

WHEREVER YOU GO...THERE'S RADIO!

KOJM LAND

Where Canadians and Americans get together

NORTH MONTANA
BROADCASTING CO.

KOJM

P.O. BOX 70
HAVRE, MONTANA

610kc

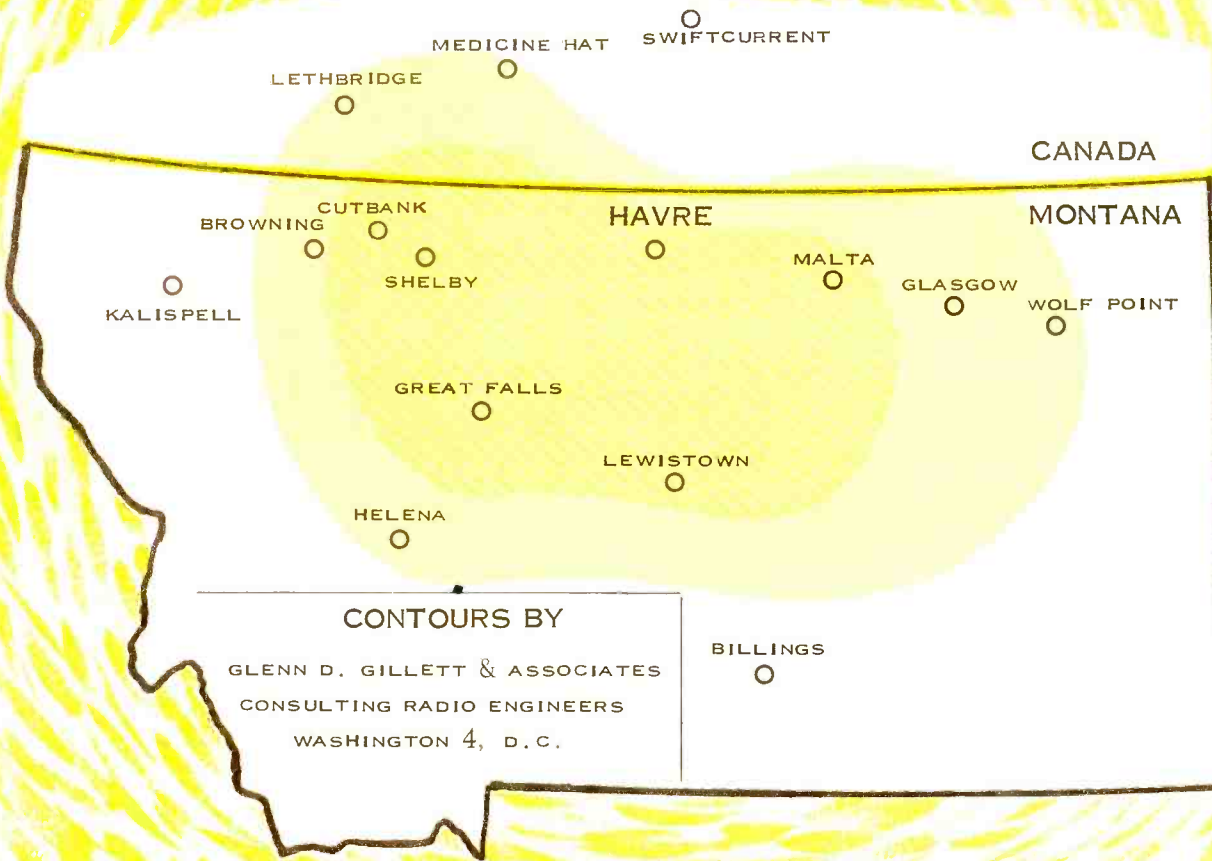
1000 WATTS

NBC

AFFILIATE

78.1%

SHARE OF AUDIENCE



SERVING A QUARTER MILLION PEOPLE IN MONTANA & CANADA

KOJM
HOT
LINE
NEWS



NBC NEWS
&
NEWS
EMPHASIS

SPECIAL
EVENTS

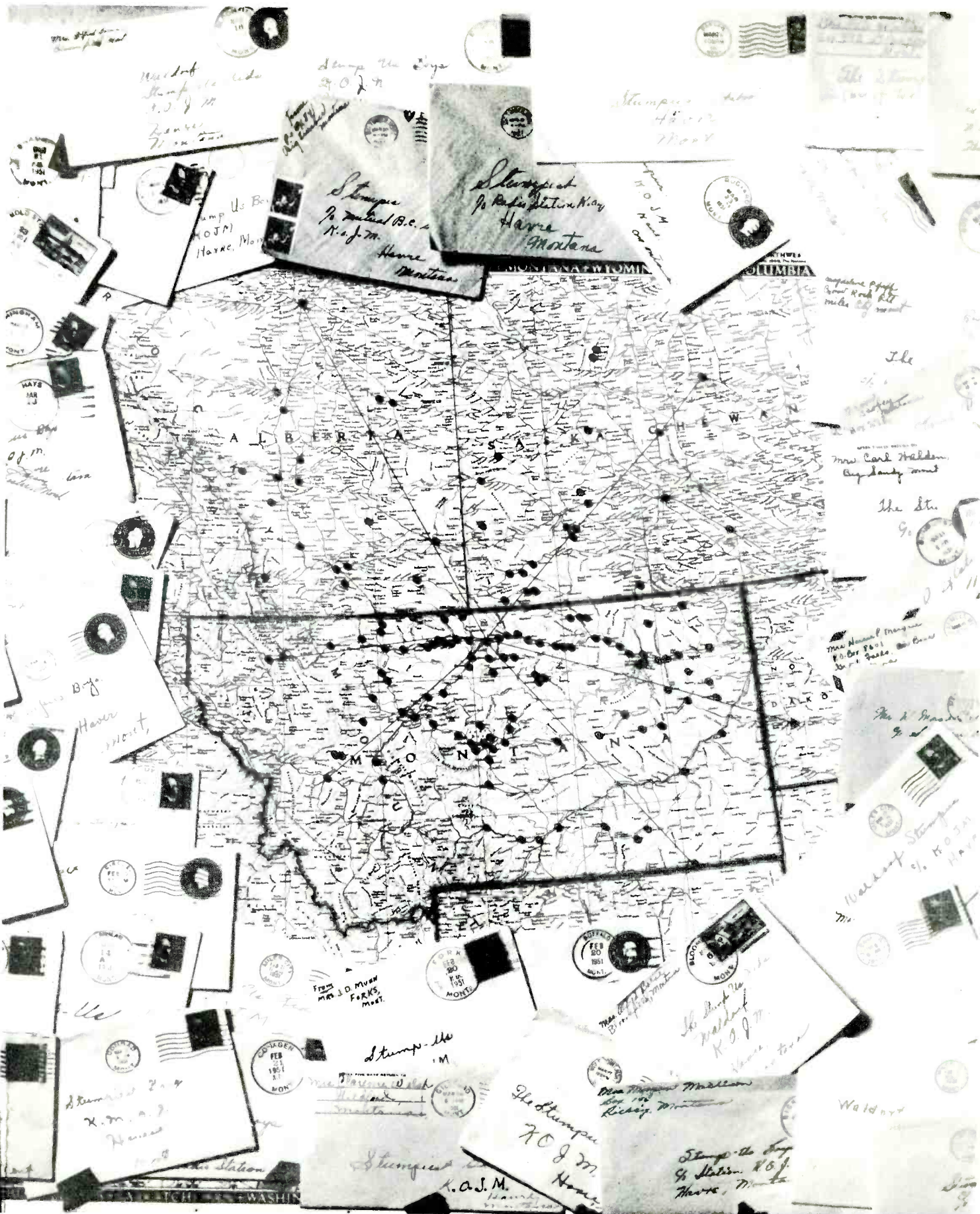
MARKET DATA®

POPULATION	249,000 ^o
PAYROLL	\$451,756,000*
RETAIL SALES	\$301,260,000*
GROSS FARM INCOME	\$214,957,000*

^o STANDARD RATE AND DATA

^o U. S. DEPARTMENT OF COMMERCE

* MONTANA ONLY



Stamp the Day
K.A.S.M.
Haver
Monte

Stamp the Day
K.A.S.M.
Haver
Monte

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Monte

★ RADIO ★

KXLF

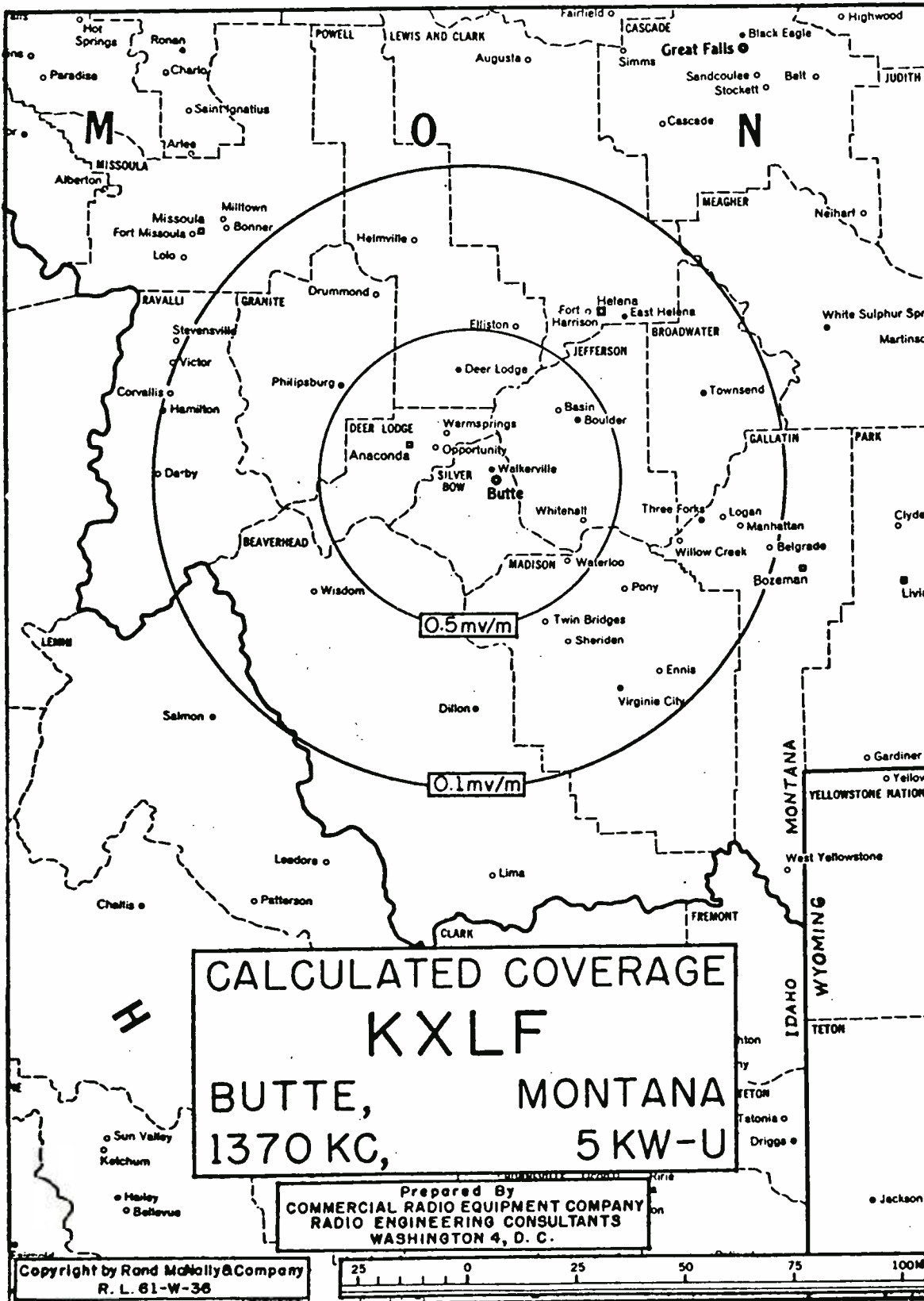
TELEVISION

CHANNEL 4

GBS * ABC * NBC

Box 1956

BUTTE, MONTANA



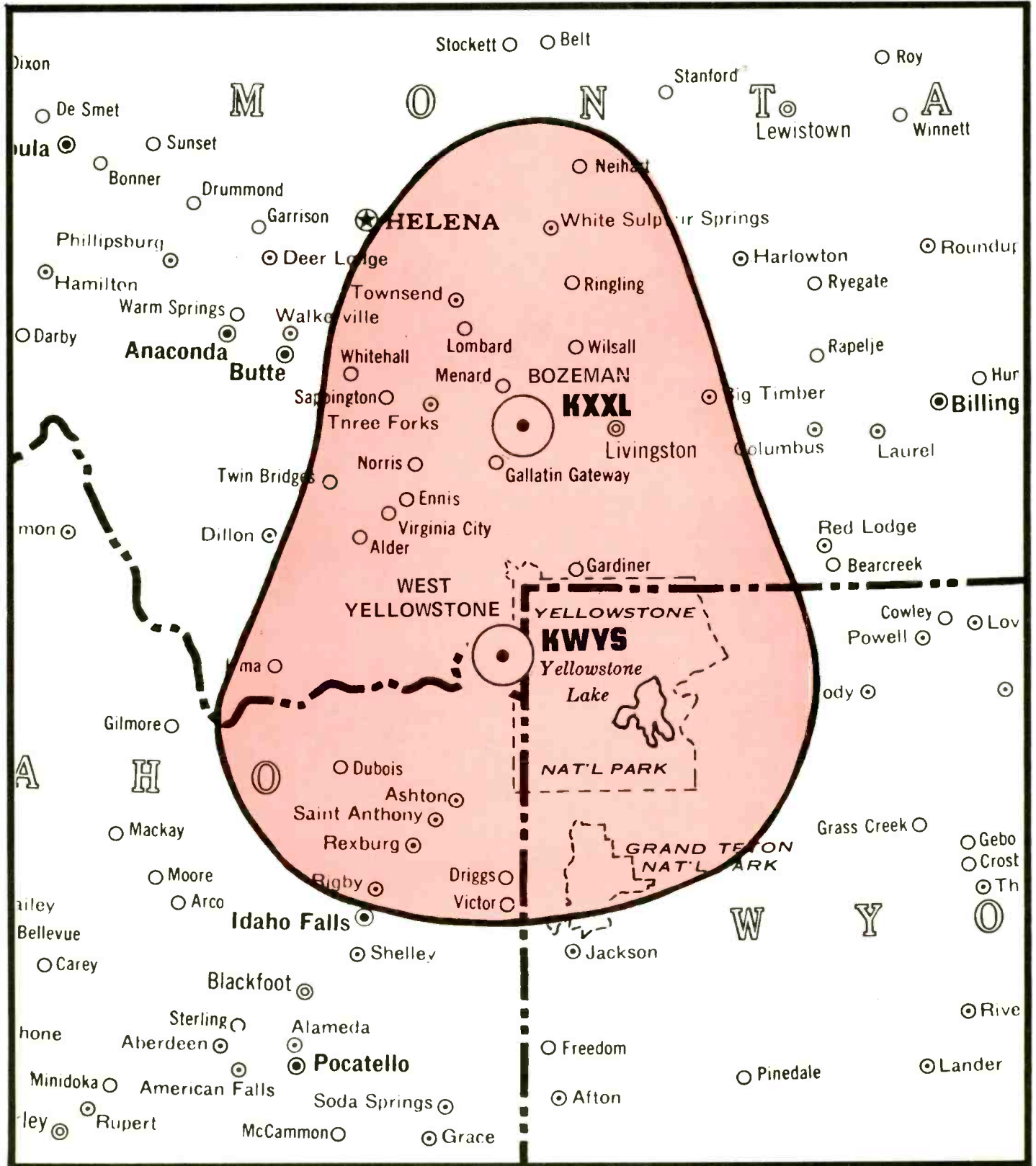
KXXL

Bozeman
1000 Watts - 1450 KC
Box 149, Route 2
Bozeman, Montana 59715

KXXL-KWYS

KWYS

West Yellowstone
1000 Watts - 920 KC
West Yellowstone,
Montana 59758



KXXL
Bozeman
