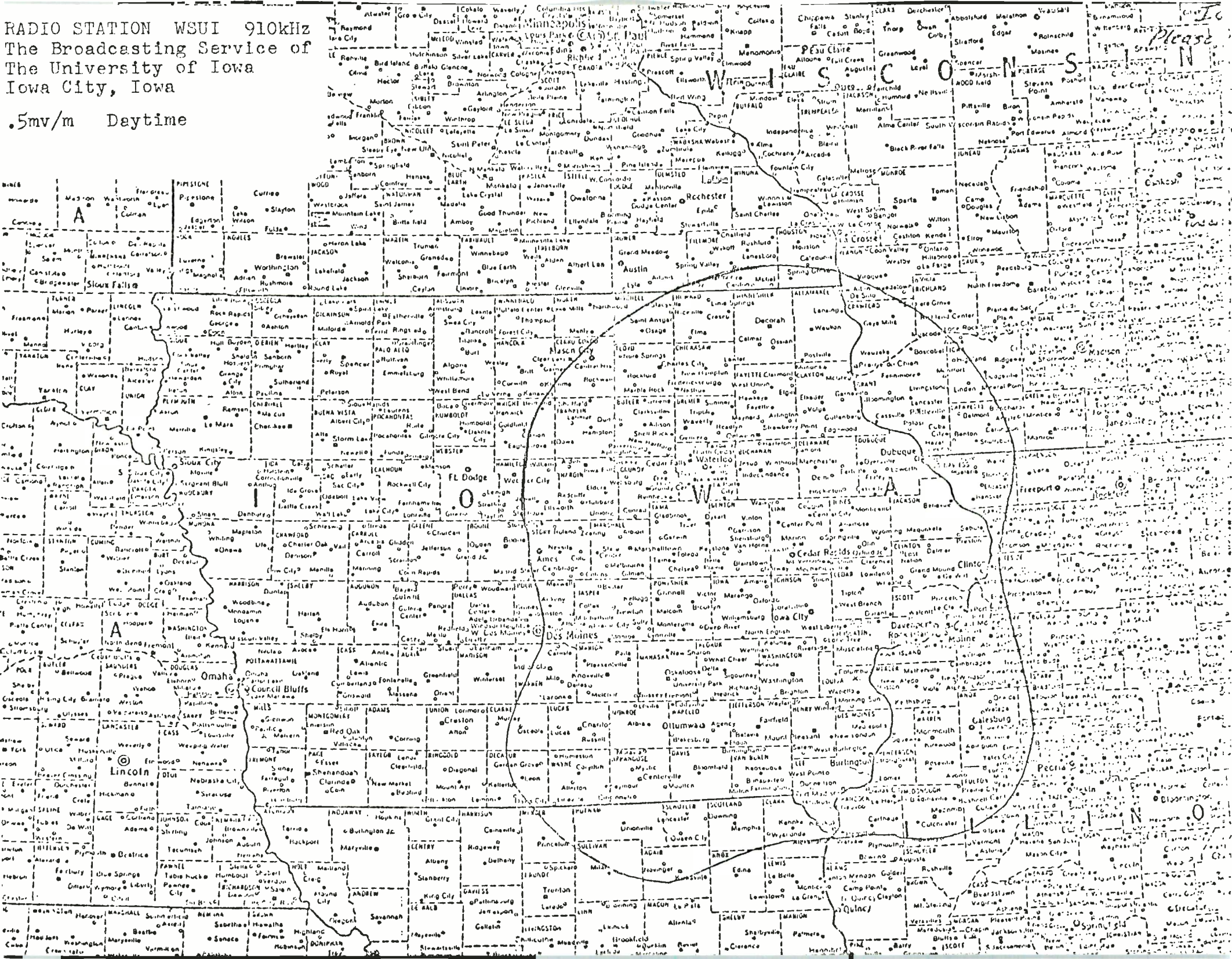


RADIO STATION WSUI 910kHz
The Broadcasting Service of
The University of Iowa
Iowa City, Iowa

.5mv/m Daytime



Measured Coverage of

WHO



BASIC NBC

50,000 WATTS • CLEAR CHANNEL AT 1040 KC

DES MOINES, IOWA

WHO DES MOINES



market statistics

Radio Homes	1,165,760	CSI "per family"	\$ 5,316.00
Total Population	3,941,248	Food Sales	949,609,000.00
Total Households	1,216,500	General Mdse. Sales	448,529,000.00
Farm Population	1,015,550	Home Furnishings Sales	221,663,000.00
Farm Families	290,157	Automotive Sales	922,853,000.00
CSI	\$6,272,866,000.00	Drug Sales	136,367,000.00

SOURCE: S.R.D.S.



PETERS, GRIFFIN, WOODWARD, INC. national representatives



NEW YORK
250 Park Ave

CHICAGO
Prudential Plaza

DETROIT
Penobscot Building

ATLANTA
Glenn Building

DALLAS
335 Northside Mart

HOLLYWOOD
1750 No. Vine St

SAN FRANCISCO
1357 Russ Blvd

wmt radio 600

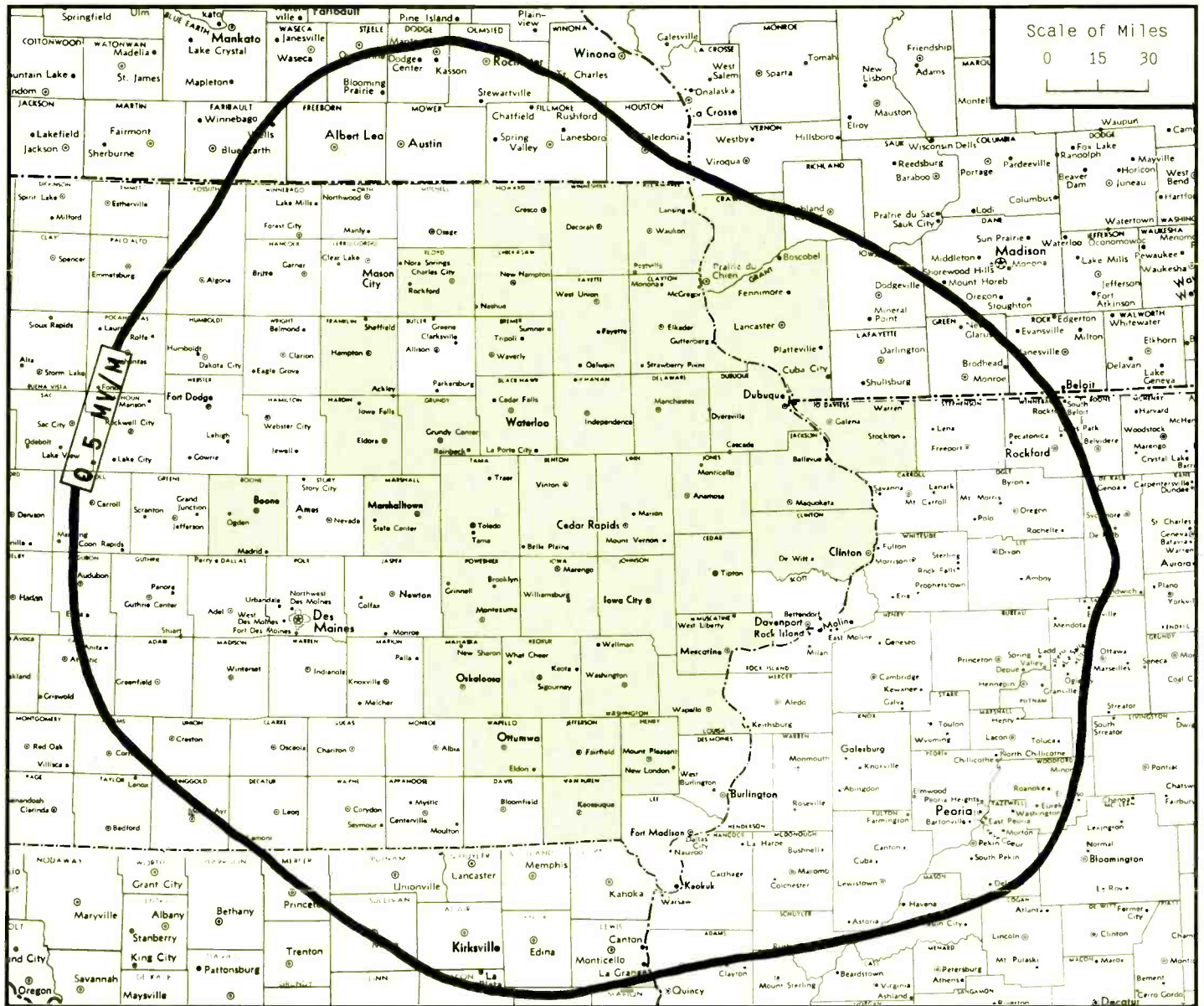


box 2147, cedar rapids, iowa 52406 319/395-0530

WMT RADIO "The Voice of Iowa"

600 CEDAR RAPIDS

CBS 5,000 Watts



Field Strength Survey by Page, Creutz, Steel & Waldschmitt, Washington, D.C.

POPULATION	1,226,500
HOMES IN AREA	375,580
TOTAL RETAIL SALES	\$2,254,898,000
food	\$ 371,598,000
drugs	\$ 65,091,000
automotive	\$ 402,490,000

NOTE: The above totals are for the WMT PULSE Counties (shaded), on the map. 1968 PULSE (interviewing conducted during 1967.)



Represented by the Katz Agency, Inc.
Source Data compiled from 1970 SRDS Consumer Markets and Pulse, 1968, interviewing conducted during 1967

WMT Radio - 1968 Pulse Counties

COUNTY	POPULATION	HOMES IN AREA	FOOD	DRUG	AUTOMOTIVE	(Food + Drug + Automotive) Totals
Iowa ALLAMAKEE	15,100	4,390	\$ 5,837,000	\$ 301,000	\$ 5,440,000	\$ 11,578,000
BENTON	22,500	7,100	6,105,000	706,000	6,385,000	13,196,000
BLACK HAWK	137,500	40,850	42,872,000	8,272,000	53,310,000	104,454,000
BOONE	26,800	8,320	8,082,000	2,911,000	8,801,000	19,794,000
BREMER	22,700	6,740	6,514,000	606,000	5,771,000	12,891,000
BUCHANAN	21,300	5,920	4,328,000	446,000	5,562,000	10,336,000
CEDAR	17,900	5,640	3,810,000	245,000	5,218,000	9,273,000
CHICKASAW	14,100	4,150	4,406,000	431,000	2,849,000	7,686,000
CLAYTON	21,300	6,620	5,111,000	533,000	5,664,000	11,308,000
CLINTON	59,400	18,290	19,778,000	3,646,000	23,514,000	46,938,000
DELAWARE	17,700	5,070	4,083,000	574,000	5,715,000	10,372,000
DUBUQUE	94,200	25,880	26,720,000	6,465,000	26,174,000	59,359,000
FAYETTE	28,400	8,670	7,777,000	1,131,000	10,431,000	19,339,000
FLOYD	20,000	6,340	6,583,000	379,000	6,822,000	13,784,000
FRANKLIN	13,400	4,340	4,232,000	414,000	3,775,000	8,421,000
GRUNDY	13,400	4,300	3,040,000	530,000	4,080,000	7,650,000
HARDIN	23,400	7,820	7,514,000	1,050,000	9,532,000	11,296,000
HENRY	16,300	5,050	4,929,000	995,000	7,015,000	8,502,000
HOWARD	13,000	3,940	3,009,000	267,000	3,109,000	6,385,000
IOWA	15,800	4,890	4,214,000	689,000	3,846,000	8,749,000
JACKSON	21,700	6,490	4,393,000	740,000	6,534,000	11,667,000
JEFFERSON	15,000	4,830	5,029,000	1,077,000	6,189,000	12,295,000
JOHNSON	62,700	18,010	23,132,000	5,170,000	17,042,000	45,344,000
JONES	21,500	6,260	4,954,000	1,078,000	7,938,000	13,970,000
KEOKUK	14,200	4,670	2,144,000	417,000	3,291,000	5,852,000
LINN	161,700	52,300	56,179,000	10,165,000	50,161,000	116,505,000
LOUISA	8,100	2,610	2,829,000	214,000	5,601,000	8,644,000
MAHASKA	21,600	7,170	6,366,000	1,009,000	8,126,000	15,501,000
MARSHALL	38,300	12,330	13,019,000	2,900,000	16,101,000	32,020,000
MUSCATINE	36,300	11,940	12,074,000	2,179,000	10,848,000	25,101,000
POWESHIEK	18,400	5,620	5,333,000	934,000	6,586,000	12,853,000
TAMA	20,500	6,590	4,295,000	392,000	5,601,000	10,288,000
VAN BUREN	8,600	2,900	1,289,000	90,000	1,425,000	2,804,000
WAPELLO	44,600	14,560	17,079,000	3,961,000	14,535,000	35,575,000
WASHINGTON	18,400	5,860	4,863,000	835,000	8,170,000	13,868,000
WINNESHIEK	20,600	5,790	6,637,000	393,000	4,425,000	11,455,000
ILL. JO DAVIESS	21,800	6,710	4,917,000	722,000	4,365,000	10,004,000
WIS. CRAWFORD	13,300	3,760	4,730,000	395,000	7,094,000	12,219,000
GRANT	45,000	12,860	17,919,000	1,829,000	14,545,000	34,293,000

*GRAND TOTALS 1,226,500 375,580 \$371,598,000 \$65,091,000 \$402,490,000 \$810,069,000

*Source Data compiled from 1970 SRDS Consumer Markets and Pulse, 1968, interviewing conducted during 1967



WOC Radio

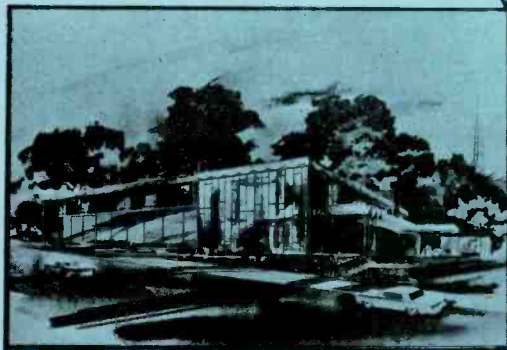
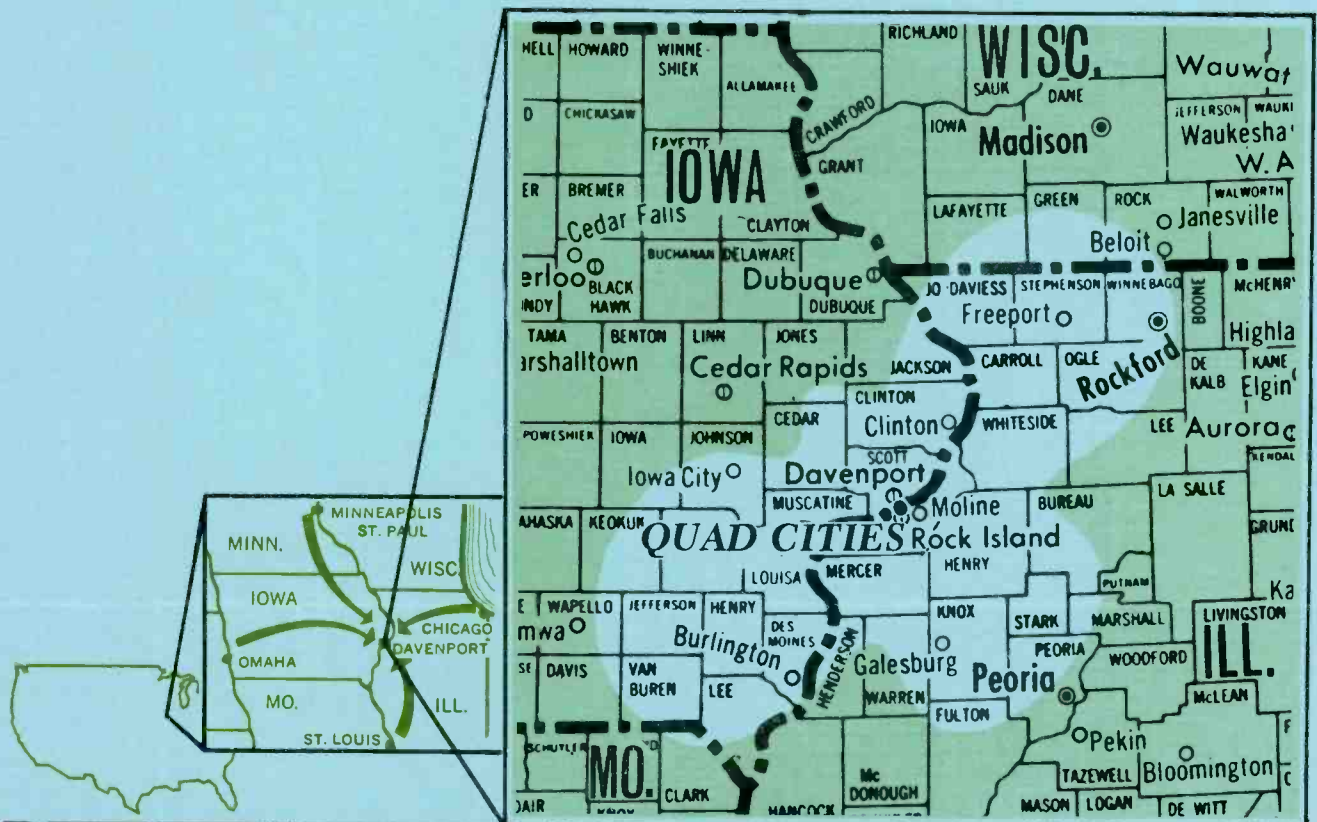
serves the Iowa-Illinois

Quad-Cities Market

(Davenport - Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois)

from

Davenport, Iowa

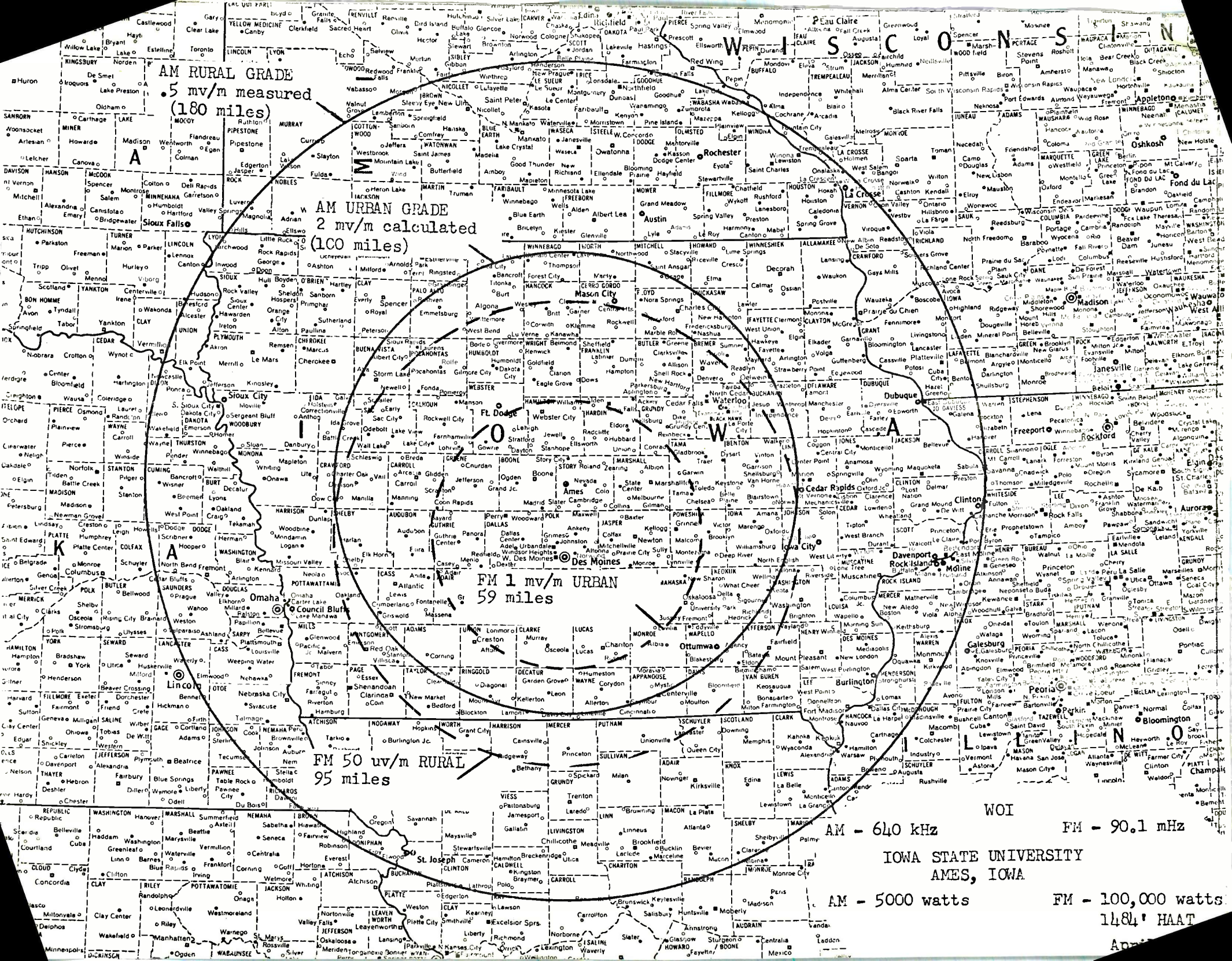


The largest market between Minneapolis and St. Louis,
Chicago and Omaha

DAYTIME SERVICE
0.5 MV/M CONTOUR
1420 KC 5 KW-U DA-2

WOC, Davenport, Iowa
Donald L. Green, Sales Manager

National Representatives: Blair Radio



AM RURAL GRADE
.5 mv/m measured
(180 miles)

AM URBAN GRADE
2 mv/m calculated
(100 miles)

FM 1 mv/m URBAN
59 miles

FM 50 uv/m RURAL
95 miles

AM - 640 kHz

FM - 90.1 mHz

IOWA STATE UNIVERSITY
AMES, IOWA

AM - 5000 watts

FM - 100,000 watts

1484' HAAT



1490

LOCAL RATES

Effective April 1, 1973

TIME CLASSIFICATIONS: MONDAY – SATURDAY

AA—6:00 A.M. - 10:00 A.M., 12:00 P.M. - 1:00 P.M., and 3:00 P.M. - 6:00 P.M.

