

REGIONAL NETWORKS AND GROUPS

For information on national networks see Network Rates and Data.

For information on State Networks see tabulation at the end of Regional Networks and Groups.

ABC Radio

For rates and data see listing in Network Rates and Data.

American Pacific Network

Rates effective October 1, 1956. (Card No. 8.)
Revisions received September 11, 1957.
Hollywood 28-1539 N. Vine St., Normandy 3-3311.
San Francisco-277 Golden Gate Ave., Underhill 3-0077.

Personnel

Director of Sales—Harry Woodworth (Hollywood).
Sales Offices
New York—ABC Radio Sales, 7 W. 66th St., Susquehanna 7-3000.
Chicago—ABC Radio Sales, 20 N. Wacker Drive, Andover 3-0800.
San Francisco—ABC Radio Sales, 277 Golden Gate Ave., Underhill 3-0077.
Hollywood—ABC Radio Sales, 1539 N. Vine St., Normandy 3-3311, Harry Woodworth.

Agency Commission

A commission of 15% will be allowed to advertising agencies on gross billings less applicable rebate and discounts. From annual rebate, if any, ABC will deduct any excess agency commission previously allowed.

Two (2) points of the applicable discount are contingent upon full payment of bills on or before 15th day of month following month in which broadcast occurred.

General Advertising

All periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts with the American Broadcasting Company subject to card rate and regulations. All rates for stations listed are subject to change at any time. However, advertisers whose orders are received by ABC prior to the effective date of a rate increase as publicly announced by ABC will receive protection for six months from such effective date, provided the contracts do not lapse. Rates for stations will be those in effect on the date an order is accepted by ABC or those in effect 60 days prior to the starting date of an order, whichever period of time prior to the starting date is shorter.

RATE CLASSIFICATIONS

All rates quoted on local time.
Rates for periods longer than one hour are in exact proportion to the corresponding hour rate.

WEEKLY DISCOUNTS

The two discount schedules apply on the basis of local time as follows:

(Daytime Schedule)
7:00 a.m. to 6:00 p.m. Monday through Sunday.
(Evening Schedule)
6:00 p.m. to Midnight Monday through Sunday.

Weekly Gross Contracted Value	
Daytime Discount Schedule	
0 to 300.00 per week.....	0%
300.00 to 1,000.00 per week.....	7%
1,000.00 to 1,500.00 per week.....	12%
1,500.00 to 2,000.00 per week.....	17%
2,000.00 to 2,500.00 per week.....	22%
Over 2,500.00 per week.....	27%
Annual 165,000.00 or more.....	36%*

Evening Discount Schedule	
0 to 300.00 per week.....	0%
300.00 to 600.00 per week.....	15%
600.00 to 900.00 per week.....	19%
900.00 to 1,200.00 per week.....	23%
1,200.00 to 1,500.00 per week.....	27%
Over 1,500.00 per week.....	32%
Annual 100,000.00 or more.....	41%*

(* Includes annual rebate of 9%.)

ANNUAL REBATE

In addition to the discounts outlined herein, an annual rebate of 9% of the gross time billing during the established discount year, will be allowed on the largest amount of weekly gross billing that has run consecutively for 52 weeks. The rebate will also be allowed on gross billing for stations which are added during the year and are not discontinued prior to the end of the established discount year.

The 9% annual rebate will be due and payable at the end of 52 weeks of consecutive broadcasting making up the established discount year and will be paid currently on firm 52 week contracts. Interruptions of the series due to broadcasts of special events will not affect the advertiser's right to the 9% rebate. Annual rebate earned for 52 consecutive weeks of broadcasting will be continued for consecutive weeks in excess of 52 weeks and will be paid currently in subsequent contract years.

Percentages of the Hour

For Determining Rates for Other Time Units
Rates for periods of time less than one hour are figured at the following percentages of the hour rate:

Time	Percentage	Time	Percentage
5 minutes.....	13-1/3%	35 minutes.....	66-2/3%
7-1/2 minutes.....	20%	40 minutes.....	73-1/3%
10 minutes.....	26-2/3%	45 minutes.....	80%
15 minutes.....	40%	50 minutes.....	86-2/3%
20 minutes.....	46-2/3%	55 minutes.....	93-1/3%
25 minutes.....	53-1/3%	60 minutes.....	100%
30 minutes.....	60%		

Rates for periods longer than one hour are in exact proportion to the hour rate (i.e. the 90 minute rate will be 150% of the hour rate.)

CONTIGUOUS RATES

VERTICAL CONTIGUITY
Contiguous rates for non-contiguous periods on units of time of 5 minutes or more will be allowed on stations ordered during Network Option Time within the same day between the hours of 7:00 a.m. Pacific Time and Midnight Pacific Time and the gross rate for the total will be the rate applicable under Percentages of the Hour above for such a total unit of time.

HORIZONTAL CONTIGUITY

Contiguous rates for non-contiguous periods in units of 5 minutes or more totaling at least 50 minutes per week, will be allowed on stations ordered during Network Option Time between the hours of 7:00 a.m. to

midnight local time and the gross rate for the total will be the rate applicable under Percentages of the Hour above for such a total unit of time.

STATION RATES

CALIFORNIA STATIONS			
	1 hr.	1/2 hr.	1/4 hr.
Los Angeles (KABC).....	284.00	170.00	114.00
San Francisco (KGO).....	284.00	170.00	114.00
San Diego (KBAB).....	74.00	44.00	30.00
Santa Barbara (KTMS).....	42.00	25.00	17.00
Blythe (KYOR).....	Bonus
Indio (KREO).....	Bonus
Brawley (KIRO).....	21.00	13.00	8.00
Bakersfield (KPMO).....	68.00	41.00	27.00
Porterville (KTIP).....	Bonus with KPMC
Fresno (KARM).....	74.00	44.00	30.00
Sacramento (KFBK).....	130.00	78.00	52.00
Yreka (KSYC).....	Bonus with KFBK
Modesto (KFIV).....	21.00	13.00	8.00
Stockton (KHWG).....	32.00	19.00	13.00
Redlands (KCAL).....	40.00	24.00	16.00
Total California 15 Sta.....	1,070.00	741.00	429.00

COAST STATIONS

Las Vegas (KENO).....	11.00	7.00	4.00
Klamath Falls (KLFLW).....	16.00	10.00	6.00
Eugene (KASH).....	32.00	19.00	13.00
Medford (KYJC).....	11.00	7.00	4.00
Portland (KGV).....	147.00	88.00	59.00
Seattle (KING).....	168.00	101.00	67.00
Bellingham (KVOS).....	21.00	13.00	8.00
Wenatchee (KPQ).....	26.00	16.00	10.00
Spokane (KGA).....	105.00	63.00	42.00
Walla Walla (KTEL).....	11.00	7.00	4.00
Yakima (KIMA).....	30.00	18.00	12.00
Kennewick (KEPR).....	10.00	6.00	4.00
Total Coast Stations.....	1,658.00	996.00	662.00

MOUNTAIN STATES

Denver (KHOW).....	130.00	78.00	52.00
Pueblo (KGHF).....	32.00	19.00	13.00
Provo (KLXX).....	Bonus with Group
Cheyenne (KFBC).....	21.00	13.00	8.00
Sidney (KSID).....	Bonus with KFBC
Casper (KVOO).....	11.00	7.00	4.00
Phoenix (KOY).....	125.00	75.00	50.00
Burley (KBAR).....	11.00	7.00	4.00
Idaho Falls (KIFI).....	21.00	13.00	8.00
Las Vegas (KFUN).....	5.00	3.00	2.00
Santa Fe (KTRC).....	Bonus with KFUN
Raton (KRTN).....	5.00	3.00	2.00
Albuquerque (KHAM).....	35.00	21.00	14.00
Las Alamos (KRSN).....	Bonus with KHAM
Salt Lake City (KLTU).....	100.00	60.00	40.00
Total 15 Mountain Sta.....	496.00	299.00	197.00

Grand Total:
42 Coast and Mountain Stations.....2,154.00 1,295.00 859.00
Rates and discounts for the following stations quoted on request.

Anchorage (KENI).....	Available only as a group.
Fairbanks (KFAR).....	
Juneau (KJNO).....	
Ketchikan (KTKN).....	

SERVICE FACILITIES

No special charge is made for facilities when programs originate in the ABC's Hollywood Studios. A special line charge, not subject to agency commission discount or rebate, is made for facilities, when program origination does not conform to these conditions. ABC Radio serves the right to change studio facilities made available at its discretion.

Appalachian Network

Rates effective March 1, 1958.
Rates received March 3, 1958.
Mailing address: Kentucky Radio Sales, 1420 Eastern Parkway, Louisville 4, Ky.

Personnel

General Manager—Elvo Mills, WFTG, London, Ky.
Representatives
Kentucky Radio Sales.

Comprised of:

WFTG—London, Ky. WNRG—Grundy, Va.
WCPM—Cumberland, Ky. WMNF—Richwood, W. Va.
Agency Commission
15% on time only; no cash discount. Bills rendered 1st; payable 10 days.

General Advertising

Rates include music copyright fees.
ASCAP, BMI and SESAC licenses.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 hr.	151.50	123.75	46.50	36.75	28.50	15.00	12.00
13 hr.	147.70	120.65	54.35	35.85	27.80	14.65	11.70
26 hr.	143.95	117.50	43.20	34.90	27.10	14.25	11.40
52 hr.	136.35	111.40	41.85	33.10	25.65	13.50	10.80
104 hr.	128.80	105.25	39.55	31.25	25.00	12.75	10.20
156 hr.	121.20	99.00	38.20	29.40	22.80	12.00	9.60
260 hr.	113.65	92.80	34.90	27.55	21.40	11.25	9.00
312 hr.	106.05	86.65	32.55	25.75	19.55	10.50	8.40
624 hr.	98.50	80.45	30.20	23.90	18.50	9.75	7.80
728 hr.	90.90	74.25	27.90	22.05	17.10	9.00	7.20

10-second or 15 word shorties, no minimum required, 4.8c.

Automotive Spot Rate

1 minute..... 12.00 30 seconds..... 9.60
See individual station listing for rates on less than 4 stations.

Arrowhead Network

(Established 1935)



Revisions received May 6, 1957.
WEBC Bldg., Duluth 2, Minn., RAndolph 2-2873.
Personnel
General Manager—Walter C. Bridges.

Representatives

George P. Hollingsbery Company.
Minneapolis—Bill Hurley.

Comprised of:

WEBC—Duluth-Superior WJMC—Rice Lake, Wis.
WMEG—Hibbing, Minn. WEAU—Eau Claire, Wis.
WHLB—Virginia, Minn.

Agency Commission

15% to recognized agencies; no cash discount. Commission does not apply on talent. Accounts payable 10th of month following service.

General Advertising

BMI, ASCAP and SESAC licenses.
Advertising of alcoholic beverages, other than beer and wine, not accepted.
Maximum length of contract one year.
Service charge for cut-ins:
6:00 a.m. to 6:00 p.m. 10.50
6:00 p.m. to 6:00 a.m. 5.25

Frequency Discounts

Frequency discounts can be combined on all stations to earn maximum frequency discounts.

SPECIAL FEATURES

News Service—UPI. Regular rates plus talent.
Time Signals: Regular announcement rates apply.
Transcribed announcements available at regular rates plus talent charge.
Sports: Regular rates plus talent and service charges.

POLITICAL

Regular rates apply; payable in advance.

SERVICE FACILITIES

Continuity, production, merchandising and publicity departments are part of the regular service. Extra services when required billed at net cost.

Bartell Family Radio Group



Headquarters Office—P. O. Box 105, Madison 1, Wis.
Sales Office—See Radio Representatives listing—Bartell Family Radio or Adam Young.

Personnel

President—Gerald A. Bartell.
Managing Director—Lee Bartell.
Vice-Presidents—David Bartell and Mel Bartell.
Executive Vice-President—Morton J. Wagner.

Representatives

Adam Young, Inc.

Comprised of:

WOKY, Milwaukee, Wis. KYA—San Francisco, Calif.
KCBQ, San Diego, Calif. WYDE, Birmingham, Ala.
WILD, Boston, Mass. WAKE, Atlanta, Ga.

Blair Group, The

Rates effective May 1, 1958.
Rates received May 1, 1958.
John Blair & Company, 415 Madison Ave., New York 17, N. Y.
Representatives
John Blair & Company.

Comprised of:

The following stations may be purchased as a group with a single rate and with a single order placed through any office of John Blair & Company.

WABC—New York WGH—Norfolk
WLS—Chicago WAKY—Louisville
KFWB—Los Angeles WIBC—Indianapolis
WFIL—Philadelphia WBNS—Columbus
WXYZ—Detroit KTSA—San Antonio
WHDH—Boston WFLA—Tampa
KGO—San Francisco WTRY—Albany
WWSW—Pittsburgh WMC—Memphis
KXOK—St. Louis KOY—Phoenix
WWDC—Washington, D. C. WOW—Omaha
WFBR—Baltimore WJAX—Jacksonville
KLIF—KJFZ—Dallas, Ft. Worth WNOX—Knoxville
WDMG—Minneapolis WSM—Nashville
KILT—Houston WVVVA—Wheeling
WPRO—Providence KFRE—Fresno
KING—Seattle KRMG—Tulsa
WCPO—Cincinnati KFH—Wichita
WHB—Kansas City KREL—Shreveport
WQAM—Miami WNBZ—Binghamton
WDSU—New Orleans WDBO—Orlando
KGW—Portland, Ore. KIDO—Boise
KTLN—Denver, Colo. KIFM—Eureka
KFYR—Bismarck

General Advertising

General Saturation Impact Announcement Plans.
Per week:
12 announcements, flat..... 10,511.00
24 announcements, flat..... 19,571.00
48 announcements, flat..... 56,049.00
96 announcements, flat..... 67,069.00
Impact Announcements (Premium Time)
12 announcements, flat..... 14,004.00
Above rates are subject to change without notice.

Blue Ridge Network

Rates effective October 1, 1955.
Rates received October 3, 1955.
NOTE: Address all requests to Hill F. Best, Sales Director, Park Avenue Bldg., Detroit 26, Mich.

Personnel

WABV—George W. Settles, Jr.
WBAW—Joe Wilder.
WLFA—Charles W. Gwyn.
WNSW—J. A. Gallimore.
WSSC—C. Edward Damron.
WBHC—Bill Hollingsworth.

(This listing continued on next page)

Regional Networks and Groups

Blue Ridge Network—Continued

Representatives
 Hill F. Best Company,
 Southeast—Harry J. Cannon.

Comprised of:
 WABV—Abbeville, S. C. WSNW—Seneca, S. C.
 WBAW—Barnwell, S. C. WSSC—Sumter, S. C.
 WLF A—Lafayette, Ga. WBHC—Hampton, S. C.

Agency Commission
 15% to recognized agencies; no cash discount. Single contract, billing and payment. Bills rendered monthly by representative; payable tenth of month.

General Advertising
 All six stations must be purchased as a group and all announcements must be purchased on similar or equal schedules on all six stations to qualify for the rate. Each station may be purchased alone at the regular rates for each station. The following rates are for national advertising and include music copyright fees, and are for spots. No frequency discounts. Not retroactive. All contracts accepted subject to two weeks cancellation notice. No. P. I. advertising accepted.

Spots one minute or less, live or transcribed:
 Per spot, per station (six stations)..... 2.00
 Single Station Rate

1-minute or 100 words:

1 time.....	2.70	104 times.....	2.30
13 times.....	2.60	156 times.....	2.20
26 times.....	2.50	208 times.....	2.10
52 times.....	2.40	260 times.....	2.00

POLITICAL

Cash in advance.

CBS Radio New England Network

Rates effective April 21, 1957. (Card No. 2.)
 Rates received April 24, 1957.
 TWX BS-166.

Representatives
 CBS Radio Spot Sales.

Comprised of:
 Twelve stations available only as a group.
 WEEI—Boston, Mass. WPRO—Providence, R. I.
 WTAG—Worcester, Mass. WKNE—Keene, N. H.
 WHYN—Springfield-Holyoke, Mass. WGIR—Manchester, N. H.
 Holyoke, Mass. WKXL—Concord, N. H.
 WDIRC—Hartford, Conn. WGAN—Portland, Me.
 WBRV—Waterbury, Conn. WGUY—Bangor, Me.
 WCAAX—Burlington, Vt.

