales	\$297,774,000

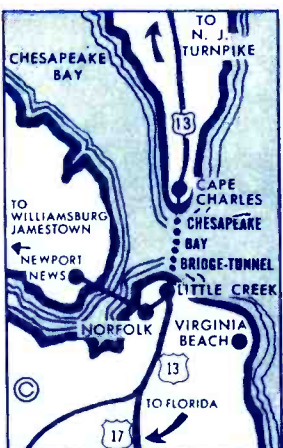
FARM DATA:

Population	19,900
Gross Income	\$72,374,000

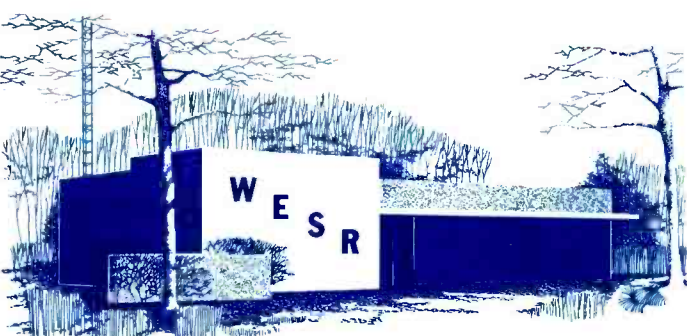
SOURCE: SRDS Consumer Data exclusively.



FAMOUS TRAVEL WONDER OF THE WORLD NOW OPEN



Publications are telling readers about the new Chesapeake Bay Bridge-Tunnel and what it means to our area. Agencies can check MEDIA/Scope Jan. 64 or Southern Advertising July 1964.



Sketch of Modern WESR Studios

PROFILE OF CHESAPEAKE BAY BRIDGE-TUNNEL

Virginia's Eastern Shore

Thimble Shoal Tunnel—5,738 feet

Chesapeake Channel Tunnel—5,450 feet

North Channel Bridge

Fisherman Inlet Bridge

**Effective Local and Regional Radio
In the Growing Eastern Shore of Virginia
and the Great Lower Chesapeake
Bay Region Since 1958**

A Growing Market Because of -

- ★ The completion of the World's Fifth Engineering Wonder . . . the great \$200 millions — 17½ mile Chesapeake Bay Bridge-Tunnel connecting Virginia's Eastern Shore beaches and fishing waters with the Western Shore.
- ★ **World-famous seafood industry**, deepsea fishing, Chincoteague oysters, ponies.
- ★ **On the famous Highway 13** from New York to Miami.
- ★ **Rich truck farms, lumber industry, light manufacturing.**
- ★ **Resort beaches and retirement communities . . . more and more abuilding now with the new bridge-tunnel.**
- ★ **NASA Wallops Island Space Research Center.**

Call us Today!

W E S R

**C. Brooks Russell, Vice President & General Manager
EASTERN SHORE RADIO CENTER
Phone (703) 787-3200**

**TASLEY, VIRGINIA
Zip 23441**



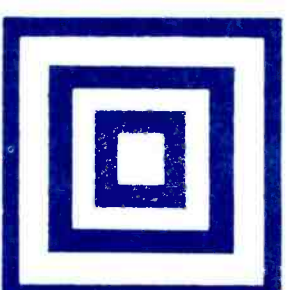
Brochure Designed by Market Data Associates / Copr. 1964



**Here's
the**

**V
E
S
R**

. . . . Story



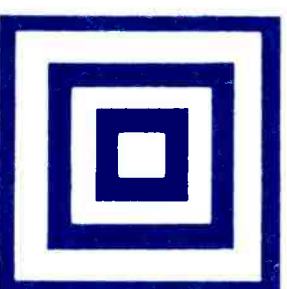
**5000
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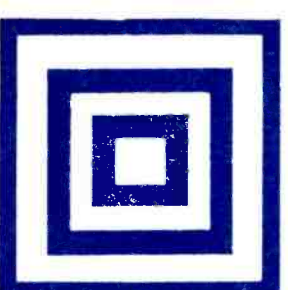
**Marine
Reports**



