



"IOWA'S
LARGEST
DAYTIME
RADIO
COVERAGE"



Up-Up and
"IOWAY"



K-WMT
5000 Watts
540 Khz.

K-WMT FM
Stereo
94.5 Mhz.
50,000 Watts E.R.P.

**POWERFUL COVERAGE AT 540
KILOCYCLES**

**WHERE K-WMT's 5,000 WATTS
DO THE WORK OF OVER
2,400,000 WATTS**

The lower the frequency of a broadcasting station, the greater its coverage; and K-WMT has Iowa's lowest (finest) frequency—540 kc.

For example, to deliver a comparable .5mv/m signal over an area equal to that of K-WMT at 540 kc with 5,000 watts:

- A station at 1100 kc would need 219,000 watts
- A station at 1600 kc would need 2,400,000 watts



**Steve Sprague
413 East 9th St.
Coffeyville, Kansas 67337**