

February 13, 1974

Mr. N. H. Chester - Media Director

C. Anastos - Media Specialist

Youngstown Vindicator

We have been offered the top of TV Log position in the Youngstown Vindicator. This paper is currently on our list in the 53rd market. This market is the 68th in total population and the paper has a circulation of 103,000.

The Youngstown Metro area is made up of Youngstown and Warren Ohio. The Vindicator has 54.8% coverage in this market. The Warren Tribune Chronicle, which currently gives us the TV Log position, has a coverage of 24.1%. Other papers we are using give us an additional 5.7% for a total of 29.8%.

If we were to begin running the week of 2/25 the total out-of-pocket cost would be \$18,204.00 in 1974.

I recommend that we make this buy as it would significantly increase our coverage in this market.

cc: Mr. J. J. Mellett