5000 Watts - Days - 1330 Radio... WESR... TASLEY, VIRGINIA

FAMOUS TRAVEL WONDER OF THE WORLD NOW OPEN

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

1330 Radio... 5000 Watts... WESR... Tasley, Virginia 23441

VERNON H. BAKER, President
C. BROOKS RUSSELL, Vice President & General Manager
EASTERN SHORE RADIO CENTER
Phone 703-787-3200

MARKET DATA

0.5 MVM Coverage

Population .......................................... 268,910
Households ....................................... 88,250
Radio Homes ........................................ 82,540
Automobiles ......................................... 86,210
Spending Income .................................... $518,103,000

RETAIL DATA:

Food Stores ..................................... $77,208,000
Drug Stores .................................... $9,401,000
Genl. Merchandise ............................. $17,933,000
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.
Effective local and regional radio

Resultful means...

Get You the Medium

Music Adult News Local

Radio 1330 Watts 5000 Watts

Programs Quality

Here's WESR

3:8.

C Brooks Rassell Vice President & General Manager

Can it Today!

A Growing Market Because of...

Bay Region......Since 1958

and the Great Lower Chesapeake

Effective local and regional radio
Here's the... WESR... Story

Marine Reports
5000 Watts

1330 Radio
5000 Watts

Local News

Adult Music

Quality Programs

Only Daily News-Ad Medium

One-Station Market means...

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!

You Get Results!
NAME: Virginia, Tasyel, WEFR

5000 Watts - Days - 1330 Radio...

TRAVEL FAMOUS

AUDIENCE PROFILE: Approximately 65% white, 35% Negro. Regional and national. (See CBS Spot Radio.)

RATES: One Rate Card for All Advertisers...

AFFILIATIONS: Member to NAB Code of Good Practices!

UNIQUE MARKET: WEFR is the only radio station on Virginia's Eastern Shore Peninsula... and the only radio station covering all of Virginia's Bay and Ocean Beaches.

FEATURES: Emphasis on local and regional news.

1200 Mile Coverage from Virginia Rive to Cape Hatteras within 0.5 land. Northumberland, and Gloucester. Also
Middlesex, Lunenburg, Accomack, Westmoreland,
completely of Accomack, Northampton, Mathews.

Coverage: Virginia’s Eastern Shore, Southern

Effective Local and Regional Radio... WEFR... 1330 / 5000 Watts... Tasyel, Virginia
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!

WESR

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