Agency Commission
 15% to recognized agencies on net station time charges and on any line charges. Charges for facilities are payable immediately after each broadcast unless satisfactory arrangements are made for monthly payments. If satisfactory arrangements are made for monthly payments, allowance of the first 2% of gross billing in the aggregate amount of discount to which any program may be entitled will be contingent upon payment of charges therefore on or before 15th of month following the date of broadcast.

General Advertising
 All daytime rates apply from 6:00 a.m. to 6:30 p.m. current Eastern Time. All rates apply to network broadcasts only. Nighttime rates apply after 6:30 p.m. and are 63.5% of daytime rates.

WEEI—Boston.....	263.00
WTAG—Worcester.....	100.00
WHYN—Springfield-Holyoke.....	77.00
WDIRC—Hartford.....	108.00
WBRV—Waterbury.....	63.00
WPRO—Providence.....	120.00
WKNE—Keene.....	39.00
WKXL—Concord.....	Bonus with Keene
WGIR—Manchester.....	50.00
WGAN—Portland.....	77.00
WABI—Bangor.....	43.00
WCAAX—Burlington.....	50.00
Total.....	990.00

COMPUTATION OF GROSS RATES

(A) Gross Rates for Units of Time, Expressed in Percentages of Gross Hour Rate.

5 minutes.....	13-1/3%	30 minutes.....	60%
7-1/2 minutes.....	20%	45 minutes.....	80%
10 minutes.....	26-2/3%	60 minutes.....	100%
15 minutes.....	40%	75 minutes.....	120%
25 minutes.....	53-1/3%		

(B) Proportionate Hour Gross Rates: PLAN I
 An advertiser buying at least 15 minutes of time in the aggregate on any day, may buy additional time in any amount on the same day in the following units at the gross rates indicated:

5 minutes.....	13-1/3%	25 minutes.....	41-2/3%
7-1/2 minutes.....	15-2/3%	30 minutes.....	50%
10 minutes.....	18-3/4%	45 minutes.....	75%
15 minutes.....	25%		

DISCOUNTS

In respect of the gross rates set forth above, the following discounts will be allowed to the extent earned, on billing for station time for all network programs within the Continental United States.

Weekly Dollar Volume Discount

The CBS Radio Network will permit advertisers buying the CBS Radio Network, The CBS Radio Pacific Network and The CBS Radio New England Network to combine billings to earn weekly dollar volume discounts as specified under the Weekly Dollar Volume Discount section in the CBS Radio Network rate card No. 38. The CBS Radio Network and The CBS Radio New England Network advertisers who also purchase time on The CBS Radio Pacific Network will be allowed to earn discounts in accordance with the following:

0—3,149.....	(*)	(†)	None
3,150—4,199.....			4%
4,200—11,499.....			6-1/2%
11,500—20,999.....			9%
21,000—or over.....			11-1/2%

The CBS Radio New England Network will allow advertisers buying The CBS Radio New England Network facilities only, to earn discounts in accordance with the following:

0—419.....	None
420—839.....	4%

840—1,469.....	(*)	(†)	6-1/2%
1,470—2,099.....			9%
2,100 or more.....			11-1/2%

(*) Contracted Weekly Gross Billing for station time for all the advertiser's broadcasts on the CBS Radio Network, The CBS Radio Pacific Network and The CBS Radio New England Network.

(†) Percentage discount allowable on CNERN Gross Billing.

Annual Discount
 At the end of 52 consecutive weeks of network broadcasting and at the end of each subsequent 13 consecutive weeks that complete 52 consecutive weeks of network broadcasting, there will be due and payable to the advertiser, with respect to such weeks, an annual discount of 8-1/2% on all gross billing under this rate card. Annual discount will be allowed only once with respect to any 13 week period. All other applicable provisions of CBS Radio Network rate card No. 38 will be included in this CBS Radio New England Network Rate card No. 2.

CBS Radio Network

For rates and data see listing in Network Rates and Data.

CBS Radio Pacific Network

Rates effective October 1, 1957. (Card No. 15.)

Card received November 29, 1957.
 Columbia Square, 6121 Sunset Blvd., Hollywood 28, Calif. Hollywood 9-1212.

Personal General Manager—Fred Ruegg.
General Sales Manager—Gordon Mason.
National Sales Supervisor—Tom Pate.
Advertising & Promotion Manager—Phil Hillman.
Representatives—CBS Radio Spot Sales.

CALIFORNIA NETWORK

KNX—Los Angeles KFRB—San Diego
 KFRE—Fresno KROY—Sacramento
 KCMJ—Palm Springs KMBY—Monterey
 KCBS—San Francisco

PACIFIC NETWORK

KNX—Los Angeles KIRO—Seattle
 KCBS—San Francisco KXLY—Spokane
 KOIN—Portland KCMJ—Palm Springs
 KROY—Sacramento KMBY—Monterey
 KFMB—San Diego KFII—North Bend
 KFRE—Fresno

Pacific Supplementary Group

KSL—Salt Lake City KLAS—Las Vegas
 KSCB—Cedar City KSIL—Silver City
 KGVO—Missoula KOSA—Odessa
 KFBB—Great Falls KOOL—Phoenix
 KLZ—Denver KOL—Reno
 KVOR—Colorado Springs KERN—Bakersfield
 KROD—El Paso KHSL—Chico
 KAVE—Carlsbad KOLD—Tucson
 KKY—Coaldge KID—Idaho Falls
 KIMA—Yakima KFLW—Klamath Falls
 KGGM—Albuquerque KYJC—Medford
 KVSE—Santa Fe KRNR—Roseburg
 KBOW—Butte KINS—Eureka
 KBOI—Boise KEPR—Kennewick
 KOOK—Billings KVCV—Redding
 KERG—Eugene

Agency Commission
 15% on time charges after deducting all discounts. Charges for time are payable immediately following receipt of monthly billing. 2% discount allowed on gross billing will be contingent upon payment of charges on or before the 15th following the date of broadcast.

General Advertising
 Programs originating outside of the studios of the CBS Radio Network in Los Angeles are subject to additional charges. All rates apply to network broadcasts only. Programs and advertising copy subject to approval of the CBS Radio Network.
 Contracts not accepted more than 60 days in advance of initial program. Maximum length of program one year. Network broadcasting and spot broadcasting over any station may not be combined for discount purposes. These discounts do not apply to broadcasts which are a part of, or a rebroadcast of, coast-to-coast stations.

STATION RATES

All rates apply from 6:00 a.m. to 11:00 p.m. Current Pacific Time originating time. All rates apply to network broadcasts only.

BASIC CALIFORNIA NETWORK

	Basic Rate
	1 hr.
Los Angeles (KNX).....	288.00
San Francisco (KCBS).....	238.00
Fresno (KFRE).....	110.00
San Diego (KFMB).....	70.00
Sacramento (KROY).....	39.00
Monterey (KMBY).....	Bonus
Palm Springs (KCMJ).....	Bonus
Total California Network.....	745.00

BASIC PACIFIC COAST NETWORK

Los Angeles (KNX).....	288.00
San Francisco (KCBS).....	238.00
Fresno (KFRE).....	110.00
San Diego (KFMB).....	70.00
Sacramento (KROY).....	39.00
Monterey (KMBY).....	Bonus
Palm Springs (KCMJ).....	Bonus
Portland (KOIN).....	120.00
North Bend (KFIR).....	Bonus
Seattle (KIRO).....	180.00
Spokane (KXLY).....	88.00
Total Basic Pacific Coast Network.....	1,133.00

SUPPLEMENTARY PACIFIC COAST STATIONS

Bakersfield (KERN).....	39.00
Chico (KHLS).....	30.00
Redding (KVCV).....	Bonus with Chico
Eureka (KINS).....	22.00
Eugene (KERG).....	34.00
Klamath Falls (KFLW).....	14.00
Roseburg (KRNR).....	14.00
Medford (KYJC).....	14.00
Kennewick (KEPR).....	17.00
Yakima (KIMA).....	30.00
Reno (KOLO).....	39.00

Total Basic Pacific Coast Network plus Supplementary Stations.....1,386.00

MOUNTAIN STATES STATIONS

Las Vegas (KLAS).....	Bonus with Mountain
Phoenix (KOOL).....	77.00
Coolidge (KCKY).....	Bonus with Phoenix
Tucson (KOLD).....	Bonus with Phoenix
Salt Lake City (KSL).....	188.00
Cedar City (KSUB).....	Bonus with Salt Lake City
Idaho Falls (KID).....	Bonus with Salt Lake City
Billings (KOOK).....	50.00
Butte (KBOW).....	26.00
Great Falls (KFBB).....	50.00
Missoula (KGVO).....	50.00
Boise (KBOI).....	50.00
Denver (KLZ).....	139.00
Colorado Springs (KVOR).....	Bonus with Denver
Albuquerque (KGGM).....	77.00
Santa Fe (KVSE).....	Bonus with Albuquerque
El Paso (KROD).....	77.00
Carlsbad (KAVE).....	Bonus with El Paso
Odessa (KOSA).....	Bonus with El Paso
Silver City (KSLI).....	Bonus with El Paso

Total Mountain States as Group..... 784.00
Total Full Pacific Coast plus Mountain States.....2,170.00

TERRITORIAL U. S. STATIONS HAWAII

Basic Rate
 1 hr.
 Honolulu (KGMB), 2 hrs. earlier than PST..... 100.00
 Hilo (KHBC), 2 hrs. earlier than PST..... (*)
 These rates are for delayed broadcasts; live broadcasts subject to transmission charges.

ALASKA

Anchorage (KFQD), 2 hrs. earlier than PST.....	60.00
Fairbanks (KFRB), 2 hrs. earlier than PST.....	36.00
Juneau (KINY), PST.....	47.00
Ketchikan (KTKN), PST.....	36.00
Seward (KIBH), 2 hrs. earlier than PST.....	(†)
Sitka (KIFW), PST.....	(†)
Alaska Group, 6 stations.....	179.00

PHILIPPINE ISLANDS

Manila (DZPI), 16 hrs. later than PST.....	108.00
Manila and Cebu (DZPI and DYBU), 16 hrs. later than PST.....	139.00

(*) Bonus station with Honolulu.
 (†) Bonus station with group.

COMPUTATION OF GROSS RATES

A. Gross Rates for Units of Time, Expressed in Percentages of the Base Hour Rate. Daytime (Broadcasts originating before 6:30 p.m. current Los Angeles time—CLAT):

5 minutes.....	13-1/3%	30 minutes.....	60%
7-1/2 minutes.....	20%	45 minutes.....	80%
10 minutes.....	26-2/3%	60 minutes.....	100%
12-1/2 minutes.....	33-1/3%	75 minutes.....	120%
15 minutes.....	40%	90 minutes.....	140%
20 minutes.....	46-2/3%	120 minutes.....	180%
25 minutes.....	53-1/3%		

Nighttime (broadcasts originating after 6:30 p.m. CLAT): 63-1/3% of applicable Daytime Gross Rates.

B. Gross Rate for Non-Contiguous Units of Time within the same Broadcast Day. Advertisers purchasing a minimum of 15 minutes of time in the aggregate prior to 6:30 p.m., current Los Angeles Time (CLAT), on any broadcast day at the rates set forth in Paragraph "A", may add, within the same day, non-contiguous units of time on the same stations at the following percentages of the Base Hour Rate:

	Days	Nights
5 minutes.....	12-1/2%	8%
7-1/2 minutes.....	15-2/3%	10%
10 minutes.....	18-3/4%	12%
12-1/2 minutes.....	21-3/4%	14%
15 minutes.....	25%	16%

For the purpose of this paragraph, all units of time less than 15 minutes shall be deemed added to units of time of 15 minutes or longer on the same broadcast day.

C. Gross Rates for Special Programming.
 Gross rates for single or series sponsorship of special programming (such as sports, conventions, election returns, public events and broadcasts of cultural or educational importance) exceeding 1 hour's duration or of indeterminate length, may be obtained on request.

D. All rates in this supplement include both program and facilities cost for the full CBS Radio Pacific Network (California, Oregon, Washington, and Arizona, plus Reno, Nevada.) Rates cover 5-minute units and 2-1/2-minute units in specified Monday to Sunday daytime programs and 5-minute segments in specified programs after 6:30 p.m. CLAT on Monday to Sunday. Run-of-schedule position rates per unit or segment are as follows:

5 MINUTE UNITS (Daytime)

	1 wk.	13 wks.	26 wks.	52 wks.
1 time.....	275.00	270.00	265.00	260.00
4 times.....	270.00	265.00	260.00	255.00
8 times.....	265.00	260.00	255.00	250.00
12 times.....	260.00	255.00	250.00	245.00

2-1/2 MINUTE UNITS (Daytime) & 5 MINUTE SEGMENTS (Nighttime)

1 time.....	200.00	195.00	190.00	185.00
4 times.....	195.00	190.00	185.00	180.00
8 times.....	190.00	185.00	180.00	175.00
12 times.....	185.00	180.00	175.00	170.00

Clearance—Rates cited in this supplement are predicated on 100% clearance of the CBS Radio Pacific Network. The advertiser will receive a rebate for stations not carrying the program in proportion to the rate of such station to the full Pacific Network facilities cost for the broadcast. Full Pacific Network facilities cost equals the stated unit or segment cost minus a 100.00 program cost for 5-minute units or segments and a 75.00 program cost for 2-1/2-minute units.

Combining for Discounts—Purchases of units and segments may be combined, so that the total number purchased in any week shall determine the applicable rate for each.

Purchases of units and segments as defined in this supplement may not be combined for discount purposes with any other purchases.

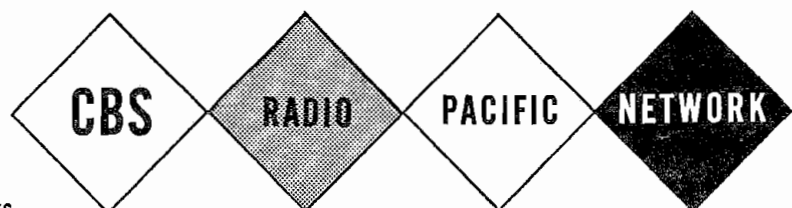
DISCOUNTS
 A. **Weekly Station Hour Discount**
 All CBS Radio Pacific Network broadcasts for the same advertiser for any week may be combined to determine weekly station hour discount. Station hours will be calculated by multiplying the number of paid stations by the percentage of the gross hour rate applicable to the broadcast(s). Station hour discount will be:

(This listing continued on page 64)

**No
dust
collectors
here**



One big reason is that each and every one is a heavy advertiser on the CBS Radio Pacific Network



REPRESENTED BY CBS RADIO SPOT SALES

Regional Networks and Groups

CBS Radio Pacific Network—Continued

	(*)	(†)
Less than 5.....	none	none
5 or more but less than 10.....	none	.4%
10 or more but less than 15.....	none	6.3%
15 or more but less than 25.....	1%	9%
25 or more.....	3.5%	11.5%

(*) Broadcasts between 7:00 a.m. and 12:30 p.m. (CLAT) Monday through Friday and between 5:00 p.m. and 7:00 p.m. (CLAT) Sunday through Saturday.

(†) Broadcasts in other time periods.
Annual Discount
 With respect to each 52 or more consecutive weeks of CBS Radio Pacific Network broadcasting, there will be due and payable to the advertiser for such weeks an annual discount of 8.5% of the total gross billings therefor within such weeks.

FACILITIES PLANS
 The size and composition of an advertiser's network is subject to acceptance by CBS Radio and may vary with different time periods. The size and composition of an advertiser's network will also determine whether such advertiser will be entitled to sole sponsorship of the program unit for which such facilities are purchased. If an advertiser's network is not sufficient to entitle him to sole sponsorship of such program unit, CBS Radio reserves the right, without recompense to the advertisers, to make the program unit available to the entire CBS Radio Pacific Network and to sell the program unit in cities in which it is not sponsored by the advertiser and to authorize un-ordered stations to sell the program unit locally, for sponsorship on behalf of products or services non-competitive to those products or services non-competitive to those being advertised by the advertiser on the program unit at the time of any such sale. CBS Radio endeavors to maintain a separation equal to the length of sponsored time, but not more than 15 minutes, between sponsorship on behalf of competing products.