1000 Watts – 1450 KC
Box 149, Route 2
Bozeman, Montana 59715

K X X L - K W Y S

KWYS
West Yellowstone
1000 Watts – 920 KC
West Yellowstone,
Montana 59758

COUNTY	POPULATION	RADIO HOMES	RETAIL SALES	FOOD	DRUG	AUTOMOTIVE	GASOLINE
Broadwater	2,800	860	4,336,000	989,000	115,000	668,000	245,000
Gallatin	28,200	8,650	52,820,000	11,405,000	1,444,000	7,788,000	5,021,000
Jefferson, Mont.	4,100	1,070	4,527,000	1,020,000	137,000	912,000	373,000
Madison	3,500	1,170	5,558,000	1,292,000	289,000	949,000	570,000
Meagher	3,200	1,030	3,977,000	1,147,000	102,000	817,000	702,000
Park	12,600	4,270	21,161,000	4,649,000	762,000	4,161,000	2,478,000
Clark	900	280	1,380,000	70,000		659,000	200,000
Fremont	7,800	2,250	13,424,000	1,959,000	684,000	4,025,000	1,216,000
Jefferson, Idaho	12,400	3,300	14,709,000	2,777,000	564,000	1,400,000	1,956,000
Teton, Idaho	2,500	670	3,063,000	400,000	233,000	1,029,000	108,000
Teton, Wyoming	<u>3,100</u>	<u>1,020</u>	<u>9,406,000</u>	<u>1,705,000</u>	<u>244,000</u>	<u>929,000</u>	<u>1,713,000</u>
	81,100	24,570	134,361,000	27,413,000	4,574,000	23,337,000	14,582,000

