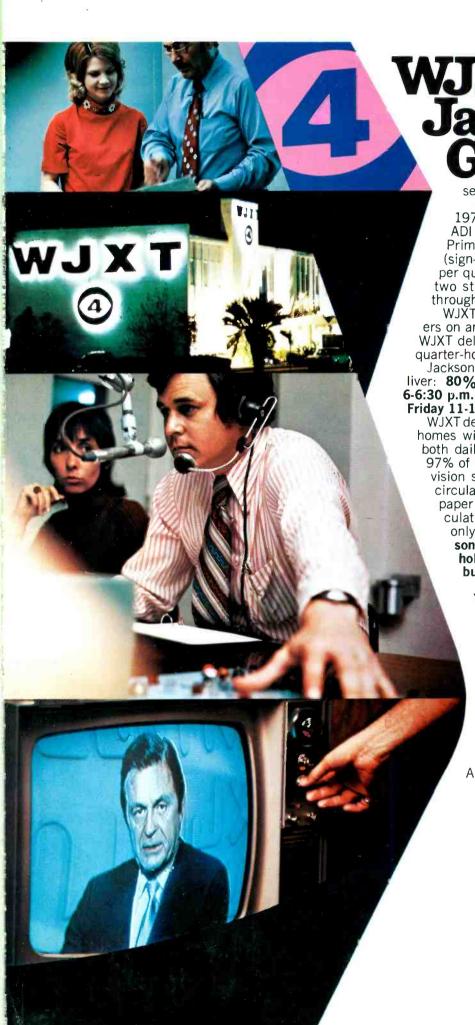
Jacksonville:

Florida's Northern Giant... One of America's great test markets.





WJXT: Jacksonville's WJXT is the dominant TV station in Jacksonville and all the rating

services substantiate it.

Audience estimates from the February/March 1972 ARB show that WJXT dominates the Metro, ADI and Total Survey Area all day, every day . . . in Prime Time, Early Fringe, Late Fringe and Daytime (sign-on to 4:30 p.m.). WJXT reaches 52,000 homes per guarter hour, more TV households than the other two stations combined, 9 a.m.-midnight, Sunday through Saturday.

WJXT delivers 55,000 adults or 52% of all adult viewers on an average quarter-hour, sign-on to sign-off. And WJXT delivers 52% of all women viewers on an average

quarter-hour.

Jacksonville believes in WJXT. That's why we can deliver: 80% of the total news audience Monday-Friday 6-6:30 p.m.; 66% of the total late news audience Monday-Friday 11-11:30 p.m.

WJXT delivers Jacksonville: WJXT reaches 140,346 more homes within the station's total coverage area than do both daily newspapers combined (an 82% advantage). 97% of all homes in the WJXT coverage area have television sets, whereas the Sunday paper has only 36% circulation, the morning paper 31%, and the evening paper 14% of these households. Total unduplicated circulation of the morning and evening papers reaches only 38% of these homes. By buying WJXT in Jacksonville you receive this bonus of 140,346 households, an additional \$1,209,000,000 in effective buying income.

> Use WJXT to introduce your new product. You'll get results and instant product awareness. And WJXT offers you these pluses for your testing efforts:

- consumer research programs
- advertising awareness studies
- economic and media research
- market research analysis

In addition, our creative staff is available to put together award-winning commercials for you should you need them, and we'll be happy to test trade and consumer reaction. That's part of the personal attention you receive. WJXT welcomes you to Jacksonville. One of America's great test markets.



Jacksonville, Florida Represented nationally