A—10:00 A.M. - 12 Noon, 1:00-3:00 P.M., 6:00 - 9:00 P.M.

B—9:00 P.M. through 6:00 A.M.

SUNDAY: ALL A TIME 6:00 A.M. TO 9:00 P.M. — B TIME 9:00 P.M. TO MIDNIGHT

YEARLY PLAN		250x	500x	750x	1000x
AA	60 Seconds	\$ 6.50	\$ 6.20	\$ 5.90	\$ 5.80
	30 Seconds	4.70	4.50	4.30	4.10
A	60 Seconds	5.50	5.20	4.90	4.80
	30 Seconds	4.00	3.80	3.60	3.50
B	60 Seconds	5.00	4.70	4.40	4.30
	30 Seconds	3.60	3.40	3.20	3.10

WEEKLY PLAN		1x	12x	24x	36x	48x
AA	60 Seconds	\$ 8.40	\$ 7.50	\$ 6.60	\$ 6.20	\$5.80
	30 Seconds	6.00	5.30	4.70	4.40	4.10
A	60 Seconds	7.00	6.20	5.50	5.10	4.80
	30 Seconds	5.00	4.40	3.90	3.70	3.50
B	60 Seconds	6.30	5.50	5.00	4.60	4.30
	30 Seconds	4.50	4.00	3.60	3.30	3.10

PROGRAM		26x	52x	104x	260x
AA	5 Minutes	\$10.00	\$ 9.50	\$ 9.00	\$ 8.50
	10 Minutes	15.00	14.50	14.00	13.50
	15 Minutes	26.00	25.00	24.00	23.00
A	5 Minutes	9.00	8.50	8.00	7.50
	10 Minutes	14.00	13.50	13.00	12.50
	15 Minutes	24.00	23.00	22.00	21.00
B	5 Minutes	8.00	7.50	7.00	6.50
	10 Minutes	13.00	12.50	12.00	11.50
	15 Minutes	23.00	22.00	21.00	20.00

REMOTES

Rates based on current spot announcement or program contract.

	Per Hour	+	Talent	(\$5.00 Per Hour. Additional on Sat. & Sun.)	Total
No Contract	\$60.00		\$5.00		\$65.00
50 Programs or 260 Announcements	55.00		5.00		60.00
104 Programs or 500 Announcements	50.00		5.00		55.00
260 Programs or 750 Announcements	45.00		5.00		50.00

ALL RATES NET TO WDBQ

DAYTIME COVERAGE — RADIO STATION "KXEL" — WATERLOO, IOWA

Ill.	12
Ohio	10
Wisc.	59
Mich.	20
Nebr.	10
Ind.	12
Minn.	24
Pa.	1
N. Dak.	6
S. Dak.	5
Colo.	1
Mo.	4
Kan.	4
W. Va.	2
Mont.	1

KXEL "THE VOICE OF AGRICULTURE FOR IOWA" 50 KW

KXEL 5 MV/M DAY
LONG WAVE TOWER

TRANSMITTER

From the Desk of—

AL LAVAL

ARE YOU MISSING
EASTERN IOWA?
THIS IS KXEL-LAND!

KXEL FARM SERVICE DEPARTMENT
TRACTOR RADIO PROMO
1/25--2/25, 1966

**

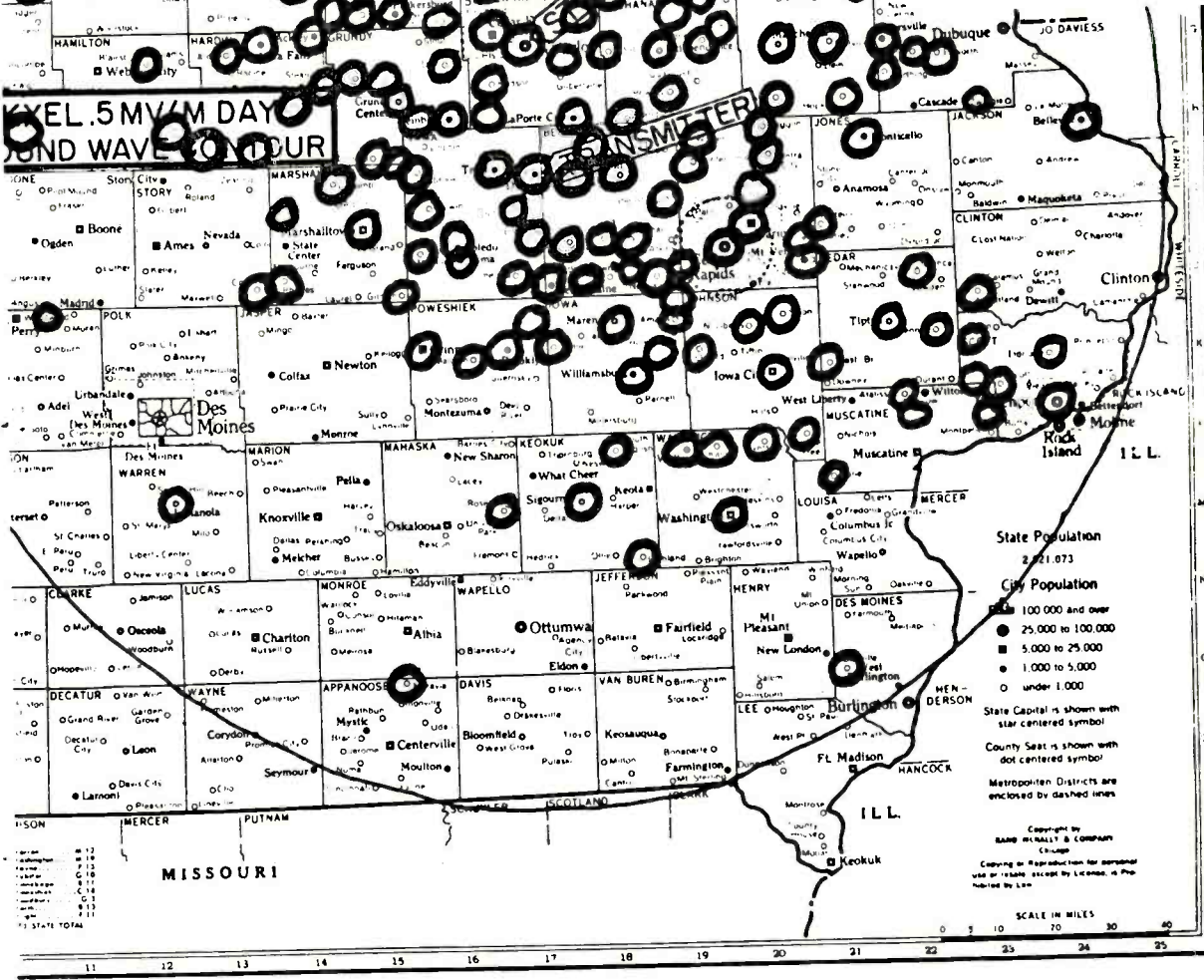
1427 ENTRIES . . .
1254 IOWA ENTRIES . . .
PLUS 15 OTHER STATES . . .

**

SPOTS AIRED ONLY IN FARM TIME
500-700 A.. (2)
1135 A--100P . . (2)
630-645P . . . (1)

**

MAIL RESPONSE LIST AVAILABLE ON
REQUEST (ACTUAL MAIL IF YOU
PREFER)



State Population
2,211,073

City Population

- 100,000 and over
- 25,000 to 100,000
- 5,000 to 25,000
- 1,000 to 5,000
- under 1,000

State Capital is shown with star centered symbol
County Seat is shown with dot centered symbol
Metropolitan Districts are enclosed by dashed lines

Copyright by
BANK HENNING & COMPANY
CHICAGO
Copying or reproduction for commercial
use without express permission is Pro-
hibited by Law

SCALE IN MILES

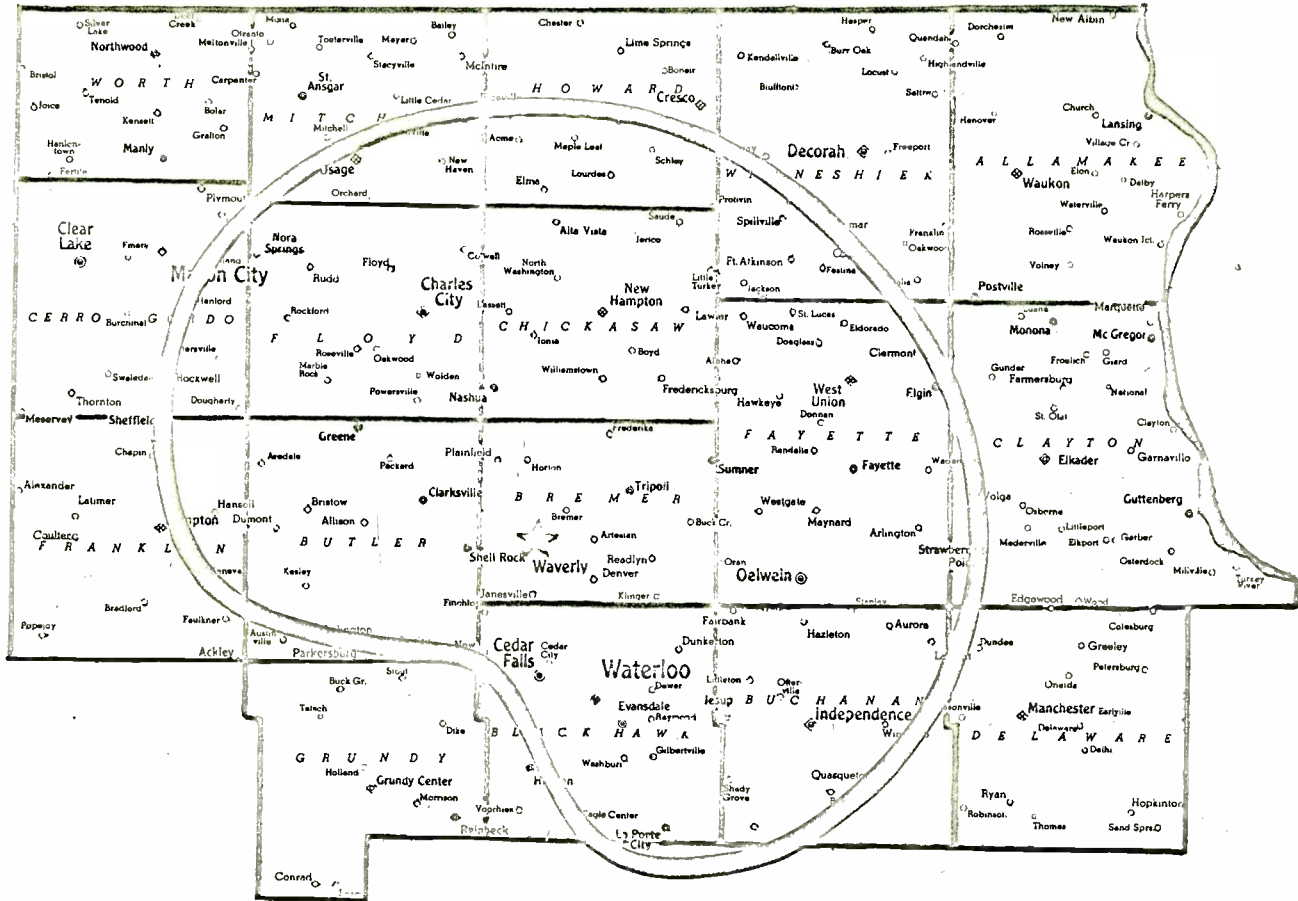
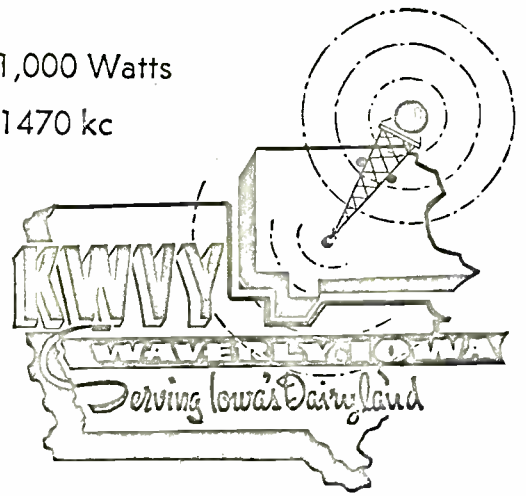
CITY-COUNTY STATE MAP

IOWA

THE BIG VOICE of NORTHEAST IOWA

1,000 Watts

1470 kc



Measured .5 MV/M Contour

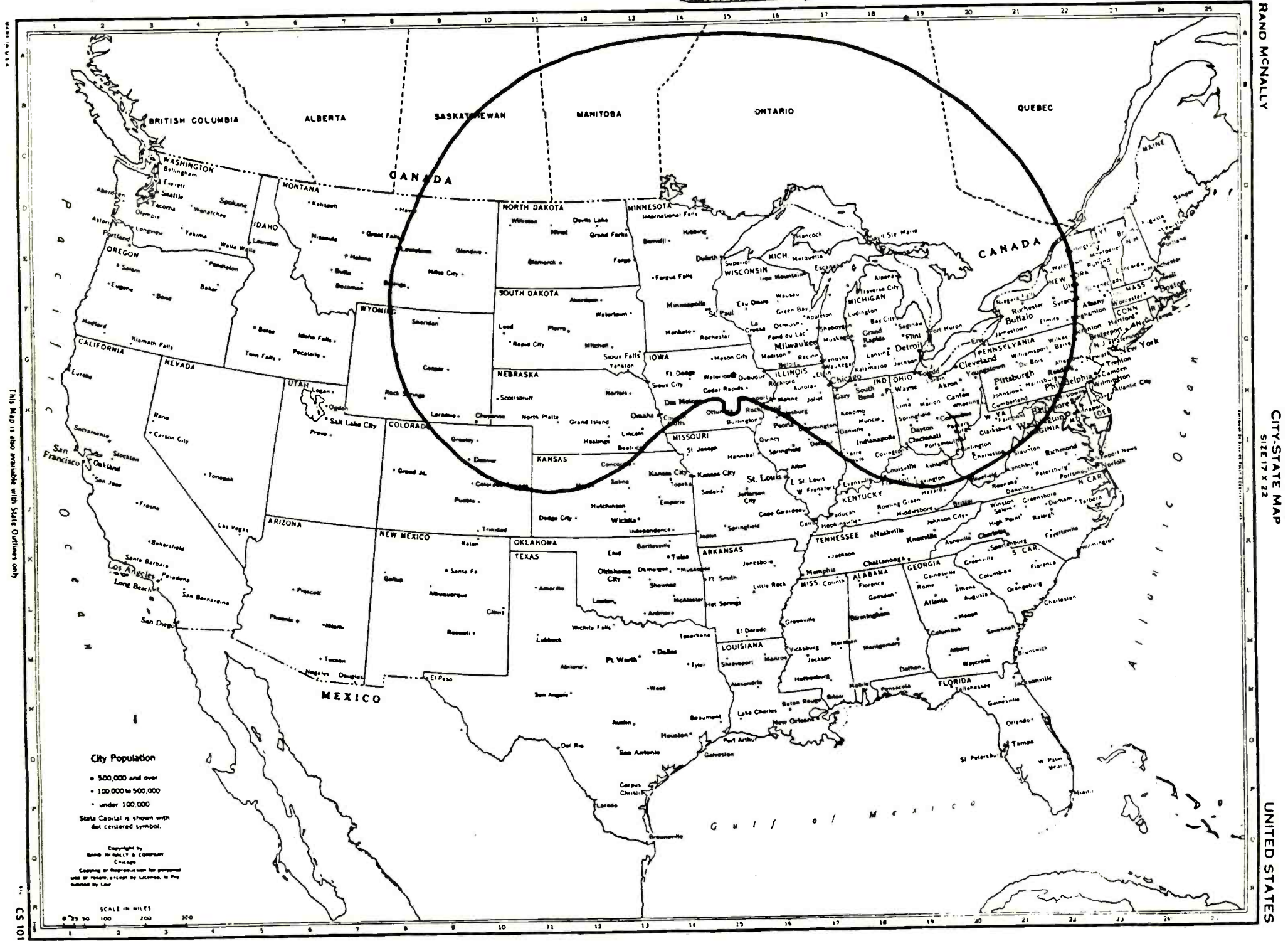
SERVING IOWA'S DAIRY LAND

Population	451,600
Retail Sales	\$597,361,000
Buying Income	\$975,732,000

FOR THE FULL **KWVY** STORY

CALL JOHN TALBOTT, GENERAL MANAGER 319-352-3550 COLLECT

RADIO STATION KXEL—WATERLOO, IOWA—NIGHTTIME 0.5 MV/M COVERAGE MAP



This Map is also available with State Outlines only

RAND McNALLY

CITY-STATE MAP
SIZE 17 X 22

UNITED STATES

City Population
 • 500,000 and over
 • 100,000 to 500,000
 • under 100,000
 State Capital is shown with dot centered symbol.

Copyright by
 RAND McNALLY & COMPANY
 Chicago
 Copying or Reproduction for personal
 use or resale without the License is
 prohibited by Law

SCALE IN MILES
 0 50 100 200 300

CS 101

KOWAT

RADIO 540 | 5000 WATTS | FORT DODGE | IOWA

PERSONALITIES

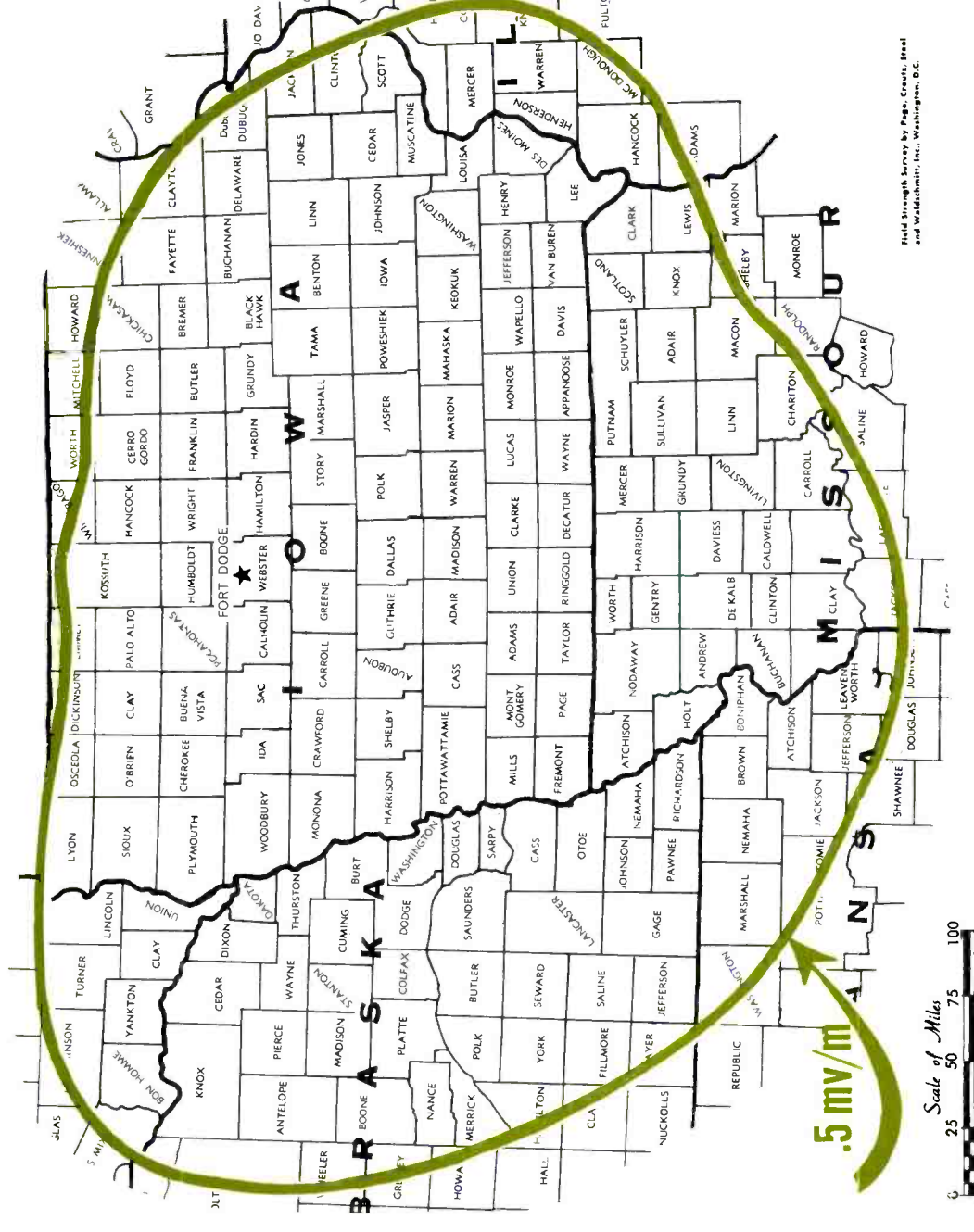


Countrymen Ken Churchill, Jerry Sheeder, Dick Hake, Michelle Brooks, Roy Chase; News Director Dean Naven; Farm Director Dave Miller; Weatherman Curt Lutz; Sports Director Rob Williams, Bob Brown.