LECTURES AND TALKS
 Lectures and talks (except political talks) are not accepted between 6:00 p.m. and 12:00 midnight.
SERVICE FACILITIES
 Hollywood and San Francisco studios of the CBS Radio Network are equipped with facilities and personnel to prepare and produce any type of program desired by advertisers and will furnish program ideas, rates and details on request. Columbia Pacific Network makes available a complete supplementary service for advertising agencies and radio advertisers through the following: continuity department, engineering department, program department, promotion department, research department, publicity department, sales service department.

Line Charges
 Rates shown include line charges. Permanent lines are maintained. Network operations prior to 7:00 a.m. (Pacific Time) carry a special line-opening charge. Rates on request.

College Radio Corporation

See listing under COLLEGE RADIO immediately following Regional Networks and Groups.

Concert Network

Rates effective February 1, 1958.
 Rates received January 27, 1958.
 Business Office—171 Newbury St., Boston 16, Mass.
 New York Sales Office—28 W. 44th St., New York, N. Y.

Personnel
 President—T. Mitchell Hastings, Jr.
 Assistant to President—Roger H. Strawbridge.
 General Manager—John Thornton.
Representatives
 None.

Comprised of:
 WBCN-FM—Boston, Mass.
 WXCN-FM—Providence, R. I.
 WHCN-FM—Hartford, Conn.
 WNCN-FM—New York, N. Y.
 Supplementary Affiliate
 WMTW-FM—Mt. Washington, N. H.

Agency Commission
 15% on time only; no cash discount. Bills due and payable when rendered.

General Advertising
 ASCAP and BMI licenses.
 Network contract schedules take precedence over single station contract schedules without otherwise affecting any contract terms. Advertisers will be protected against rate increases for one renewal of the same length of time as the original contract.
 If an advertiser cancels a non-firm contract prior to its expiration date, he must promptly repay to station or network the difference between the charges so billed and the net rate actually earned.
 Rates include music copyright fees.
 Singing commercials not accepted.
 Stereophonic programs are broadcast.
 Length of commercial time:
 55 minutes or more—opening and closing announcements of approximately 15 seconds each, 2 messages of not more than 250 words each and sponsor mention at each break in musical continuity.
 25 minutes or more—opening and closing announcements and 1 commercial message, the total not to exceed 400 words, and sponsor mention at each break in the musical continuity.
 Participations—opening and closing ID's and 1 commercial message of not more than 125 words during hour program. Maximum of 4 participating sponsors per hour.
 Newscast—opening and closing announcements of approximately 15 seconds each, plus 1 message of not more than 125 words.

CLASS "A"		(5:00 p.m. to midnight)		(*)		News 1 min. 20 sec.	
1 hr.	1/2 hr.	1 hr.	1/2 hr.	1 hr.	1/2 hr.	1 hr.	1/2 hr.
1 time....	180.00	108.00	63.00	45.00	30.00	21.00	15.00
13 times..	171.00	102.00	60.00	42.00	28.50	19.50	13.50
26 times..	162.00	96.00	57.00	39.00	27.75	18.75	12.75
52 times..	153.00	90.00	54.00	36.00	27.00	18.00	12.00
104 times..	144.00	84.00	51.00	33.00	26.25	17.25	11.25
156 times..	138.00	81.00	48.00	31.50	25.50	16.50	10.50

1 hr.		1/2 hr.		(*)		News 1 min. 20 sec.	
260 times..	123.00	75.00	45.00	28.50	24.75	15.75	11.25
312 times..	123.00	72.00	42.00	27.00	24.00	15.00	10.50
CLASS "B"							
(7:00 a.m. to 5:00 p.m.)							
1 time....	120.00	72.00	39.00	30.00	21.00	15.00	10.50
13 times..	114.00	69.00	37.50	28.50	19.50	13.50	9.75
26 times..	108.00	66.00	36.00	27.00	18.75	12.75	9.00
52 times..	102.00	63.00	34.50	25.50	18.00	12.00	8.25
104 times..	96.00	60.00	33.00	24.00	17.25	11.25	7.50
156 times..	93.00	57.00	31.50	22.50	16.50	10.50	6.75
260 times..	87.00	54.00	30.00	21.00	15.75	9.75	6.00
312 times..	84.00	51.00	28.50	19.50	15.00	9.00	5.25

(*) Participations.
 CLASS "C"
 (Midnight to 7:00 a.m.)
 20% off Class "B" times.
 Affiliated station rates on request.

SATURATION PACKAGES
 (Run-of-schedule, minimum 4 weeks)

Per week:	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
1-minute:	1 wk. 216.00	13 wks. 204.00	26 wks. 195.00	39 wks. 189.00	52 wks. 183.00
12 ann.	306.00	291.00	276.00	267.00	258.00
18 ann.	337.00	316.00	301.00	288.00	279.00
24 ann.	459.00	435.00	417.00	399.00	381.00

20-seconds:
 12 ann. 144.00 138.00 132.00 126.00 120.00
 18 ann. 204.00 192.00 183.00 177.00 171.00
 24 ann. 258.00 246.00 234.00 225.00 216.00
 30 ann. 306.00 288.00 276.00 264.00 258.00

Combinations
 Combinations of Concert Network stations, less than full network, may be purchased as a unit, subject to availability. Rates on request.

POLITICAL
 Regular rates apply; payable in advance.
Closing Time
 1 week in advance of broadcast.

Don Lee Broadcasting System

Rates effective January 1, 1953. (Card No. 10A.)
 Rates received November 28, 1952.
 Owned and operated by RKO TeleRadio Pictures, Inc., Don Lee Division.
 Don Lee Bldg., 1313 N. Vine St., Hollywood 28, Calif., HO. 2-2133.
 San Francisco Office: 415 Bush St., Yukon 2-9200.

Personnel
 Gen'l Mgr., Don Lee Division—Willet H. Brown.
 Vice-Pres. & Gen'l Mgr.—Norman Boggs.
 Sales Manager—Terry Mann.
 National Sales Dir.—Paul H. Martin.
 Promotion Manager—Russell Smith.

Representatives
 H-R Representatives, Inc.

Comprised of:

California:	Oregon:
KHJ—Los Angeles	KIXL—Roseburg
KGB—San Diego	KPOJ—Portland
KTMS—Santa Barbara	KFJI—Klamath Falls
KFRC—San Francisco	KORE—Eugene
KMYC—Marysville	KBND—Bend
KYNO—Fresno	KOOS—Coos Bay
KSBW—Salinas-Monterey	KWIL—Albany
KCOK—Tulare-Visalia	KAST—Astoria
KXO—El Centro	KSLM—Salem
KPAY—Chico	KWIN—Ashland-Medford
KVEO—San Luis Obispo	Nevada:
KPRL—Paso Robles	KATO—Reno
KYOS—Merced	Washington:
KGMS—Sacramento	KVI—Seattle
KRDG—Redding	KGY—Olympia
KWG—Stockton	KELA—Centralia- Chehalis
KITO—San Bernardino	KEDO—Longview
KMAP—Bakersfield	

Additional Stations
 The Arizona Network—KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee; KVOY, Yuma; KVNA, Flagstaff; KVNK, Winslow; KAWT, Douglas; KWJB, Globe; KGLU, Safford.

Agency Commission
 15% on net station time to accredited advertising agencies. No cash discount.

General Advertising
 Combinations of Don Lee stations, less than full network, may be purchased as a unit, subject to availability. Rates on request.
 Basic Don Lee Network operates on Pacific Standard Time.
 Daylight Saving Time observed.
 Rates include music copyright fees.

1 hour.....	1,500.00	1/4 hour.....	600.00
1/2 hour.....	900.00		

WEEKLY DISCOUNTS
 Gross time rates are subject to the following weekly discounts when advertisers broadcast 13 or more consecutive weeks:
 Less than 600.00..... None
 600.00 to 1,200.00..... 2-1/2%
 1,200.00 to 1,800.00..... 5%
 1,800.00 to 2,400.00..... 7-1/2%
 2,400.00 to 3,000.00..... 10%
 3,000.00 to 3,600.00..... 12-1/2%
 3,600.00 or more..... 15%

Additional Discounts
 An additional discount of 5% on network time is allowed for 26 consecutive weeks' broadcasting, increased by 5% to make a total of 10% upon completion of 52 consecutive weeks' broadcasting. These additional discounts shall apply to the largest amount of weekly gross billing for time that has run consecutively for 26 and 52 weeks.

SPECIAL FEATURES
Participating Sponsorships
 Offering advertisers the opportunity to buy fractional sponsorship of full network programs. Participation includes integrated commercial plus opening and closing identification billboard. Also available on Arizona network; rates on request.
 "Cliff Engle"—8:00 a.m. to 8:15 a.m. Monday through Friday. News and commentary.
 "Ten O'Clock News" with John Holbrook—10:00 a.m. to 10:15 a.m.
 "Tello-Test"—10:15 a.m. to 10:30 a.m. Monday through Friday. Live telephone quiz program offering cash prizes to listeners called at random.

Costs per five minute sponsorship on each of the above programs, including time and talent:
 Less than 52 times... 275.00
 52 to 103 times... 265.00
 104 to 155 times... 255.00
 156 to 207 times... 245.00
 208 to 259 times... 235.00
 260 to 279 times... 225.00
 280 to 299 times... 215.00
 300 to 351 times... 205.00
 352 to 403 times... 195.00
 404 to 455 times... 185.00
 456 to 507 times... 175.00
 508 to 559 times... 165.00
 560 to 611 times... 155.00
 612 to 663 times... 145.00
 664 to 715 times... 135.00
 716 to 767 times... 125.00
 768 to 819 times... 115.00
 820 to 871 times... 105.00
 872 to 923 times... 95.00
 924 to 975 times... 85.00
 976 to 1027 times... 75.00
 1028 to 1079 times... 65.00
 1080 to 1131 times... 55.00
 1132 to 1183 times... 45.00
 1184 to 1235 times... 35.00
 1236 to 1287 times... 25.00
 1288 to 1339 times... 15.00
 1340 to 1391 times... 5.00

Above rates are based on number of times within one year and are commissionable.
 Participating sponsorships in any of the above programs may be combined to earn frequency discounts, but may not be combined with any other program time.

Line Charges
 Rates shown include line charges. Permanent lines are maintained.

Contract and Other Requirements
 All discounts are predicated upon the fulfillment of contracts within a 12-month period dating from the first broadcast.
 Advertising of beer and wine acceptable.
 Programs and copy subject to approval. Rates are for station time only and are subject to change without notice. Talent is extra.
 This rate schedule is prepared for the convenient reference of representatives and advertisers and is not to be considered as an offer of facilities. Rates herein are subject to change without notice.

Farm and Home Radio



Rates effective June 1, 1956.
 Rev. (General Rates) rec'd May 31, 1957.
 Business Office—Division at Cedar St., Grand Island, Neb.

Personnel
 President—Don Searle.
 Exec. Vice-Pres. & Gen'l Operations & Sales—Bill Martin.
 Vice-Pres. Prog. & Sales Service—Ed Mason.
 Vice-Pres. Iowa Sales—Ken Titus.
 Business Manager—Willard Morton.
 Regional Sales Manager—Bill Moore.
Representatives
 H-R Representatives, Inc.

Comprised of:
 KFNF—Shenandoah, Iowa
 KXXX—Colby, Kansas
 KAMJ—Grand Island, Neb.

Agency Commission
 15% to recognized agencies on net charges for station time; no cash discount. Bills due and payable when rendered.

General Advertising
COMBINATION RATES
 (KMMJ and KXXX)
 CLASS "A"

(6:30 a.m. to 9:00 a.m. and 11:45 a.m. to 1:15 p.m. Monday through Saturday)

	1 hr.					1/2 hr.					10 min.					5 min.				
	1	1/2	1/4	10	5	1	1/2	1/4	10	5	1	1/2	1/4	10	5	1	1/2	1/4	10	5
1 time....	270.00	162.00	108.00	81.00	54.00	270.00	162.00	108.00	81.00	54.00	270.00	162.00	108.00	81.00	54.00	270.00	162.00	108.00	81.00	54.00
13 times..	256.50	153.90	102.60	76.95	51.30	256.50	153.90	102.60	76.95	51.30	256.50	153.90	102.60	76.95	51.30	256.50	153.90	102.60	76.95	51.30
26 times..	243.00	145.80	97.20	72.90	48.60	243.00	145.80	97.20	72.90	48.60	243.00	145.80	97.20	72.90	48.60	243.00	145.80	97.20	72.90	48.60
52 times..	229.50	137.70	91.80	68.85	45.90	229.50	137.70	91.80	68.85	45.90	229.50	137.70	91.80	68.85	45.90	229.50	137.70	91.80	68.85	45.90
104 times..	216.00	129.60	86.40	64.80	43.20	216.00	129.60	86.40	64.80	43.20	216.00	129.60	86.40	64.80	43.20	216.00	129.60	86.40	64.80	43.20
260 times..	202.50	121.50	81.00	60.75	40.50	202.50	121.50	81.00	60.75	40.50	202.50	121.50	81.00	60.75	40.50	202.50	121.50	81.00	60.75	40.50

(Sign-on to 6:30 a.m.; 9:00 a.m. to 11:45 a.m. and 1:15 p.m. to sign-off Monday through Saturday; all hours Sunday)

1 time....	216.00	129.60	86.40	64.80	43.20	21.60
13 times..	205.20	123.12	82.08	61.56	41.04	20.52
26 times..	194.40	116.64	77.76	58.32	38.88	19.44
52 times..	183.60	110.16	73.44	55.08	36.72	18.36
104 times..	172.80	103.68	69.12	51.84	34.56	17.28
260 times..	162.00	97.20	64.80	48.60	32.40	16.20

SPECIAL STRIP RATES
 CLASS "A"

	13 wks.	26 wks.	52 wks.
Five days per week:			
1/4 hour.....	67.50	58.50	49.50
10 minutes.....	50.40	44.10	37.80
5 minutes.....	33.75	29.25	24.75
Three days per week:			
1/4 hour.....	74.99	65.61	56.25
10 minutes.....	56.25	48.73	41.24
5 minutes.....	37.50	32.81	28.12

CLASS "B"

Five days per week:			
1/4 hour.....	54.00	46.80	39.60
10 minutes.....	40.50	35.10	29.70
5 minutes.....	27.00	23.40	19.80
Three days per week:			
1/4 hour.....	59.99	52.49	45.00
10 minutes.....	45.00	38.99	32.99
5 minutes.....	30.04	26.24	22.50

Weather, Market and News Service
 15 minute program, time plus 10.00 service per program.
 10 minute program, time plus 7.50 service per program.
 5 minute program, time plus 5.00 service per program.

Sales Talk Service
 Run-of-schedule Sales Service announcements, 5 days per week:
 1 announcement per day, per month..... 333.00
 2 announcements per day, per month..... 630.00
 Sales Promotion Services
 Run-of-schedule 50-word announcements, 6 days per week:
 Per week
 4 announcements per day, less than 13 wks... 216.00
 4 announcements per day, for 13 wks..... 198.00
 4 announcements per day, 26 wks. or more... 180.00

Run-of-Schedule Package Rates
 Contact Farm & Home Radio Sales Department, Grand Island, Nebraska, or any H-R Representative office for run-of-schedule package rates.
 (KMMJ, KXXX and KFNF)

CLASS "A"

(6:30 a.m. to 9:00 a.m. and 11:45 a.m. to 1:15 p.m. Monday through Saturday)

	1 hr.					1/2 hr.					10 min.					5 min.				
	1	1/2	1/4	10	5	1	1/2	1/4	10	5	1	1/2	1/4	10	5	1	1/2	1/4	10	5
1 time....	369.00	221.40	147.60	111.60	75.60	369.00	221.40	147.60	111.60	75.60	369.00	221.40	147.60	111.60						

Regional Networks and Groups

Intermountain Network, The—Continued

KPRK—Livingston, Mont., KXLO—Lewistown, Mont., and KCOL—Ft. Collins, Colo. are not available on spot announcement schedules and not included in spot announcement rates. Above rates are net, and have been fully discounted. No further discounts can be earned.

SPECIAL FEATURES

(Applicable to Basic Network only)
 Newscasts—5 minute news on the hour every hour, 6:00 a.m. to 11:00 p.m. everyday. Regular times apply, plus 12.50 per program news and production charge.
 Weather—5 minute weathercasts available throughout the day, :25 after the hour, everyday. Time charge, plus 12.50 per program talent and production charge. 1 minute and 30 seconds participation announcements available in newscasts and weathercasts, together with billboard identification at opening and closing of program. Regular times, plus 5.00 per announcement additional charge.