SOURCE - SRDS - January, 1970

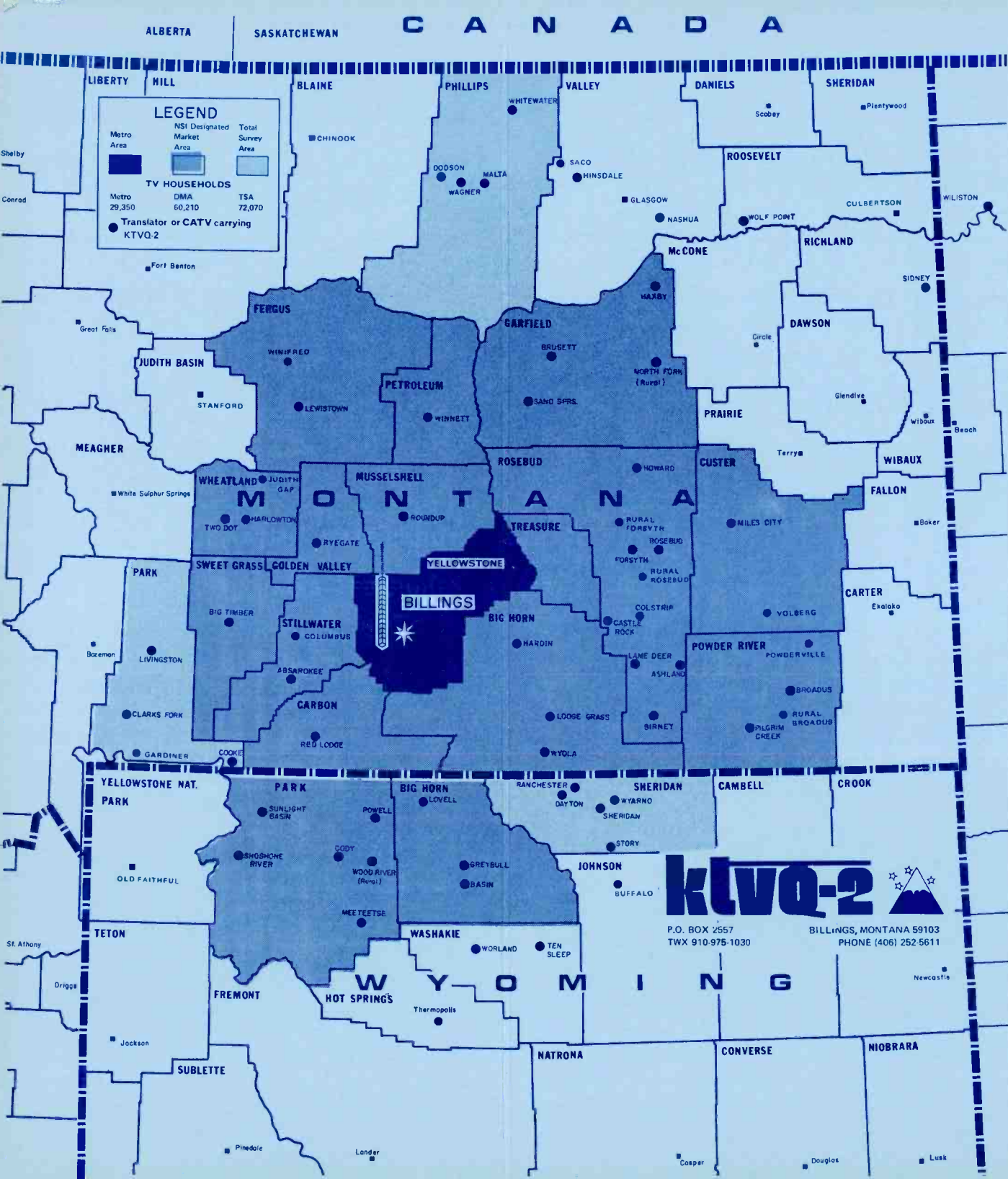
KYLT MISSOULA, MONTANA



WAVE - POWER - TIME
 1340 kc
 250 watts Non-Directional
 Operates: 5:45am 1:00am Daily



— Primary Coverage 0.5 MV/M
 - - - Secondary Coverage 0.1 MV/M



kTVQ-2



A MONTANA TELEVISION NETWORK STATION • BOX 2557
BILLINGS, MONTANA 59103

RETAIL RATES – RATE CARD NO. 14
EFFECTIVE DATE – FEBRUARY 15, 1973

kTVQ-2
P.O. BOX 2557
TWX 910-975-1030
BILLINGS, MONTANA 59103
PHONE (406) 252-5611

General Manager-Victor Miller
Sales Manager-Berwyn (Bernie) Styles
Account Executive-Bee Ahl
Account Executive-Angela M. Kaczmarek
Account Executive-Terry Mattison

TV MARKET PROFILE

MARKET

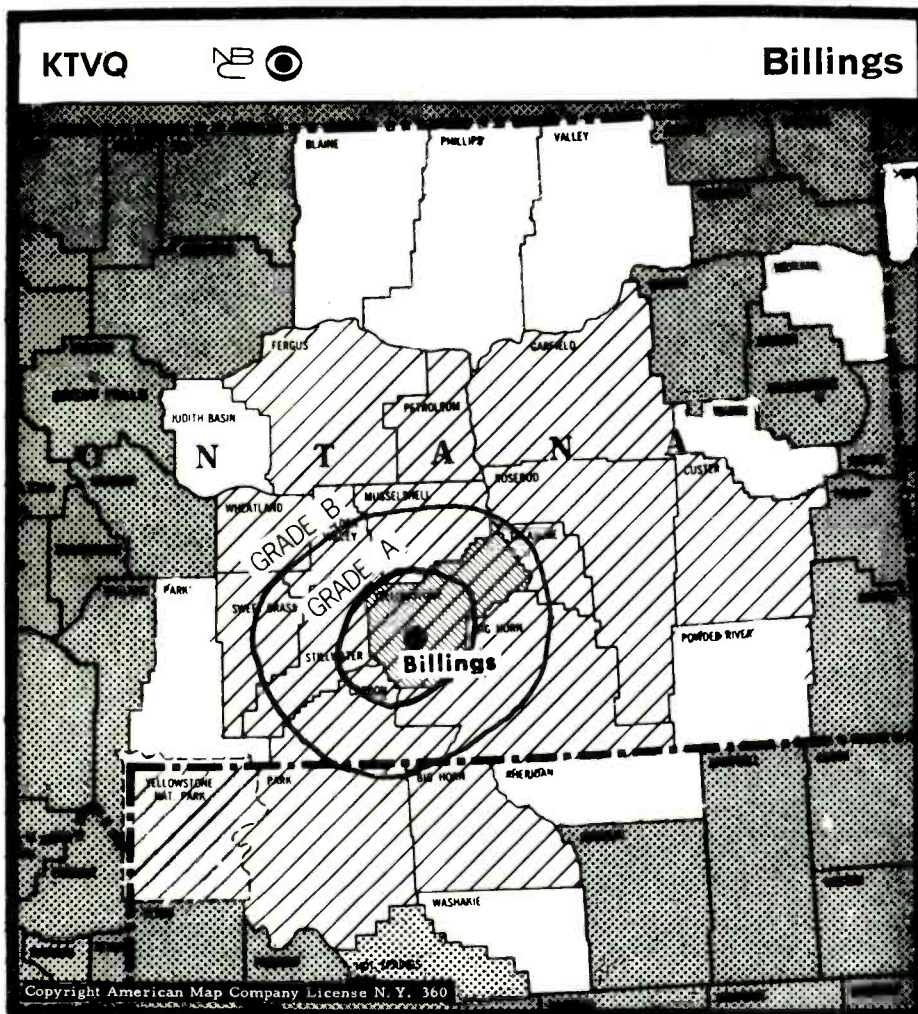
BILLINGS

TIME ZONE

MOUNTAIN

EVERY-KNODEL, INC: NEW YORK • CHICAGO • ST. LOUIS • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • LOS ANGELES

STATION FACILITIES






	<u>KTVQ</u>	<u>KULR-TV</u>
Channel:	2	8
Network:	CBS-NBC	ABC-NBC
Visual (kw):	100	316
Aural (kw):	10.2	38.9
Antenna Ht. (above average terrain):	670'	750'

Both stations transmit from sites 2-3 miles east of Billings.

KTVQ's color facilities include film, slide, high and low band VTR, and local live production.

MARKET DATA

	Television Homes	Consumer Spendable Income (\$000)	Total Retail Sales (\$000)	Food Store Sales (\$000)	Drug Store Sales (\$000)	Passenger Car Registrations
 Metro Area	29,700	\$ 316,901	\$ 197,364	\$ 35,296	\$ 8,536	45,900
 Area of Dominant Influence	56,700	\$ 570,511	\$ 344,362	\$ 63,705	\$ 13,091	85,610
 Total Survey Area	90,100	\$ 913,439	\$ 543,227	\$ 102,004	\$ 19,851	136,660

SOURCE: ARB, SRDS, Dec., 1972

THE MARKET

Major Food Chains in Area (Number of outlets in ADI)

Safeway	(15)
Albertson's	(1)
Buttrey's	(3)
IGA	
Thriftway	

Major Drug Chains in Area

Rexall	Western Drug
Oscor	Skagg's
Odegaard	

Other Major Retailers

J. C. Penney	Montgomery Ward
Goodyear	Sears & Roebuck
Singer Co.	Sherwin-Williams
Woolworth	S & H Green Stamps
Firestone	Golden Rule
K-Mart	Gibson's Discount
Kresge	Newberry
C. R. Anthony	Gambles

Principal Shopping Days

Monday, Friday, & Saturday

BILLINGS' rapid growth, advantageous inland location, and abundance of natural resources have established the city as the economic center of the state. As the oil capital of the Northern Rockies, Billings has three area refineries which represent 80% of Montana's production capacity. Two livestock auction markets and two meat packing companies serve the substantial livestock industry. Included in Billings' many industries is the manufacture of lumber and wood products; chemicals and allied products; printing and publishing; and stone, clay, and glass products.

Billings is host to the largest group of retail outlets in the Northern Rockies. Four extensive shopping centers along with a completely modern downtown shopping area serve the area's growing population. 215 wholesale firms employing nearly 3,000 people attract trade from over a 300 mile radius. In addition to more than 200 national firms with offices in Billings, the city is the headquarters of 58 Regional and District offices of the U. S. Bureaus and Departments, and for 15 state offices.

Billings is the national headquarters for the Dude Rancher's Association and the Yellowstone Park Company with four entrances just a few hours away. Big game hunting, lake and stream fishing, skiing, history and scenery attract an increasing number of tourists each year.