KOWAT

RADIO 540 | 5000 WATTS | FORT DODGE | IOWA

IOWA'S LARGEST DAYTIME COVERAGE



At 540 kc (FIRST ON YOUR RADIO DIAL) and with 5,000 watts K-WMT is truly IOWA'S LARGEST DAY-TIME COVERAGE. Fort Dodge is the trade center for the large and economically prosperous north-west north-central Iowa area. This area concept is imperative for Fort Dodge business endeavor and dramatizes the value of "Iowa's Largest Daytime Coverage" Radio Station K-WMT.

National Representative: THE KATZ AGENCY, Inc.

KOWMT

RADIO 540 | 5000 WATTS | FORT DODGE | IOWA'S LARGEST DAYTIME COVERAGE



PROGRAMMING THUMBNAILS

BASIC APPEAL

"K-WMT COUNTRY" Radio is a service, news and information oriented operation with extended community and area involvement. The sound is modern country. Personalities use tight production to provide bright and alive radio fare.

NEWS

Local and regional news on the hour; world-wide news on the half-hour. Emphasis is placed on local and regional actualities (on-the-spot live news coverage). K-WMT is the official government weather reporting station for the area.

FARM

K-WMT is a member of the NAFB. Regularly scheduled farm programming is presented each day, specifically tailored to best serve K-WMT farm listeners. A full-time farm director reports in cooperation with the three-man Farm Department at WMT, Cedar Rapids. Operating full-time from two locations (Fort Dodge and Cedar Rapids), this team has flexibility and experience, providing the most complete farm coverage. Direct wire market futures are presented four times daily in addition to regular market reporting.

WOMEN'S SERVICE

K-WMT employs a full-time home economist/social editor who provides current comments daily plus presentations involving special guests.

PROMOTION

Listeners compete for prizes and visit with K-WMT personalities daily. The K-WMT SHOWMEN, a country band including a talking guitar, promote the station throughout the area and provide back up music for country artists.

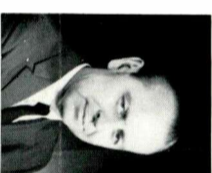
SPORTS

K-WMT features play-by-play broadcasts of over 80 local and area games, plus regularly scheduled sports vignettes. K-WMT's sportscasting team includes the Iowa coaches 1968 press award winner.

Day & Time	Program	Type	Description
Mon-Sat 6-10 AM	Dick Hake Show with Deane Naven, and Dave Miller	Modern Country, Service	The best in modern country music, friendly chatter, news, markets, weather, farm features and general information create an easy-going sound for morning listening.
Mon-Fri 10 AM-12 Noon	Ken Churchill Show	Modern Country	Ken Churchill creates the friendly atmosphere with modern country music to brighten up everyone's day.
Mon-Sat 12 Noon-1 PM	Noon Report Deane Naven, Dave Miller, and Ken Churchill	Service, News	News, Markets, Weather and farm features.
Mon-Fri 1-2 PM	Michelle	Modern Country	Presentation involves frequent special guests and the finest country music.
Mon-Fri 2-6 PM	Jerry Sheeder Show	Modern Country	Jerry Sheeder presents the modern country sound.

COMMERCIAL POLICY — Commercials are handled by personalities and are read or worked into the format of the show, as the sponsor instructs. ETS are acceptable.

FARM, NEWS, AND WEATHER SERVICE AT ITS BEST



DEANE NAVEN



DAVE MILLER

Deane Naven: News Director. News is as important as market and weather information where farmers are concerned. K-WMT features local and regional news on the hour with world-wide news on the half hour.

Dave Miller: Farm Director. Member NAFB. Dave's background, experience and farming interests enable him to coordinate the information and service K-WMT farm listeners rely upon.

Eddie Collins: Farm Specialist. Buyer, philosopher and market forecaster, Eddie has become a by-word with K-WMT farm area listeners. His presentations include future predictions, farm activities, and a candid approach to many of the problems facing agriculture.



EDDIE COLLINS



CURT LUTZ

Curt Lutz: Weather Specialist. K-WMT is the area official government weather reporting station and presents numerous weather summaries daily. Facilities include direct weather wire service.

INFORMATION AND SERVICE PROGRAMS ADAPTED FOR THE MAJOR INTEREST OF K-WMT'S FARM AND TOWN LISTENERS

6:00 AM	Local & Regional News	12:00 PM	Local & Regional News
6:10 AM	Farms News & Commentary	12:15 PM	World-wide News—Paul Harvey
6:20 AM	Farm Markets & Weather	12:30 PM	Farm Market Report
6:30 AM	World-wide News	12:40 PM	Farm News
7:00 AM	Local & Regional News	12:45 PM	Seven State Weather
7:25 AM	Sports	12:50 PM	Farm Feature
7:30 AM	World-wide News—Paul Harvey	12:55 PM	Farm Commentary
7:35 AM	Local & Regional News		
8:00 AM	Local & Regional News		
8:30 AM	Farm Market Forecast		
8:35 AM	Seven State Weather		

K-WMT FARM MARKETS INCLUDE: Cattle, sheep, & hog information from Chicago, Omaha, and Sioux City; Interior Iowa and Southern Minnesota hog markets; Hormel hog markets; Cattle, hog & sheep receipts at the 12 major terminals; Chicago car-lot meat trade; Chicago choice beef futures market and pork bellies futures; Iowa and New York egg information; Local grain market; Chicago grain futures and stock market summary; Feeder cattle markets. **DIRECT WIRE FUTURES QUOTATIONS FOR GRAIN, CATTLE, AND PORK ARE BROADCAST FOUR TIMES DAILY AT 9:34 A.M., 10:34 A.M., 12:34 P.M. AND 1:34 P.M.**

Special Projects: The **FARM CAVALCADE** is an exclusive series of special remote broadcasts featuring the highlights of the Midwest's top farm events. The **FAVORITE FARMER'S DAUGHTER** Contest, originated in 1957 draws annually from 300 to 700 entries from as many as 80 of Iowa's 99 counties. Judging is based on appearance, personality, farm background, school and community activities. "Iowa's Favorite Farmer's Daughter" is in great demand for personal appearances representing the farm youth of Iowa at midwest farm and home events annually. **AWARDS ARE GIVEN ANNUALLY TO THE OUTSTANDING BEEF, HOG, SHEEP, AND TURKEY PRODUCERS.**

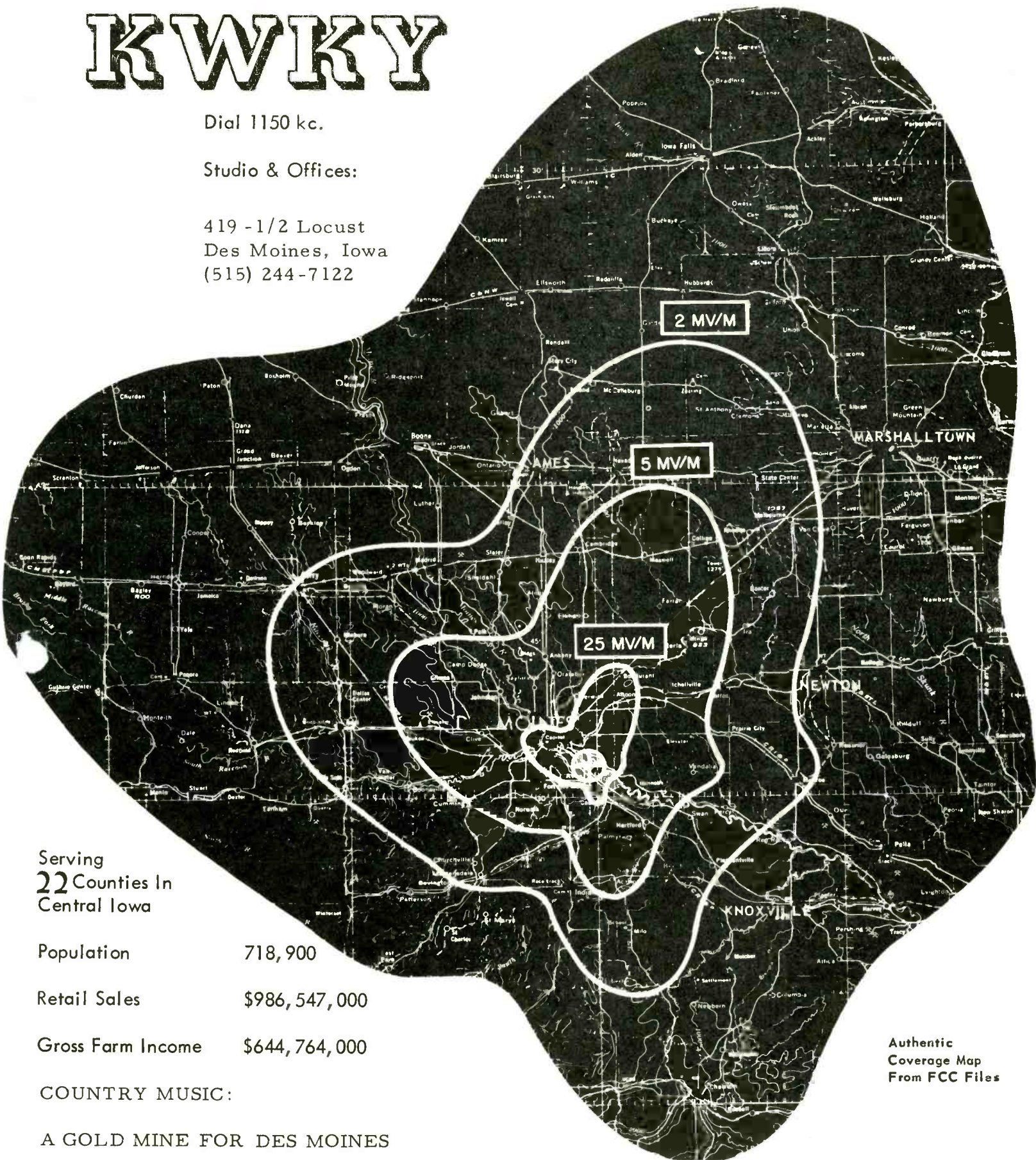
The FIRST FULLTIME Country-Western Station in Iowa

KWKY

Dial 1150 kc.

Studio & Offices:

419 -1/2 Locust
Des Moines, Iowa
(515) 244-7122



Serving
22 Counties In
Central Iowa

Population 718,900

Retail Sales \$986,547,000

Gross Farm Income \$644,764,000

COUNTRY MUSIC:

A GOLD MINE FOR DES MOINES

AND CENTRAL IOWA ADVERTISERS

KWKY BRINGS COUNTRY MUSIC TO METROPOLITAN DES MOINES

AND CENTRAL IOWA

Authentic
Coverage Map
From FCC Files

TIME RATES

Effective January 1, 1970

SPOT ANNOUNCEMENTS (Special Saturation Packages)

Times Per Week	60-Seconds	30-Seconds	15-Seconds
6	\$ 19.80 (3.30)	\$ 13.80 (2.30)	\$ 10.80 (1.80)
12	37.20 (3.10)	26.40 (2.20)	20.40 (1.70)
15	43.50 (2.90)	31.50 (2.10)	24.00 (1.60)
20	56.00 (2.80)	40.00 (2.00)	30.00 (1.50)
25	67.50 (2.70)	47.50 (1.90)	35.00 (1.40)
30	78.00 (2.60)	54.00 (1.80)	39.00 (1.30)
40	100.00 (2.50)	68.00 (1.70)	50.00 (1.25)
50	115.00 (2.30)	80.00 (1.60)	60.00 (1.20)

BASIC TIME RATES

Times Per Month	60-Seconds	30-Seconds	15-Seconds
Less than 13	\$3.50	\$2.50	\$1.90
13	3.30	2.30	1.80
26	3.20	2.10	1.70
52	3.00	1.90	1.60
78	2.90	1.70	1.50
104 or more	2.80	1.50	1.30

PROGRAMS:

Five-Minute Show

- 1 Weekly -- \$7.50
- 3 Weekly -- 6.00
- 6 Weekly -- 5.00
- 30-Minute Show -- \$24.00

Fifteen-Minute Show

- 1 Weekly -- \$12.00
- 3 Weekly -- 10.50
- 6 Weekly -- 9.00
- 60-Minute Show -- \$48.00

Hour, ½ hour and ¼ hour rates upon request.

GENERAL INFORMATION

KVDB, is a 500 Watt directional station operating on a federally assigned frequency of 1090 KC. With a copper conduit of a radius of 200' per tower, this station maintains excellent coverage throughout the day. With the latest in broadcasting equipment and as a member of Associated Press (teletype) we are able to bring you the latest in news happenings throughout the world. Finest in music featuring FM type programming on AM radio 1090.

KVDB, listening area is bounded to the North by Windom, Minn. to the South by a distance 50 miles beyond Sioux City, to the West by Chamberlain, South Dakota, and to the East by Spencer, Storm Lake, Iowa.

KVDB frames its commercial time with music that lets people think about what they hear . . . and puts people in a buying frame of mind. No between music chatter to distract from your selling message and KVDB reserves the right to limit the number of commercial sponsors for any given hour.

Complete program production facilities are available including production, talent, music library, and writing. Rates upon request.

No double spotting. No product will be placed adjacent to a competitive product.

All program and advertising copy are subject to station approval and must be received at least 48 hours prior to broadcast.

15% agency commission paid to recognized agencies. 2% cash discount. Commission on station time only. Bills due and payable 10th of month.

Broadcasting schedule, Sunrise to Sunset, Monday through Sunday.

KVDB-AM is owned and operated by TRI-STATE BROADCASTERS, INC. Transmitter and Studios located at Sioux Center, Iowa. Phone (712) 722-9931.

Please feel free to visit our facilities at anytime.

RADIO 1090



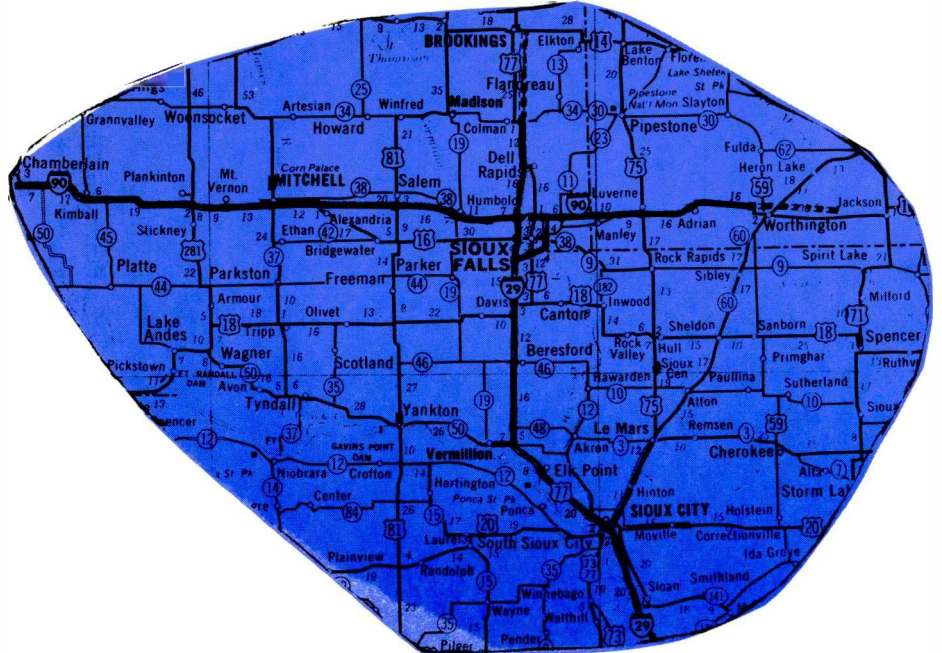
Where the difference is the music

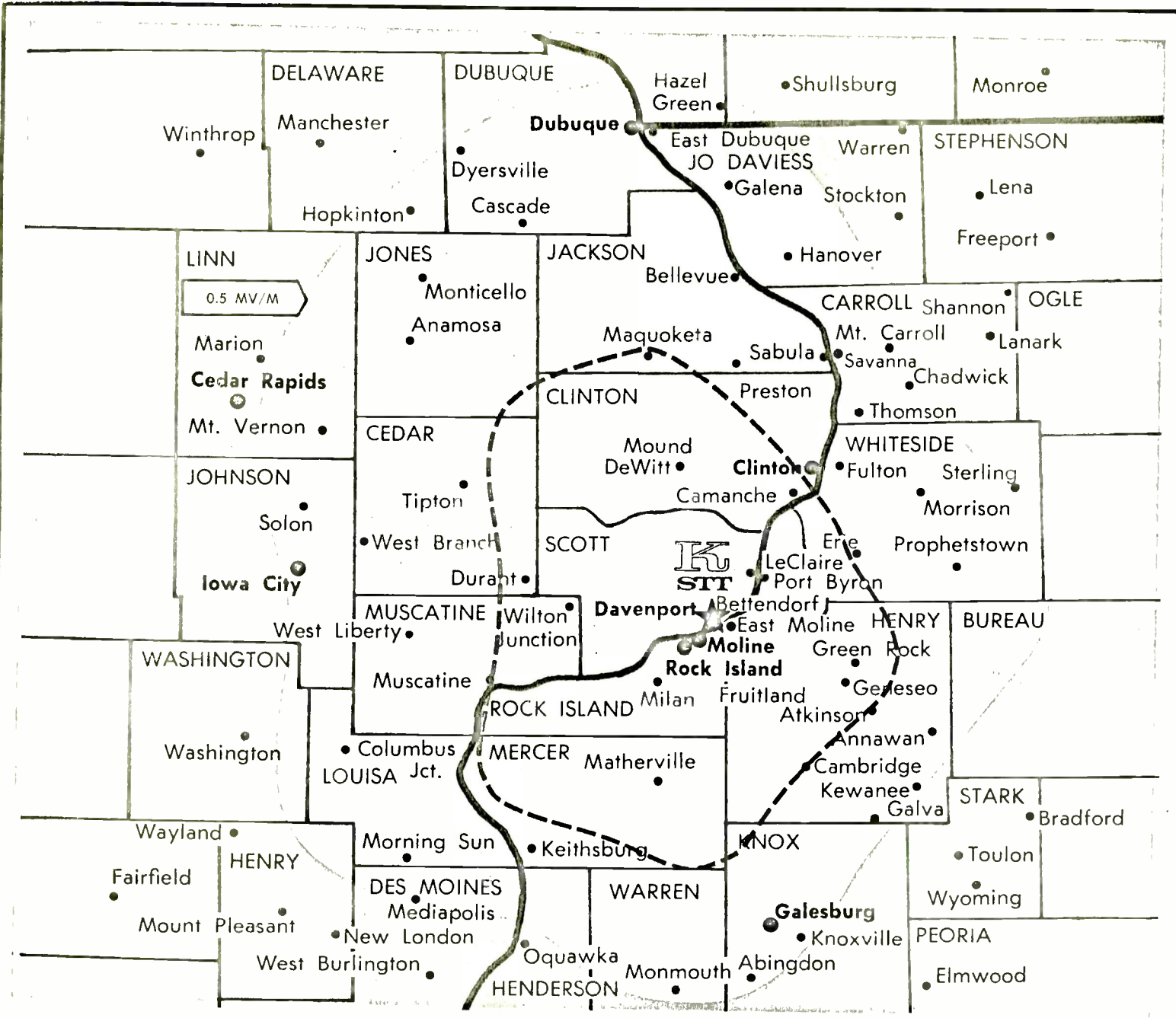
TRI-STATE BROADCASTERS, INC.
P. O. BOX 233 ·· SIOUX CENTER, IOWA 51250



RATE CARD No. 2

TOTAL
AREA
COVERAGE



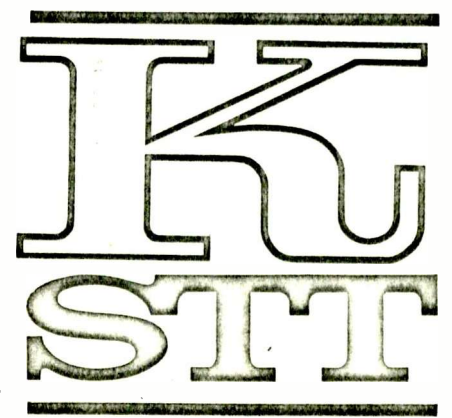


The number
2
 market in
 Iowa-Illinois

Second only to Chicago, Illinois as a major population center in the two state area. The nation's 84th largest market.

This is Quint-Cities, U.S.A., situated in the heart of the Midwest, on the banks of the Mississippi River. The major population, retail, industrial and agricultural complex between St. Louis and Minneapolis; Chicago and Omaha. The five core cities are Davenport and Bettendorf in Iowa, and Rock Island, Moline and East Moline in Illinois. The Quint-Cities has a population of 340,000. KSTT blankets the two state area of more than a half million people. Only Chicago is larger.