COLORADO INTERMOUNTAIN GROUP

Rates effective September 15, 1958. (Card No. 23.)
 Card received October 24, 1958.
 KIMN—Denver KGIW—Alamosa
 KGHF—Pueblo KLMR—Lamar
 KYSN—Colorado Springs KRLN—Canon City
 KBNZ—La Junta KYOU—Greeley
 *KCOL—Fort Collins KDGO—Durango
 KCRT—Trinidad KOLR—Sterling
 KVRH—Salida
 (*) Not available on spot announcement schedules and not included in spot announcement rates.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	390.60	234.36	156.24	117.18	78.12	47.17
26 times..	382.79	229.65	153.09	114.64	76.53	46.19
52 times..	374.98	224.96	149.97	112.46	74.97	45.27
104 times..	367.16	220.27	146.84	110.12	73.40	44.31
156 times..	359.35	215.59	143.72	107.77	71.85	43.38
260 times..	343.73	206.21	137.47	103.09	68.72	41.49
312 times..	328.10	196.84	131.22	98.41	65.60	39.61
624 times..	312.48	187.49	124.99	93.74	62.50	37.72

Colorado Saturation Announcement Plan

	1 min.	30 sec.	10 sec.
Per week:	507.00	405.12	202.80
12 times.....	42.25	33.76	16.90
Each.....	709.74	567.72	283.86
18 times.....	39.43	31.54	15.77
Each.....	878.88	702.24	350.88
24 times.....	36.62	29.26	13.51
Each.....	1,014.30	811.50	405.30
30 times.....	33.81	27.05	13.51
Each.....	1,116.00	891.72	446.04
36 times.....	31.00	24.77	12.39

CLASS "B"

12 times.....	411.00	328.68	164.28
Each.....	34.25	27.39	13.69
18 times.....	565.92	452.70	226.32
Each.....	31.44	25.15	12.59
24 times.....	687.84	549.70	274.80
Each.....	28.66	22.91	11.45
30 times.....	774.00	619.20	309.00
Each.....	25.80	20.64	10.30
36 times.....	828.72	662.76	331.56
Each.....	23.02	18.41	9.21

KCOL—Ft. Collins, Colo. not available on spot announcement schedules and not included in spot announcement rates.

DENVER METROPOLITAN GROUP

Rates effective September 15, 1958. (Card No. 23.)
 Card received October 24, 1958.
 KIMN—Denver KGHF—Pueblo
 KYSN—Colorado Springs KFBC—Cheyenne

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	218.40	131.04	87.36	65.52	43.68	28.39
26 times..	214.03	128.42	85.61	64.21	42.81	27.82
52 times..	209.66	125.80	83.87	62.90	41.93	27.25
104 times..	205.30	123.18	82.12	61.59	41.06	26.61
156 times..	200.93	120.56	80.37	60.28	40.19	26.11
260 times..	192.19	115.32	76.88	57.66	38.44	24.99
312 times..	183.46	110.07	73.38	55.04	36.69	23.85
624 times..	174.72	104.83	69.89	52.42	34.94	22.71

Denver Saturation Announcement Plan

	1 min.	30 sec.	10 sec.
Per week:	304.20	243.24	121.56
12 times.....	25.35	20.27	10.13
Each.....	425.88	340.74	170.46
18 times.....	23.66	18.93	9.47
Each.....	527.04	421.44	210.72
24 times.....	21.96	17.56	8.78
Each.....	608.40	486.60	243.00
30 times.....	20.28	16.22	8.10
Each.....	669.24	534.96	267.48
36 times.....	18.59	14.86	7.43

CLASS "B"

12 times.....	243.72	195.00	97.44
Each.....	20.31	16.25	8.12
18 times.....	334.98	267.84	133.92
Each.....	18.61	14.88	7.44
24 times.....	406.08	324.96	162.48
Each.....	16.92	13.54	6.77
30 times.....	456.60	365.40	182.70
Each.....	15.22	12.18	6.09
36 times.....	487.44	389.88	194.76
Each.....	13.54	10.83	5.41

IDAHO INTERMOUNTAIN GROUP

Rates effective September 15, 1958. (Card No. 23.)
 Card received October 24, 1958.
 KWIK—Pocatello KIFI—Idaho Falls
 KGEM—Boise KLIX—Twin Falls

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	157.50	94.50	63.00	47.25	31.50	20.48
26 times..	154.35	92.61	61.74	46.31	30.87	20.07
52 times..	151.20	90.72	60.48	45.36	30.24	19.65
104 times..	148.05	88.83	59.22	44.42	29.61	19.01
156 times..	144.90	86.94	57.96	43.47	28.98	18.82
260 times..	138.60	83.16	55.44	41.58	27.72	18.03
312 times..	132.30	79.38	52.92	39.69	26.46	17.20
624 times..	126.00	75.60	50.40	37.80	25.20	16.38

(*) 1 minute, 100 words or less.

Idaho Saturation Announcement Plan

	1 min.	30 sec.	10 sec.
Per week:	204.72	163.68	81.84
12 times.....	17.06	13.64	6.82
Each.....	286.56	229.14	114.84
18 times.....	15.92	12.73	6.38
Each.....	354.72	283.44	141.60
24 times.....	14.78	11.81	5.90
Each.....	409.50	327.90	163.80
30 times.....	13.65	10.93	5.46
Each.....	450.36	359.28	179.64
36 times.....	12.51	9.98	4.99

CLASS "B"

12 times.....	163.80	131.16	65.52
Each.....	13.65	10.93	5.46
18 times.....	225.18	179.64	89.82
Each.....	12.51	9.98	4.99
24 times.....	272.88	218.40	109.20
Each.....	11.37	9.10	4.55
30 times.....	306.90	245.40	123.00
Each.....	10.23	8.18	4.10
36 times.....	327.60	261.72	130.68
Each.....	9.10	7.27	3.63

MONTANA INTERMOUNTAIN GROUP

Rates effective September 15, 1958. (Card No. 23.)
 Card received October 24, 1958.
 KATL—Miles City KXLJ—Helena
 KBMY—Billings KMON—Great Falls
 *KPRK—Livingston *KXLO—Lewistown
 KOPR—Butte KBTK—Missoula
 (*) Not available on spot announcement schedules and not included in spot announcement rates.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	252.84	151.70	101.14	75.85	50.57	28.72
26 times..	247.78	148.66	99.09	74.15	49.55	28.15
52 times..	242.73	145.63	97.07	72.80	48.53	27.56
104 times..	237.67	142.58	95.06	71.28	47.52	26.86
156 times..	232.61	139.55	93.04	69.77	46.50	26.41
260 times..	222.50	133.49	88.98	66.73	44.49	25.27
312 times..	212.39	127.41	84.48	63.70	42.47	24.12
624 times..	202.27	121.36	80.91	60.68	40.45	22.97

Montana Intermountain Saturation Announcement Plan

	1 min.	30 sec.	10 sec.
Per week:	307.80	246.00	123.00
12 times.....	25.65	20.50	10.25
Each.....	430.56	344.70	172.26
18 times.....	23.92	19.15	9.57
Each.....	533.04	425.76	212.64
24 times.....	22.21	17.74	8.86
Each.....	615.30	492.30	246.00
30 times.....	20.51	16.41	8.20
Each.....	676.80	540.72	270.36
36 times.....	18.80	15.02	7.51

CLASS "B"

12 times.....	246.12	196.92	98.40
Each.....	20.51	16.41	8.20
18 times.....	338.22	270.36	135.18
Each.....	18.79	15.02	7.51
24 times.....	410.16	328.08	163.92
Each.....	17.09	13.67	6.83
30 times.....	461.70	369.00	184.50
Each.....	15.39	12.30	6.15
36 times.....	492.12	393.48	196.56
Each.....	13.67	10.93	5.46

MONTANA METROPOLITAN GROUP

Rates effective September 15, 1958. (Card No. 23.)
 Card received October 24, 1958.
 KBMY—Billings KMON—Great Falls
 KOPR—Butte

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	140.28	84.17	56.11	42.08	28.06	18.24
26 times..	137.47	82.48	54.99	41.24	27.49	17.87
52 times..	134.67	80.80	53.86	40.40	26.93	17.51
104 times..	131.86	79.11	52.74	39.56	26.37	17.14
156 times..	129.06	77.43	51.62	38.72	25.80	16.77
260 times..	123.45	74.06	49.38	37.03	24.69	16.04
312 times..	117.84	70.69	46.66	35.35	23.56	15.30
624 times..	112.22	67.33	44.89	33.67	22.44	14.59

Montana Metropolitan Saturation Announcement Plan

	1 min.	30 sec.	10 sec.
Per week:	195.36	156.12	78.00
12 times.....	16.28	13.01	6.50
Each.....	273.42	218.88	109.26
18 times.....	15.19	12.16	6.07
Each.....	338.16	270.24	134.88
24 times.....	14.09	11.26	5.62
Each.....	390.90	312.30	156.00
30 times.....	13.03	10.41	5.20
Each.....	429.48	343.44	171.72
36 times.....	11.93	9.54	4.77

CLASS "B"

12 times.....	156.36	124.92	62.40
Each.....	13.03	10.41	5.20
18 times.....	214.74	171.72	85.86
Each.....	11.93	9.54	4.77
24 times.....	260.40	208.32	104.16
Each.....	10.85	8.68	4.34
30 times.....	293.10	234.30	117.00
Each.....	9.77	7.81	3.90
36 times.....	312.48	250.20	124.92
Each.....	8.68	6.95	3.47

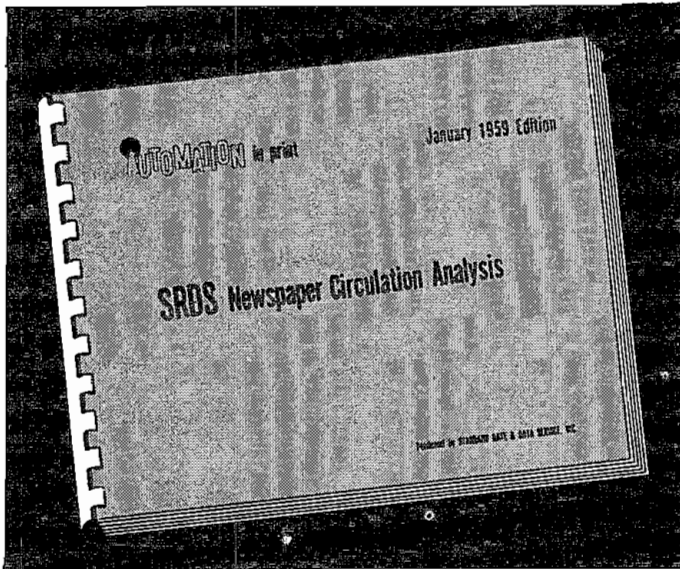
UTAH INTERMOUNTAIN GROUP

Rates effective September 15, 1958. (Card No. 23.)
 Card received October 24, 1958.
 KALL—Salt Lake City KOAL—Price
 KLO—Ogden K SVC—Richfield
 KOVO—Provo KVEL—Vernal
 KVNU—Logan KURA—Moab

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time....	227.64	136.58	91.06	68.29	45.53	29.59
26 times..	223.09	133.83	89.22	66.74	44.60	28.98
52 times..	218.53	131.10	87.39	65.54	43.69	28.39
104 times..	213.98	128.37	85.57	64.18	42.77	27.80
156 times..	209.43	125.64	83.75	62.81	41.87	27.22
260 times..	200.32	120.17	80.11	60.08	40.04	26.01
312 times..	191.22	114.71	76.47	57.35	38.22	24.83
624 times..	182.11	109.27	72.84			

Now Ready . . .

A NEW AND EXPANDED ANALYSIS CONTAINING CIRCULATION DATA FOR ALL U. S. DAILY NEWSPAPERS



included in the analysis: ADJUSTED circulation data from the ABC white audit reports.

ABC CITY ZONE CIRCULATION DATA

Arranged in alphabetical sequence, from Alabama through Wyoming, all ABC daily newspapers in each state are listed in a separate tabulation, which records morning, evening and Sunday circulations in total, and by city zone. Magazines and comic sections are identified by a letter code for each newspaper.

DAILY NEWSPAPERS WITH SWORN STATEMENTS

All Daily newspapers within each state, submitting sworn circulation statements, are listed in county sections by total daily circulation — under county where newspaper is listed.

COUNTY AND METRO AREA ANALYSIS

The geographic distribution of ABC daily newspapers is detailed county by county and by metro areas. County lists show all papers published in the county and those outside papers having a circulation equal to 5 or more per cent of county households. The relationship of county and/or metro area circulations to households is shown for each paper listed.

SRDS CONSUMER MARKET DATA

For ready reference, SRDS estimates of total households, population and retail sales—by % of U.S. total—plus food and drug sales are shown by county for all county and metro areas. All consumer market data, dated 1/1/58, may be found adjacent to county and metro listings.

SRDS Newspaper Circulation Analysis

• January 1959 Edition

Reserve your copies now of the latest, most comprehensive newspaper circulation analysis ever assembled. Incorporating circulation data for all daily newspapers in the U.S., this proven working tool is designed to save clerical time when evaluating newspaper circulation coverage by geographic areas in relation to potential market indices.

Automation in print — low cost and reliable — is reprinted directly from IBM cards . . . approximately 300 pages, printed black on white stock, it's a full-scale working companion to Standard Rate's monthly Newspaper Rates and Data service.

To assure prompt and preferred shipment
send your reservation orders now.

- the complete U.S. edition **\$60**
- individual state sections **\$10**
(including explanation pages)

SPECIAL TABULATIONS AVAILABLE

All of the data in the SRDS Newspaper Circulation Analysis are coded on IBM cards. These data-punched cards, in total or in part, will be available for special tabulations to advertisers and agencies.

Up dated monthly, this fully automated service is always current and can be processed to include partial or complete information, plus Consumer Market Data, for any or all newspapers in the United States. Ready for immediate use, this new service offers economical, tailor-made tabulations. Costs are charged on a machine-hour basis. Write for information.

Standard Rate & Data Service, Inc.

Applications Engineering Division

1740 Ridge Avenue Evanston, Illinois

the national authority serving the media-buying function

Regional Networks and Groups

Ivy Network Corporation

See listing under COLLEGE RADIO immediately following Regional Networks and Groups.

Kansas City Trade-Area Team

For rates and data see listing under Kansas.

Keystone Broadcasting System, Inc.

For rates and data see listing in Network Rates and Data.

Magic Circle Network

Rates effective January 1, 1957.

Rates received May 29, 1957.

Business Office—Frisco Bldg., Joplin, Mo.

Personnel

Director—Don O'Brien.

Representatives

Sears & Ayer, Inc.

Comprised of:

WMBH, Joplin, Mo.	KMDO, Ft. Scott, Kans.
KRMO, Monett, Mo.	KGLC, Miami, Okla.
KNEM, Nevada, Mo.	KUOA, Siloam Springs, Ark.
KDMO, Carthage, Mo.	Ark.
KBTN, Neosho, Mo.	KAMO, Rogers, Ark.
KSEK, Pittsburg, Kans.	KBRS, Springfield, Ark.
KLKC, Parsons, Kans.	

Agency Commission

15% to recognized agencies; no cash discount. Bills rendered monthly; payable by 10th of month.

General Advertising

The Magic Circle Network is a group of 12 stations serving local communities with one contract, one invoice one ET or continuity. Simultaneous broadcast of programs other than minute spots is assured on over 90% of the network. To take advantage of the minimum rates which form the basis for the following rates, an advertiser must buy similar schedules on all stations comprising the network.

1/2 hour.....	189.00	5 minutes.....	53.34
1/4 hour.....	108.08	1 minute or less....	26.67

Closing Time

48 hours in advance of scheduled broadcasts.

McLendon Ebony Group, The

Rates effective October 1, 1958.

Rates received September 2, 1958.

Business Office—P. O. Box 197, 509 Lamar Life Bldg., Jackson 5, Miss. Fleetwood 4-1617.

Personnel

President—John M. McLendon.

Vice-President—William Anderson.

Director of National Sales—John M. McLendon.

