Ohio—Lima

WLIO

Ch. 35

Network Service: NBC, ABC.

Licensee: Lima Communications Corp., 1424 Rice Ave., Lima, OH 45805.

Studio: 1424 Rice Ave., Lima, OH 45805.


Latitude 40° 44' 53.5"
Longitude 84° 07' 55.5"

Transmitter: 1424 Rice Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 3-meter; RCA Americom; Harris receivers.

News Service: AP.

Ownership: Blade Communications Inc., 100%. See Group Ownership of Television Stations.


Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.


Personnel:
JAMES C. DAGES, president & general manager.
DOUGLAS FERGUSON, station manager & program director.
BRUCE OPPENHEIM, sales manager.
GEORGE DUNSTER, news director.
FRED VOBBE, chief engineer.

Highest One Hour Rate: $1600.

Highest 30 Sec. Rate: $750.


Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

<table>
<thead>
<tr>
<th>Net Weekly Circulation</th>
<th>State</th>
<th>County</th>
<th>Total Households</th>
<th>TV Households</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>58% &amp; Over</td>
<td>OHIO</td>
<td>Allen</td>
<td>40,900</td>
<td>40,200</td>
<td>98</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Auglaize</td>
<td>15,800</td>
<td>15,500</td>
<td>98</td>
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<tr>
<td></td>
<td></td>
<td>Hardin</td>
<td>11,800</td>
<td>11,500</td>
<td>98</td>
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<tr>
<td></td>
<td></td>
<td>Mercer</td>
<td>13,100</td>
<td>12,900</td>
<td>98</td>
</tr>
</tbody>
</table>

Station Totals

Net Weekly Circulation (1987) 209,200
Average Daily Circulation (1987) 97,800

1988 Edition A-827