

NOTHING BEATS #1
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WPGC #1 AM & FM

Of all stations surveyed in the Washington, D.C. area
 WPGC AM & FM rates as follows:

Total Men (Age 18-34).....WPGC AM & FM #1
 Total Women (Age 18-34)..WPGC AM & FM #1
 Total Teens.....WPGC AM & FM #1

Of all stations programming contempo-
 rary music in the Washington, D.C. area
 WPGC AM & FM rates as follows:

Total Audience.....WPGC AM & FM #1
 Total Men (Age 18-64).....WPGC AM & FM #1
 Total Women (Age 18-64)..WPGC AM & FM #1
 Total Teens.....WPGC AM & FM #1

**WPGC AM & FM HAS MORE TOTAL AUDIENCE THAN THE
 NEXT TWO CONTEMPORARY MUSIC STATIONS COMBINED!**

Stations	Average Quarter Hour Rating (Persons Age 12-64)
WPGC AM & FM.....	34,100
Station "A"	18,900
Station "B"	8,400
Station "C"	8,000
Station "D"	5,500
Station "E"	5,300



WPGC

ALL HIT MUSIC AM & FM

10,000 WATTS AM AT 1580

50,000 WATTS FM STEREO AT 95.5

P.O. BOX 8550, WASHINGTON, D.C. 20027

Source: American Research Bureau Audience Estimates Washington, D.C. Total Survey Area Average Quarter Hour Rating 6 a.m. to Midnite Monday through Sunday for January/February 1973. Subject to limitations of the survey.

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