Executive Offices, Suite 509, Lamar Life Bldg., Jackson 5, Miss., Fleetwood 4-1617.

Representatives

John E. Pearson Company.

Comprised of:

WOKJ—Jackson, Miss.	KOKY—Little Rock, Ark.
WENN—Birmingham, Ala.	KOKA—Shreveport, La.

Agency Commission

15% on time only; no cash discount. Bills rendered 1st of month following broadcast, due 10th of month following broadcast.

General Advertising

Maximum length of contract: 1 year. Announcement and programs may not be combined to earn frequency discounts. All stations are 100% Negro programmed. Advertisers are protected for 26 weeks from date of rate increase, provided continuous weekly schedules are maintained. Continuing discount allowed, provided same weekly schedule is maintained for both contract years. Schedules of 2 or more products of same manufacturer may be combined to earn maximum discounts. Like schedules must be run on chosen stations to earn combination discounts.

1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min. 10 sec.			
1 time.....	243.00	146.70	91.80
26 times.....	225.90	136.44	84.96
52 times.....	213.30	128.88	79.92
104 times.....	200.70	122.40	74.88
156 times.....	188.10	113.76	70.74
260 times.....	175.50	106.20	66.60
312 times.....	162.90	98.64	62.46
520 times.....			21.60
780 times.....			19.80

SATURATION PACKAGES

1 minute per week:	Each	Each	
10 times.....	27.00	25 times.....	21.60
15 times.....	25.20	30 times.....	19.80
20 times.....	23.40		

SPECIAL FEATURES

News Service—UPI.

5-minute news and sports programs available on all stations. 15-minute segments available in most programs.

Full network facilities available for special events. Each station employs local Negro news, sports, religious and public relations directors.

Participating Programs

Consult individual station listings for program names, times and personalities. Each has balanced Negro programming.

Mid-America Broadcasters, Inc.

Business Office—P. O. Box 98, Denver 8, Colo.

Personnel

Pres. & Gen'l Mgr.—David M. Segal (Denver).

KOBY Station Manager—John McRae.

KOSI Station Manager—Vernon Wickre.

WGVM Station Manager—Edward M. Guss.

Representatives

KOBY-KOSI—Edward Pety & Company, Inc.

WGVM—Devney, Incorporated.

Comprised of:

KOBY—San Francisco, California

KOSI—Denver, Colorado

WGVM—Greenville, Mississippi

Agency Commission

15% on time only; no cash discount.

General Advertising

10% discount is earned when identical schedules are purchased on entire network.

Mutual Broadcasting System

For rates and data see listing in Network Rates and Data.

National Broadcasting Company

See listing in Network Rates and Data.

National Spanish Language Network

Rates effective July, 1958.

Rates received September 25, 1958.

Business Office—370 Lexington Ave., Suite 610, New York 17, N. Y., Mu. 5-1300.

Personnel

Director—Arthur Gordon.

Representatives

New York—Chicago—National Time Sales.

San Francisco—Los Angeles—Harlan G. Oakes & Associates.

San Antonio—Joe Harry.

Comprised of:

XEJ—El Paso, Tex.	KWKW—Los Angeles, Calif.
XEO—Brownsville, Tex.	KLVL—Pasadena-Houston, Tex.
XEOR—McAllen, Tex.	KEVT—Tucson, Ariz.
KIWW—San Antonio, Tex.	KIFN—Phoenix, Ariz.
KCCT—Corpus Christi, Tex.	KABQ—Albuquerque, N. Mex.
KLVL—Houston	
KGST—Fresno, Calif.	
XEXX—Tijuana—San Diego, Calif.	

General Advertising

1 minute spots, flat, each..... 52.00

PROGRAMS

Rates on request.

TEXAS SPANISH LANGUAGE NETWORK

DIVISION

See separate listing under Texas.

PRODUCTION

Available at all stations; rates on request. Complete facilities for producing commercials in Spanish for use on all affiliated outlets.

New England Regional Network, The

Rates effective _____.

Rates received January 31, 1958.

Business Office—26 Grove St., Hartford 15, Conn.

Personnel

Chairman—Paul W. Morency.

Representatives

Weed & Company.

Comprised of Basic Stations:

WCSH—Portland, Me.	WTIC—Hartford, Conn.
WLBZ—Bangor, Me.	WJAR—Providence, R.I.
WRDO—Augusta, Me.	

Arrangements may be made for connecting station in Boston.

Agency Commission

15% to recognized agencies on net charges for station time; no cash discount. No commission allowed on talent charges.

General Advertising

NOTE: Time quotations are as follows: 1 hour—59:30 minutes; 1/2 hour—29:30 minutes; 1/4 hour—14:30 minutes.

Rates quoted cover only broadcasting time and station facilities; talent is extra. ASCAP license.

All programs subject to program policies as embodied in the Code and Standards of Practice of the National Association of Radio and Television Broadcasters. Management reserves the right to reject any material without giving reason therefor. No contract will be accepted for longer than one year. Contracts subject to cancellation unless program starts within 60 days. All contracts subject to approval and governmental regulations. Network reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director. Rates are subject to change without notice.

CLASS "AA"

	(6:00 p.m. to 11:00 p.m.)				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
WTIC.....	400.00	240.00	160.00	140.00	100.00
WJAR.....	118.00	71.00	47.00	35.00	23.00
WCSH.....	100.00	60.00	40.00	35.00	25.00
WLBZ.....	80.00	48.00	32.00	28.00	20.00
WRDO.....	45.00	27.00	18.00	16.00	11.00
Total....	743.00	446.00	297.00	254.00	179.00

CLASS "A"

	(6:00 a.m. to 6:00 p.m.)				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
WTIC.....	250.00	150.00	100.00	87.50	62.50
WJAR.....	118.00	71.00	47.00	35.00	23.00
WCSH.....	100.00	60.00	40.00	35.00	25.00
WLBZ.....	80.00	48.00	32.00	28.00	20.00
WRDO.....	45.00	27.00	18.00	16.00	11.00
Total....	593.00	356.00	237.00	201.50	141.50

CLASS "B"

	(11:00 p.m. to 11:30 p.m.)				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
WTIC.....	150.00	90.00	60.00	52.50	37.50
WJAR.....	118.00	71.00	47.00	35.00	23.00
WCSH.....	100.00	60.00	40.00	35.00	25.00
WLBZ.....	80.00	48.00	32.00	28.00	20.00
WRDO.....	45.00	27.00	18.00	16.00	11.00
Total....	493.00	296.00	197.00	166.50	116.50

	CLASS "C"				
	(11:30 p.m. to 6:00 a.m.)				
	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
WTIC.....	100.00	60.00	40.00	35.00	25.00
WJAR.....	118.00	71.00	47.00	35.00	23.00
WCSH.....	100.00	60.00	40.00	35.00	25.00
WLBZ.....	80.00	48.00	32.00	28.00	20.00
WRDO.....	45.00	27.00	18.00	16.00	11.00
Total....	443.00	266.00	177.00	149.00	104.00

DISCOUNTS

Less than 26 times.....	Net
26 to 51 times.....	5%
52 to 103 times.....	7-1/2%
104 to 207 times.....	10%
208 to 259 times.....	12-1/2%
260 or more times.....	15%

Programs running continuously for 52 consecutive weeks earn an additional rebate of 10%, based on the lowest billing for any one week. Time discounts apply to total number of periods used within one year for one sponsor.

SPECIAL FEATURES

"The Marjorie Mills Hour"—9:45 a.m. to 10:00 a.m. Monday through Friday, over all stations (live or delayed) except WRDO, Augusta, Me. Live participating programs for non-competitive food and household products. Transcriptions not accepted. Thoroughly merchandised with the New England retail and wholesale trade. Participations scheduled on rotating basis.

Per week

	2 days	3 days	4 days	5 days
Per week.....	275.00	405.00	530.00	650.00

Closing Time

Complete manuscript must be submitted for approval one week in advance.

OK Group, The

Rates effective October 1, 1958. (Card No. 6.)

Card received September 10, 1958.

Business Office—505 Baronne St., New Orleans, La., Tulane 5363.

Nat'l Sales Office—378 Beale St., Memphis, Tenn.

Personnel

President—Jules J. Paglin.

Exec. Vice-Pres. & Gen'l Mgr.—Stanley W. Ray, Jr.

Nat'l Sales Mgr.—Eugene P. Weil.

Representatives

Stars National, Inc.

Comprised of:

WBOK—New Orleans, La.	WXOK—Baton Rouge, La.
KYOK—Houston, Texas	WLOK—Memphis, Tenn.
KAOK—Lake Charles, La.	WGOK—Mobile, Ala.

Agency Commission

15% to recognized agencies; no cash discount. Bills rendered monthly; payable by 10th of month.

General Advertising

The OK Group is comprised of a group of six Gulf Coast and Deep South stations offering their facilities on a single rate card, single billing, single contract basis. To earn the group rate all five stations must be purchased as a group on similar or equal schedules on all stations. However, any two stations of the group may be purchased at a 5% discount off regular station rates; any three stations may be purchased at a 10% discount; any four at a 12-1/2% discount; any five at a 15% discount; all six stations carry a 20% discount off regular rate of each individual station.

All contracts and billings emanate from the offices of "The OK Group" and all checks must be payable to "The OK Group." For individual station rates see individual station listings. The following rates are for national advertising and include music copyright fees. All contracts accepted subject to two weeks' cancellation notice. Discounts allowed retroactively on number of broadcasts given within one year from date of first broadcast, providing no lapse of time occurs between contracts and actual time on air. Announcements and programs of five minutes or more cannot be combined to earn larger discounts.

	1	1/2	1/4	10	5	1
	hr.	hr.	hr.	min.	min.	min.
1 time.....	290.40	179.60	117.60	89.60	60.80	41.20
26 times.....	268.48	165.76	108.20	83.00	56.40	37.84
52 times.....	255.92	157.96	102.92	79.24	53.88	35.96
104 times.....	243.36	150.16	97.64	75.48	51.20	34.08
156 times.....	230.80	142.36	92.36	71.72	48.68	32.20
260 times.....	208.88	128.52	82.96	65.12	44.28	29.08
312 times.....	196.32	120.72	77.68	61.36	41.76	27.08

SPECIAL FEATURES

Regular rates apply to 5, 10 and 15 minute programs. Time signals are limited to 30 words and are sold only in 13 week cycles.

Participating Programs

See individual station listings for program names and times. Participating programs are sold at regular rates plus 13.00 per 1/4 hour, talent, commissionable, which covers all 6 markets. 15-minute segments plus one minute announcements available in all shows.

Negro Markets

Five programs and Spiritual programs with top disc jockeys are available in all six markets. See individual station listings for program names and times.

Hillbilly Markets

Rollins Broadcasting, Inc.—Continued

Comprised of:
 WNJR—New York
 WBEE—Chicago
 KATZ—St. Louis
 WRAP—Norfolk
 Agency Commission
 5% to recognized agencies; no cash discount.
General Advertising
 Network offers the facilities of all its stations at a single discount rate, single billing and contract basis.
 Rollins Single Track Plan

Any 5 stations, regular rates less.....	10%
Any 4 stations, regular rates less.....	7-1/2%
Any 3 stations, regular rates less.....	5%

No group discount allowed on package plans.

SPECIAL FEATURES

Negro Markets
 Rhythm and blues programs and Spiritual programs with nationally known disc jockeys are available at WNJR, WBEE, KATZ, WRAP and WGEE.
 Country and Western Markets
 Country and Western programs with top disc jockeys available at WGEE and WJWL.
 Farm Markets
 Comprehensive farm and market reports and auctions available at WGEE and WJWL.

Rounsaville Radio Stations

Rates effective January 1, 1959.
 Rates received December 3, 1958.
 Business Office—3165 Mathieson Dr. N. E., Atlanta 5, Ga. Cedar 3-2195.
Personnel
 Vice-Pres. & Nat'l Sales Mgr.—Harold F. Walker.
Representatives
 Gill-Perna, Inc.
 South—Dora-Clayton Agency, Inc.

Comprised of:

WCIN—Cincinnati, Ohio	WTMP—Tampa, Fla.
WLOU—Louisville, Ky.	WVOL—Nashville, Tenn.
WMBM—Miami Beach, Fla.	WYLD—New Orleans, La.

Agency Commission
 15%; no cash discount. Bills due and payable when rendered.
General
 Entire schedule Negro programming.
 Group discounts can be earned for purchase of programs, announcements, or ID's on two or more of the Rounsaville stations at the following discounts:
 2 stations..... 5%
 3 stations..... 7-1/2%
 4 stations..... 10%
 Group discounts may be earned only if equal or similar schedules are placed on stations bought. There can be no reduction in the frequency of the schedule or change in the list or number of stations bought for a minimum of 13 weeks or for the life of the schedule if less than 13 weeks. Continuing discounts are allowed.

Sombrero Network (Spanish)

See Sombrero California Network (under California) and Sombrero Texas Network (under Texas).

Southeastern Key Market Network

Business Office—P. O. Box 634, Florence, Ala. Atwater 2-7714. TWX FLO 8523.
Personnel
 President—Dick Biddle.
 General Mgr.—Bill Mapcs.
 Traffic Manager—Bette Fowler.
Representatives
 Rambeau, Vance, Hopple, Inc.
 Southeast—Porjoe & Company, Inc.
Agency Commission
 15% to recognized agencies on net time charges for any combination of stations. Statements rendered by the 10th; payments due 20th of the month following. Network handles all availabilities, scheduling, traffic and billing; furnishes one statement and one affidavit to advertiser.
Facilities
 Talent and engineering facilities furnished at cost for produced taped announcements.
General Advertising
 Frequency discounts will be quoted upon request. Rates on request for any combination of stations in groups. Copy type record recorded if desired. Advertiser may purchase any combination of stations. The network consists of the following affiliates:

ALABAMA GROUP

WAVU—Albertville	WERH—Hamilton
WRFS—Alexander City	WBHP—Huntsville
WCTA—Andalusia	WPBB—Jackson
WHMA—Anniston	WWWB—Jasper
WJMW—Athens	WRLD—Lanett
WATM—Atmore	WABB—Mobile
WAUD—Auburn	WMFC—Monroeville
WBCA—Bay Minette	WAPX—Montgomery
WEBJ—Brewton	WCRL—Oneonta
WRAG—Carrollton	WJHO—Opelika
WKLF—Clanton	WAMI—Opp
WFMH—Cullman	WOZK—Ozark
WHOS—Decatur	WFHK—Pell City
WXAL—Demopolis	WPID—Piedmont
WAGF—Dothan	WEER—Roanoke
WIRB—Enterprise	WWWB—Russellville
WULA—Eufaula	WCRI—Scottsboro
WBLO—Evergreen	WHBB—Selma
WWWF—Fayette	WMLS—Sylacauga
WOWL—Florence	WHTB—Talledega
WHEP—Foley	WJDB—Thomasville
WZOB—Fort Payne	WTBF—Troy
WGAD—Gadsden	WTBC—Tuscaloosa
WGEE—Geneva	WTUS—Tuskegee
WGYV—Greenville	WETU—Wetumpka
WGSV—Guntersville	
WJBB—Haleyville	

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 640.00 340.00 210.50

ARKANSAS GROUP

KBLO—Hot Springs	KTFS—Texarkana
KBBA—Benton	KAMO—Rogers
KENA—Mena	KWAK—Stuttgart
KFFA—Helena	KRLW—Walnut Ridge
KXJK—Forrest City	KAGH—Crossett
KVOM—Monticello	KVSA—McGehee
KVMA—Maguolia	KOSE—Osceola
KHBM—Monticello	KWRF—Warren

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 228.50 117.60 71.00

FLORIDA GROUP

WFNM—DeFuniak Springs	WFBE—Fernandina Beach
WGMA—Hollywood	WFTV—Fort Walton
WIRK—West Palm Beach	WRWB—Kissimmee
WKXY—Sarasota	WMMB—Melbourne
WQIK—Jacksonville	WTRR—Sanford
WWPF—Palatka	WPLA—Plant City
WDSR—Lake City	WMOP—Ocala
WGGG—Gainesville	WDAT—Daytona
WRGR—Starke	WPFA—Pensacola
WSIR—Winter Haven	WKIS—WorZ—Orlando
WCNU—Crestview	WNTM—Vero Beach
WCNH—Quincy	WZRO—Jacksonville Beach
WSTN—St. Augustine	WPRY—Perry
WSBB—New Smyrna Beach	WJCM—Sebring
WDCF—Dade City	WNER—Live Oak
WALT—Tampa	WLCO—Eustis
WBAR—Bartow	WMEN—Tallahassee
WMEG—Eau Gallie	