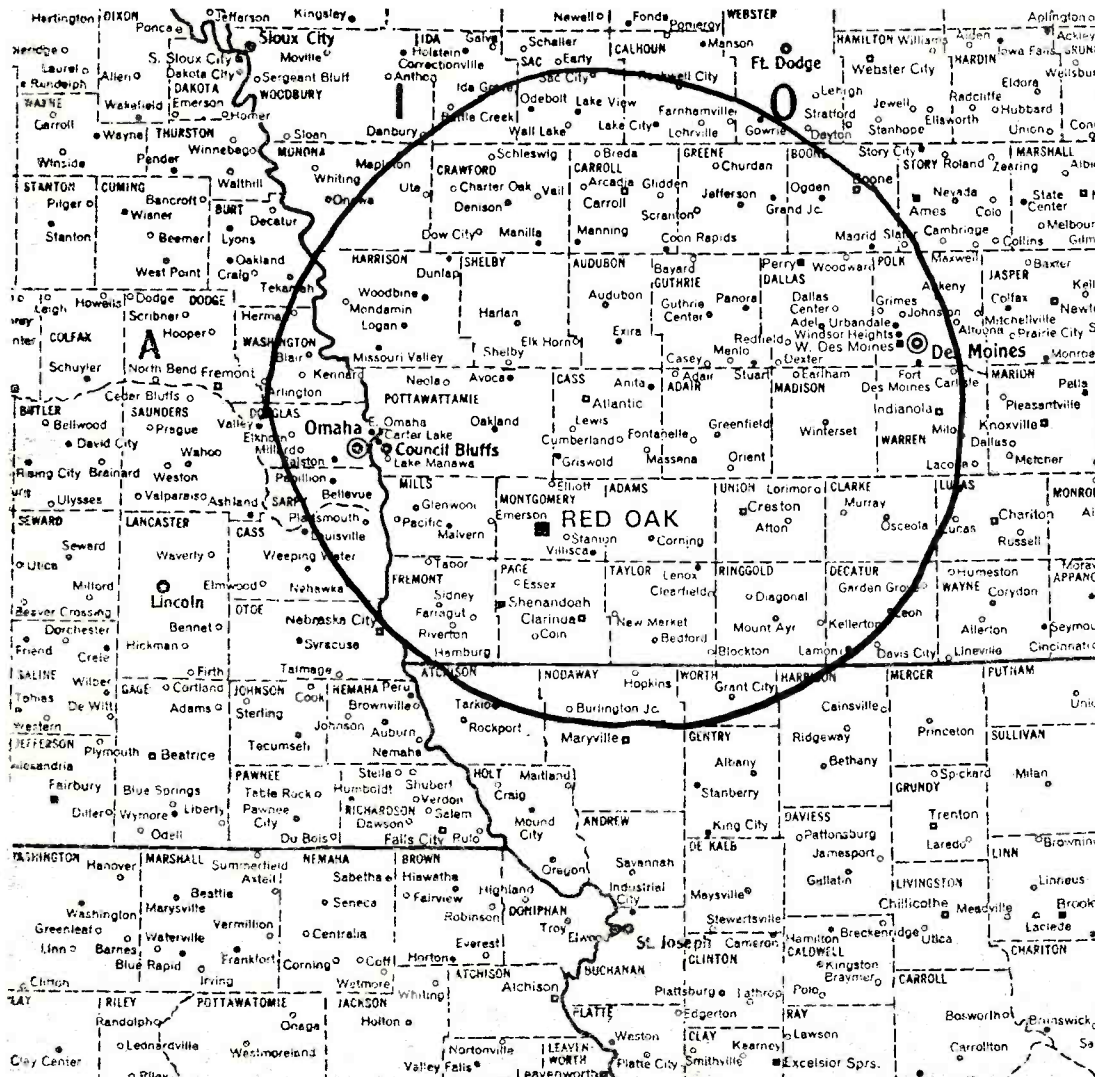
Represented Nationally
 by
**McGAVREN-GUILD-PGW
 RADIO, INC.**



QUINT CITIES BROADCASTING COMPANY
 1111 East River Drive
 Davenport, Iowa 52803
 319 326-2541
 President — Frederick Epstein
 Vice-President & Sales Manager — James M. Wall

KOAK

RED OAK, IOWA



Map Copyright Rand McNally

KOAK Radio

Don Meinert, Manager
 Box No. 1
 Red Oak, Iowa 51566

A Division of
 Mid-America Publishing Corporation

FREQUENCY-POWER-TIME

Operating power — 250 watts
 Frequency — 1080 kc
 Directional transmission
 Licensed to operate daytime hours
 Local sunrise to sunset daily

NEWS SERVICES

Leased Associated Press news wire
 ESSA weather wire
 Local news department

Studios Just Off Old Highway 34
 1 1/4 Miles North East of
 Downtown Red Oak

Member of:
 National Association of Broadcasters



RADIO ADVERTISING
 PAYS,
 USE....
KOAK
 250 Watts of Hi Fidelity Power

	RED OAK TRADE AREA	WITHIN PRIMARY COVERAGE AREA
AUDIENCE		
Population	83,100	180,300
Homes	26,880	56,400
with radio	26,340	55,272
Automobiles	42,380	85,120
with radio	33,900	68,100
MARKET		
Spendable Income	\$92,240,000	\$341,818,000
Total Retail Sales	54,552,000	172,772,000
Food Sales	25,899,000	51,107,000
Drug Sales	4,379,000	8,225,000
Gen. Mdse. Sales	9,930,000	17,552,000
Apparel Sales	6,303,000	10,590,000
Home Furn. Sales	5,149,000	9,319,000
Automotive Sales	23,672,000	46,043,000
Service Station Sales	17,201,000	31,199,000
FARM MARKET		
Farm Population	29,800	43,100
Gross Farm Income	\$ 197,767,000	\$309,951,000

Data from: 1960 Census, U.S. Dept. of Commerce, U.S. Dept. of Agriculture, SRDS Consumer Market Data July 1968. Compiled and Printed by Natl. Research Bureau, Inc., Chicago, Ill., Burlington, Iowa.

KOKKX ABC Network Affiliate

1000 Watts Daytime - 500 Watts Nighttime - 1310 KC

Keokuk, Iowa

KOKKX serving the Tri-State since 1947, has Complete News Coverage including mobile unit.

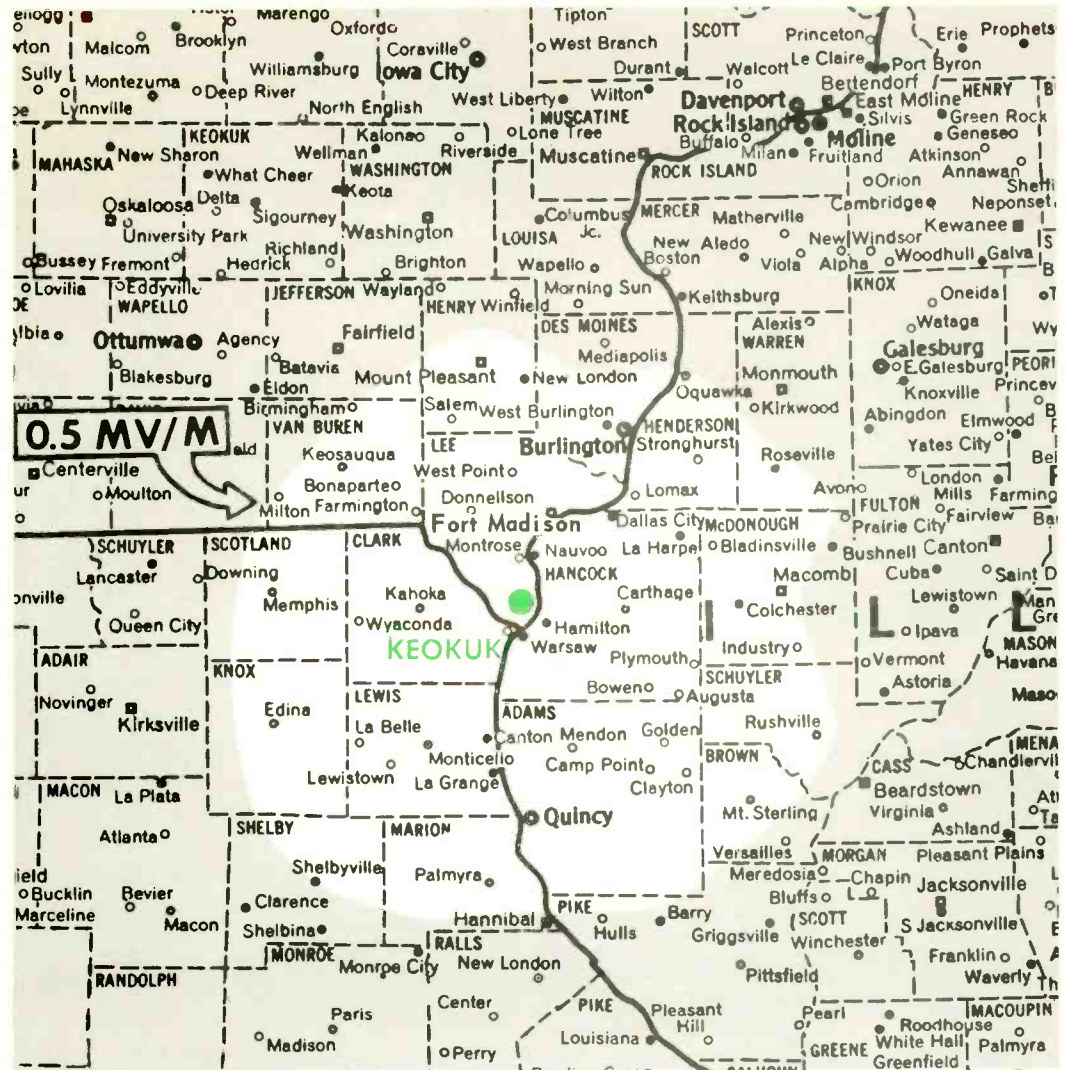
Keokuk's trading zone is unique in that it covers several counties in three separate states . . . Iowa, Illinois and Missouri.

40 Manufacturers and Processors in Keokuk employ over 4,500 persons.



Ronald D. Westby, Gen. Mgr.
Eppers Hotel
Keokuk, Iowa 52632
319 - 524-5410

Regional Representative
Iowa Radio Network
C. Ross Martin
1000 Grand Ave. Suite 1
Des Moines, Iowa
515-243-5993



Map Copyright by Rand McNally & Co.

MARKET DATA

AUDIENCE

Population
Homes
with radio
Automobiles
with radio

KEOKUK TRADE AREA

76,700
23,840
23,363
33,010
26,408

WITHIN 0.5 MV/M COVERAGE

359,740
114,470
112,180
155,580
124,464

MARKET

Spendable Income
Total Retail Sales
Food Sales
Drug Sales
Gen. Mdse. Sales
Apparel Sales
Home Furn. Sales
Automotive Sales
Service Station Sales

\$164,924,000
105,102,000
20,504,000
2,505,000
5,796,000
5,081,000
3,933,000
19,881,000
10,218,000

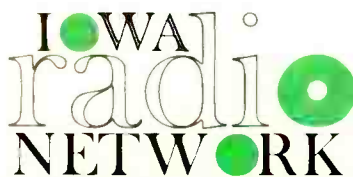
\$775,821,000
551,475,000
102,439,000
14,335,000
53,001,000
22,057,000
21,955,000
111,048,000
53,047,000

FARM MARKET

Farm Population
Gross Farm Income

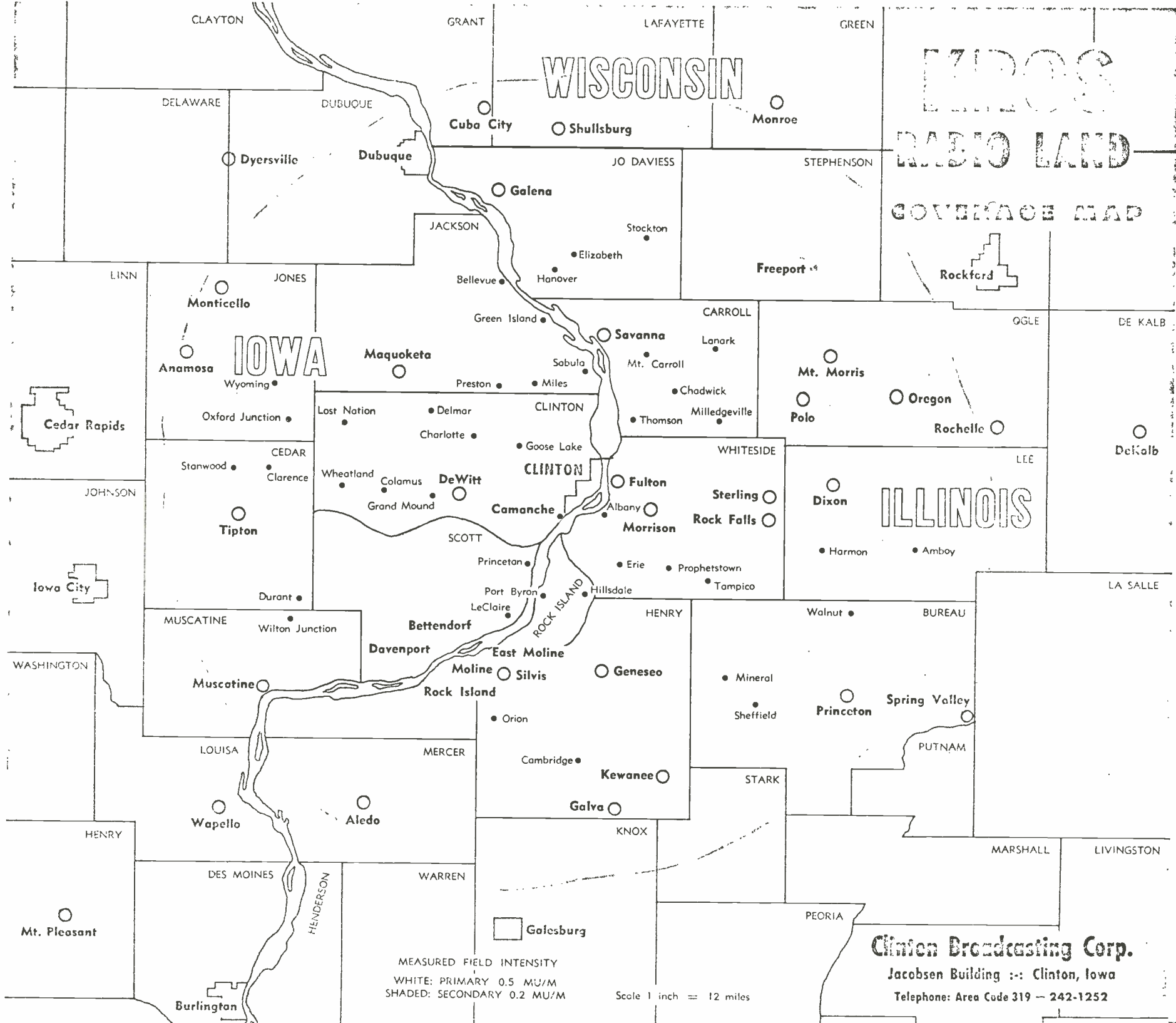
15,710
\$ 66,819,000

73,010
\$348,387,000



Compiled and Printed by
Natl. Research Bureau, Inc.
Chicago, Ill. Burlington, Ia.

Data from: 1960 Census, U.S. Dept. of Commerce, U.S. Dept. of Agriculture, SRDS Consumer Market Data January 1967.



WISCONSIN

WROS
RADIO LAND
COVERAGE MAP

IOWA

ILLINOIS

MEASURED FIELD INTENSITY
 WHITE: PRIMARY 0.5 MU/M
 SHADED: SECONDARY 0.2 MU/M

Scale 1 inch = 12 miles

Clinton Broadcasting Corp.
 Jacobsen Building :: Clinton, Iowa
 Telephone: Area Code 319 - 242-1252

Galesburg

Cedar Rapids

Iowa City

Mt. Pleasant

Burlington

Wapello

Aledo

Galva

Kewanee

Princeton

Spring Valley

PUTNAM

STARK

KNOX

Cambridge

Mineral

Sheffield

Walnut

BUREAU

LA SALLE

Harmon

Amboy

Erie

Prophetstown

Tampico

Geneseo

Orion

Davenport

Rock Island

Moline

East Moline

LeClaire

Port Byron

Bettendorf

Princetan

SCOTT

Camanche

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

CLINTON

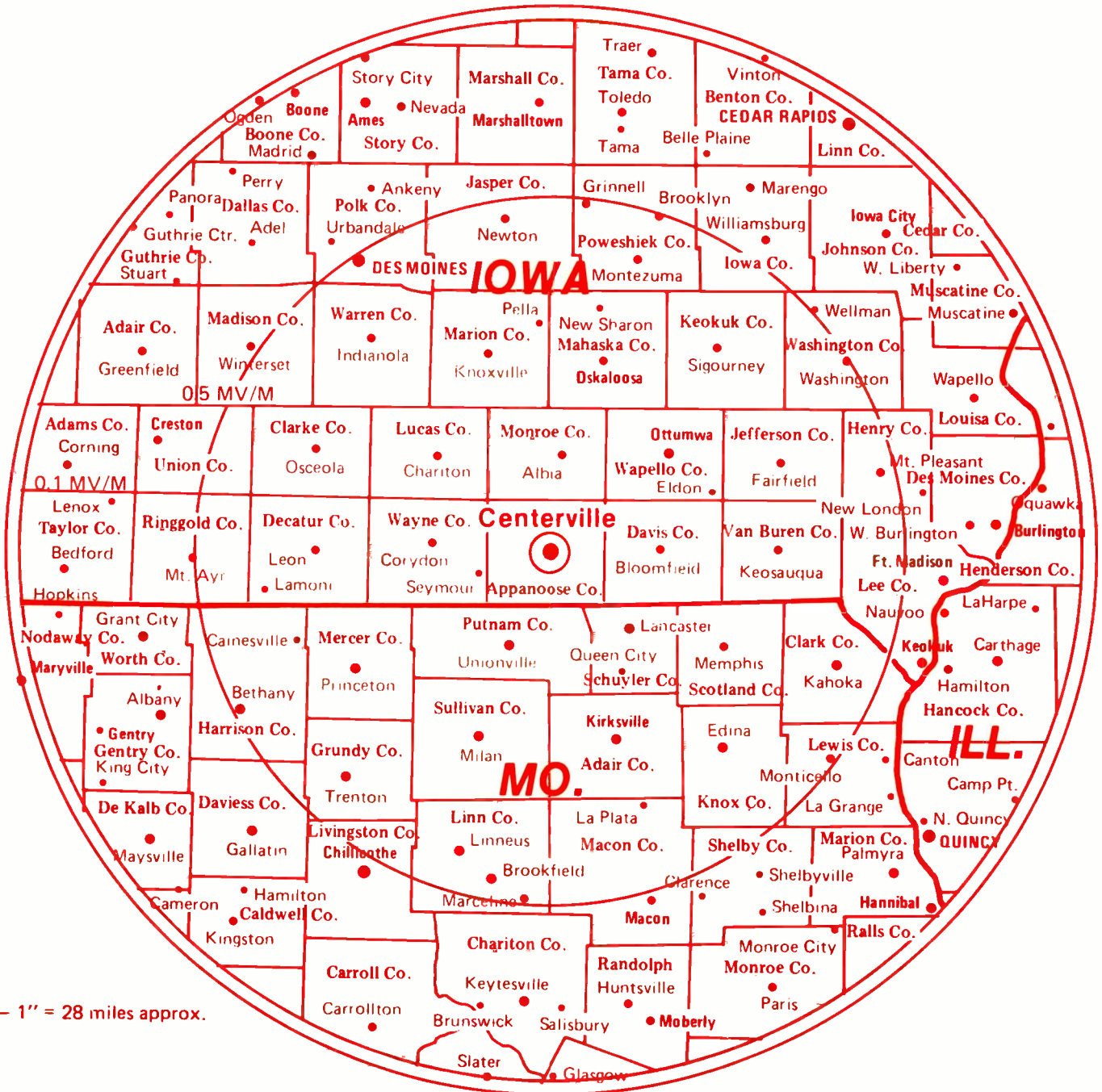
CLINTON

99 Country

Radio 14

KMGO

KCOG



Scale- 1" = 28 miles approx.

Box 910 • Centerville, Iowa 52544

(515) 437-4242

RATES

All Rates NET to Station

KMGO

99COUNTRY

ANNUAL #	30	60
1	\$ 9.00	\$12.00
50	8.50	11.50
100	8.00	11.00
250	7.50	10.50
500	7.00 6.00	10.00 8.00

KCOG

RADIO 14

ANNUAL #	30	60
1	\$ 7.00	\$10.00
50	6.50	9.50
100	6.00	9.00
250	5.50	8.50
500	5.00	8.00 8.00

COMBINED RATE

One Ad On Each Station

ANNUAL #	30	60
1	\$12.00	\$18.00
50	11.50	17.50
100	11.00	17.00
250	10.50	16.50
500	10.00	16.00_{NET}

Guaranteed Time Add \$2.00

- Political — All regular rates apply.
- All bills sent monthly — payable in 10 days.
- 1½% service charge on all accounts over 30 days.
- Special rates for special events.

