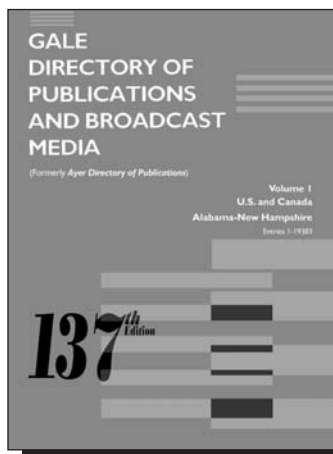


Directory of Broadcast Media

GEOGRAPHIC ANALYSIS

The Gale *Directory of Publications and Broadcast Media* is an essential tool for researchers seeking contact information, detailed statistics and advertising rates on print and broadcast media worldwide.

- ◆ A *Directory of Broadcast Media* direct marketing list will help you reach professionals at tv/radio stations with formats such as:
 - ◆ News
 - ◆ Adult Contemporary
 - ◆ Country
 - ◆ Commercial TV
 - ◆ Talk
 - ◆ Sports
 - ◆ Religious
 - ◆ And More!



The *Directory of Broadcast Media* list is updated regularly. Contact a DM2 Account Executive for up-to-the-minute counts.

State	ZIP Code	Individuals
ME	039-049	266
NH	030-038	279
VT	050-059	185
MA	010-027	759
RI	028-029	146
CT	060-069	342
New England		5.2%
NY	100-149	1,479
NJ	070-089	419
PA	150-196	1,532
Middle Atlantic		9.0%
OH	430-458	1,167
IN	460-479	959
IL	600-629	1,136
MI	480-499	1,091
WI	530-549	851
East North Central		13.7%
MN	550-567	844
IA	500-528	807
MO	630-658	844
ND	580-588	280
SD	570-577	270
NE	680-693	412
KS	660-679	541
West North Central		10.5%
DE	197-199	83
MD	206-219	435
DC	200-205	108
VA	220-246	918
WV	247-268	384
NC	270-289	1,057
SC	290-299	552
GA	300-319	983
FL	320-349	1,403
South Atlantic		15.6%
KY	400-427	763
TN	370-385	954
AL	350-369	816
MS	386-397	478
East South Central		7.9%
AR	716-729	486
LA	700-714	636
OK	730-749	503
TX	750-799	2,209
West South Central		10.1%
MT	590-599	246
ID	832-838	279
WY	820-831	194
CO	800-816	610
NM	870-884	353
AZ	850-865	498
UT	840-847	252
NV	889-898	185
Mountain		6.9%
AK	995-999	262
WA	980-994	729
OR	970-979	593
CA	900-961	2,139
HI	967-968	178
Pacific		10.3%
United States		89.3%
U.S. Territories		0.8%
Canada		5.9%
Mexico		—
Other International		4.0%
APO/FPO		—
Unknown		0.0%
Total		100.0%

Size of List: 37,940

Base Price: \$85/M

Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Business Type	\$15/M
Canadian Names	\$10/M
Employee Size	\$10/M
One Per Location	\$10/M
Sales Volume	\$10/M
SIC Code	\$15/M
TV/Radio Station Format	\$10/M
Telephone Numbers	\$30/M

Multi-Channel Pricing

Mailing/Telemarketing: \$190/M

SEE ALSO:

- Broadcasting & Cable
- Cablevision (Former Subscribers)
- CED
- Directory of Publications
- Multichannel News
- Video Business
- Wireless Design & Development

Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.

Directory of Broadcast Media

<u>Business Type</u>	<u>Employee Size</u>	
Cable	3,249	Less than 20 12,015
Radio	28,812	20-49 5,653
Television	5,687	50-99 3,123
		100-249 2,159
		250-499 409
<u>TV/Radio Station Format</u>		500-999 186
Adult Album Alternative	169	More than 1,000 127
Adult Contemporary	4,292	
Agricultural	632	
Album-Oriented Rock (AOR)	1,012	
Alternative/New Music/Progressive	1,682	Less than \$1 Million 10,257
Big Band/Nostalgia	456	\$1 Million-\$9 Million 4,641
Bluegrass	211	\$10 Million-\$49 Million 1,562
Blues	351	\$50 Million-\$249 Million 418
Classic Rock	1,027	\$250 Million-\$1 Billion 95
Classical	1,099	More than \$1 Billion 72
Commercial TV	4,570	
Contemporary Christian	1,985	
Contemporary Hit Radio (CHR)	1,034	
Country	3,814	
Easy Listening	315	
Eclectic	1,380	
Educational	707	
Ethnic	514	
Folk	223	
Full Service	1,570	
Gospel	805	
Hispanic	808	
Hot Country	292	
Information	902	
Jazz	1,300	
Middle-of-the-Road (MOR)	444	
News	4,898	
Oldies	2,124	
Public Radio	1,318	
Public TV	955	
Religious	2,288	
Soft Rock	409	
Southern Gospel	382	
Sports	2,458	
Talk	3,724	
Top 40	422	
Urban Contemporary	775	