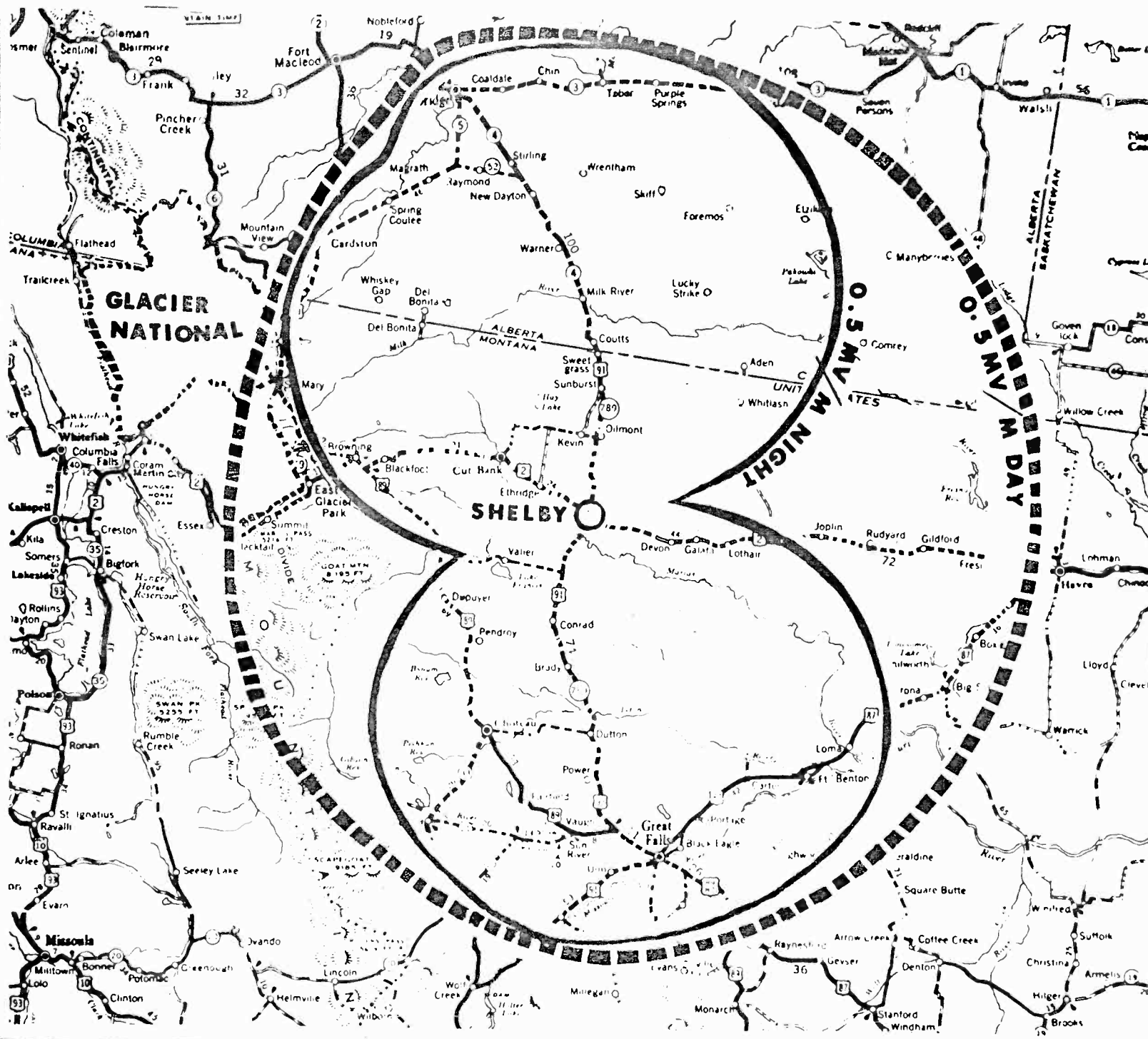
A-K SALES FACTS

*KTVQ has continually been the market's prime-time, daytime, and total day audience leader.

*KTVQ is re-broadcast by 61 translator stations through Montana and Wyoming, assuring superb picture quality through the survey area.

*KTVQ is a member of the Montana Television Network, which also includes KRTV, Great Falls, and KXLF/KPAX-TV, Butte/Missoula.