KCOG News

7-8 a.m. 12-1 p.m. 5-6 p.m. 10-11 p.m.
 30 seconds . . . \$8.00 60 seconds . . . \$11.00

Farm Markets



10:35 11:35 12:40 3:05 5:20
 10:30 12:30 5:30
 30 seconds . . . \$8.00 60 seconds . . . \$11.00

General Information

KMGO "99 Country"

Modern Country

100,000 Watts of Power

KCOG "Radio 14"

Everybody's Favorite Music

500 Watts D 250 Watts N

Paul and Joyce Dennison, *Owners*
 Rick Flacksbarth, *General Manager*

KNEI

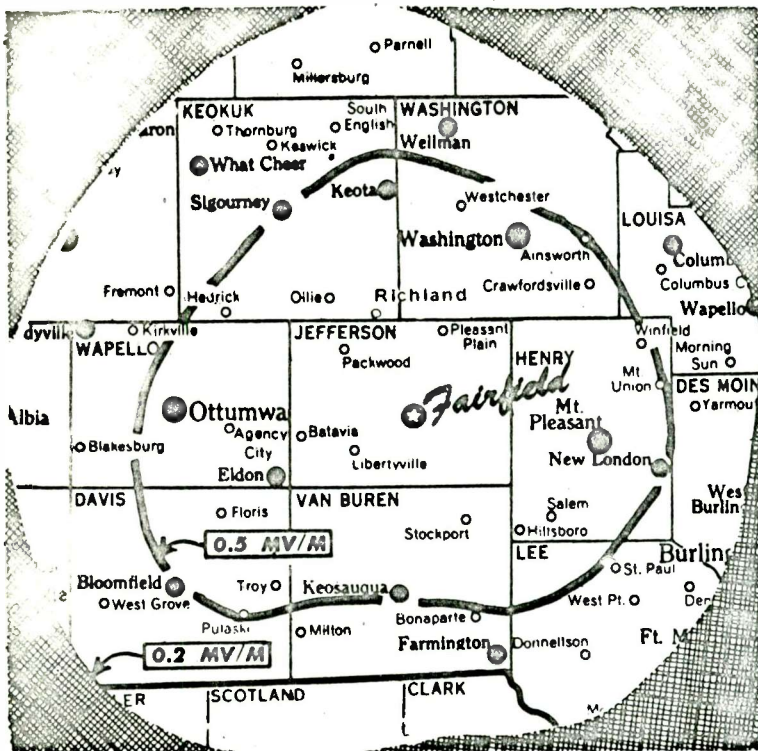
Drawer 111

Waukon, Iowa 52172

Telephone (319) 568-3476



Serving Northeast Iowa, Southeast Minnesota and Southwest Wisconsin



TOTAL RADIO

SERVING
180,000 LISTENERS
IN

Southeast Iowa

THOMAS C. HOLMQUIST
General Manager

EDWIN E. REED
Program Director

(515) 472-4191

P. O. BOX 648

1570 KMCB

FAIRFIELD
IOWA

This Item Will Be Sold During

kmgo kcog

99 COUNTRY

1400 AM

**Bids for
Bargains**

**In February Listen
to kmgo kcog**

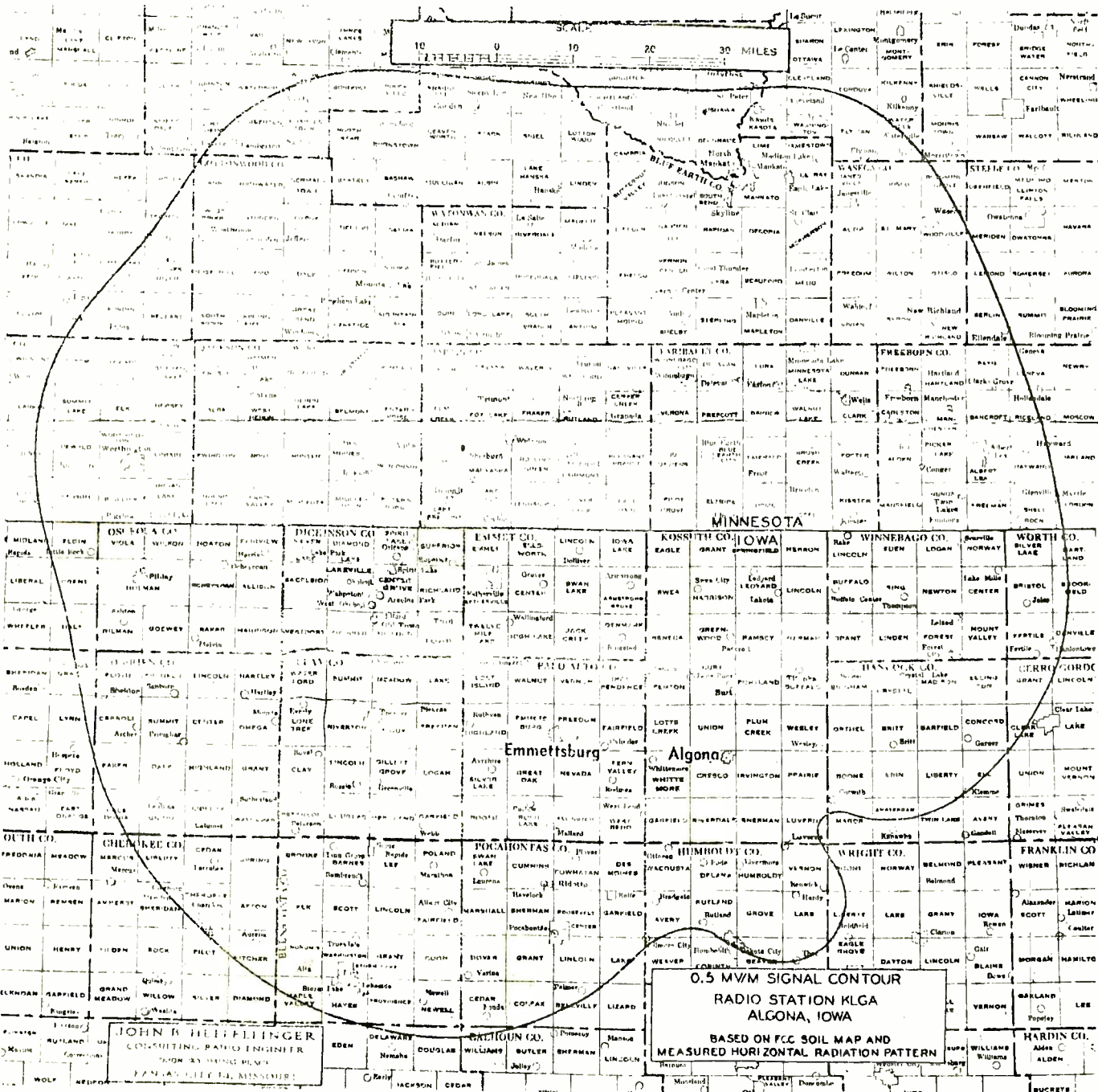
99 COUNTRY

1400 AM

FOR COMPLETE DETAILS

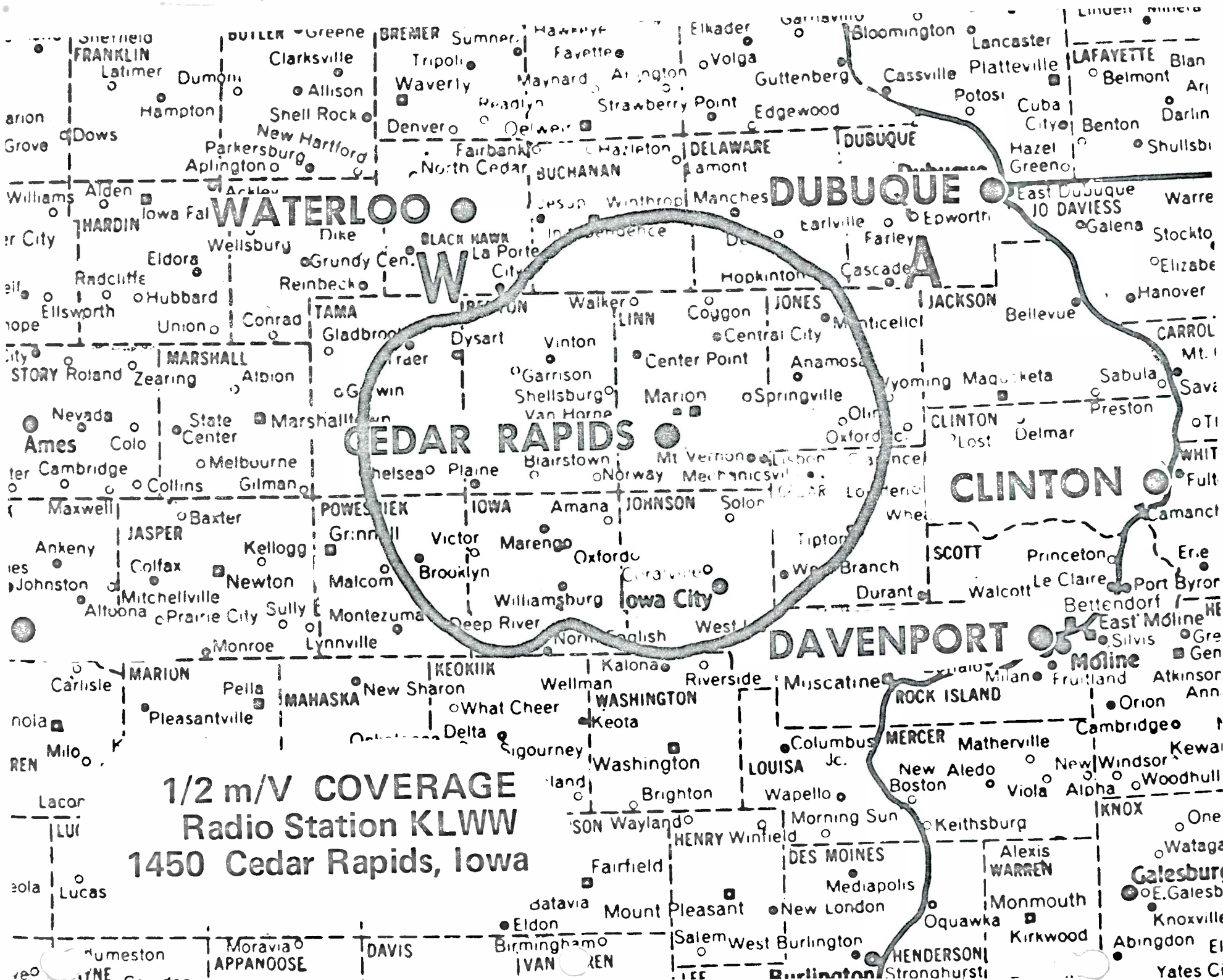
K L G A COVERAGE MAP

(For Market Data—See Reverse Side)



JOHN B. HEFFELINGER
 CONSULTING RADIO ENGINEER
 2101 W. 14TH ST. DES MOINES, IOWA

Am ONLY ~~FM~~ FM DIDNT SHOW UP



1/2 m/V COVERAGE
Radio Station KLWW
1450 Cedar Rapids, Iowa

WATERLOO

WATERLOO

WATERLOO

WATERLOO

WATERLOO

WATERLOO

WATERLOO

WATERLOO

WATERLOO

KKUZ

Big Country Radio
1150

408 N. Main Phone (319) 754-7565 Burlington, Iowa 52601

BURLINGTON'S "BIG COUNTRY" STATION SATURATES 143-MILLION DOLLAR MARKET

The crystal clear KKUZ signal reaches more than 372,000 folks in the Burlington area market with more than \$143,000,000 to spend annually. Signal extends 57 miles to the south, 17 miles to the north, and 68 miles from east to west, offering advertisers the best to buy in the Burlington market.

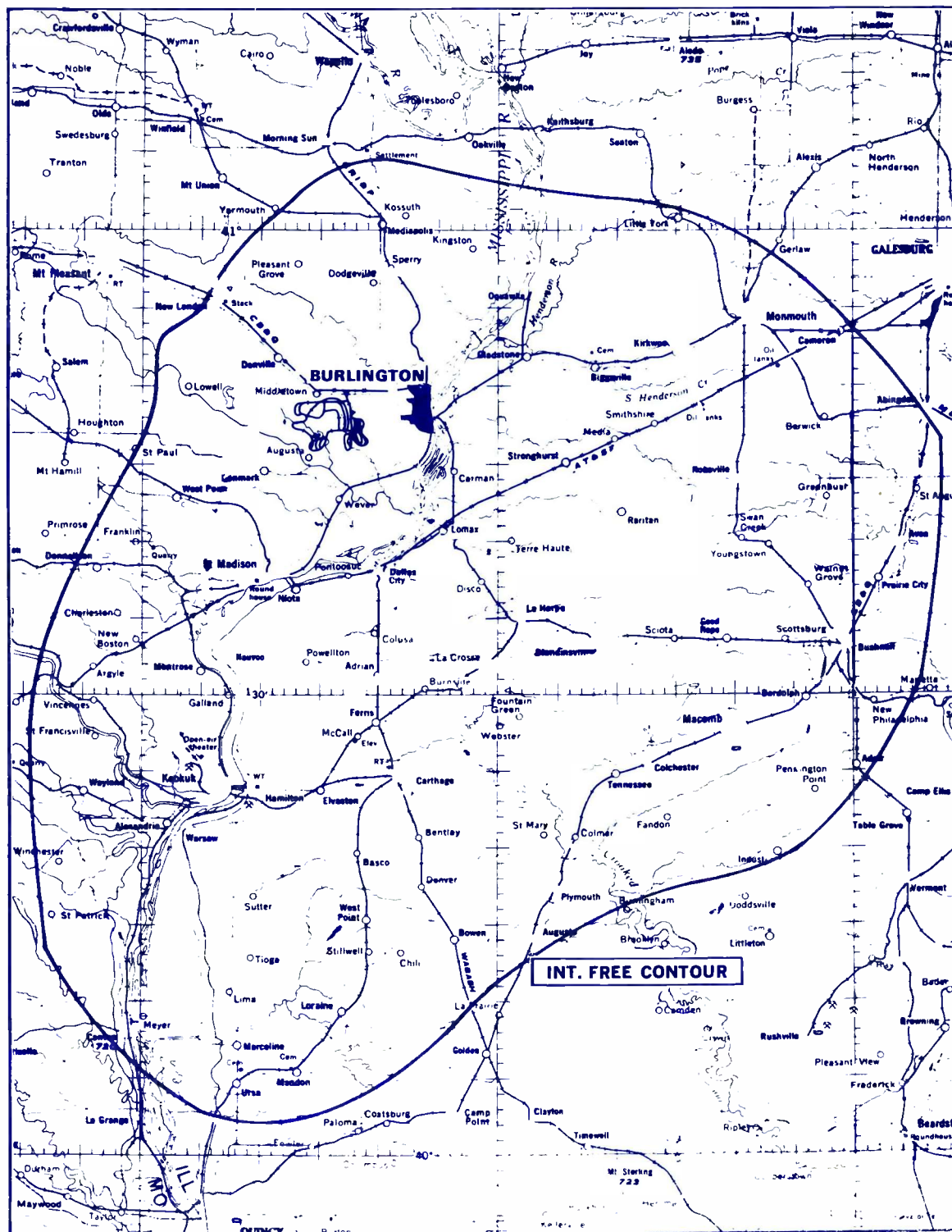
BURLINGTON AREA MARKET *

POPULATION.....372,370
RETAIL SALES.....143,078,343

PRODUCT CLASSIFICATION	NUMBER OF RETAIL OUTLETS	RETAIL SALES
General Merchandise	250	\$ 17,278,560
Food	749	41,448,177
Auto	313	33,236,944
Gasoline	612	16,637,485
Apparel	253	9,707,649
Furniture	301	8,606,636
Eat, Drink	957	11,174,630
Drugs	122	4,988,262
TOTAL	3557	\$143,078,343

Four counties in Iowa, nine in Illinois and two Missouri counties are included in KKUZ coverage area!

*Source: Editor & Publisher Market Guide, 1965, E & P.



RATE CARD

KJFJ

1570 On Your Dial

Post Office Box 222

WEBSTER CITY, IOWA 50595

NUMBER 11 . MARCH 1, 1970

SERVICE FACILITIES:

- A. United Press International. Full-time Local and Area News Staff.
- B. 33-1/3, 45, 78 R. P. M. Lateral Turntables.
- C. Automatic Recording Facilities.
- D. Remote Units Mobile and Portable.

RATES & PAYMENTS:

- A. No contract or order accepted for longer than one year.
- B. Statements for station charges are rendered monthly. Payable by the 10th of the month.
- C. In the event of a cancellation of a contract or order. The advertiser will pay the rate earned and will be short billed at the rate published for the frequency earned.

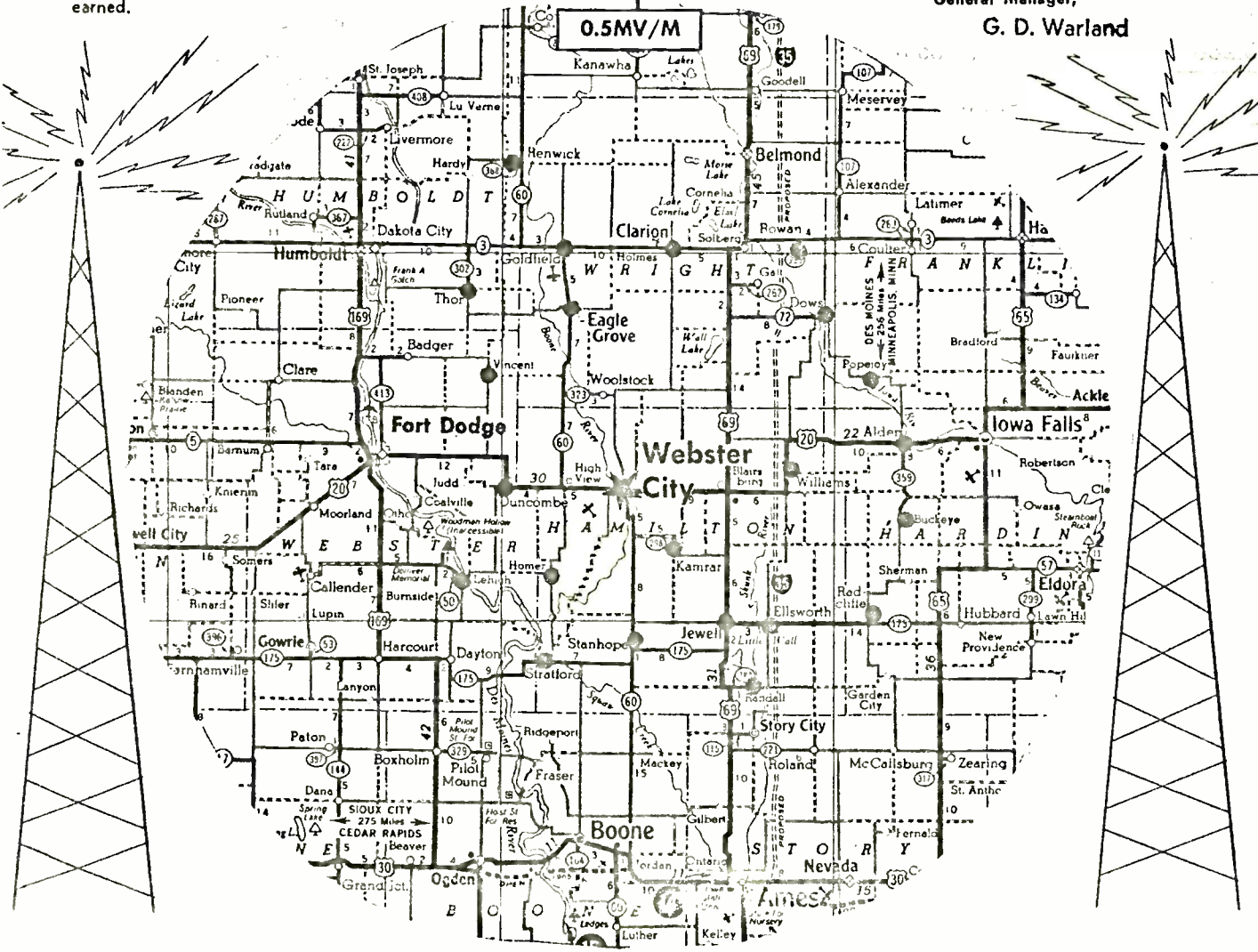
**FACTORY
FARM &
HOME RADIO
SERVING
MORE THAN
100,000
FAMILIES**

REGULATIONS & RESTRICTIONS:

- A. All program, announcement, or spot contracts or orders are subject to approval of station manager.
- B. All commercial copy or other copy to be aired may be accepted or rejected by station manager.
- C. Political: All political contracts, orders or agreements must be signed and paid for 24 hours ahead of requested air time (office hours apply). All copy to be aired for political advertising must be approved and may be accepted or rejected by station manager. All copy must be approved 24 hours ahead of requested air time. (office hours apply). Office Hours 8:00 A. M. to 5:00 P. M. Monday thru Friday.

General Manager,
G. D. Warland

221-000
221-000



Meet the KIWA Staff



E. C. STANGLAND
GEN. MGR.



FRANK LUEPKE
SALES



RON FINSTAD
PROGRAM DIR.



CINDY HOFSTRA
SECRETARY



JEFF PETERSON
ANNOUNCER



DOUG POTTER
ANNOUNCER



DICK DAWDY
SALES



MARY LOU VELLINGA
ROCK RAPIDS NEWS



MICKEY STANGLAND
BOOKKEEPING



LOUIE HEEREN
GEORGE NEWS



ARABELLA SIPMA
ORANGE CITY NEWS



MARY MARGARET COX
SIBLEY NEWS



Studios Also In

SIBLEY

ORANGE CITY

ROCK RAPIDS

GEORGE



WALLY STANGLAND
MANAGER

Program Schedule

DIAL 1550

KIWA RADIO PROGRAM HIGHLIGHTS

6 a.m. Sign on, music, news
6:45 Markets
7:00 Iowa news, flying weather
7:35 Eddie Collins
8:00 Local, area, national news
8:10 Weather
8:15 Birthday March
8:25 Earl Nightingale
8:30 Orange City News
8:45 Sibley Program
9:10 Rock Rapids News
9:30 George News
10:00 Homemakers Edition of News
10:05 Sheldon, Sioux Center Hospital News
10:10 Club Calendar
10:15 Hartley, Rock Valley, Inwood, Primghar
Hospital News
10:30 Morning Markets
11:00 All About Sanborn
11:30 KIWA KORRAL
11:45 Auction Time/Sales Barn Reports

12:00 News, Weather, Farm Digest, Markets
12:30 Local, State, World News
12:45 Community Calendar
2:00 News, Hospital News from 9 area hospitals
2:30 Closing Markets, Eddie Collins
3:05 Trading Post
3:30 Inspiration Time
5:30 Final News, Sports, Weather
6:00 Town & Country Get Together,
Country-Western Music

(Note: Most KIWA newscasts are "on the hour")

SUNDAY HIGHLIGHTS

8:15 Calvary Baptist Church
10:30 St. Paul Lutheran Church
12:30 Hymn Request Time
1:00 Temple Time
1:30 Unshackled
2:30 Barber Shop Music

COMING SOON!

