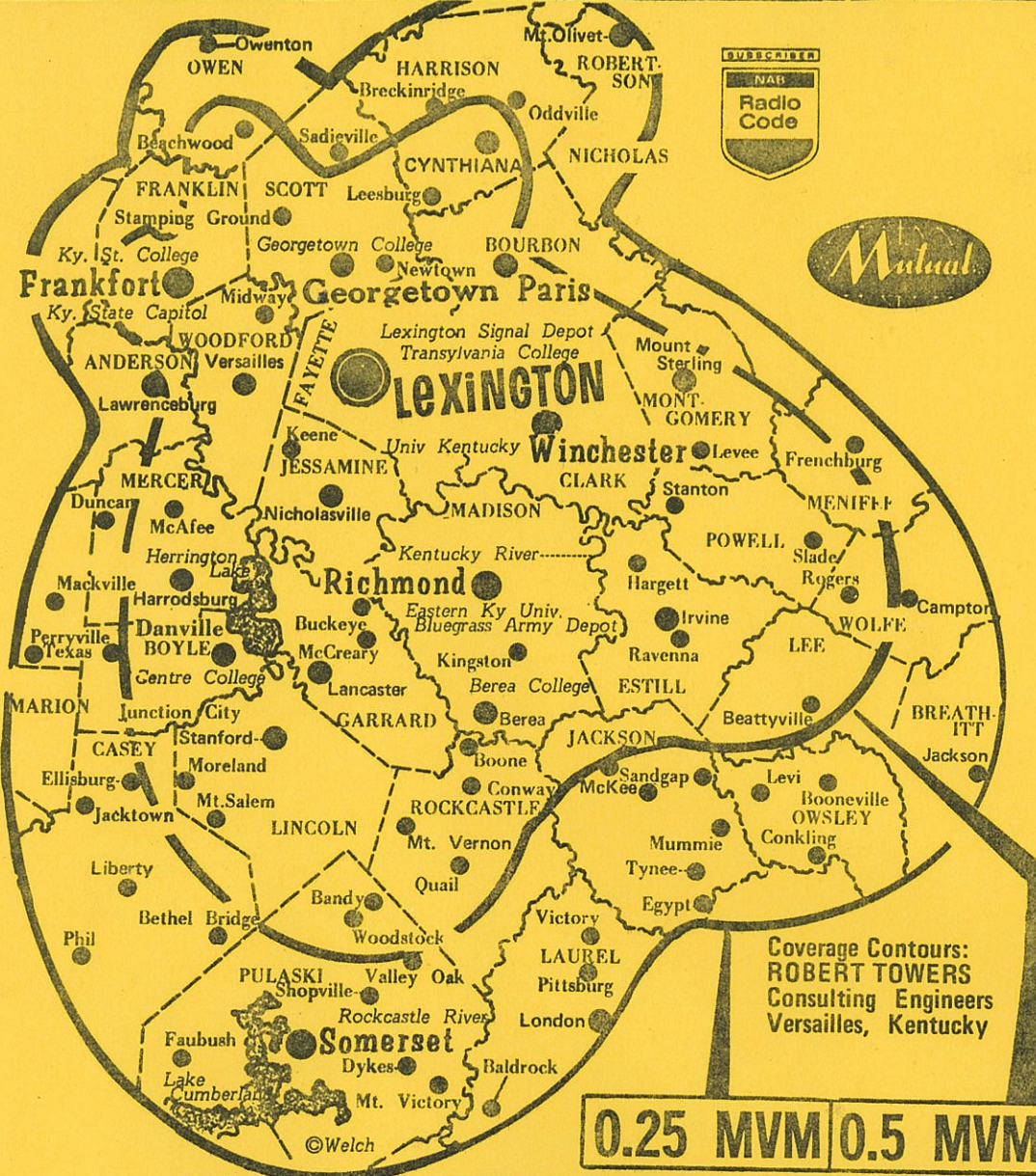


WAXU RADIO - The 10,000 Watt Country Giant



Lexington is the largest city in the rich Central Kentucky Bluegrass region...now rated 14th in the U.S. in growth, with a Metro (Fayette County) population exceeding 176,000...with an Average-Income-per-Household exceeding \$10,515.

1970 Census indicates 72% increase in population during the past decade!

Over 60 industries in the Lexington Metro including IBM, General Electric, Proctor & Gamble, American Can, Parker Seal, Square D, Trane Company and Westinghouse Air Brake, with more than 80,000 workers employed in non-farm jobs.

Lexington is a world-renowned horse breeding, horse farms and sales center. It is the Retail and Wholesale-shipping center for 26 adjacent counties...served by three railroads, 25 motor freight lines and four airlines.

Lexington Metro is an educational center... home of famed University of Kentucky, Transylvania College, Georgetown College.

**10,000 Watts
1580 Radio**

Coverage Contours:
ROBERT TOWERS
Consulting Engineers
Versailles, Kentucky

0.25 MVM 0.5 MVM

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population	483,930	632,180
Households	153,430	198,940
Radio Homes	151,970	196,260
Auto Owners	202,993	259,800
Farm Population	48,190	88,890
Spendable Income ...	\$1,288,646,000	1,555,823,000
Total Retail Sales ...	\$ 783,883,000	936,117,000
Food Stores	\$ 196,888,000	237,487,000
Drug Stores	\$ 29,716,000	34,656,000
Department Stores ...	\$ 103,769,000	118,689,000
Apparel Shops	\$ 49,471,000	55,452,000
Homefurnishings	\$ 33,751,000	39,797,000
Auto Sales	\$ 156,366,000	196,083,000
Service Stations	\$ 74,920,000	91,039,000
Farm Income	\$ 255,920,000	359,521,000

Source: SRDS Consumer Data 1972. ©

WAXU RADIO is the most powerful radio station in the Central Kentucky Bluegrass region - providing full coverage of the Lexington Metro area - for just pennies per-thousand!

TOP GUN WAXU programs Modern Country Music - All Day Long! The only station in the Lexington Metro market with a definitive audience! Local News on-the-hour. Mutual Network News on-the-half-hour. NASCAR Auto Races, too!

NATIONALLY REPRESENTED BY



Alan Torbet Associates, Inc

Regionally Represented by
Regional Reps, Inc

Prepared by -



1580 Radio

Central Kentucky Broadcasters, Inc.
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WAXU - The Big One in the Bluegrass Country