COVERAGE MAP

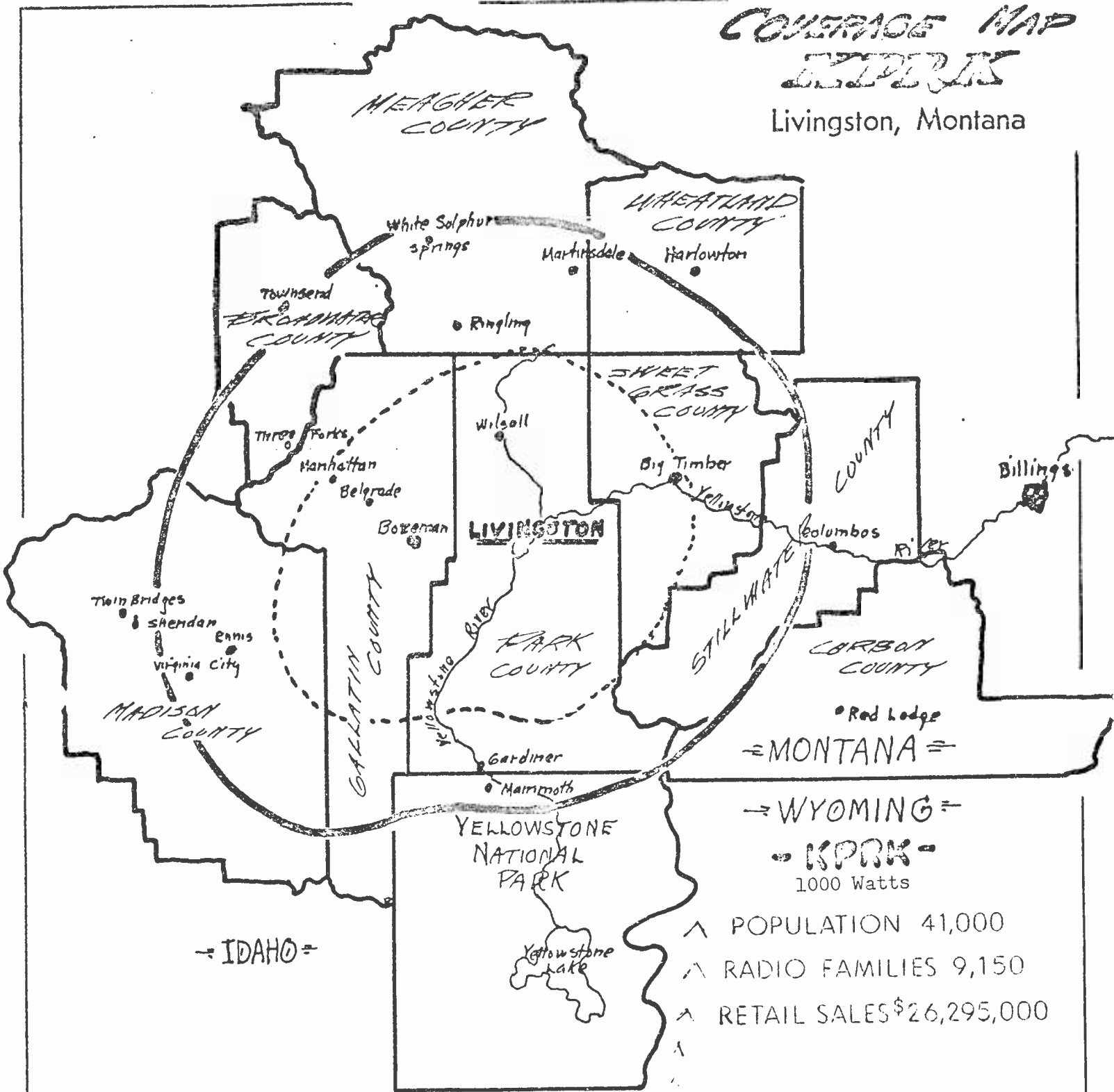
KSEN 1000 WATTS

1150 KILOCYCLES

COVERAGE MAP

KPRK

Livingston, Montana

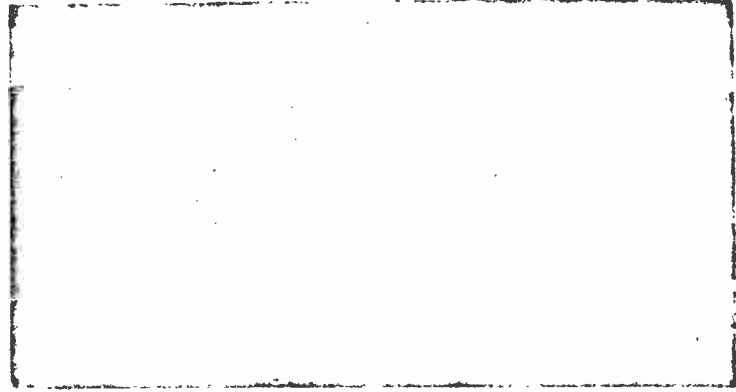


⇒ WYOMING ⇒

⇒ KPRK ⇒
1000 Watts

- ^ POPULATION 41,000
- ^ RADIO FAMILIES 9,150
- ^ RETAIL SALES \$26,295,000

⇒ IDAHO ⇒

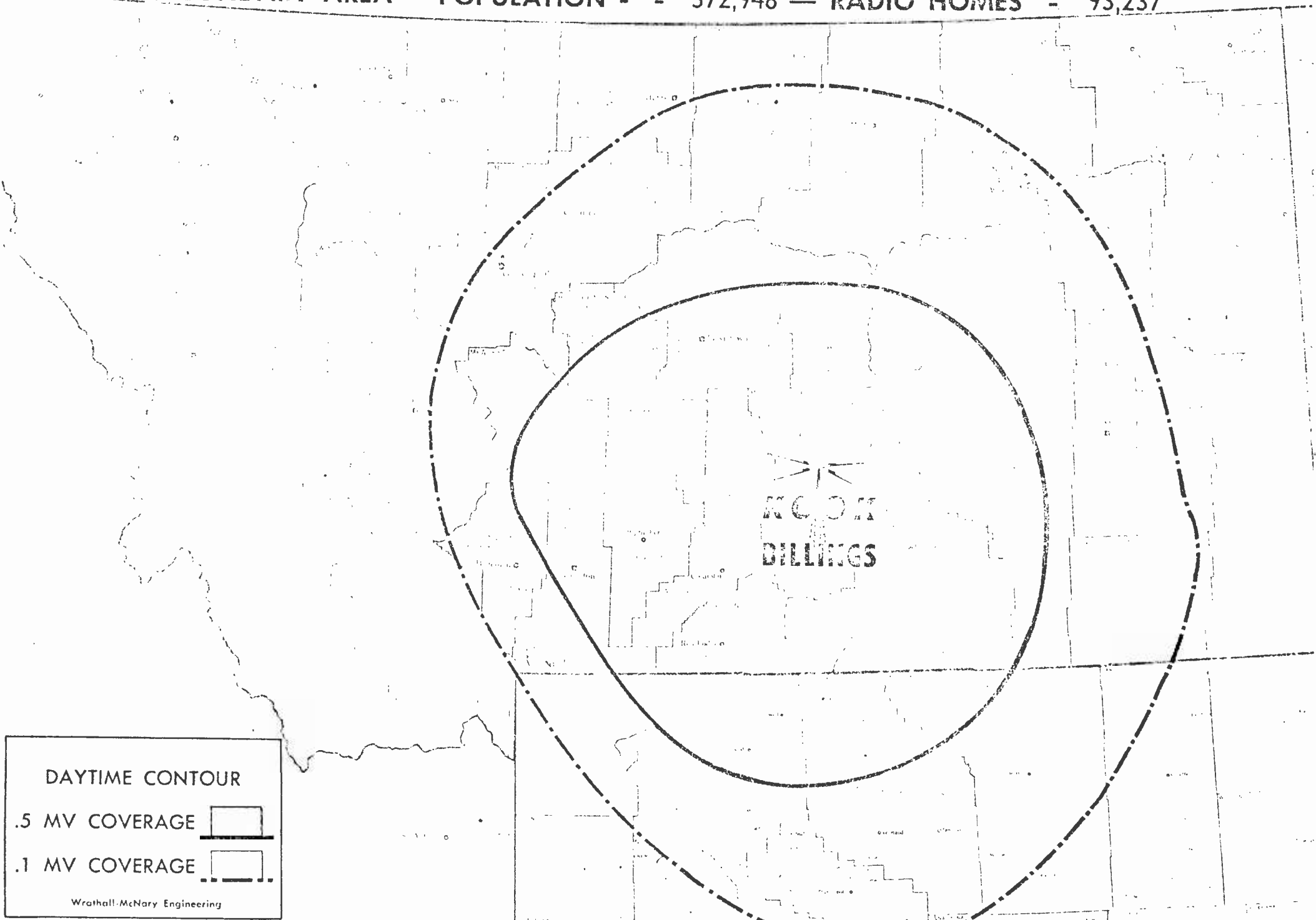


PRIMARY AREA

POPULATION - - 189,420 — RADIO HOMES - 47,355

SECONDARY AREA

POPULATION - - 372,948 — RADIO HOMES - 93,237



MON
BILLINGS

DAYTIME CONTOUR

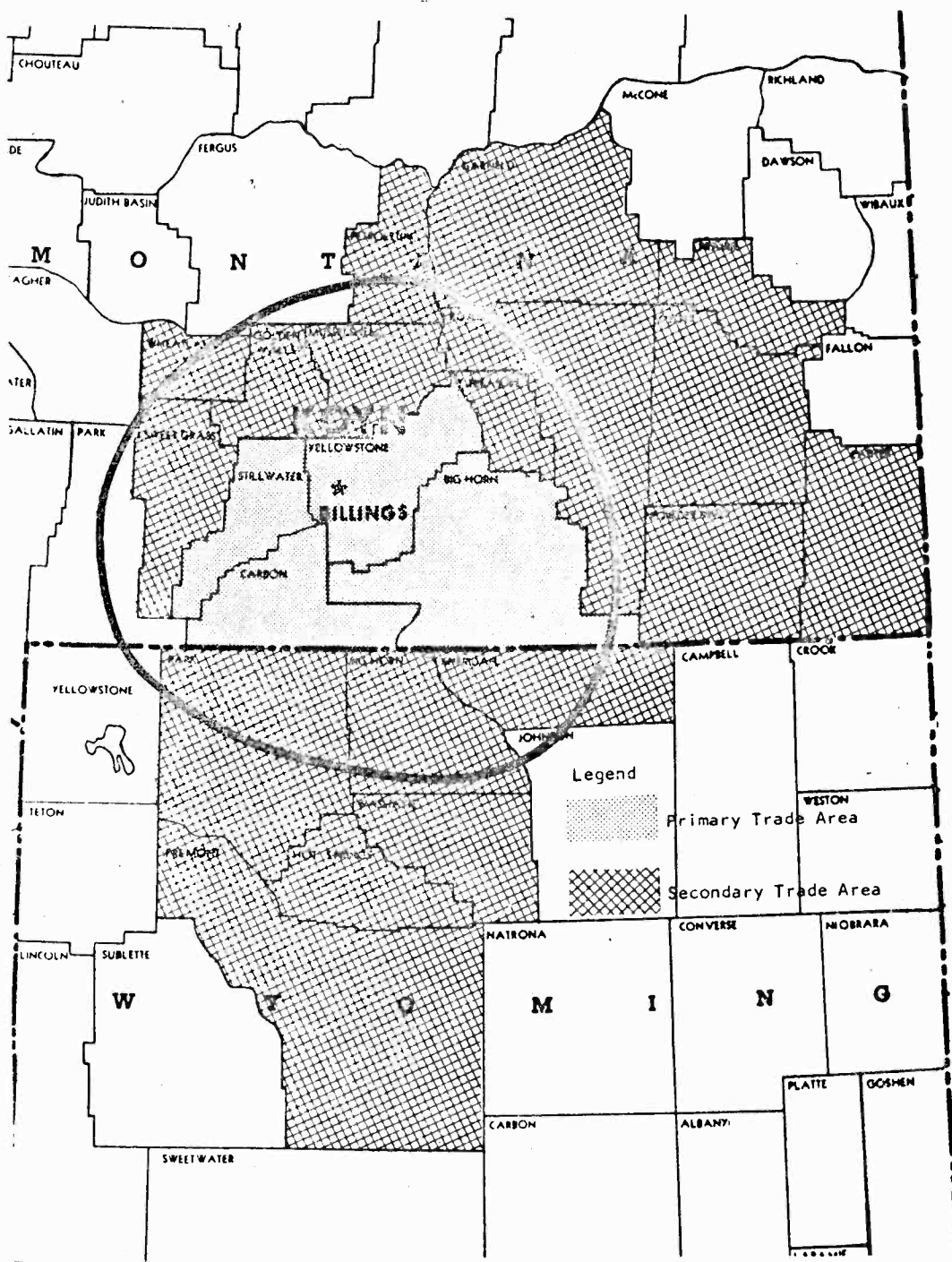
.5 MV COVERAGE 

.1 MV COVERAGE 

Wrathall-McNary Engineering

KOYN BILLINGS ① RADIO

A Meyer Broadcasting Co. Station



MONTANA'S 1st MARKET

Serving more than 203,400 people...

KOYN MARKET FACTS

	(000)
Households	61.4
Retail Sales	338,702
Food Sales	70,984
Drug Sales	11,983
Gas Station	30,566

ONE MAJOR MARKET with 35% of Montana's People Linked by Radio

1000 WATTS

910 Kc.

Station Manager, National Sales Manager - Charles Tibor - Regional Sales Manager - Gene Popescu