KIWA FM

105.5 on the FM DIAL

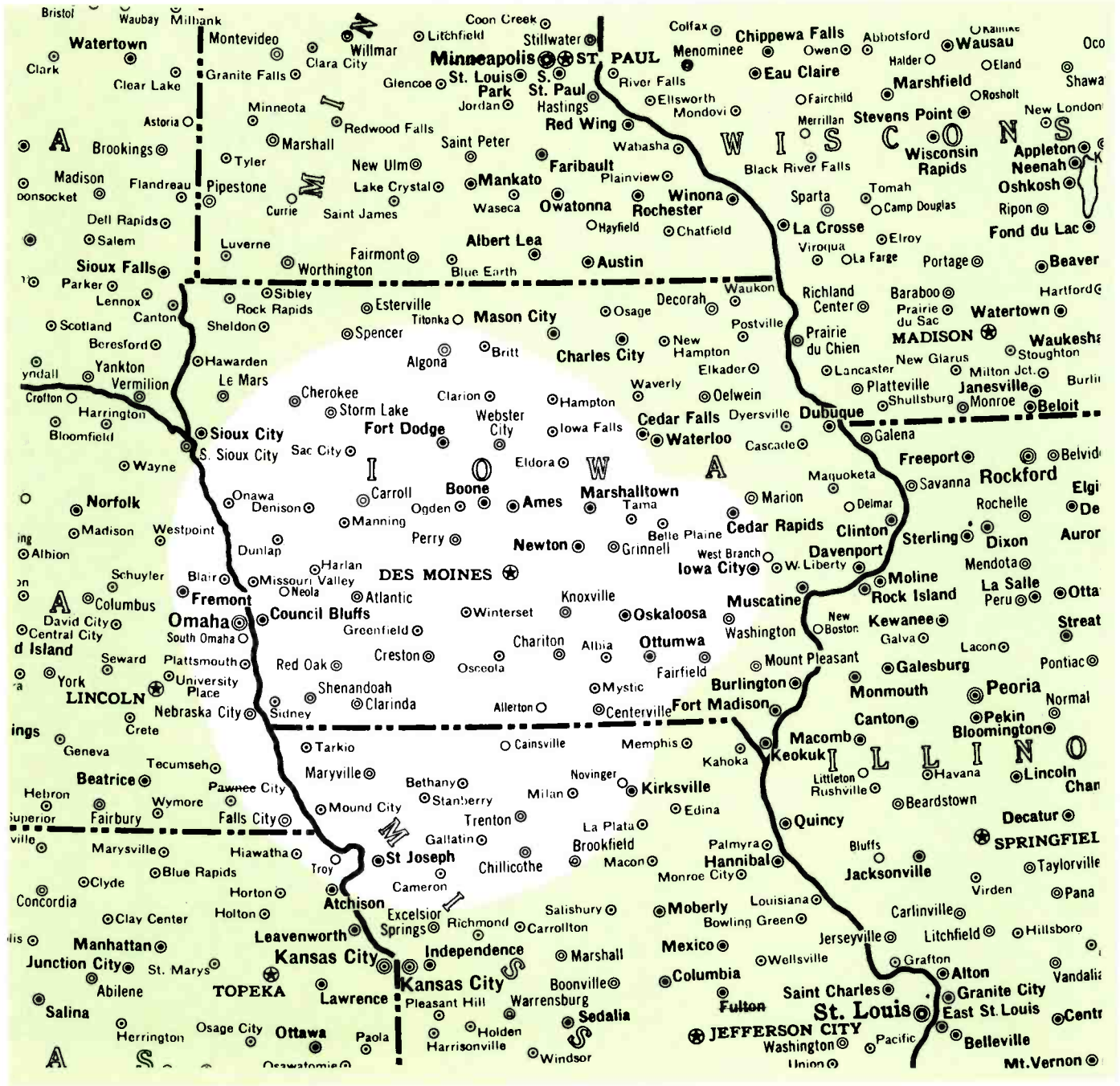
Kioa

940

SUITE 312 215 KEO WAY

DES MOINES, IOWA 50309

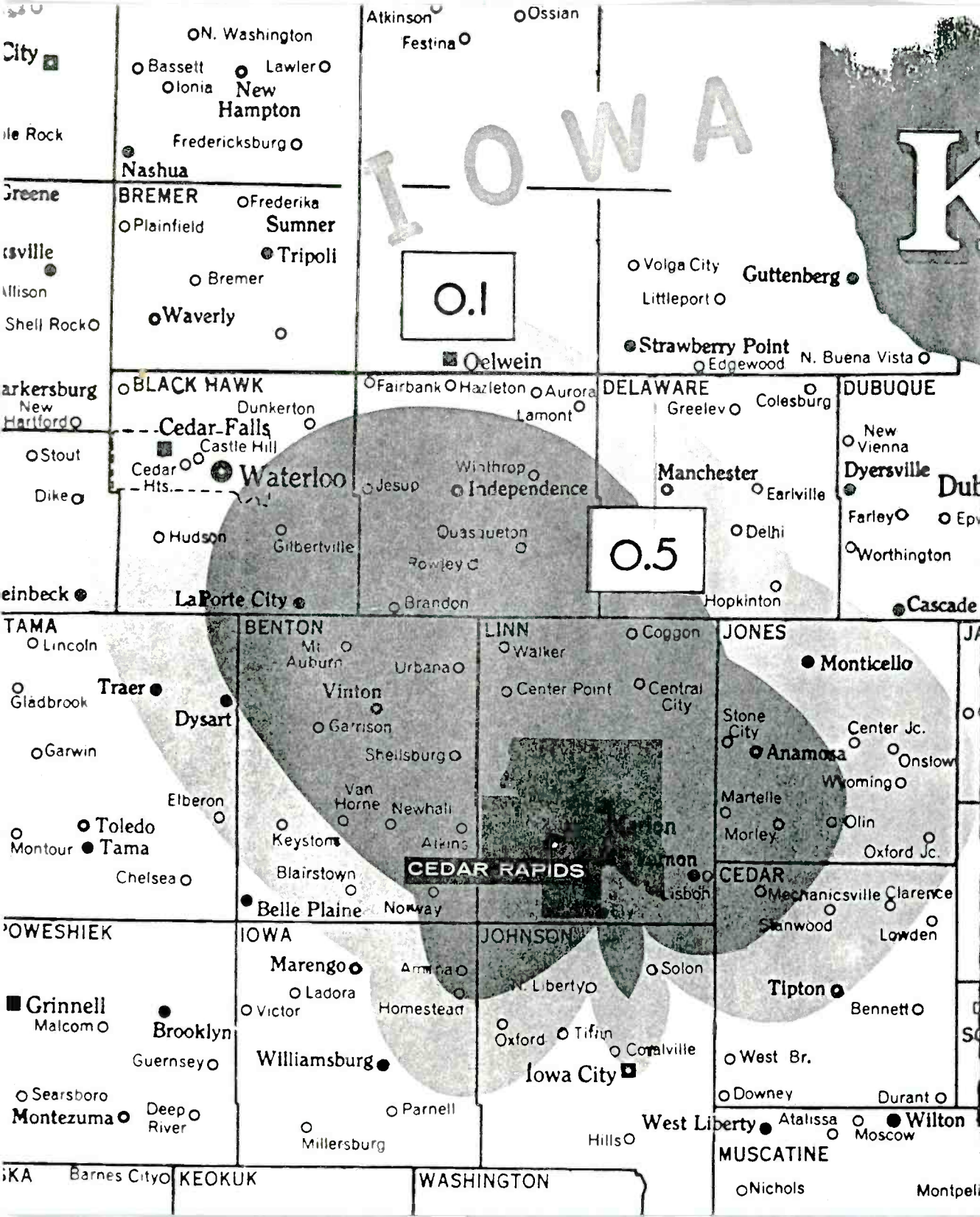
TELEPHONE 515-282-9191



10,000 WATTS DAY - 5,000 WATTS NIGHT

THE 71 COUNTY PRIMARY DAYTIME COVERAGE

ARB POPULATION ESTIMATE - TOTAL MARKET = 1,521,200
(PERSON 12+)



KHAK



RADIO

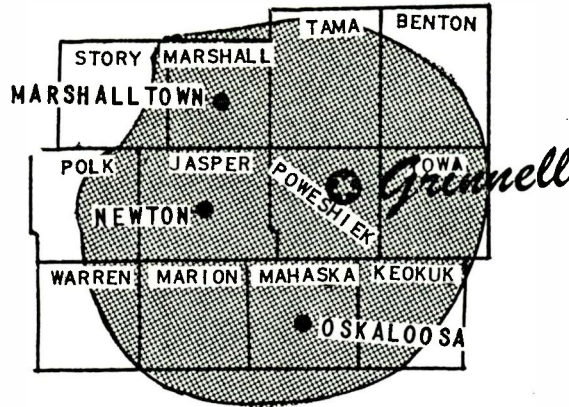
COVERAGE MAP

*Voice of
Hawkeye Land*

Dayenport

Radio stations such as KGRN develop brand preferences at the grass roots. Remember, many metropolitan residents grew up in secondary market areas and formed buying habits early in life.

Iowa



KGRN

**GRINNELL, IOWA
1410 Kc.**

A "Mitchell Station"
500 Sales-Packed Watts!

Serving a rich agricultural and industrial area with complete local news, music and sports.

Home of Grinnell College, one of top ten co-ed liberal arts colleges in the U. S.

RADIO STATION KGRN

Forrest "Frosty" Mitchell, Pres & Gen. Mgr.

P. O. Box 67 Phone 6-5444

GRINNELL, IOWA

**Total Coverage Area
Within 0.5 mv Signal of
KGRN**

**Iowa, Jasper, Marshall,
Keokuk, Benton, Tama,
Mahaska & Poweshiek
counties**

Population.....	193,100
Farm Population.....	64,500
Households.....	60,300
Radio Households.....	59,100
Total Retail Sales.....	\$249,820.00
Gross Farm Income.....	\$237,388,000.00
Bank Deposits.....	\$186,231,272.00
Total Spendable Income.....	\$307,475,000.00

Represented by John E. Pearson Co.



KDTH

DUBUQUE, IOWA
PHONE 58 3-7351 AREA CODE 319

Locally Owned - Locally Operated

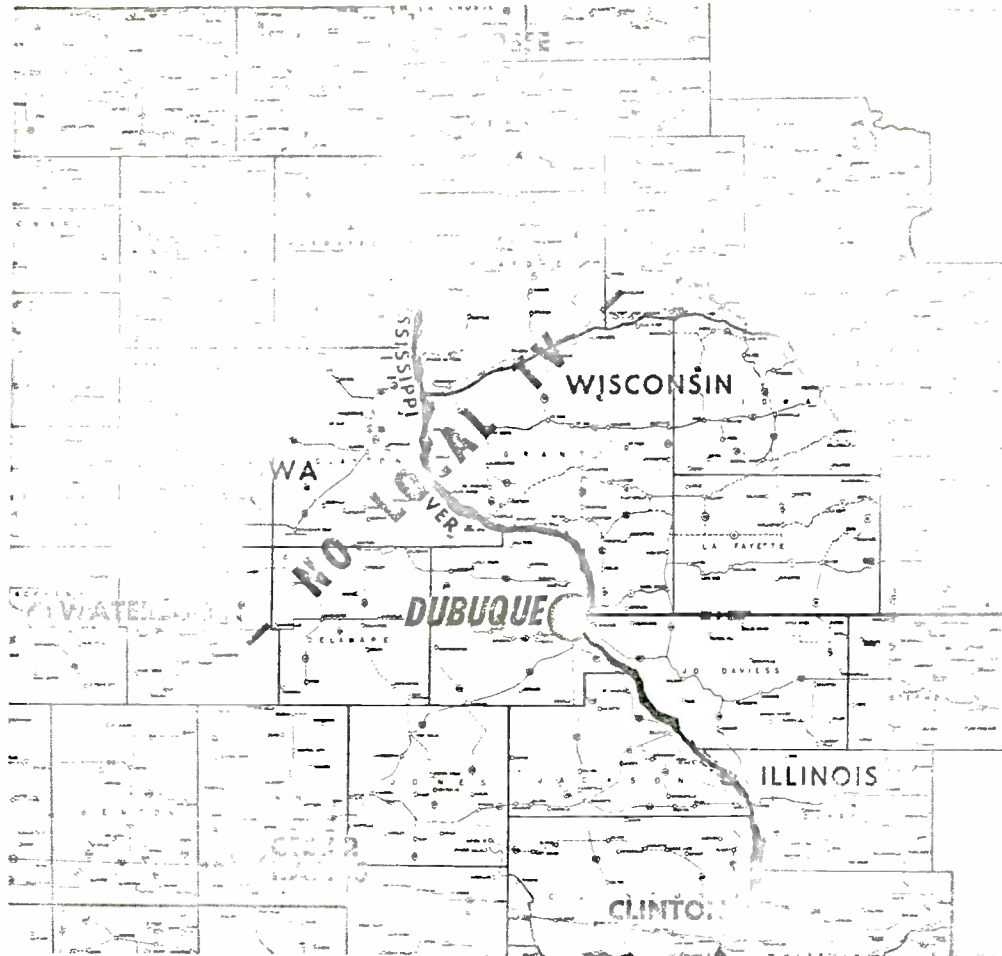
**Serving the 12-County
Tri-State Trade Area
Full Time Since 1941**

5000 WATTS

1370 KC



ABC Affiliate



Audience

Population
City of Dubuque
Households
with Radio
Automobiles
with Radio

**Dubuque
Metro Area**

82,300
58,400
22,760
22,325
27,780
22,410

**Dubuque
Trade Area**

258,700
40,790
40,000
49,680
40,012

**0.5 MV/M
Coverage**

410,290
112,968
108,728
138,590
111,072

\$4,993

In retail sales per Household
22nd Market

\$7,356

Spendable income per Household
76th Market

MARKET

Spendable Income
Total Retail Sales
City of Dubuque
Retail Food Sales
Drug Sales
Gen. Mdse. Sales
Automotive Sales
Filling Station Sales

\$161,008,000
115,516,000
86,421,000
24,155,000
3,628,000
20,636,000
16,563,000
9,284,000

\$281,716,000
227,769,000
40,129,000
5,395,000
22,008,000
56,421,000
31,359,000

\$700,127,000
520,181,000
102,240,000
12,414,000
43,417,000
78,274,000
38,467,000

**NORTHEAST IOWA'S
INDUSTRIAL CENTER**

A few of the Nationally Known Industries located in Dubuque
John Deere Dubuque Tractor Works
Dubuque Packing Company
A. Y. McDonald Mfg. Company
Caradco Inc.
Flexsteel Industries Inc.
Dubuque Container Company Div.
St. Regis Paper Co.
Dubuque Stamping & Mfg. Co.
Klauer Mfg. Co.

FARM MARKET

Farm Population
Gross Farm Income

8,300
\$ 33,796,000

31,300
\$ 96,449,000

100,058
\$407,859,000

Data from: 1960 Census, U. S. Dept. of Commerce, U. S. Dept. of Agriculture, SRDS
Consumer Market Data Sept. 1962, Sales Mgt. Survey of Buying Power

The Greatest Sound In All West Central Iowa

IOWA BROADCASTERS ASSOCIATION
 NATIONAL ASSN. OF BROADCASTERS
 IOWA TOWN & COUNTRY RADIO NETWORK

MEMBER

AM	1	\$5.00	\$4.00
FM	1	3.50	2.80
AM	52	3.80	3.50
FM	52	2.70	2.45
AM	104	3.50	3.30
FM	104	2.45	2.30
AM	156	3.30	3.00
FM	156	2.30	2.10
AM	260	3.00	2.70
FM	260	2.10	1.90
AM	312	2.80	2.50
FM	312	1.95	1.75
AM	624	2.50	2.30
FM	624	1.75	1.60

STATION NUMBER 60 SECONDS

30 SECONDS

ANNOUNCEMENTS

PROGRAMS

Number

1/4 Hour

10 Minutes

5 Minutes

30 SECONDS

AM	10	5 days or less	\$43.00	\$30.00
FM	10	5 days or less	30.00	21.00
AM	20	5 days or less	76.00	54.00
FM	20	5 days or less	54.00	38.00
AM	30	10 days or less	105.00	73.50
FM	30	10 days or less	73.50	51.00
AM	50	21 days or less	175.00	122.50
FM	50	21 days or less	122.50	85.00
AM	156	11.00	11.00	6.00
FM	156	Times	11.00	6.00
AM	312	Times & over	7.50	4.00
FM	312	Times & over	7.50	4.00