**1330
Radio**



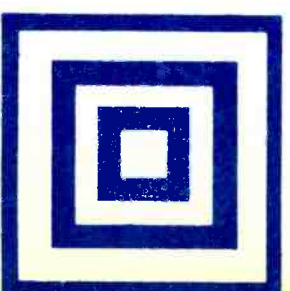
**Quality
Programs**



**Local
News**



**Adult
Music**



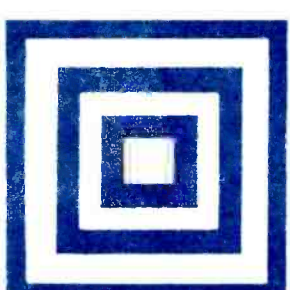
**Only
Daily
News-Ad
Medium**



**One-
Station
Market
means**



**You
Get
Results!**



Effective Local and Regional Radio

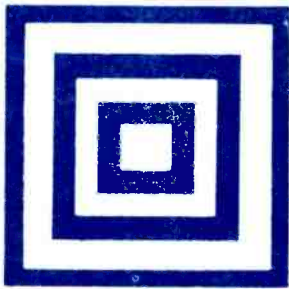
**. . . on Virginia's Eastern Shore and Northern Neck and all the Great Lower Chesapeake Bay Region and the North Carolina Coast to Cape Hatteras!
As Powerful As Any Radio Station on the East Coast between New York and Florida!**



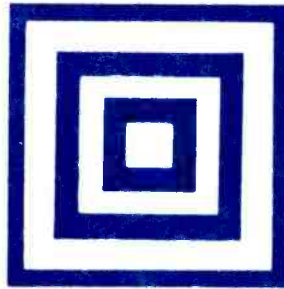
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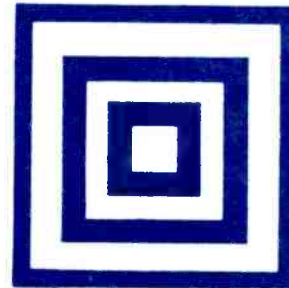
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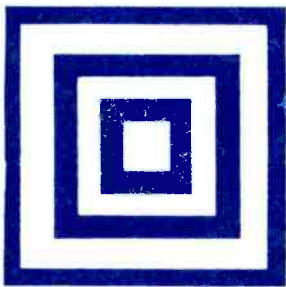
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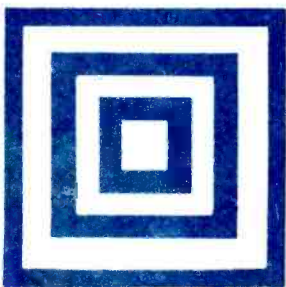
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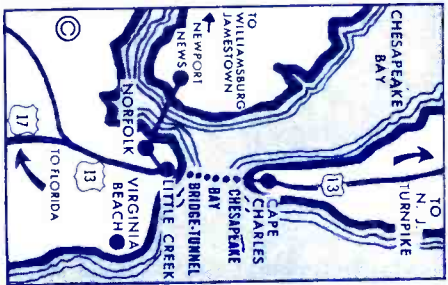
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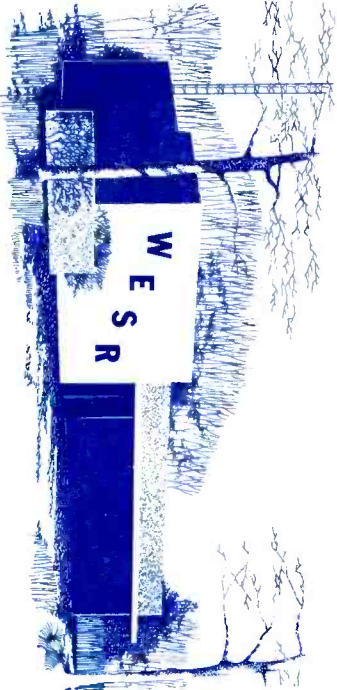