KOYN Radio, Box 956, Billings, Montana 59103 - Telephone 406-245-4177

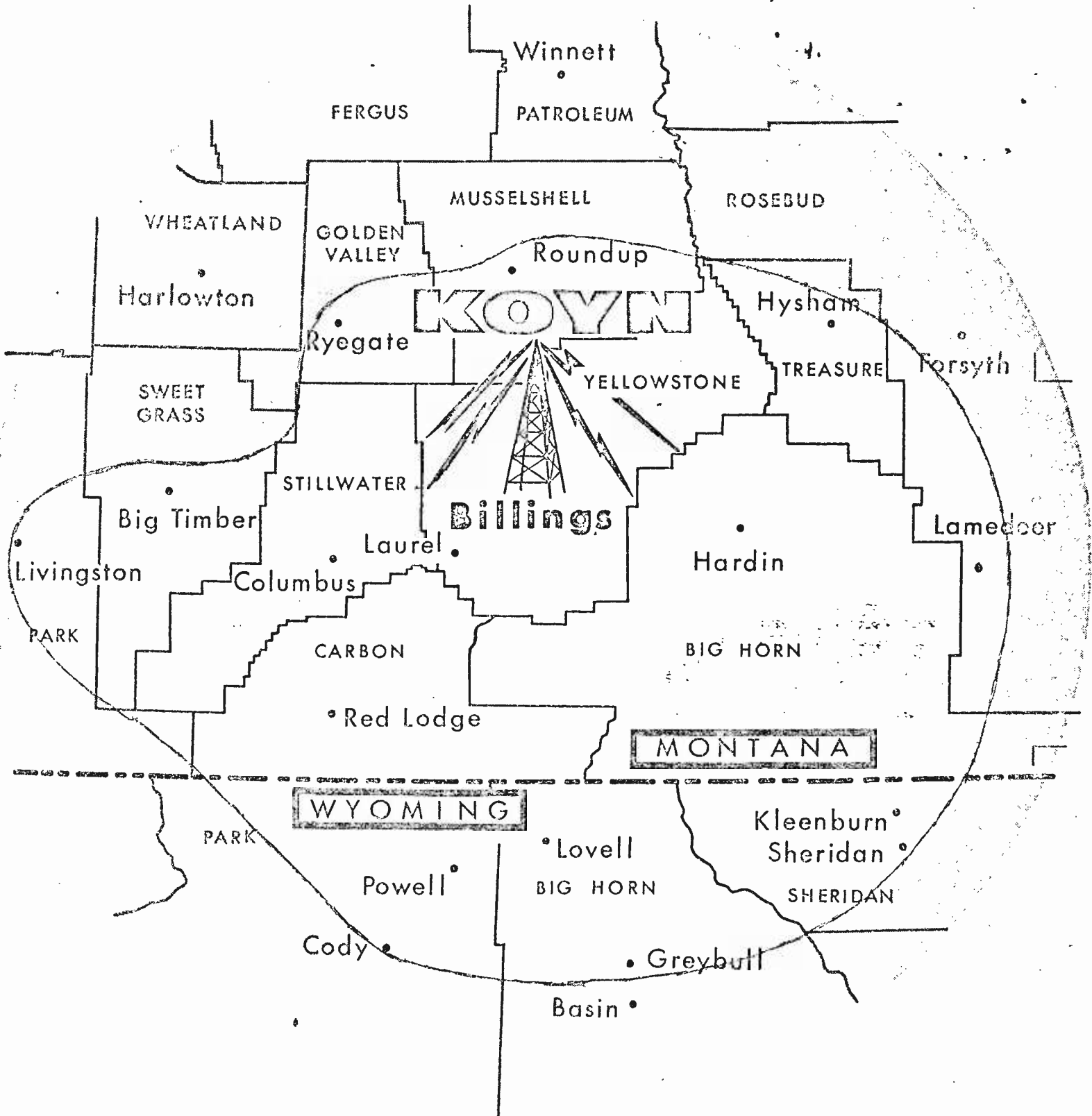
The Whole Midland Empire

IS RICH WITH

KOYN

900 WATTS
910 E. C.

BOX 956
245-4877
Area Code 406



BILLINGS—SILVER DOLLAR CITY IN A BILLION DOLLAR MARKET

KMOMI, Great Falls, Montana

5000 Watts 560 KC

THE MONTANA
FARMER-STOCKMAN
STATION

PRIMARY
50 to 100%

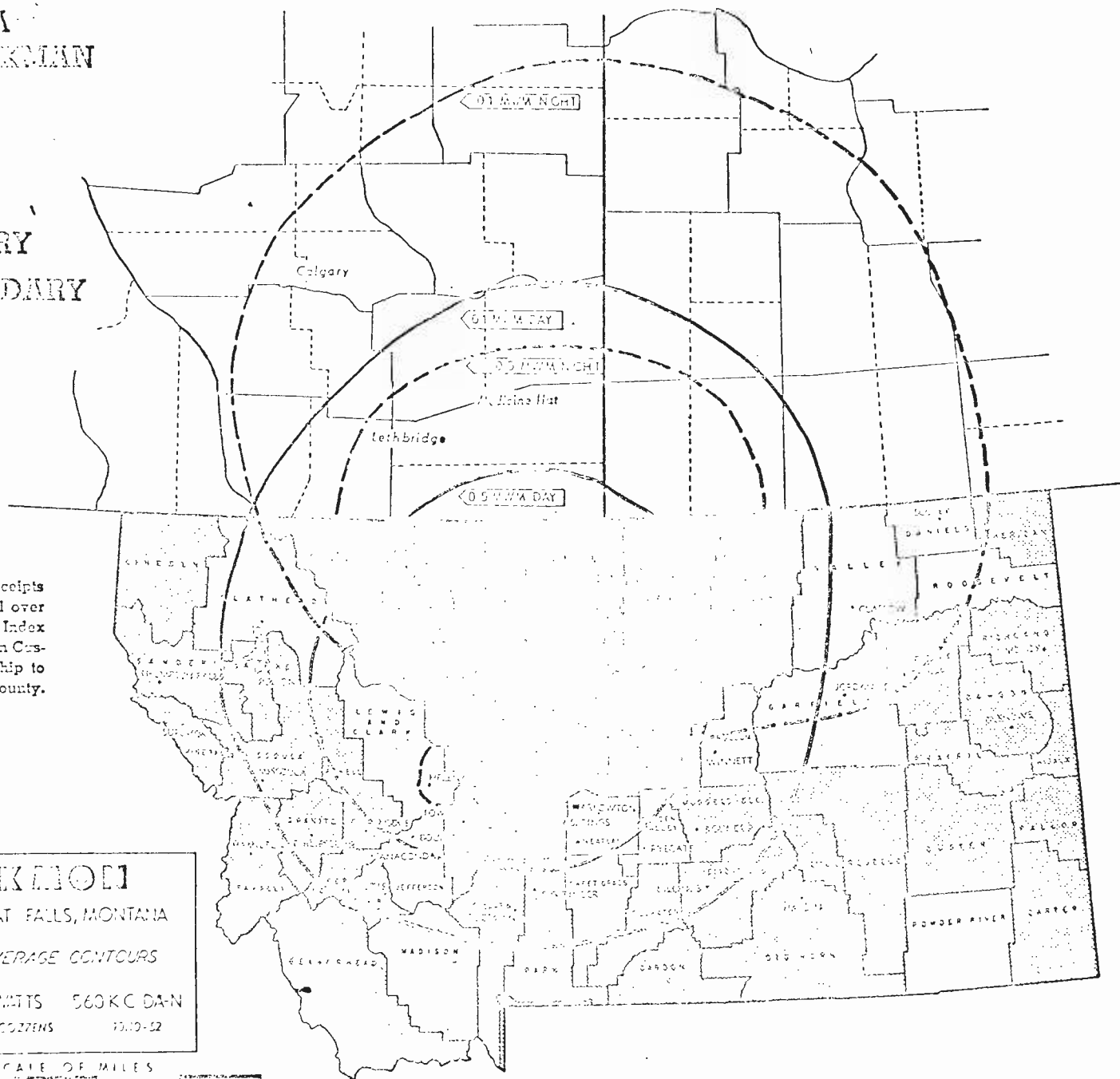
SECONDARY
10 to 50%

BONUS
... to 10%

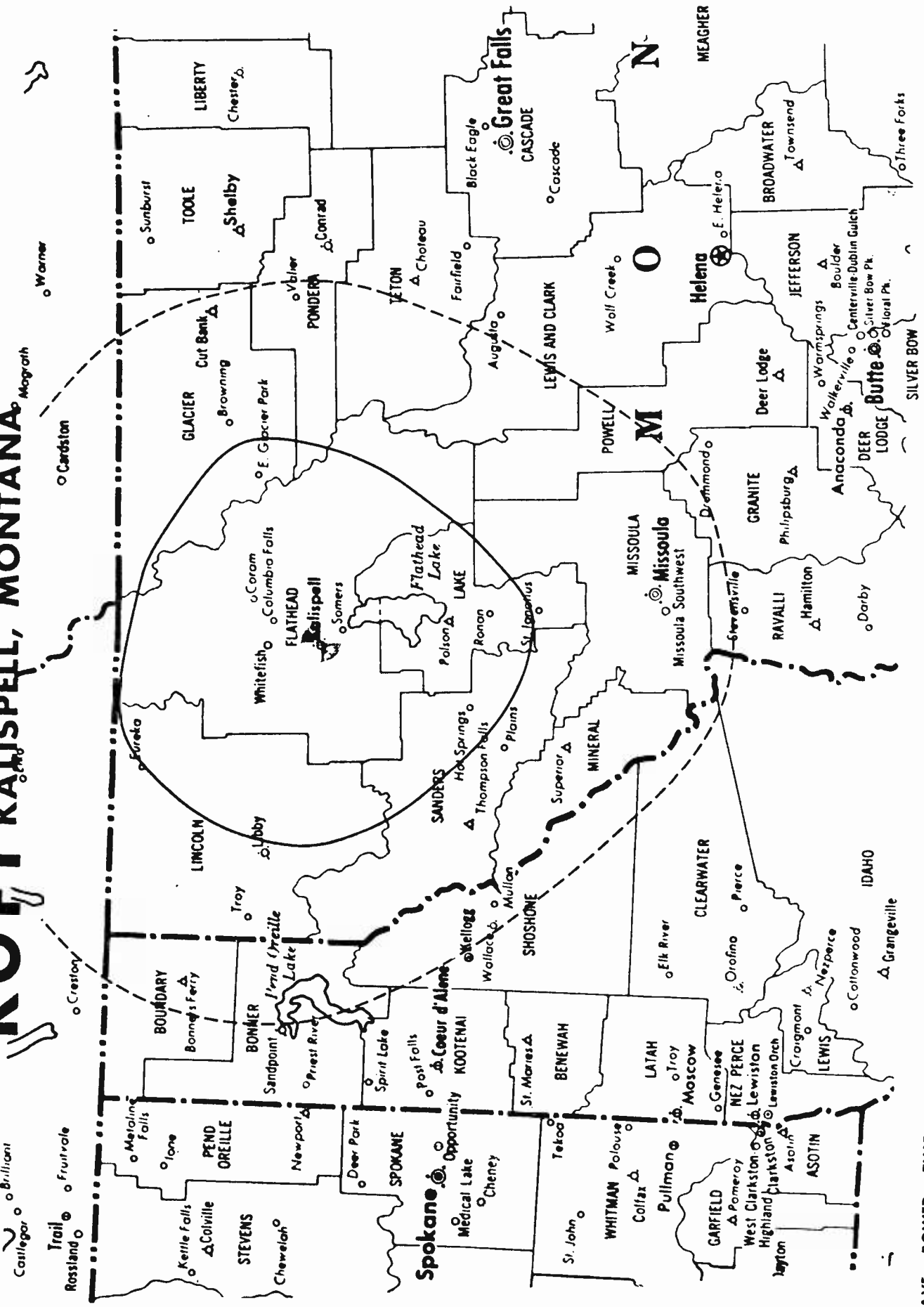
Mail map is based on receipts of 148,173 pieces of mail over a period of five years. Index based on mail received in Cascade county in relationship to number of homes in county.