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 576.95 336.34 171.84

GEORGIA GROUP

WMTM—Moultrie	WMGR—Bainbridge
WGRA—Cairo	WEAS—Decatur
WMLT—Dublin	WLBB—Carrollton
WLAQ—Rome	WBIE—Marietta
WRLD—West Point	WWNS—Statesboro
WCGA—Calhoun	WDUN—Gainesville
WLFA—Lafayette	WRCD—Dalton
WSYL—Sylvania	WIBB—Macon
WKTG—Thomasville	WFRP—Savannah
WBBN—Perry	WDEC—Americus
WAAG—Adel	WBLA—Augusta
WMVG—Milledgeville	WSNT—Sandersville
WBNB—Fitzgerald	WTWA—Thomson
WLET—Toccoa	WTRP—LaGrange
WMGE—Madison	WKPU—Griffin
WFDR—Manchester	WCLB—Camilla
WCEH—Hawkinsville	WRFC—Athens
WYZE—Atlanta	WMOG—Brunswick
WJAZ—Albany	WBRO—Waynesboro
WJEM—Valdosta	WACL—Waycross
WBGR—Jesup	WTJH—East Point
WMRE—Monroe	WCOC—Cornelia
WRPB—Warner Robins	WFPM—Fort Valley
WGRA—Carlo	WDWD—Dawson
WSIZ—Douglas	WIFP—Tifton

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 621.86 328.43 176.20

LOUISIANA GROUP

WLCS—Baton Rouge	KEUN—Eunice
KLEC—Jonesville	WARB—Covington
KSIG—Crowley	KRUS—Ruston
KVCL—Winnfield	WBXY—Bogalusa
KFNV—Ferriday	KTRY—Bastrop
KVPI—Ville Platte	KNOC—Natchitoches
KDLA—De Ridder	KDCB—Mansfield
KREH—Oakdale	WTPR—Hammond
KLIC—Monroe	KVIM—New Iberia
KLFT—Golden Meadow	

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 307.25 173.10 98.90

MISSISSIPPI GROUP

WCLD—Cleveland	WSSO—Starkville
WRBC—Jackson	WNAU—New Albany
WLSM—Louisville	WBKN—Newton
WACR—Columbus	WDOB—Canton
WYMI—Biloxi	WMAG—Forest
WTUP—Tupelo	WNAG—Grenada
WBIP—Booneville	WAML—Laurel
WMPA—Aberdeen	WKBX—Corinth
WKDL—Clarksdale	WHNY—McComb
WGRM—Greenwood	WQBC—Vicksburg
WESY—Leland	WSUH—Oxford
WMBC—Macon	WBKH—Hattiesburg
WHOC—Philadelphia	WJMB—Brookhaven
WMLA—Indianola	WGLC—Centerville
WJPR—Greenville	WABO—Waynesboro

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 453.25 226.65 109.75

NORTH CAROLINA GROUP

WCGC—Belmont	WREV—Reidsville
WBBB—Burlington	WTIK—Durham
WKMT—Kings Mountain	WTAB—Tabor City
WWTI—Canton	WABZ—Albemarle
WHKP—Hendersonville	WBBO—Forrest City
WCKB—Dunn	WPNE—Brevard
WVFG—Fuquay Springs	WWEY—Sanford
WAYN—Rockingham	WEGO—Concord
WMSN—Raleigh	WCDJ—Edenton
WSAT—Salisbury	WIFM—Elkin
WMBL—Morehead City	WKDX—Hamlet
WENC—Whitesville	WADE—Wadesboro
WLTC—Gastonla	WLEE—Wallace
WHCC—Waynesville	WOHS—Shelby
WGWV—Asheboro	WFMC—Goldsboro
WAGR—Lumberton	WFLB—Fayetteville

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 536.35 279.25 157.71

SOUTH CAROLINA GROUP

WJAY—Mullins	WHAN—Charleston
WMYB—Myrtle Beach	WFIS—Fountain Inn
WAGS—Bishopville	WFPD—Darlington
WGCD—Chester	WSSC—Sumpter
WBAW—Barnwell	WABV—Abbeville
WSNW—Seneca	WTHE—Spartanburg
WANS—Anderson	WDSC—Dillon
WDKD—Kingstree	WBEO—Beaufort
WYCL—York	WELP—Easley
WHSC—Hartsville	WHPB—Belton
WALD—Walterboro	WTND—Orangeburg
WBCU—Union	WGTV—Georgetown
WAKN—Aiken	WCKI—Greer

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 402.50 218.20 112.65

Regional Networks and Groups

TENNESSEE GROUP

WDXL—Lexington	WGNS—Murfreesboro
WVGN—Knoxville	WKCR—Pulaski
WDKN—Dickson	WEPG—South Pittsburg
WKRK—Columbia	WHAL—Shelbyville
WJIG—Tullahoma	WAGG—Franklin
WCDT—Winchester	WLAR—Athens
WCPH—Ettowah	WKBL—Covington
WKBJ—Milan	WCRK—Morristown
WHDM—McKenzie	WORM—Savannah
WRGS—Rogersville	WJAK—Jackson
WTUC—Union City	WSEV—Sevierville
WDSG—Dyersburg	WHIN—Gallatin
WLRJ—Humboldt	

1 time (all stations)..... 1/4 hr. 5 min. 1 min.
 348.32 188.28 99.01

SPECIAL FEATURES

Negro and Country program packages available on specialized stations.
POLITICAL
 Rates on request.

Southwest Network, The

Rates effective October 1, 1958.
 Rates received September 29, 1958.
 Business Office—Radio Center, Wyoming at Walnut, P. O. Box 1799, El Paso, Tex., telephone 2-6551.
Personnel
 President—Dorrance D. Roderick.
 Vice-President—Val Lawrence.
 General Manager—Bruce Barnard.
 Gen'l Sales Mgr.—Audian Paxson.
Representatives
 The Branham Company.

Comprised of:

KROD—El Paso, Tex. (Key Station)	KWEW—Hobbs, N. M.
KAVE—Carlsbad, N. M.	KGFL—Roswell, N. M.
KSIL—Silver City, N. M.	

Agency Commission
 15% to recognized agencies on station time; no cash discount. No commission on political broadcast. Bills due and payable when rendered.
General Advertising
 Advertising of alcoholic beverages, other than beer and light wine, not accepted. Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast with or without interruption. Maximum length of contract one year. Contracts subject to conditions of Standard NAB and AAAA contracts, station approval, government regulations, and NAB Code of Ethics for Broadcasting Industry. Full network—four stations.

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	250.00	150.00	100.00	65.00
26 times.....	235.00	142.50	95.00	60.00
52 times.....	220.00	135.00	90.00	57.50
104 times.....	212.50	130.00	85.00	55.00
156 times.....	200.00	120.00	80.00	50.00
260 times.....	190.00	112.50	75.00	47.50
312 times.....	175.00	105.00	70.00	45.00

ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
1 time.....	40.00	30.00	20.00
26 times.....	37.50	28.00	18.75
52 times.....	35.00	27.00	17.50
104 times.....	32.50	26.00	16.25
156 times.....	30.00	24.00	15.00
260 times.....	27.50	23.00	13.75
312 times.....	25.00	21.00	12.50

PACKAGES

10 spots weekly—One-time rate less 30%.
 20 spots weekly—One-time rate less 35%.
 30 spots weekly—One-time rate less 40%.
 Stations can be deleted from network at following rates:
 KROD 40% off; KAVE or KWEW 20% off; KGFL or KSIL 15% off. If more than 2 stations are deleted, the published SRDS general rate will be charged for the remaining stations.

United Broadcasting Network

Rates received October 6, 1952.
 Eighth and "I" St., N. W., Washington, D. C., Emerson 3-2798.
Personnel
 President—Richard Eaton.
 Nat'l Sales Director—Robert L. Wittig.
Representatives
 New York & Chicago—United Broadcasting Company.
 San Francisco & Los Angeles—Harlan G. Oakes & Associates.
 Atlanta—Dora-Clayton Agency, Inc.
 Chicago—Devney, Incorporated.

Comprised of:

WVOK—Washington, D. C.	WSDI—Baltimore, Md.
WARK—Hagerstown, Md.	WJNX—Rockville, Md.
WANT—Richmond, Va.	WJMO—Cleveland, Ohio
WFAN-FM—Washington, D. C.	WYOU—Newport News, Norfolk, Va.

Agency Commission
 15% to recognized agencies; no cash discount.
General Advertising

Length of commercial copy:	Programs	News
5 minutes.....	1:45 min.	1:20 min.
10 minutes.....	1:00 min.	1:45 min.
15 minutes.....	2:30 min.	2:15 min.
25 minutes.....	2:45 min.	
30 minutes.....	3:00 min.	
60 minutes.....	6:00 min.	

COMBINATION RATES

Full network—eight stations:
 1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min.
 1 time.. 400.00 250.00 150.00 70.00 48.00
 105 times 380.00 235.00 143.00 67.00 40.00
 208 or more times 366.00 225.00 135.00 63.00 38.00

Regional Networks and Groups

Upper Midwest Broadcasting System, Inc.

(A partially lined but basically a transcription network covering rural and home town markets.)
 Address Communications—Louis M. Knopp, President, Suite 537, 512 Nicollet Bldg., Minneapolis, Minn., Geneva 9631. All contracts and billing emanate from the office of the Upper Midwest Broadcasting System, Inc., Suite 537, 512 Nicollet Bldg., Minneapolis, Minn.
 All checks should be made payable to the Upper Midwest Broadcasting System.

Personnel

President—Louis M. Knopp.
 Office Manager—Betty Ziminske.

Representatives

Minneapolis—contact UMBS offices listed above.

Agency Commission

15% to recognized agencies on station time; no cash discount. Accounts payable 15th of month following broadcasting service.

General Advertising

The network consists of the following affiliates:

MINNESOTA										
CLASS "A"										
	1	26	52	104	156	260				
	tl.	tl.	tl.	tl.	tl.	tl.				
KASB, Albany	6.00	5.70	5.55	5.25	4.80	4.50				
KXRA, Alexandria	4.00	4.00	4.00	4.00	4.00	4.00				
KNUN, New Ulm	6.50	6.00	5.50	5.25	5.00	4.75				
WSHB, Stillwater	3.00	2.88	2.76	2.52	2.28	1.80				
Station break:										
KASB, Albany	3.75	3.15	2.85	2.70	2.60	2.25				
KXRA, Alexandria	3.00	2.70	2.55	2.40	2.25	1.80				
KNUN, Bemidji	2.50	2.25	2.14	2.00	1.94	1.88				
KLIZ, Brainerd	4.00	3.78	3.62	3.50	3.40	3.30				
KBMW, Breck'nrdge	4.00	3.75	3.50	3.25	3.00	2.75				
WKLK, Cloquet	2.75	2.50	2.30	2.20	2.15	2.10				
KROX, Crookston	4.65	3.95	3.55	3.55	3.30	2.80				
KDLM, Detr. Lakes	4.00	3.70	3.60	3.40	3.20	3.00				
WEVE, Eveleth	4.50	4.00	3.75	3.50	3.25	3.00				
KSUM, Fairmont	3.51	3.33	3.15	2.87	2.63	2.46				
KDHL, Fairbault	4.00	3.80	3.70	3.45	3.20	3.00				
CFOB, Int'l Falls	3.00	3.00	3.00	3.00	3.00	3.00				
KNUN, New Ulm	6.50	6.00	5.50	5.25	5.00	4.75				
WSHB, Stillwater	3.00	2.88	2.76	2.52	2.28	1.80				
5 minutes:										
KASB, Albany	9.00	7.50	7.15	6.95	6.75	6.00				
KXRA, Alexandria	9.00	7.50	6.75	6.37	6.00	5.25				
KNUN, Bemidji	6.00	5.40	5.10	4.80	4.65	4.50				
KLIZ, Brainerd	10.00	9.10	8.55	8.15	7.65	7.25				
KBMW, Breck'nrdge	7.50	7.00	6.50	6.00	5.50	5.00				
WKLK, Cloquet	10.31	7.56	6.80	6.25	5.75	5.25				
KROX, Crookston	12.50	10.82	9.68	9.68	8.74	7.80				
KDLM, Detr. Lakes	12.00	11.10	10.80	10.20	9.60	9.00				
WEVE, Eveleth	9.00	7.80	7.20	6.60	6.00	5.40				
KSUM, Fairmont	9.00	8.55	8.10	7.20	6.75	6.30				
KDHL, Fairbault	12.00	11.40	11.10	10.35	9.60	9.00				
CFOB, Int'l Falls	10.00	9.50	9.00	8.00	8.00	7.50				
KNUN, New Ulm	11.50	10.50	9.50	9.00	8.50	8.00				
WSHB, Stillwater	4.80	4.32	4.08	3.84	3.60	3.36				
NORTH DAKOTA										
CLASS "A"										
1 minute:										
KDLR, Devils Lake	5.00	4.75	4.50	4.25	4.00	3.75				
KNDC, Hettinger	5.00	4.75	4.63	4.50	4.38	4.25				
Station break:										
KDLR, Devils Lake	5.00	4.75	4.50	4.25	4.00	3.75				
KNDC, Hettinger	3.75	3.56	3.47	3.38	3.28	3.19				
5 minutes:										
KDLR, Devils Lake	12.00	11.40	10.80	10.20	9.60	9.00				
KNDC, Hettinger	12.00	10.80	10.20	9.90	9.60	9.00				
CLASS "B"										
1 minute:										
KDLR, Devils Lake	5.00	4.75	4.50	4.25	4.00	3.75				
KNDC, Hettinger	3.75	3.56	3.47	3.38	3.28	3.19				
Station break:										
KDLR, Devils Lake	5.00	4.75	4.50	4.25	4.00	3.75				
KNDC, Hettinger	2.80	2.65	2.59	2.52	2.45	2.38				
5 minutes:										
KDLR, Devils Lake	12.00	11.40	10.80	10.20	9.60	9.00				
KNDC, Hettinger	9.00	8.10	7.65	7.43	7.20	6.75				
SOUTH DAKOTA										
CLASS "A"										
1 minute:										
KABR, Aberdeen	7.25	6.50	6.00	5.75	5.25	4.25				
KDSJ, Deadwood	7.00	6.00	5.50	5.25	5.00	5.00				
KIJV, Huron	5.00	4.50	4.25	4.00	4.00	3.75				
KORN, Mitchell	6.00	5.40	5.10	4.50	4.20	3.60				
KRSD, Rapid City	6.00	5.00	4.50	4.50	4.00	4.00				
KISD, Sioux Falls	5.00	4.75	4.50	4.35	4.25				
Station break:										
KABR, Aberdeen	4.50	4.00	3.75	3.50	3.25	3.00				
KDSJ, Deadwood	6.00	5.00	4.50	4.50	4.00	4.00				
KIJV, Huron	3.00	2.70	2.55	2.40	2.40	2.25				
KORN, Mitchell	4.50	4.05	3.82	3.38	3.15	2.70				
KRSD, Rapid City	6.00	5.00	4.50	4.50	4.00	3.50				
KISD, Sioux Falls	4.00	3.70	3.55	3.45	3.35	3.15				
5 minutes:										
KABR, Aberdeen	12.50	10.00	9.50	9.00	8.50	8.00				
KDSJ, Deadwood	11.00	10.00	9.50	9.50	9.00	9.00				
KIJV, Huron	12.00	10.80	10.20	9.60	9.00	9.00				
KORN, Mitchell	12.00	10.80	10.20	9.00	8.40	7.20				
KRSD, Rapid City	11.00	10.00	9.50	9.50	9.00	9.00				
KISD, Sioux Falls	7.20	6.85	6.50	6.30	6.15	5.75				
CLASS "B"										
1 minute:										
KABR, Aberdeen	7.25	6.50	6.00	5.75	5.25	4.25				
KDSJ, Deadwood	6.00	5.15	4.75	4.75	4.20	4.30				
KIJV, Huron	4.00	3.60	3.40	3.20	3.20	3.00				
KORN, Mitchell	5.00	4.50	4.25	3.75	3.50	3.00				
KRSD, Rapid City	6.00	5.15	4.75	4.75	4.30	3.75				
KISD, Sioux Falls	5.00	4.75	4.50	4.35	4.25	4.00				
Station break:										
KABR, Aberdeen	4.50	4.00	3.75	3.50	3.25	3.00				
KDSJ, Deadwood	5.15	4.30	3.85	3.85	3.45	3.45				
KIJV, Huron	2.40	2.15	2.05	1.90	1.90	1.80				
KORN, Mitchell	3.75	3.37	3.18	2.81	2.63	2.26				
KRSD, Rapid City	5.15	4.30	3.85	3.85	3.45	3.45				
KISD, Sioux Falls	4.00	3.70	3.55	3.45	3.35	3.15				
5 minutes:										
KABR, Aberdeen	12.50	10.00	9.50	9.00	8.50	8.00				
KDSJ, Deadwood	9.15	8.60	8.15	8.15	7.75	7.75				
KIJV, Huron	9.60	8.65	8.15	7.70	7.70	7.20				
KORN, Mitchell	10.00	9.00	8.50	7.50	7.00	6.00				
KRSD, Rapid City	9.45	8.60	8.15	8.15	7.75	7.30				
KISD, Sioux Falls	8.00	7.60	7.20	7.00	6.80	6.40				
WISCONSIN										
CLASS "A"										
1 minute:										
WHBY, Appleton	8.75	7.82	7.45	7.00	6.55	6.10				
WATW, Ashland	6.00	5.50	5.25	5.00	4.75	4.50				
WJPG, Green Bay	10.00	9.00	8.50	8.00	7.00	6.00				
WTKM, Hartford	5.00	4.75	4.50	4.25	4.00	3.75				
WLCX, La Crosse	7.10	6.50	6.20	5.60	5.00	4.10				
WLDY, Ladysmith	4.50	3.82	3.40	3.00	2.75	2.50				
WIBU, Madison-Poynette:				
WDLB, Marshfield	5.00	4.50	4.00	3.50	3.00	2.75				
WIGM, Medford	7.00	6.50	6.00	5.55	5.30	4.80				
WMNE, Menomonie	5.00	4.25	3.75	3.50	3.50	3.50				
WOSH, Oshkosh	4.30	3.90	3.65	3.45	3.25	3.00				
WOSH, Oshkosh	8.00	7.50	7.25	7.00	6.75	6.50				
WFPF, Park Falls	5.00	4.25	3.75	3.50	3.50	3.50				
WPPR, Portage	7.50	6.50	6.00	5.50	5.00	4.50				
WPRE, Pr. d'Chien	5.25	4.75	4.50	4.25	4.00	3.75				
WRJN, Racine	13.00	11.05	10.40	10.10	9.75	9.75				
*WRCO, Rich'd Ctr	5.00	4.50	4.25	4.00	3.75	3.25				
WTCH, Shawano	7.50	6.50	6.00	5.50	5.00	4.50				
WSPR, Stevens Pt.	5.70	5.25	4.85	4.35	3.80	3.25				
WTRW, Two Rivers	4.30	3.90	3.65	3.45	3.25	3.00				
WBKV, West Bend	6.00	5.00	4.40	4.15	3.85	3.60				
WFHR, Wis. Rapids	7.00	6.30	5.95	5.60	5.42	5.25				
Station break:										
WHBY, Appleton	8.75	7.82	7.45	7.00	6.55	6.10				
WATW, Ashland	6.00	5.50	5.25	5.00	4.75	4.50				
WJPG, Green Bay	10.00	9.00	8.50	8.00	7.00	6.00				
WTKM, Hartford	5.00	4.75	4.50	4.25	4.00	3.75				
WLCX, La Crosse	7.10	6.50	6.20	5.60	5.00	4.10				
WLDY, Ladysmith	4.50	3.82	3.40	3.00	2.75	2.50				
WIBU, Madison-Poynette:				
WDLB, Marshfield	5.00	4.50	4.00	3.50	3.00	2.75				
WIGM, Medford	7.00	6.50	6.00	5.55	5.30	4.80				
WMNE, Menomonie	5.00	4.25	3.75	3.50	3.50	3.50				
WOSH, Oshkosh	4.30	3.9								