**WONDER
OF THE
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NOW OPEN



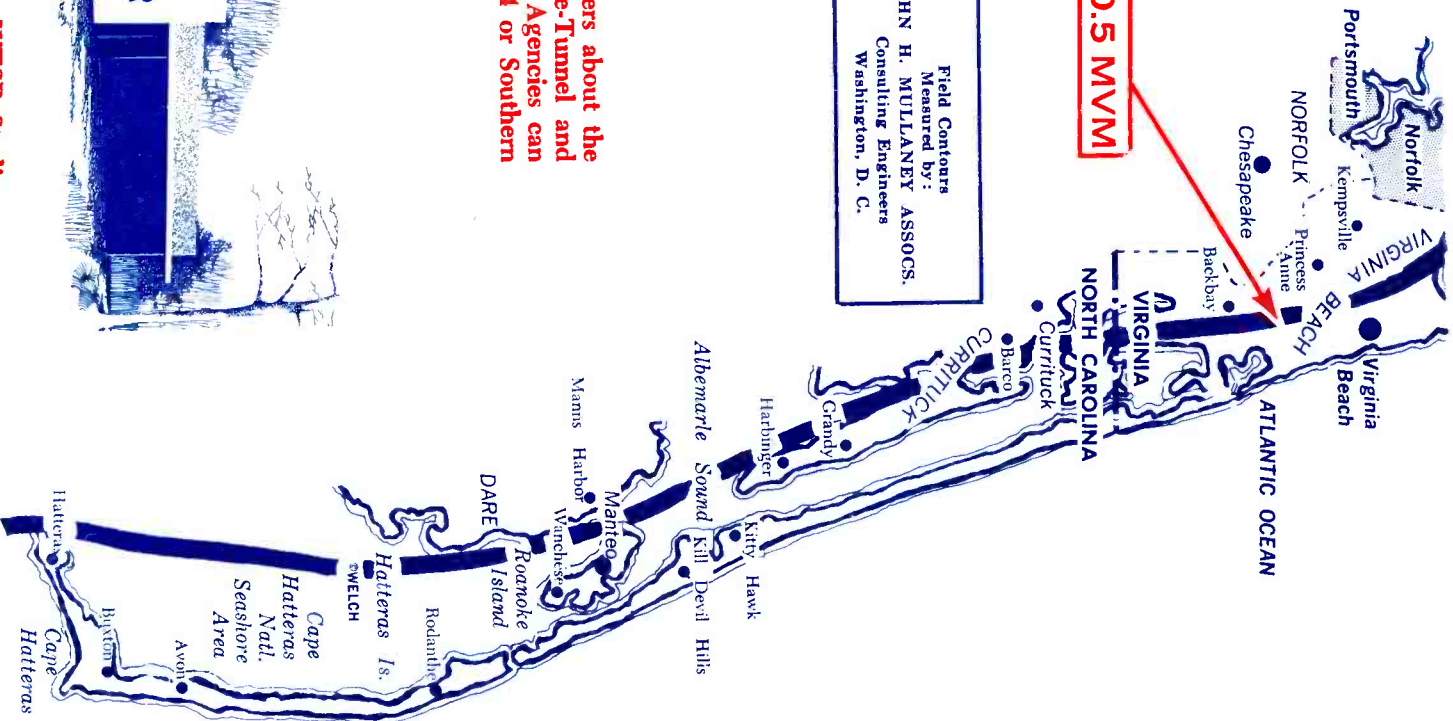
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0.5 MVMI

Field Contours
Measured by:
JOHN H. MULLANEY ASSOCS.
Consulting Engineers
Washington, D. C.