KMOMI
GREAT FALLS, MONTANA
COVERAGE CONTOURS
5000 WATTS 560 KC DA-N
NO. OF PER. CO. 27885 10.10-12

SCALE OF MILES
0 25 50 100 150 200



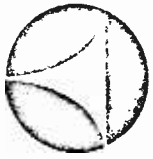
KOFI KALISPELL, MONTANA



Sullivan, Moffet & Kowalski
Consulting Engineers

WAVE - POWER - TIME
1180 kc 11-A Clear
10000 watts Unlimited Day-Night
Operates. 6:00am - Midnight Daily

— Primary Coverage 0.5 MV/M
- - - Secondary Coverage 0.1 MV/M



AMERICAN
FM RADIO
NETWORK

KGWV

--AM - 630 KC
--FM - 96.7 MC

CURRENT MAIL RESPONSE BEYOND BELGRADE

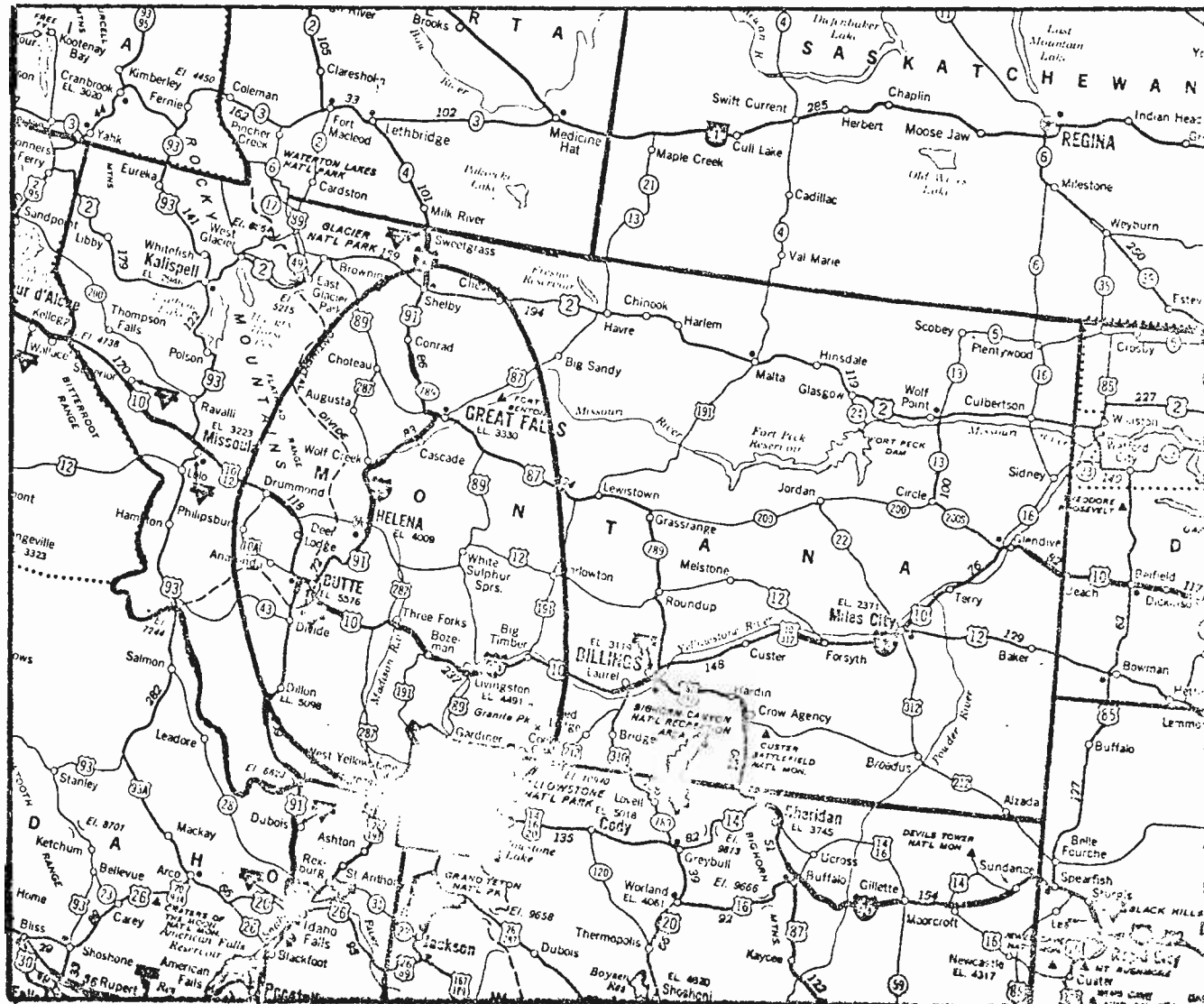
RURAL ROUTE, BELGRADE, MONTANA 59714

Phone—Belgrade 388-4281
Bozeman 587-7603

MONTANA

ALDER
ANACONDA
ARMSTEAD
AVON
BELGRADE
BIG TIMBER
BOZEMAN
BOULDER
BUTTE
CAMERON
CHESTER
CLYDE PARK
COLUMBUS
COCKE CITY
CORWIN SPRINGS
DEER LODGE
DILLON
DRUMMOND
ENNIS
GALLATIN GATEWAY
GARDINER
GREY CLIFF
HALL
HARRISON

HELENA
JEFFERS
LINCOLN
LIVINGSTON
LOGAN
MANHATTAN
MARTINDALE
MAUDLOW
MC ALLISTER
NORRIS
PONY
PRAY
RYEGATE
SHERIDAN
SPRINGDALE
TOWNSEND
TOSTON
THREE FORKS
TRIDENT
TWIN BRIDGES
TWO DOT
WHITE SULPHUR SPRINGS
WHITE HALL
WEST YELLOWSTONE
WILLSALL
WOLF CREEK



KGEZ

ABC-INTERMOUNTAIN NETWORKS

KALISPELL, MONT.

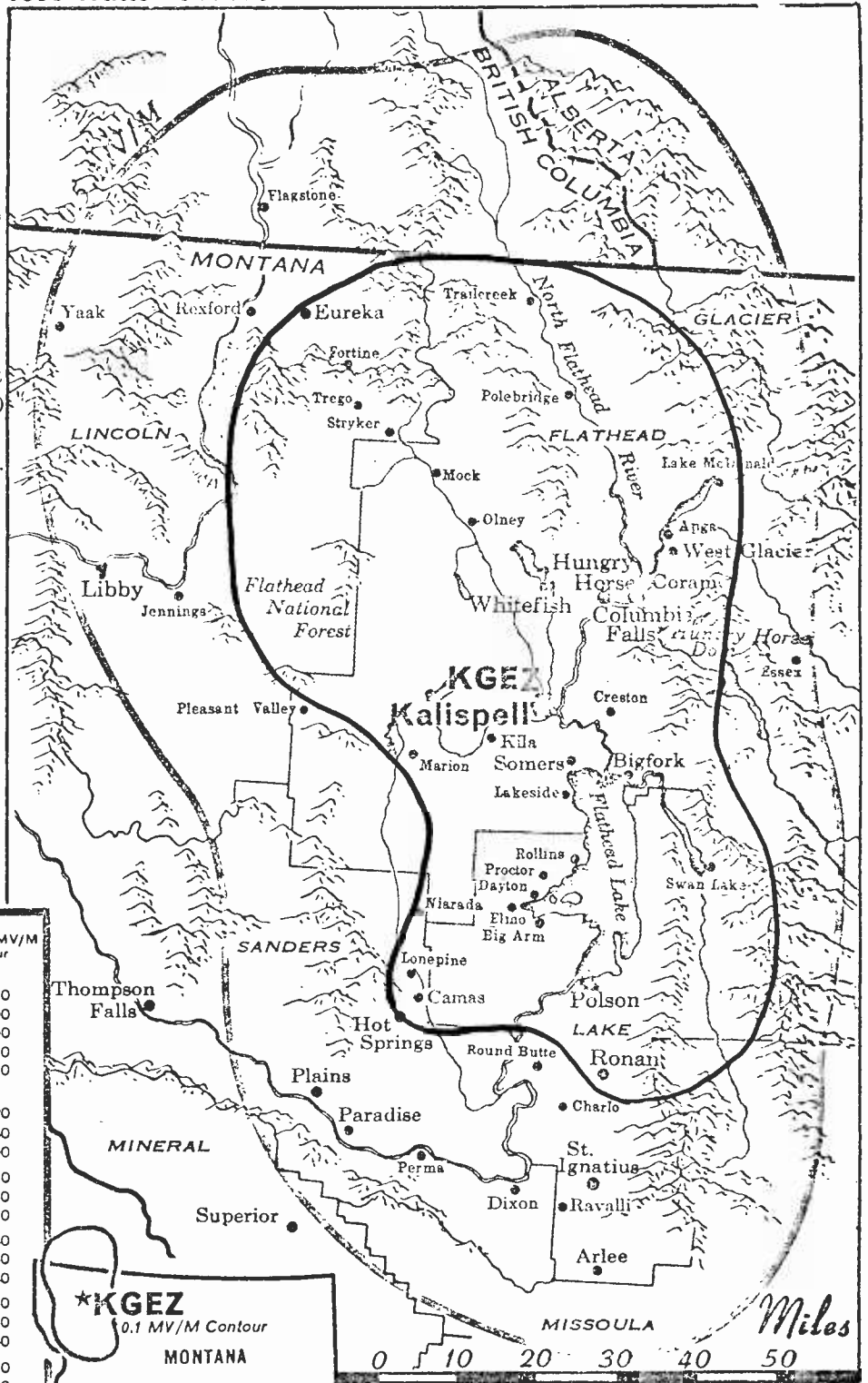
Located in the
Power Heart of America

Hungry Horse Dam, fourth largest structure of its type in the world, is just 20 miles away. Two other giant hydroelectric projects are planned within a 50 mile radius.