Upper Midwest Broadcasting System, Inc.—Continued

5 minutes:

	1	26	52	104	156	260
	ti.	ti.	ti.	ti.	ti.	ti.
*WIDF, Houghton	8.00	6.80	6.00	5.80	5.60	5.40
WIKB, Iron River	10.00	8.60	7.00	7.25	6.60	5.95
WJMS, Ironwood	12.00	10.40	9.60	8.80	8.00	7.20

IOWA CLASS "A"

1 minute:

	7.00	6.30	5.60	5.25	4.90	4.20
KASI, Ames	7.00	6.30	5.60	5.25	4.90	4.20
KJAN, Atlantic	5.00	4.75	4.50	4.25	4.00	3.75
KCOG, Centerville	4.50	4.20	4.00	3.60	3.20	2.70
*KSTT, Davenport	12.00	10.80	10.20	9.60	9.00	8.40
KPAD, Fairfield	4.00	3.60	3.40	3.20	3.00	2.60
KSMN, Mason City	10.00	9.00	8.50	8.00	7.50	7.00
KAYL, Storm Lake	7.50	6.95	6.70	6.55	6.40	6.05
*KJFJ, Webster City	5.00	4.50	4.25	4.00	3.75	3.50

Station break:

	6.00	5.40	4.80	4.50	4.20	3.60
KASI, Ames	6.00	5.40	4.80	4.50	4.20	3.60
KJAN, Atlantic	5.00	4.75	4.50	4.25	4.00	3.75
KCOG, Centerville	4.50	4.20	4.00	3.60	3.20	2.70
*KSTT, Davenport	8.00	7.20	6.80	6.40	6.00	5.60
KPAD, Fairfield	4.00	3.60	3.40	3.20	3.00	2.60
KSMN, Mason City	10.00	9.00	8.50	8.00	7.50	7.00
KAYL, Storm Lake	6.00	5.55	5.35	5.23	5.10	4.85
*KJFJ, Webster City	3.00	2.70	2.55	2.40	2.25	2.10

5 minutes:

	12.00	10.50	9.00	8.25	7.50	6.00
KASI, Ames	12.00	10.50	9.00	8.25	7.50	6.00
KJAN, Atlantic	10.00	9.50	9.00	8.50	8.00	7.50
KCOG, Centerville	8.00	6.50	6.00	6.00	5.50	5.00
*KSTT, Davenport	20.00	18.00	17.00	16.00	15.00	14.00
KPAD, Fairfield	8.00	7.20	6.80	6.40	5.60	4.80
KSMN, Mason City	20.00	18.00	17.00	15.00	14.00	12.00
KAYL, Storm Lake	13.50	12.15	11.55	10.83	10.10	9.45
*KJFJ, Webster Cy.	10.00	9.00	8.50	8.00	7.50	7.00

IOWA CLASS "B"

1 minute:

	7.00	6.30	5.60	5.25	4.90	4.20
KASI, Ames	7.00	6.30	5.60	5.25	4.90	4.20
KJAN, Atlantic	5.00	4.75	4.50	4.25	4.00	3.75
KCOG, Centerville	3.50	3.30	3.15	2.80	2.40	2.10
*KSTT, Davenport	8.00	7.20	6.80	6.40	6.00	5.60
KPAD, Fairfield	3.00	2.55	2.40	2.25	2.10	1.80
KSMN, Mason City	8.00	7.20	6.80	6.40	6.00	5.60
KAYL, Storm Lake	4.90	4.65	4.50	4.40	4.30	4.00
*KJFJ, Webster City	3.00	2.70	2.55	2.40	2.25	2.10

Station break:

	6.00	5.40	4.80	4.50	4.20	3.60
KASI, Ames	6.00	5.40	4.80	4.50	4.20	3.60
KJAN, Atlantic	5.00	4.75	4.50	4.25	4.00	3.75
KCOG, Centerville	3.50	3.30	3.15	2.80	2.40	2.10
*KSTT, Davenport	6.00	5.40	5.10	4.80	4.50	4.20
KPAD, Fairfield	3.00	2.55	2.40	2.25	2.10	1.80
KSMN, Mason City	8.00	7.20	6.80	6.40	6.00	5.60
KAYL, Storm Lake	3.90	3.70	3.60	3.53	3.45	3.20
*KJFJ, Webster City	2.00	1.80	1.70	1.60	1.50	1.40

5 minutes:

	12.00	10.50	9.00	8.25	7.50	6.00
KASI, Ames	12.00	10.50	9.00	8.25	7.50	6.00
KJAN, Atlantic	10.00	9.50	9.00	8.50	8.00	7.50
KCOG, Centerville	6.00	5.00	4.50	4.50	4.00	3.75
*KSTT, Davenport	15.00	13.50	12.75	12.00	11.25	10.50
KPAD, Fairfield	6.00	5.40	5.10	4.80	4.50	3.90
KSMN, Mason City	14.00	12.00	11.00	10.00	9.00	8.00
KAYL, Storm Lake	9.20	8.30	7.85	7.38	6.90	6.45
*KJFJ, Webster City	8.00	7.20	6.80	6.40	6.00	5.60

NEBRASKA CLASS "A"

1 minute:

	7.00	6.00	5.60	5.25	4.90	4.55
KCNI, Broken Bow	7.00	6.00	5.60	5.25	4.90	4.55
KJSK, Columbus	7.00	6.25	5.75	5.38	5.00	4.50
KFGT, Fremont	6.00	5.70	5.40	5.40	4.80	4.50
KNEB, Scottsbluff	7.00	6.30	5.95	5.60	5.25	5.25

Station break:

	7.00	6.00	5.60	5.25	4.90	4.55
KCNI, Broken Bow	7.00	6.00	5.60	5.25	4.90	4.55
KJSK, Columbus	7.00	6.25	5.75	5.38	5.00	4.50
KFGT, Fremont	5.00	4.75	4.50	4.50	4.00	3.75
KNEB, Scottsbluff	7.00	6.30	5.95	5.60	5.25	5.25

5 minutes:

	12.00	10.20	9.60	9.00	8.40	7.80
KCNI, Broken Bow	12.00	10.20	9.60	9.00	8.40	7.80
KJSK, Columbus	13.00	12.35	11.70	11.05	10.40	9.75
KFGT, Fremont	10.00	9.50	9.00	9.00	8.00	7.50
KNEB, Scottsbluff	16.00	14.40	13.60	12.80	12.00	12.00

ILLINOIS CLASS "A"

1 minute:

	5.18	4.03	3.74	3.45	3.45	3.16
WMRO, Aurora	5.18	4.03	3.74	3.45	3.45	3.16
WCAZ, Carthage	8.40	7.90	7.65	7.65	7.40	7.15
WLKB, De Kalb	7.15	6.25	5.25	5.00	4.75	4.25

Station break:

	2.59	2.02	1.87	1.73	1.72	1.58
WMRO, Aurora	2.59	2.02	1.87	1.73	1.72	1.58
WCAZ, Carthage	8.40	7.90	7.65	7.65	7.40	7.15
WLKB, De Kalb	7.75	6.25	5.25	5.00	4.75	4.25

5 minutes:

	8.63	7.76	7.33	6.90	6.90	6.90
WMRO, Aurora	8.63	7.76	7.33	6.90	6.90	6.90
WCAZ, Carthage	24.00	20.40	18.60	18.60	18.60	15.00
WLKB, De Kalb	14.00	11.50	10.00	9.75	9.25	9.00

CLASS "B"

1 minute:

	2.88	1.73	1.44	1.15	1.15	.80
WMRO, Aurora	2.88	1.73	1.44	1.15	1.15	.80
WCAZ, Carthage	7.00	6.60	6.40	6.40	6.20	6.00
WLKB, De Kalb	7.75	6.25	5.25	5.00	4.75	4.25

Station break:

	1.44	.87	.72	.58	.57	.40
WMRO, Aurora	1.44	.87	.72	.58	.57	.40
WCAZ, Carthage	7.00	6.60	6.40	6.40	6.20	6.00
WLKB, De Kalb	4.50	3.75	3.25	3.00	2.50	2.40

5 minutes:

	5.75	5.18	4.93	4.60	4.60	4.60
WMRO, Aurora	5.75	5.18	4.93	4.60	4.60	4.60
WCAZ, Carthage	20.00	17.00	15.50	15.50	14.00	12.50
WLKB, De Kalb	14.00	11.50	10.00	9.75	9.25	9.00

(* 15 minute, 1/2 hour and 1 hour rates on request.

Network "Dollar Volume" discounts up to 40% off regular individual SRDS rates.

Contract and Other Requirements:

All advertising copy and programs subject to network and individual station approval, rates applicable to approved accounts.

No periods sold in bulk for resale. Above rates do not include talent, mechanics or shipping costs. Maximum length of contract is one year.

SPECIAL FEATURES
Time signals, weather, temperature and market reports available—rates on request.

POLITICAL
Rates on request.

Westinghouse Broadcasting Co., Inc.



Headquarters Office—122 E. 42nd St., New York 17, N. Y., Murray Hill 7-0808.
Sales Office—See Peters, Griffin, Woodward, Inc. and AM Radio Sales (WIND).

Personnel
President—Donald H. McGannon.
Vice Pres., Sales—A. W. Dannenbaum, Jr.
Nat'l Radio Sales Mgr.—Perry B. Bascom.
Nat'l TV Sales Mgr.—R. M. McGredy.
Midwest Sales Manager—Ewart M. Blain.
Adv. & Sales Prom. Mgr.—David E. Partridge.

Representatives
Peters, Griffin, Woodward, Inc.
AM Radio Sales (WIND).

Comprised of:
WBZ-WBZA—Boston-Springfield, Mass.
KYW—Cleveland, Ohio.
KDKA—Pittsburgh, Pa.
WIND—Chicago, Ill.
WOWO—Fort Wayne, Ind.
KEX—Portland, Ore.

Yankee Network, The

Rates effective January 1, 1957. (Card No. 7.)
Card received January 2, 1957.
Revisions received July 2, 1957.
Operated by Yankee Network Division, RKO Tele-radio Pictures, Inc.
21 Brookline Ave., Boston 15, Mass., Commonwealth 6 0800.

Personnel
President—Norman Knight.
Executive Vice President—George Steffy.
Vice-President Sales—Tom Bateson.
National Sales Manager—Proctor Jones.
Program Director—Jack Maloy.
Publicity Director—Phyllis Doherty.
Sales Promotion Director—George Hallberg.

Representatives
H-R Representatives, Inc.
Comprised of:
Augusta (WFAU) Lowell (WLLH)
Bangor (WABI) New Haven (WNHC)
Biddeford (WIDE) New London (WNLC)
Bridgeport (WNAB) Northampton (WHMP)
Boston (WNAC) Pittsfield (WBRK)
Concord (WKXL) Portland (WPOR)
Fall River (WALE) Presque Isle (WAGM)
Fitchburg-Leominster (WEIM) Providence (WEAN)
Greenfield (WHAI) Rutland (WSYB)
Hartford (WPOP) St. Albans (WWSR)
Houlton (WABM) Springfield (WMAS)
Hyannis (WOCB) Torrington (WTOR)
Keene (WKNE) Ware (WARE)
Lewiston-Auburn (WCOU) Waterbury, Conn. (WWCO)
Manchester (WGIR) Waterbury, Vt. (WDEV)
Westerly (WERI)
Worcester (WAAB)
Worcester (WAAB)

(* Additional market, subject to availability.

Agency Commission
15% to recognized agencies on station time charges only (after deducting all discounts) and on program charges where said charges are stated as "gross"; no cash discount. Bills rendered monthly; due when rendered.

General Advertising
No contract to exceed one year's duration. Orders not accepted more than 30 days prior to starting date of contract. Commitments made for time and program charges under this rate card will be honored for a period of not more than six months from the effective date of any rate increase, provided there is no lapse in schedule.

The Yankee Network will furnish facilities only for programs, continuity, and products which the Yankee Network, in its sole judgment, deems acceptable. Acceptability may be affected by composition of audience and program balance and by other factors. This rate card is published for the convenient reference of advertisers and agencies and is not to be considered as an offer of facilities.

All contracts are subject to the conditions of the Yankee Network published contract form and specific additions and substitutions thereto and shall not be binding until executed on behalf of the Yankee Network by a duly authorized representative.