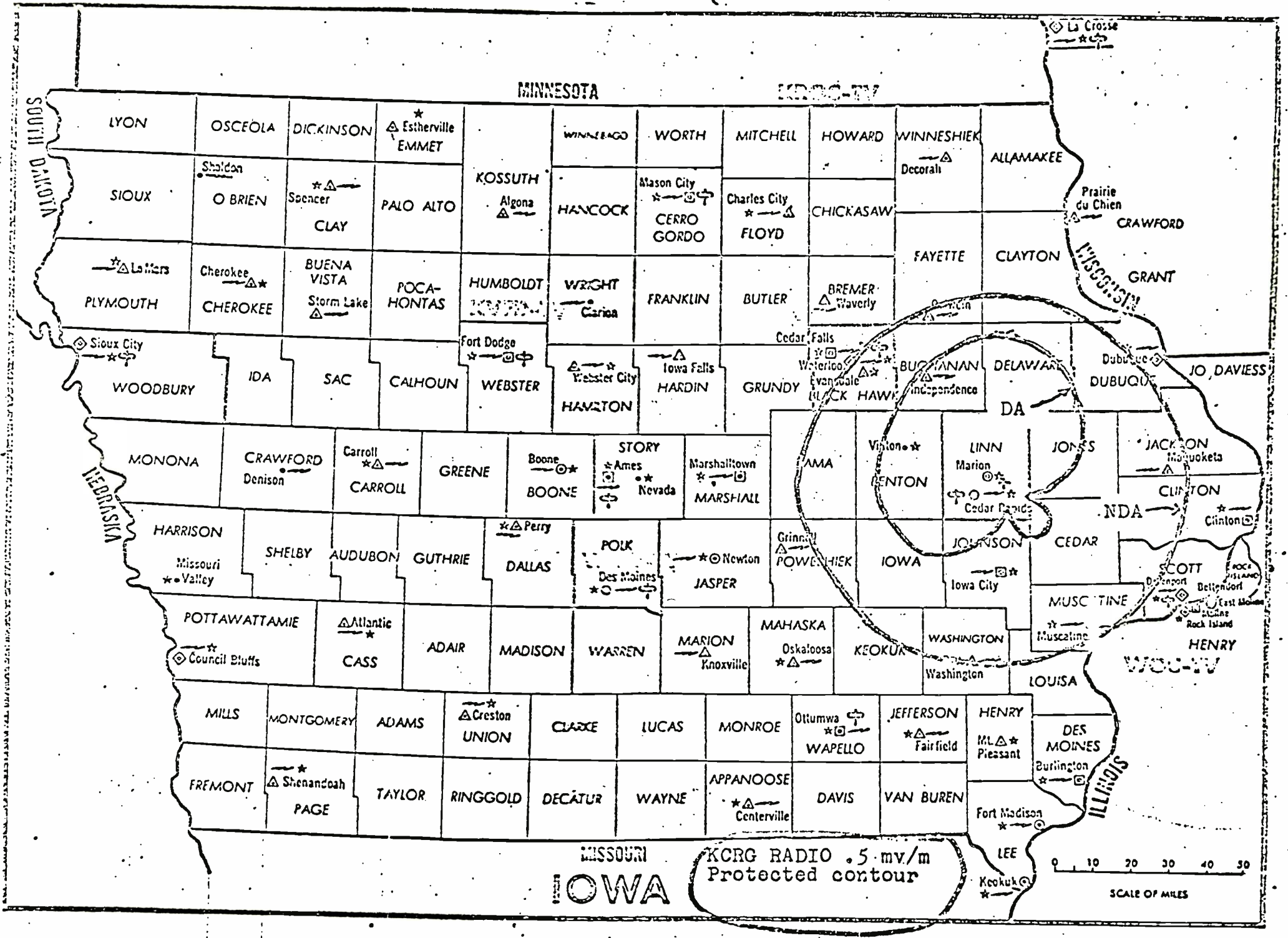
NUMBER

60 SECONDS

30 SECONDS

SATURATION PLAN

ALL RATES NET TO STATION
 RATES EFFECTIVE FEBRUARY 1, 1973



KCLN Radio ABC Entertainment Network for Eastern Iowa and Western Illinois



Member Iowa Broadcasters Association

National Representative:
Walton Sales

KCLN

AM 1390 khz

1000 Watts Days

FM 97.7 mhz

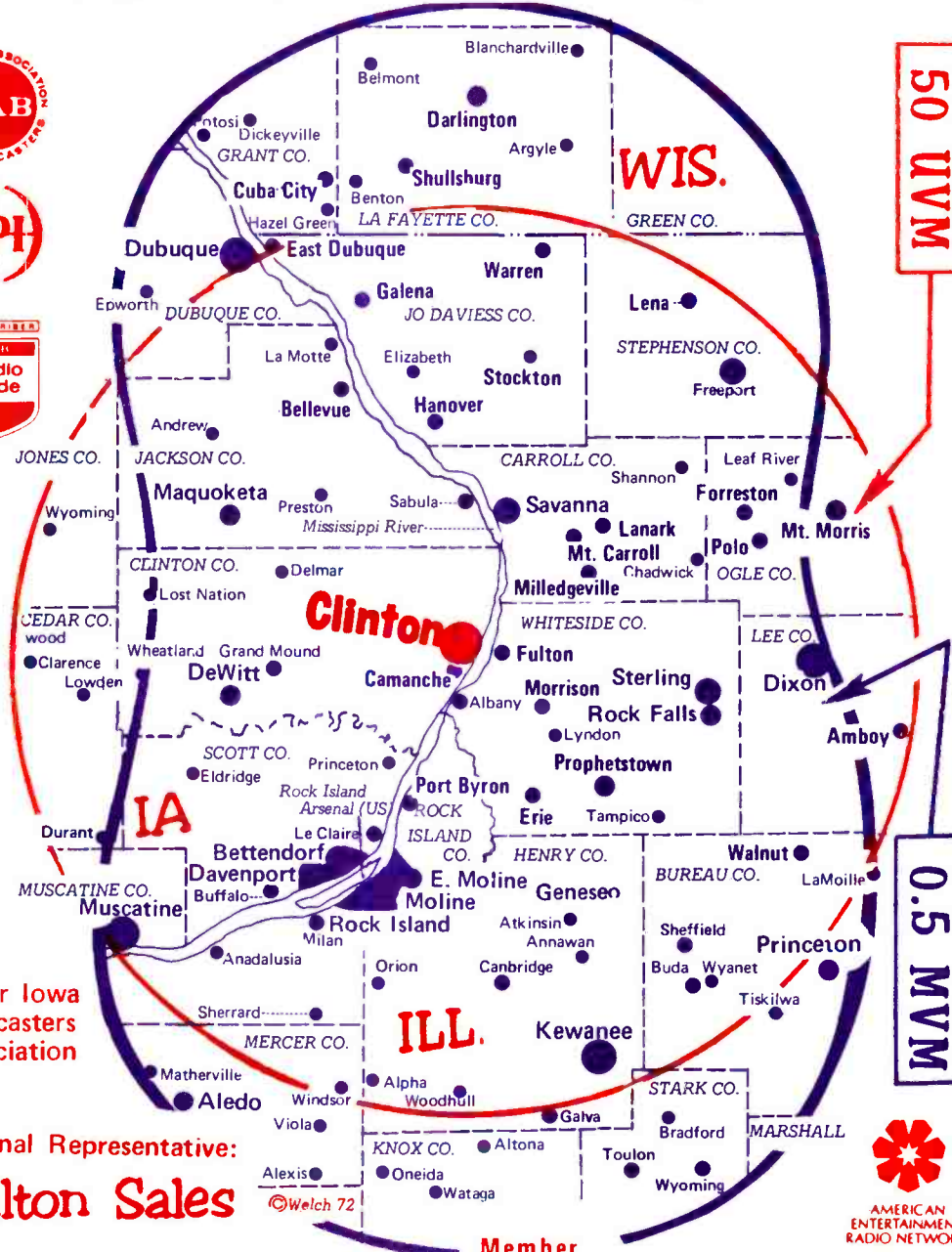
3000 Watts

"Cec" Hamilton,
General Manager

P. O. Box 875

Phone (319) 243-1390

Clinton, Iowa



50 UV/M

0.5 MV/M

Member IOWA TOWN & COUNTRY NETWORK



AMERICAN ENTERTAINMENT RADIO NETWORK

KCLN offers complete local radio to the rich farm and livestock markets of Eastern Iowa and Western Illinois . . . with Clinton being the major shopping center in this Quad-County area.

KCLN is located in Clinton — known as the "Gateway to Iowa from the East". The City of Clinton enjoys the pleasant association of agriculture and industry and is Iowa's tenth largest city.

KCLN Radio strives continually to give all Clinton and area residents the information and entertainment they desire from a local radio station. Local news, weather, sports and happenings within the community coupled with ABC Network's national and world-wide news coverage, keeps Clinton listeners informed — thoroughly!

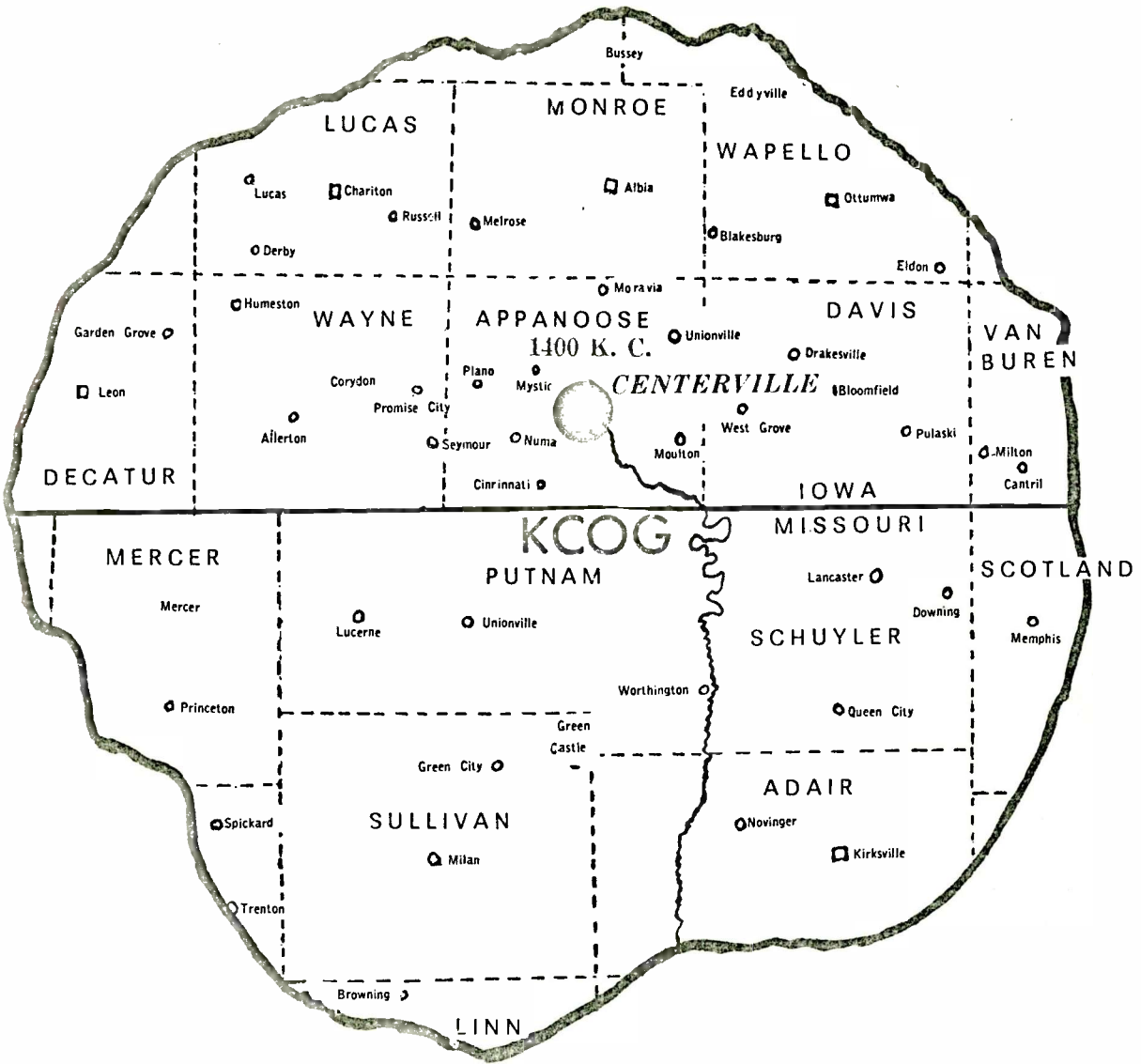
The Combined facilities of KCLN and KCLN-FM offer a plus to the advertiser desiring to reach the Total Buying Power of this rich coverage area . . . One Combination rate, as published in SRDS, puts that advertiser's message on both stations simultaneously. New industry and steady population growth makes this advertising "buy" more efficient and effective every year.

KCLN's Sound is a "modern middle-of-the-road" format, featuring the music listeners like most, determined from their comments. Five area high schools are covered sportswise, including football, basketball, wrestling, swimming, track, and baseball. Big Ten football and major league baseball complete KCLN's sports domination in the area. KCLN's "Coaches Corner" is unique in its more than seven years continuous broadcasts. All five area high school coaches spend 60 minutes every Saturday "on-the-air" during their seasons. KCLN-FM, from 6 PM to Midnight, features easy-listening, good music interspersed with ABC and local news, weather and information.

Market Data:	50 UV/M Coverage	0.5 MV/M Coverage
Population	727,810	933,290
Households	234,140	298,600
Radio Homes	(FM) 233,930	(AM) 297,130
Auto Owners	348,240	429,200
Farm Homes	22,030	29,980
Spendable Income . . .	\$2,542,055,000	3,173,843,000
Total Retail Sales . . .	\$1,353,888,000	1,853,930,000
Food Stores	\$ 283,722,000	353,774,000
Drug Stores	\$ 42,544,000	55,192,000
Department Stores . .	\$ 188,392,000	257,811,000
Apparel Shops	\$ 49,344,000	61,404,000
Homefurnishings	\$ 56,992,000	68,355,000
Auto Sales	\$ 219,482,000	284,401,000
Service Stations	\$ 91,137,000	114,823,000
Gross Farm Income . . .	\$ 654,973,000	896,552,000
Source: SRDS Consumer Data 1972.		

Prepared by:
RADIO Unlimited
Pueblo, Colorado

Where There's a Will, There's a Way



500 WATTS

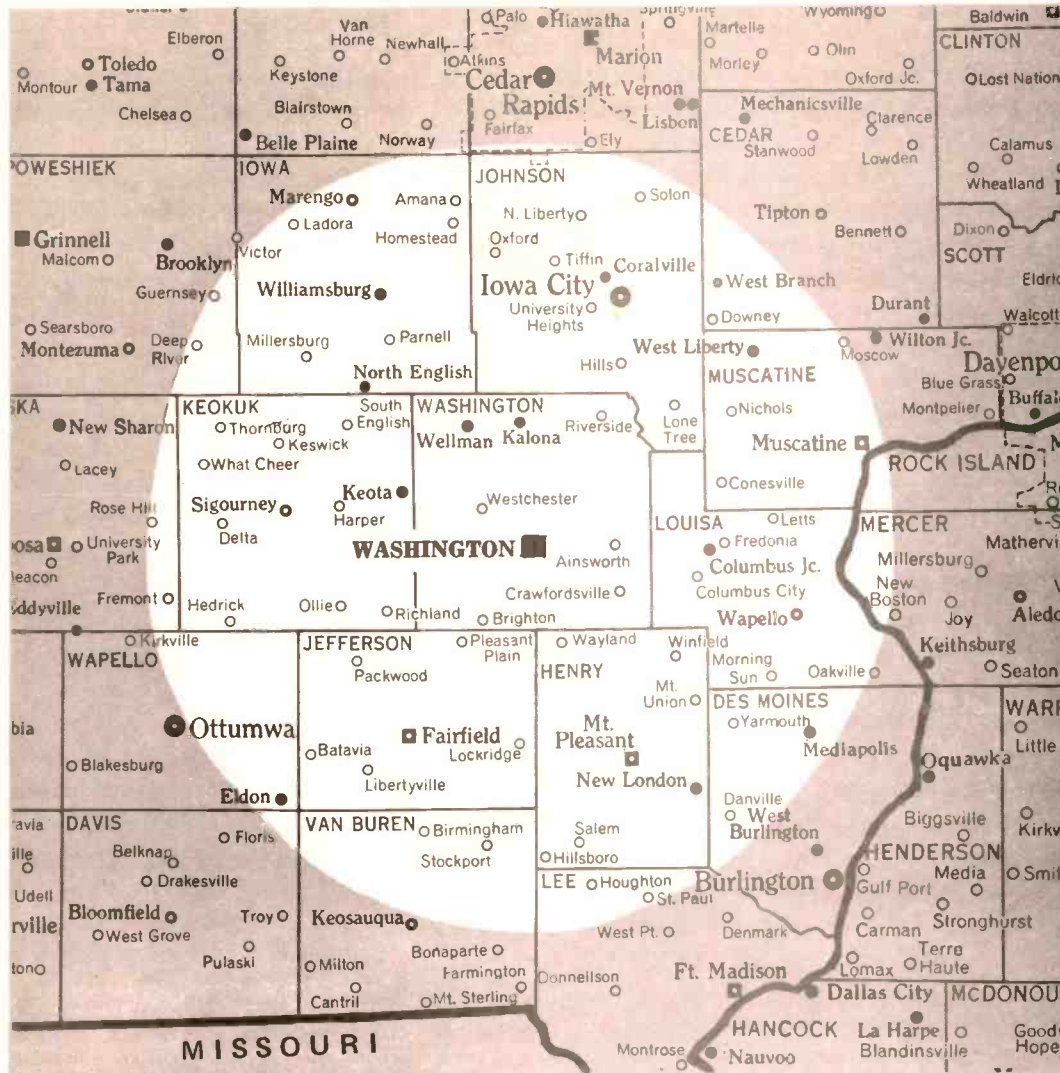
A GROWING STATION IN A GROWING MARKET Centerville, Iowa
R. K. FAUST, Sales Manager

KCII/1380 WASHINGTON, IOWA

500 WATTS

AGRICULTURE COMMUNICATIONS CENTER FOR S. E. IOWA

Serving 6 Counties in Primary Area



KEN LIGHT, GEN. MGR.
DAN C. BRYAN, FARM DIRECTOR

Phone: (319) 653-2113
P. O. Box 370
Washington, Iowa 52353

1380 RADIO

SHOPPING CENTER FOR OVER
130,000 PEOPLE SPENDING OVER
ONE-QUARTER BILLION DOLLARS

HERE ARE THE
VITAL STATISTICS:

Population (6 County Primary) 132,500
Spensible Income \$357,530,000
Retail Sales \$293,966,000*
*See SRDS for detailed information.

LET US INTRODUCE YOU TO OUR FRIENDS IN
IOWA'S RICHEST AGRICULTURAL AREA!!

KCII TAKES YOU WHERE THE SALES ARE TO
6 RICH IOWA COUNTIES AND OFFERS YOU:

- * Full-Time Farm Department cooperation
- * Prime placement of your advertising in highest listening hours
- * Station cooperation in solving area sales problems
- * Product merchandising services and ideas
- * Sampling during live coverage of farm interest meetings
- * Tie-ins in area local news and special events
- * On-the-air promos to merchandise your campaign, contest or promotion

YOU CAN'T AFFORD TO MISS THESE EXTRAS!!
SO PLAN YOUR PROMOTION WHERE THE BUY-
ING ACTION IS . . . WITH KCII/1380.

DAILY FARM FEATURES

WEATHER REPORTS
36 Times a day

MARKETS

S. E. Iowa Markets 3 a day
Regional/National 3 a day
Sale Barn Reports 2 a day

EXTENSION REPORTS

Iowa State Extension Reports
County Extension Reports
Extension Home Economist

FARM NEWS

23 Area News Corresp. Rep. Agricultural News .. 2 a day
Farm Int./Meeting Reports

Represented by

KCLN

AM - 1390 KHZ

1000 WATTS

THE QUAD COUNTIES' NO. 1 RADIO-VOICE CHOICE DAY and NIGHT

KCLN

FM - 97.7 MHZ

3000 WATTS

CLASS "AA" { 6:00 to 9:00 a.m.
12:00 to 1:00 p.m.
3:30 to 5:30 p.m. } Monday through Saturday

TIMES	SIXTY SECONDS	THIRTY SECONDS	FIFTEEN SECONDS
1	6.00	4.50	3.50
150	5.00	4.00	3.00
300	4.00	3.50	2.50
600	3.50	3.00	2.30
1000	3.00	2.50	2.00

CLASS "A" { 9:00 to 12:00 noon
1:00 to 3:30 p.m.
5:30 to 7:00 p.m. } Monday through Saturday

TIMES	SIXTY SECONDS	THIRTY SECONDS	FIFTEEN SECONDS
1	5.00	4.00	3.00
150	4.00	3.50	2.50
300	3.50	3.00	2.20
600	3.00	2.50	2.00
1000	2.70	2.20	1.70

WEEKLY IMPACT PLAN

TIMES PER WEEK	SIXTY SECONDS	THIRTY SECONDS	FIFTEEN SECONDS
6	\$4.50	\$3.50	\$2.75
12	3.75	3.25	2.50
24	3.50	3.00	2.25
42	3.25	2.75	2.00
60	2.75	2.25	1.75



MONTHLY IMPACT PLAN

TIMES PER MONTH	SIXTY SECONDS	THIRTY SECONDS	FIFTEEN SECONDS
20	\$4.50	\$3.50	\$2.75
30	3.75	3.25	2.50
60	3.50	3.00	2.25
100	3.25	2.75	2.00
150	2.75	2.25	1.75

PROGRAM SPONSORSHIP

TIMES	THIRTY MINUTES	FIFTEEN MINUTES	TEN MINUTES	FIVE MINUTES
1	\$40.00	\$22.00	\$14.00	\$12.00
52	30.00	19.00	13.00	10.00
156	20.00	16.00	12.00	8.00
312	14.00	11.00	7.00

ALL LOCAL RATE CARD CONTRACTS
ARE NET TO KCLN

LOCAL RATE CARD NO. 11
EFFECTIVE JANUARY 1, 1973

FM NIGHTTIME SPECIAL

6:00 p.m. to Midnight

THIRTY SECOND ANNOUNCEMENTS

7 weekly.....	\$14.00
14 weekly.....	25.00
21 weekly.....	30.00
35 weekly.....	40.00

OWNED AND OPERATED BY

VALLEY BROADCASTING CO.



NETWORK



ENTERTAINMENT

AM - RADIO - FM

Clinton, Iowa

Clinton, Iowa
KCLN
RADIO

Owned and Operated by
VALLEY BROADCASTING CO.

501 No. 2nd St. - P. O. Box 875

Clinton, Iowa 52732

Phone 319/243-1390

General Manager and
National Sales Manager
Cec Hamilton

Local Sales Manager
Ken Kroemer

GENERAL INFORMATION

Facilities:

AM - 1000 watts, 1390 khz, directional. Broadcasting. 6 a.m. to local sunset.

FM - 3000 watts, E.R.P. 97.7 mhz, broadcast-ing 6 a.m. to midnight. Simulcast with AM from 6 a.m. to local sunset.

Commercial Copy:

60 seconds, 120 words.
30 seconds, 60 words.
15 seconds, 25 words.
Rates include normal station copy and pro-duction charges.

Remote Broadcasts:

Rates on request for programs originating outside KCLN studios.

Music Clearance:

BMI, SESAC and ASCAP licenses. Rates include music copy-right fees.

Political:

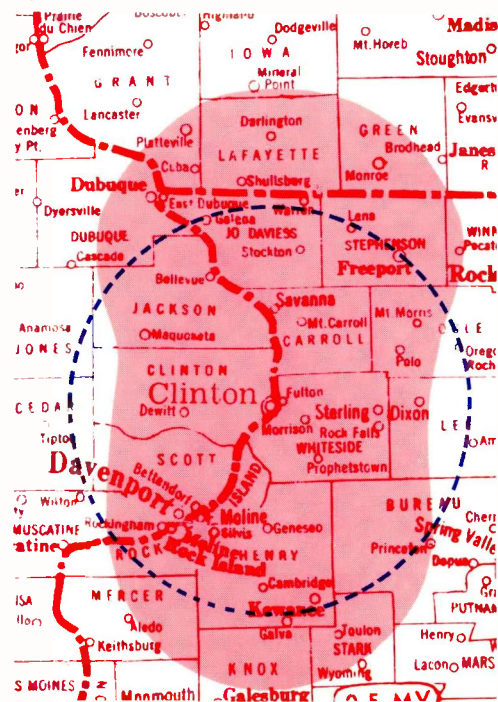
Regular rates apply. Payment in advance. Regular FCC practices observed.

Religious:

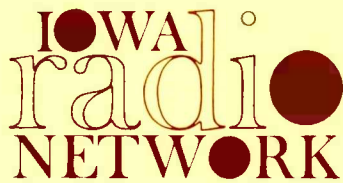
Sponsored religious programs accepted. Rates and availabilities upon request.

Contract Require-

ments: No cash dis-count. Bill due and payable on the 10th of following month. Programs and an-nouncements cannot be combined to earn larger discounts. Maxi-mum length of con-tract one year. Can-celled contracts sub-ject to short rate. Rates subject to change without notice. All programs and announcements subject to approval. All programs and an-nouncements subject to cancellation by the station for broadcasts of significant events in the public interest. Beer and wine adver-tising acceptable.