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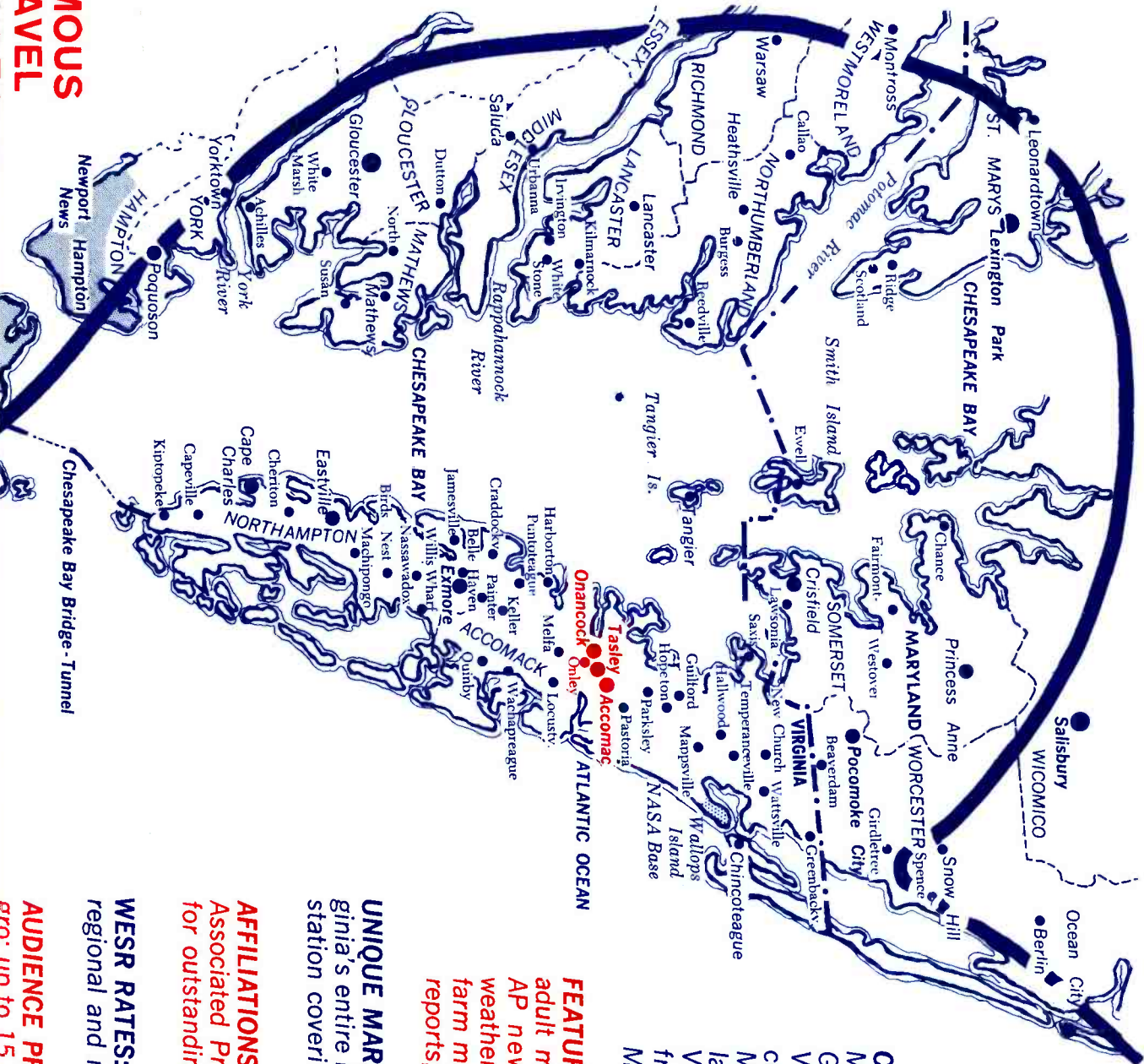
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- ★ **NASA Wallops Island Space Research Center.**

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