The Yankee Network retains the right to make available the facilities described in this card only when the Yankee Network, in its sole discretion, wishes to do so and retains the right to withdraw the use of facilities listed herein at any time.

CLASS "A"

(6:00 p.m. to 10:30 p.m.—Gross Night Rate)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
Boston—WNAC	500.00	300.00	200.00	150.00	100.00
Augusta—WFAU	60.00	36.00	24.00	18.00	12.00
Biddeford—WIDE	40.00	24.00	16.00	12.00	8.00
Bridgeport—WNAB	120.00	72.00	48.00	36.00	24.00
Concord—WKXL	30.00	18.00	12.00	9.00	6.00
Fall River—WALE	100.00	60.00	40.00	30.00	20.00
Fitchburg—Leominster—WEIM	100.00	60.00	40.00	30.00	20.00
Greenfield—WHAI	45.00	27.00	18.00	13.50	9.00
Hartford—WPOP	200.00	120.00	80.00	60.00	40.00

Regional Networks and Groups

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
Houlton, Me.—WABM	40.00	24.00	16.00	12.00	8.00
Hyannis—WOCB	60.00	36.00	24.00	18.00	12.00
Keene—WKNE	80.00	48.00	32.00	24.00	16.00
Lewiston-Auburn—WCOU	60.00	36.00	24.00	18.00	12.00
Lowell—WLLH	120.00	72.00	48.00	36.00	24.00
New Haven—WNHC	120.00	72.00	48.00	36.00	24.00
New London—WNLC	80.00	48.00	32.00	24.00	16.00
Northampton—WHMP	48.00	28.80	19.20	14.40	9.60
Pittsfield—WBRK	100.00	60.00	40.00	30.00	20.00
Portland—WPOR	100.00	60.00	40.00	30.00	20.00
Presque Isle, Me.—WAGM	40.00	24.00	16.00	12.00	8.00
Providence—WEAN	220.00	132.00	88.00	66.00	44.00
Rutland—WSYB	80.00	48.00	32.00	24.00	16.00
St. Albans (Sunset Sign Off)—WWSR	40.00	24.00	16.00	12.00	8.00
Springfield—WMAS	120.				

Regional Networks and Groups

Yankee Network, The—Continued

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
Manchester, N. H.—WGIR	50.00	30.00	20.00	15.00	10.00
Total additional markets	110.00	66.00	44.00	33.00	22.00
CLASS "C"					
(Midnight to 7:00 a.m.—one-third Gross Night Rate)					
Boston—WNAC	186.67	100.00	66.67	50.00	33.33
Augusta—WFAU	20.00	12.00	8.00	6.00	4.00
Biddeford—WIDE	13.33	8.00	5.33	4.00	2.67
Bridgeport—WNAB	40.00	24.00	16.00	12.00	8.00
Concord—WKXL	10.00	6.00	4.00	3.00	2.00
Fall River—WALE	33.33	20.00	13.33	10.00	6.67
Fitchburg—Leominster—WEIM	33.33	20.00	13.33	10.00	6.67
Greenfield—WHAI	15.00	9.00	6.00	4.50	3.00
Hartford—WPOP	66.67	40.00	26.67	20.00	13.33
Houlton, Me.—WABM	13.33	8.00	5.33	4.00	2.67
Hyannis—WOCB	20.00	12.00	8.00	6.00	4.00
Keene—WKNE	26.67	16.00	10.67	8.00	5.33
Lewiston—Auburn—WCOU	20.00	12.00	8.00	6.00	4.00
Lowell—WLLH	40.00	24.00	16.00	12.00	8.00
New Haven—WNHC	40.00	24.00	16.00	12.00	8.00
New London—WNLC	26.67	16.00	10.67	8.00	5.33
Northampton—WHMP	16.00	9.60	6.40	4.80	3.20
Pittsfield—WBBK	33.33	20.00	13.33	10.00	6.67
Portland—WPOR	33.33	20.00	13.33	10.00	6.67
Presque Isle, Me.—WAGM	13.33	8.00	5.33	4.00	2.67
Providence—WEAN	73.33	44.00	29.33	22.00	14.67
Rutland—WVYB	26.67	16.00	10.67	8.00	5.33
St. Albans (Sunset Sign Off)—WWSR	13.33	8.00	5.33	4.00	2.67
Springfield—WMA5	40.00	24.00	16.00	12.00	8.00
Torrington—WTOR	6.67	4.00	2.67	2.00	1.34
Ware—WARE	13.33	8.00	5.33	4.00	2.67
Waterbury, Conn.—WWCO	33.33	20.00	13.33	10.00	6.67
Waterbury, Vt.—WDEV	20.00	12.00	8.00	6.00	4.00
Westerly—WERI	10.00	6.00	4.00	3.00	2.00
Worcester—VAAB	60.00	36.00	24.00	18.00	12.00

Total 30 stations	977.65	586.60	391.05	293.30	195.56
ADDITIONAL MARKETS (Subject to availability)					
CLASS "C"					
Bangor, Me.—WABI	40.00	24.00	16.00	12.00	8.00
Manchester, N. H.—WGIR	33.33	20.00	13.33	10.00	6.67

Total additional markets	73.33	44.00	29.33	22.00	14.67
FREQUENCY DISCOUNTS					

Frequency discounts apply to total broadcasts for same sponsor within 52 weeks. Programs and participations cannot be combined to earn frequency discounts.

26 times or more	5%
52 times or more	7-1/2%
104 times or more	10%
156 times or more	12-1/2%
208 times or more	15%

ANNUAL DISCOUNTS
When 52 consecutive weeks of broadcasting are completed, a bonus discount of 10% will be allowed on the lowest weekly time charge billing after deduction of any other earned discounts. Programs and participations cannot be combined to earn discounts.

SPECIAL FEATURES
News and weather services:
Yankee News Service.
Reuters.
United Press International.

Charges quoted below are "gross" and include news service fees and fees for staff announcer. Selected announcers and special talent rates on request.

5 minute news or weather, per program	25.00
10 minute news or weather, per program	30.00
15 minute news or weather, per program	35.00

PARTICIPATIONS
All participations are one minute in length and the quoted price is "gross" and includes live commercial delivery by the announcer or personality performing on the program listed.

"Yankee Weatherman"		Per participation
5:55-6:00 p.m., Monday through Saturday	160.00	
6:55-7:00 a.m., Monday through Saturday	160.00	
7:30-7:35 a.m., Monday through Saturday	160.00	
7:55-8:00 a.m., Monday through Saturday	160.00	
"Yankee News Service"		
7:00-7:10 a.m., Monday through Saturday	180.00	
8:00-8:10 a.m., Monday through Saturday	180.00	
9:00-9:15 a.m., Monday through Saturday	180.00	
1:00-1:10 p.m., Monday through Saturday	170.00	
6:00-6:10 p.m., Monday through Saturday	325.00	
11:00-11:10 p.m., Monday through Sunday	170.00	
"Yankee Home and Food Show"		
10:05 a.m. to 10:30 a.m. Monday through Friday	150.00	

Closing Time
Closing date for inclusion in general publicity and printed announcements is 14 days in advance.

COLLEGE RADIO

College Radio Corporation

Rates effective July 1st, 1956.
Business Offices:
New York 17-135 E. 42nd St., Oxford 7-0890.
Chicago & West Coast—c/o Rambeau, Vance, Hopple, Inc.

Personnel
President—Edwards R. Hopple.

Agency Commission
15% to recognized agencies.

General Advertising

Stations represented are as follows:

WABP, U. of Alabama	WCBH, U. of Mississippi
WAMU, American U.	WCUH, Muhlenburg Col.
WAYC, Antioch Col.	KOYC, Neb. St. Col.
KASC, Arizona St. Col.	KNUS, U. of Nebraska
WAUG, Augustana Col.	WMDR, U. of N. Hamp.
WVBC, Bates College	KNMA, New Mex. St.
WBOR, Bowdoin Col.	WNYU, New York Univ.
WBMC, Bryn Mawr Col.	WVWP, N. C. State Col.
WYBU, Bucknell U.	KDAS, N. Dakota St.
KARL, Carleton Col.	WSND, U. of Notre Dame
WRCT, Carnegie Tech	WBOC, Oberlin College
WCUB, U. of Chicago	KYRO, Okla. St. U.
WRCU, Colgate U.	KUYV, U. of Oklahoma
WKCR, Columbia U.	KPUR, Pacific U.
KOCU, Creighton U.	KDUP, U. of Portland
WDUB, Denison U.	WRRB, Radcliffe Col.
KVDU, Denver U.	WRPI, Rensselaer
WDBS, Duke U.	WRUI, U. of Rhode Isl.
KEWC, E. Wash. Col.	WRUR, U. of Rochester
WGLG, Emory & Henry C.	WRSU, Rutgers St. U.
WWGC, Gettysburg Col.	WOFM, St. Bonaventure
KGRW, Grinnell Col.	KSLU, St. Lawrence U.
KGAC, Gustav. Adolphus	KBLI, St. Louis U.
WDCR—Hanover, N. H.	WSSE, St. Michael's Col.
WHRC, Haverford Col.	WUSC, U. of So. Car.
WEOS, Hobart Col.	KAGY, S. Dakota St. C.
WCHC, Holy Cross Col.	KCSC, So. State Col.
KUOI, U. of Idaho	KZSU, Stanford U.
WIT, Ill. Inst. Tech.	KTCU, Texas Christian
WPGU, U. of Illinois	KTTC, Texas Tech. C.
WICR, Ithaca Col.	WRTI, Temple U.
WJMD, Kalamazoo Col.	WTCT, Tufts U.
KDGU, U. of Kansas	WRUC, Union Col.
WKC, Knox College	WVIK, Upsala Col.
WJRH, Lafayette Col.	WVU, Vanderbilt U.
WLRN, Lehigh U.	WRUV, U. of Vermont
KXLU, Loyola U.	WVIL, Villanova U.
WORO, U. of Maine	KDET, U.S. Military
WMUC, U. of Maryland	Academy
WTBS, Mass. Inst. Tech.	WUVA, U. of Virginia
WRMU, Miami U.	WUVT, Va. Poly. Inst.
WCBN, U. of Michigan	WEDD, Wake Forest C.
WRMC, Middlebury Col.	KUGR, St. Col. Wash.
WMMR, U. of Minn.	WESU, Wesleyan U.
WMCB, Mississippi Col.	WDR, W. Mich. Col.
WMSU, Miss. So. Col.	WMS, Williams Col.

GENERAL BROADCAST RATES (Each Station)

	1 tl.	26 tl.	130 tl.	260 tl.	390 tl.
1/4 hour	12.00	10.80	9.60	8.40	6.00
1 minute	4.50	4.05	3.60	3.15	2.25
20 seconds	2.25	2.03	1.80	1.58	1.13

NOTE: Lower rates apply for some stations.

GROUP DISCOUNTS

May apply in groups of 23 stations and over.

SPECIAL FEATURES

Programming—UPI and local news and sports; recorded popular and classical music; play-by-play sports.

Ivy Network Corporation

Rates effective May 1, 1957. (Card No. 7.)
Rates received May 31, 1957.

Business Office—242-A Yale Station, New Haven, Conn., State 7-0711.

Personnel

General Manager—Thomas A. Lee.

Comprised of:

WBRU—Brown	WVBR—Cornell
WHRB—Harvard	WXPN—Pennsylvania
WPRB—Princeton	WYBC—Yale
WKCR—Columbia	

Agency Commission

15% to recognized agencies. No commissions or discounts on lines.

General Advertising

The Ivy Network is operated on a non-profit basis and is controlled by its member stations. The stations broadcast throughout the college year with the exception of vacation periods.

Each station is owned and operated by an undergraduate staff on a non-profit basis.

All proposals subject to prior booking of time offered. NAB code observed subject to station amendments. Program and announcement contracts may not be combined to earn higher discounts.

GENERAL BROADCAST RATES (Each Station)

	1 tl.	13 tl.	26 tl.	52 tl.	78 tl.
1 hour	37.50	36.50	35.00	32.50	30.00
1/2 hour	26.00	25.00	23.50	22.00	20.00
1/4 hour	17.00	15.80	14.75	13.75	12.75
10 minutes	13.25	12.30	11.40	10.50	9.60
5 minutes	9.75	9.00	8.40	7.80	7.20
*60 seconds	5.50	5.40	5.15	4.80	4.50
†20 seconds	3.75	3.60	3.45	3.30	3.15
(*) 60-second spot, 150 times, each	4.00				
(†) 20-second spots, 150 times, each	2.70				

Program and announcement contracts not combinable.

SPECIAL FEATURES

National and world-wide; United Press wire service Campus and local; station news staff.
Check with network office for information on programming, talent, etc.

STATE NETWORKS

State Networks listed at the beginning of each state. State location indicated where not mentioned as a part of Network title.

- A-Buy in California Group
- Air Trails Network (Ohio)
- Alabama Ace Network, The
- Alabama Community Network
- Alaska Broadcasting System
- Allegheny Mountain Network (Pennsylvania)
- All Islands Radio Network (Hawaii)
- Aloha Broadcasting System (Philippine Islands)
- Appalachian Network (Kentucky)
- Arizona Broadcasting System
- Arizona Network, The
- Bay State Quality Group (Massachusetts)
- Beeline, McClatchy (California)
- Better Music Group, The (New York)
- Booth Broadcasting Group (Michigan)
- Broadcasting Corporation of America (California)
- Cactus State Network, The (Texas)
- Cascade Radio Group (Washington)
- California Farm Network
- California Group, The
- California Northern Group
- California Rural Network
- Capital Radio Network, The (Michigan)
- Carolina Radio Group (North Carolina)
- Central South Carolina Network
- Chicagoland Network, The (Illinois)
- Colorado Network
- Connecticut Quality Network
- Connecticut State Network
- Dairyland Network, The (Minnesota)
- Dixie Broadcasting System (Mississippi)
- Dixie Network (Tennessee)
- Downeast Network (Maine)
- East Coast Network, The (North Carolina)
- East Texas Network, Inc.
- Essex County Group (Massachusetts)
- Five Star Group (Kansas)
- Georgia Association of Local Stations
- Georgia Cracker Network
- Granite State Network (N. H.)
- Hawaiian Broadcasting System, Ltd.
- Hoosier Network (Indiana)
- Indianhead Network (Michigan)
- Iowa Tall Corn Network
- John Poole Stations (Calif.)
- Kaiser Radio Network (Hawaii)
- Kansas City Trade Area Team (Kansas)
- Key Chain Stations (New Hampshire)
- Knorr Broadcasting Group (Michigan)
- Laurel Network, The (Pennsylvania)
- Linder Group, The (Minnesota)
- Lobster Network (Maine)
- Long Radio Enterprises (Texas)
- Maine Broadcasting System
- Mid-Continent Group
- Midnight Sun Broadcasting Company (Alaska)
- Mid-South Network (Mississippi)
- Montana Metropolitan Markets Group
- Nevada Network, Inc.
- New Jersey Network
- New South Radio Network (Mississippi)
- Northeast Radio Network (New York)
- 99 Group, The (California)
- Northern New England Network, Inc. (N.H.)
- Oregon Trail Network
- Ozark Network, The (Missouri)
- Paul Bunyan Network (Michigan)
- Personality Stations, The (West Virginia)
- Piedmont Group (South Carolina)
- Rhode Island Coastal Group
- Skyline Network (Mississippi)
- Sooner State Network, The (Oklahoma)
- South Michigan Network
- Southern Minnesota Network
- Spanish Network, The (California)
- Speidel-Fisher Broadcasting Group (South Carolina)
- Texas Broadcasting System
- Texas Quality Network
- Texas State Network, Inc.
- Texas Triangle, The
- Tobacco Network, The (North Carolina)
- Tri-Mart Radio Network (Oregon)
- Tri-W Network (Alabama)
- Valley Community Network (Calif.)
- Vermont State Network
- Wisconsin Network, Inc.
- WQXR Network, The (New York)
- Wyoming Cowboy Network
- Z Net (Montana)

YOU'RE NOT DOING

YOUR FRIEND A FAVOR

... by passing along outdated copies of SRDS publications! You may be jeopardizing his job and your friendship. He can incur costly mistakes by preparing lists, estimates, etc., on the basis of data that no longer applies. Use only current copies of SRDS publications. Pass along only current copies.

G-128