SHADED AREA..... AM COVERAGE
DOTTED LINE AREA..... FM COVERAGE



KBOE
AM-FM

Box 380 • Oskaloosa, Iowa • 515/673-3493

OSKALOOSA, IOWA

740 KC

MARKET DATA 0.5 MV/M Coverage

UPI Audio
News Service
Iowa Radio Network

AUDIENCE

Total Population	868,200
Total Households	285,200
Total Radio Homes	379,496
Spendable Income	\$2,906,022,000

Oskaloosa Broadcasting
Company, Inc.
GLEN STANLEY
General Manager

RETAIL DATA

Total Food Sales	330,283,000
Total Drug Sales	49,502,000
Total Retail Sales	\$1,880,464,000

PAT FLAHERTY
Assistant Manager

FRANK LIEBL
Sales

FARM DATA

Total Farm Population	128,940
Gross Farm Income	\$979,688,000

JERRY MARSHALL
News Director

FRANK LIEBL
Farm Director

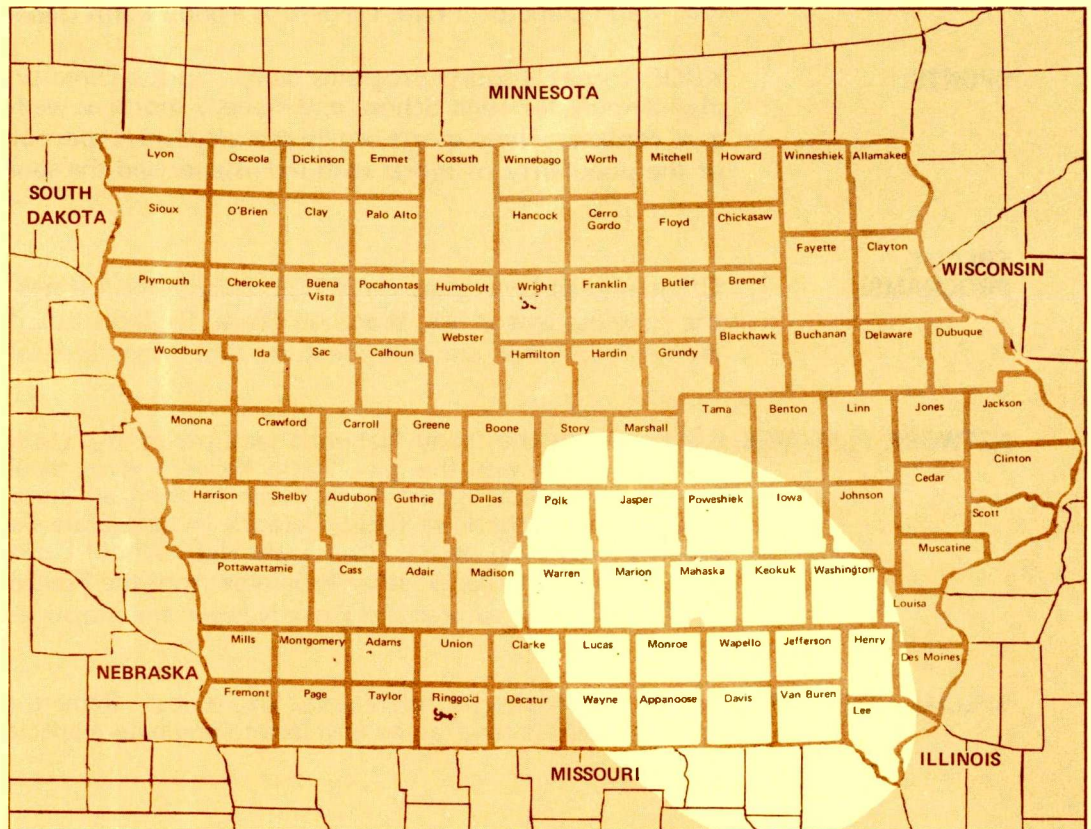
Coverage in 33 Counties

ANITA THAYER
Continuity Director

GARY WILSON
Chief Engineer

Regional Representative
Iowa Radio Network
C. ROSS MARTIN
1000 Grand Avenue - Suite 1
Des Moines, Iowa 50309
515-244-2115

KBOE-FM
104.9 meg.
3,000 Watts E.R.P.



KBOE 740 KC
AM-FM Box 380 • Oskaloosa, Iowa • 515/673-3493
104.9 MH

STATION INFORMATION

PROGRAMMING: NEWS, MUSIC, SPORTS AND OTHER FEATURES.

NEWS: KBOE has a total of 39 News, Weather, Sports and Market reports daily. The News Director and his assistant really cover the local scene with the assistance of stringers in the towns surrounding, 2 mobile units and a leased aircraft for direct reports. This great local coverage is backed up by the Iowa Radio Network for statewide coverage and United Press International for the National coverage. National News comes every hour with local and State News of the half-hour. There are three major 15 minute Newscasts done in the Morning, Noon and Evening. News comes first on KBOE.

MUSIC: Music can easily be described as middle-of-the-road, except for specific programs that include County and Western, and Polka giving them a well balanced music program that is enjoyed by all the listeners in the area. KBOE takes frequent surveys to help them select the music that is used on this popular radio station.

FARM PROGRAMS: Early morning programs and Noon Hour programming is slanted toward the Farm audience with weather, market reports and other special programs. The local county extension and ASC organization tape daily shows that are especially popular with the farm audience. Other special programs from the State Colleges of Iowa help to give the farmers in the area well rounded programming. Local Auction Companies, livestock show reports and a Sale Ring Program are popular too. Farm Director, Frank Liebl runs a good Farm Department at KBOE.

SPORTS: KBOE carries 3 sports programs daily. Sports Director, Frank Liebl does the play-by-play for High School and College sports as well as cover the important area contest. These sports broadcasts are always sponsored giving an indication of the popularity of sports with the listener and the sponsor in the KBOE area.

SPECIAL PROGRAMS: Other popular programs on KBOE include job listings in cooperation with the Employment office, Want Ad Show, Bulletin Board and Anita Thayer, the Women's Director, and other features that originate locally.

NETWORK FEATURES: KBOE carries the many Network features of the United Press International. Their affiliation with the Iowa Radio Network gives them special programming here to as well as instant News coverage from all parts of the state. Special programs from the Iowa Radio Network include State House News, State wide sports events such as the Iowa State High School Basketball tournaments for both Boys and Girls, Weather Programs from the Freeze Notis Weather Service and Daily Farm Features and Farm News in the mornings and noon hour.

SPECIAL REQUESTS: Program schedules can be received by request. Remote facilities are also available, as KBOE is ready to go anyplace to originate a special program.

KCHA

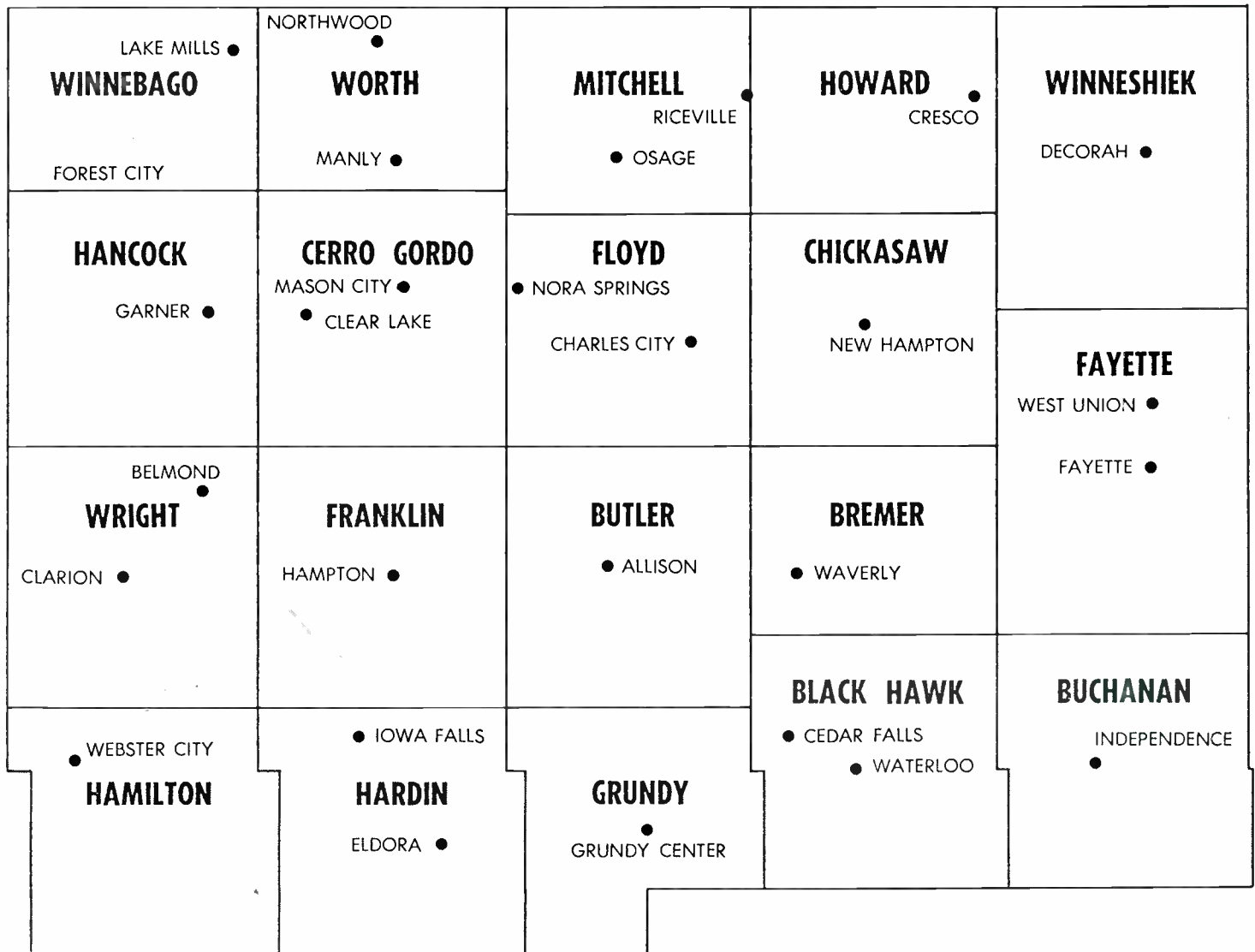
500 Watts

1580 KC

Established 1949

CHARLES CITY, IOWA

TELEPHONE 228-1321



DATA PRIMARY ONLY:

Population: 280,000

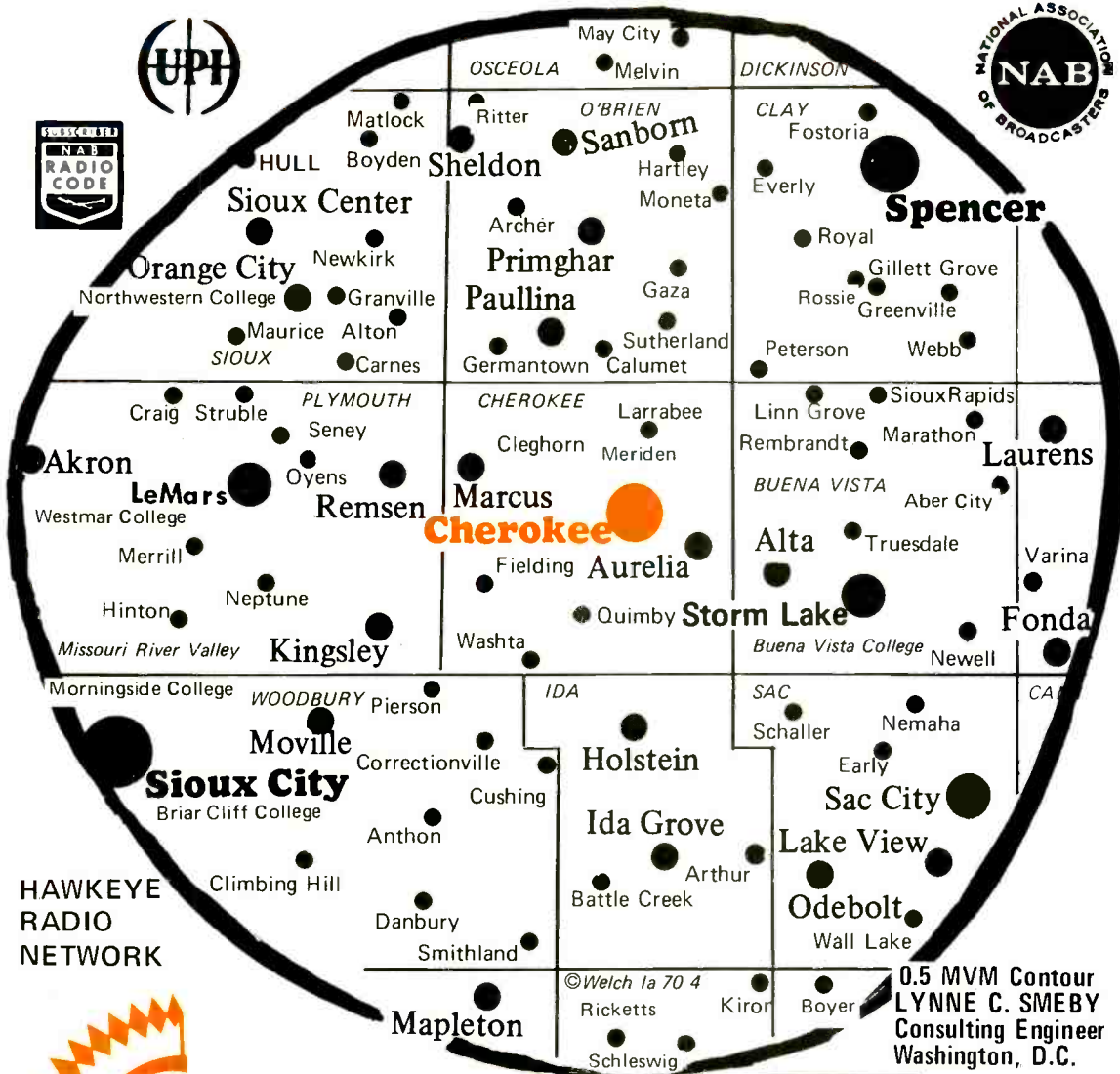
Retail Sales: \$333,880,000

Homes 78,400

Number of Cars and Trucks sold	14,000 plus.	Number of Farms	43,310
Number of Automobiles	189,731 W/radios 183,200	Average Income	\$11,854
Number of Grocery Chain Stores	42	Average Size	174.2 acres
Number of Independent Grocers	268	Number of Cattle Produced	531,000
Number of Drug Stores	123	Number of Milk Cows	483,000
Number of Hardware Stores	106	Number of Hogs	3,890,000
Number of Gas Stations	958	Number of Chickens	7,487,000
Number of Shoe Stores	53	Number of Turkeys	4,354,000
Number of Paint Stores	376	Number of Sheep	93,000
Number of Feed, Seed & Livestock Stores	278		

Information obtained through County Courthouse records, county extension offices and retail records of Chambers of Commerce.

KCHE - for the Better Sounds in Broadcasting!



CHEROKEE . . . Northwest Iowa's "Chief City" - is an aggressive community of 8,352 people united in an effort to attract new residents, promote new industry, . . . and to create a competitive business area.

CHEROKEE is located in the beautiful Little Sioux River valley in the heart of Northwest Iowa's rich agricultural empire. EIGHT of the counties served by **KCHE RADIO** rank in the "Top 150 Counties" in the USA in Gross Farm Income with Cherokee County ranking 61st.

The **KCHE RADIO** primary coverage ranks "First" in Iowa in the number of marketable fat beef and fat hogs . . . and in the number of farmer-feeders doing the job.

WILSON & CO. operates a multi-million-dollar processing plant in Cherokee for both hogs and cattle. Two major farm equipment manufacturers are also located in Cherokee.

KCHE RADIO serves both industry and agriculture . . . "Best in Iowa" Award for saluting Industry and "Outstanding Media Award" for our farm programming from Rural Gravure . . . attests to our comprehensive service to our area.

KCHE RADIO is programmed for adults . . . with fine Middle-of-Road music but with some Top 40 teenage music . . . 50% of the news coverage is local, county and regional. Heavy emphasis is placed on Farm programming during early morning and noon hours. Mid-morning segments include audience-participation talk shows; Sports coverage includes local and area high school plus Iowa State University and Minnesota Vikings football.

HAWKEYE
RADIO
NETWORK



1440 Radio

500 WATTS

C & H BROADCASTING, INC.
J. Alan Cramer, President
C. Kay Hutchinson
Secy-Treas. & General Manager

Postal Box 1440
PHONE (712) 225-2511

CHEROKEE, IOWA 51012

0.5 MVM

National Representatives:
GEO. T. HOPEWELL CO.

Member Iowa Broadcasters Association

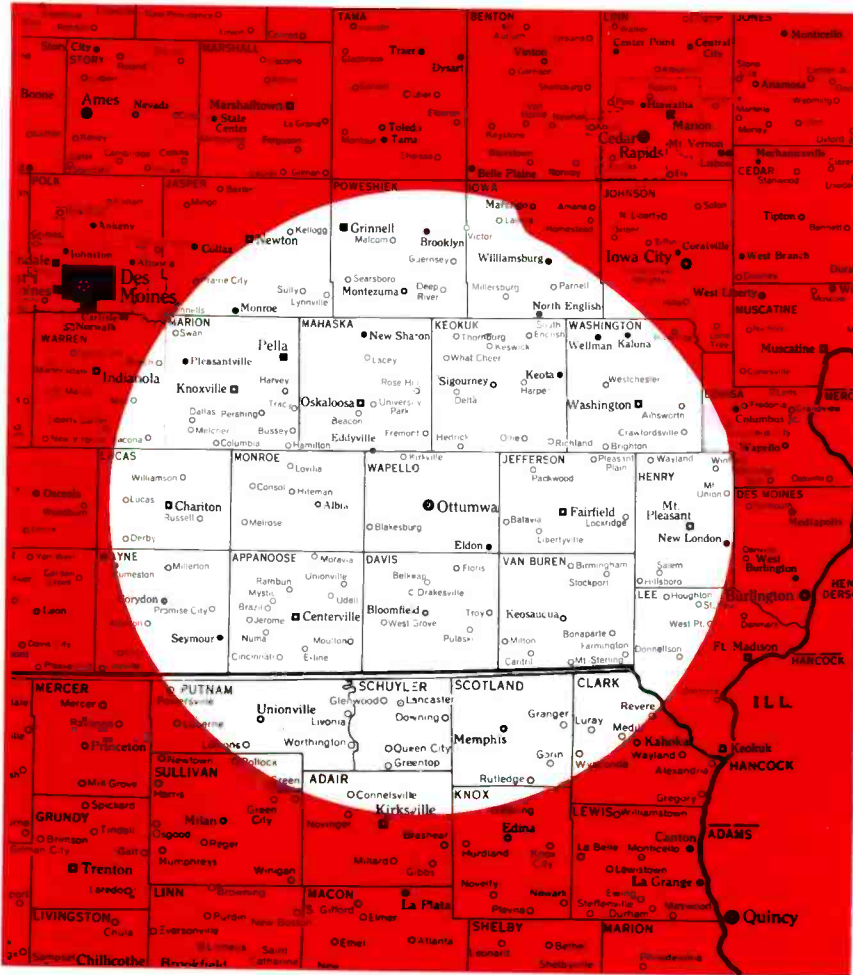
Market Data:

	0.5 MVM Coverage
Population	287,940
Households	87,930
Radio Homes	85,930
Auto Ownership	128,940
Farm Population	53,280
Spendable Income	\$ 717,630,000
Total Retail Sales	\$ 558,940,000
Food Stores	\$ 88,329,000
Drug Stores	\$ 14,047,000
Department Stores	\$ 65,294,000
Apparel Shops	\$ 25,349,000
Homefurnishings	\$ 22,938,000
Auto Dealers	\$ 86,238,000
Service Stations	\$ 40,912,000
Gross Farm Income	\$ 508,882,000
SOURCE: SRDS Consumer Data 1970.	

Prepared by **RADIO Unlimited**

KBIZ 1240 Radio Ottumwa, Iowa

"Chosen By More Advertisers . . . Accepted By More Listeners"



Coverage — .5 MV/M

GENERAL MANAGER	ALVINA M. BRITZ
STATION MANAGER	JOHN REARDON
LOCAL SALES MANAGER	WM. (BILL) McCULLOUGH
OPERATIONS DIRECTOR	RUTH JANNUSCH
NEWS DIRECTOR	CHRIS WILSON
PROMOTION DIRECTOR	JACK PARIS
FARM DIRECTOR	CHUCK CONGER

REMOTE BROADCASTS

Standard ROS—\$38.00 per hour
Exclusive—\$55.00 per hour

Talent, Marti or Line charges extra.
Two Hour Minimum

ALL RATES ARE NET TO KBIZ



a Post Corporation station

BROADCAST CENTER

Ottumwa, Iowa 52501
Phone 515-682-4535
TWX 515-681-5292



IOWA radio NETWORK

PARK BUILDING, STORM LAKE, IOWA 712-732-8663

KAYL

Storm Lake, Iowa

Iowa Radio Network

Oscar Grau
President & General Manager

Paul Benson
Sales Manager

Aleda Horner
Regional Sales Coordinator

Chuck Ney
Program Director

Skip Micheals
News Director

Chuck Ney
Sports Director

Margaret Weber
Womens Director

Robert Lamb
Chief Engineer

Regional Representative
Iowa Radio Network
C. ROSS MARTIN
1000 Grand
Des Moines, Iowa
515-243-5993

Since 1948

Home of
Buena Vista College

FM-101.5 Meg.
18,000 Watts

Quality Radio

990 KH

MARKET DATA 0.5 MV/M Coverage

AUDIENCE

Total Population	488,700
Total Households	148,510
Total Radio Homes	148,000
Spendable Income	\$1,144,000,000

RETAIL DATA

Total Retail Sales	\$870,000,000
--------------------	---------------

FARM DATA

Total Farm Population	129,400
Gross Farm Income	1,003,000,000

Coverage in 22 Counties

SOURCE: SRDS Consumer Data, January 1964.