Glacier National Park is just 35 miles east of Kalispell

**NORTHWEST MONTANA'S
ONLY
FULL TIME STATION**

1000 Watts 600 KC



1963-64 DATA	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour
Audience as of January 1, 1966		
Population	40,700	78,800
Households	13,400	26,100
With AM Radio	13,150	25,400
Automotive Vehicles Registered	21,050	38,700
Expendable Income, \$000	57,700	104,200
Market Sales by Store Classes in Thousands of Dollars, \$000		
Food & Beverage Stores	11,780	21,120
Restaurants, Drinking Places	4,490	7,780
Hotels & Roadside Courts	860	1,600
General Merchandise Stores	5,340	10,600
Apparel Stores	1,530	2,090
Personal & Household Services	1,020	1,590
Building Supplies & Materials	5,480	7,440
Home Furnishings Stores	1,830	2,480
Repair & Maintenance Services	1,100	1,840
Automotive & Accessory Stores	9,560	14,260
Gasoline Service Stations	3,850	6,400
Farm Machinery & Supplies	2,600	4,750
Drug Stores	1,170	2,010
All Other Retail Stores	2,410	3,370
Amusements	430	660
TOTAL RETAIL SALES	50,020	82,300
TOTAL SERVICE RECEIPTS	3,410	5,690
WHOLESALE SALES	10,250	14,600
Farm Market Total Farm Audience Within 0.1 MV/M Contour		
Type of Farm	COMMERCIAL	RURAL-HOME
Number Operated	7,900	2,610
Population Living on Farms	30,200	9,850
Occupied Dwellings With Radio	7,720	2,440
Other Income more than Farm, %	7.4	75.0
Sales of Farm Products \$000	78,400	1,640
Farm Supplies Purchased \$000	20,400	790
*Gross Income per Farm, \$	10,190	890

***KGEZ**
0.1 MV/M Contour
MONTANA

Daytime... Nighttime... Anytime
Your Finest Advertising Buy

Sales Consciousness plus Competent Personnel
plus Receptive, Prosperous Audience equals Happy KGEZ Advertisers

SKYLINE BROADCASTERS

M. A. Himsl, President Robert S. Bennett, General Manager
Kalispell, Montana Telephone 756-4331

Affiliated with the Keystone Network
National Representatives: Edward Petry & Co., Inc.,
Donald Cooke, Inc.

New York Chicago Detroit Beverly Hills San Francisco

117°

116°

115°

114°

112°

25 0 25 50 75 100 125 150 175 200 Miles

PREPARED BY
 J. B. HATFIELD
 Registered Professional Engineer

KUDY, SPOKANE, WN.
 5.0 KW, 1440 KC
 SITE
 0.5 MV/M

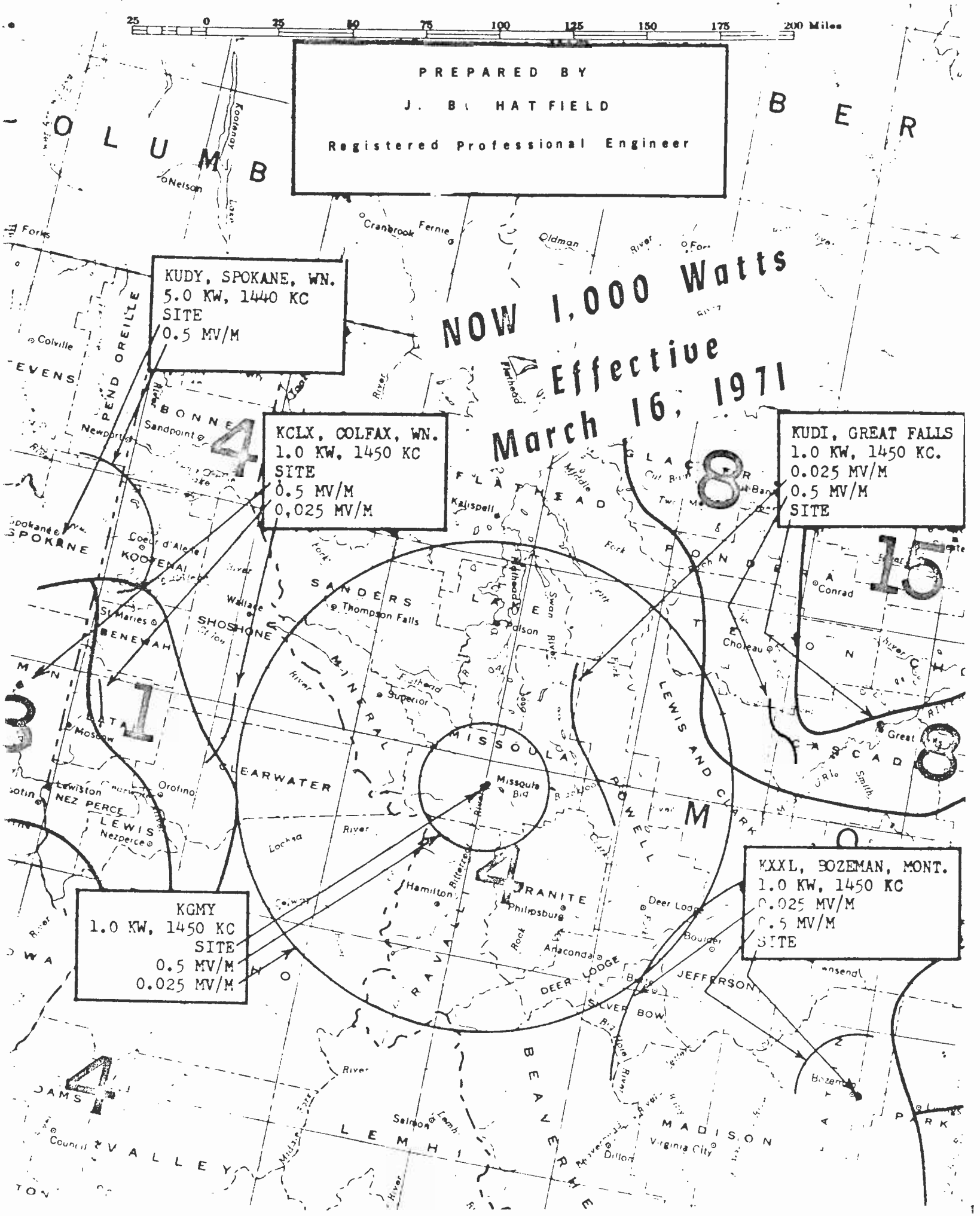
KCLX, COLFAX, WN.
 1.0 KW, 1450 KC
 SITE
 0.5 MV/M
 0.025 MV/M

KUDI, GREAT FALLS
 1.0 KW, 1450 KC.
 0.025 MV/M
 0.5 MV/M
 SITE

KGMY
 1.0 KW, 1450 KC
 SITE
 0.5 MV/M
 0.025 MV/M

KXXL, BOZEMAN, MONT.
 1.0 KW, 1450 KC
 0.025 MV/M
 0.5 MV/M
 SITE

NOW 1,000 Watts
 Effective
 March 16, 1971



590 kc

KGLE

RADIO

Glendive, Montana

SUTTE

ABC RADIO

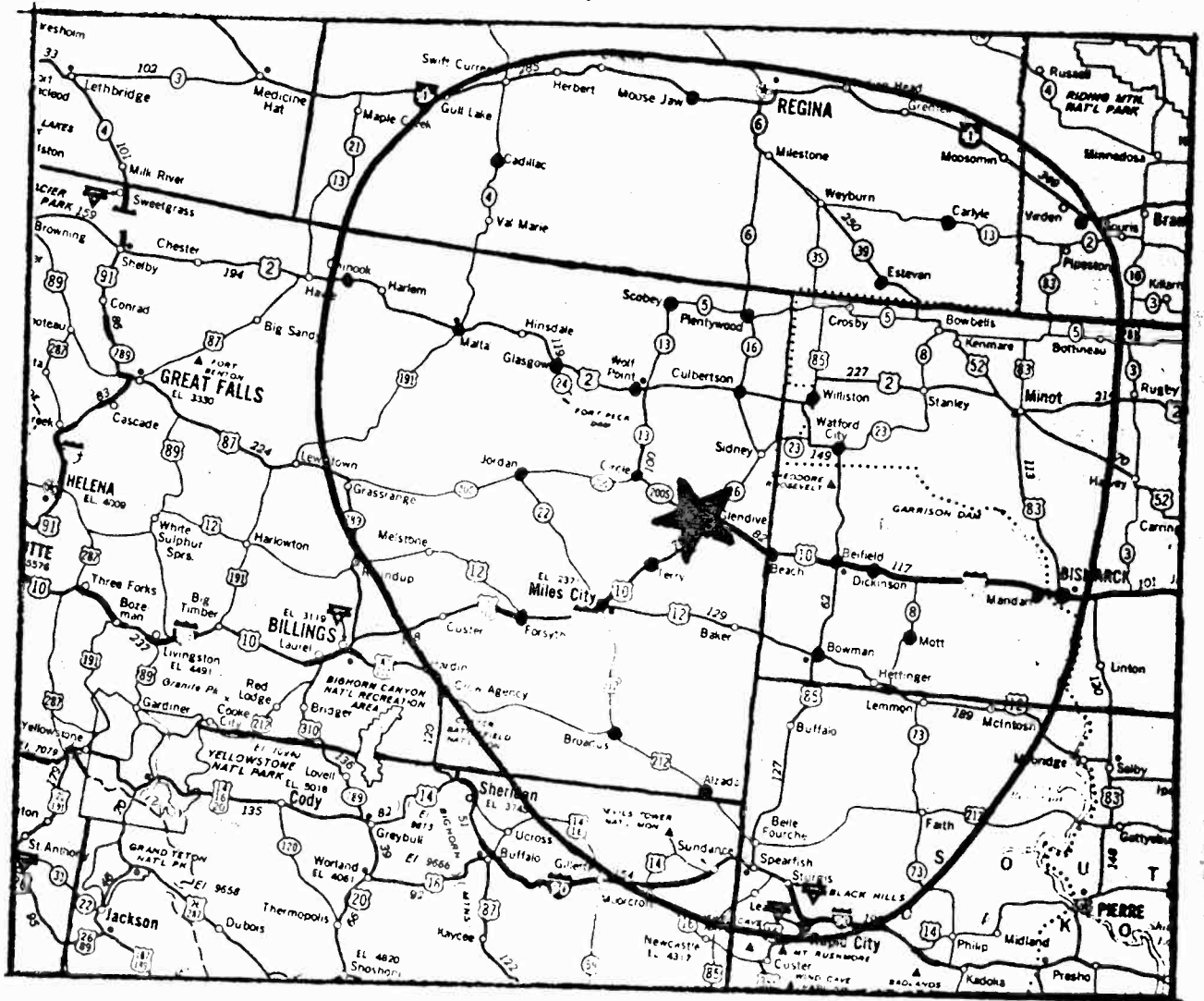
CITY
TH

OTA

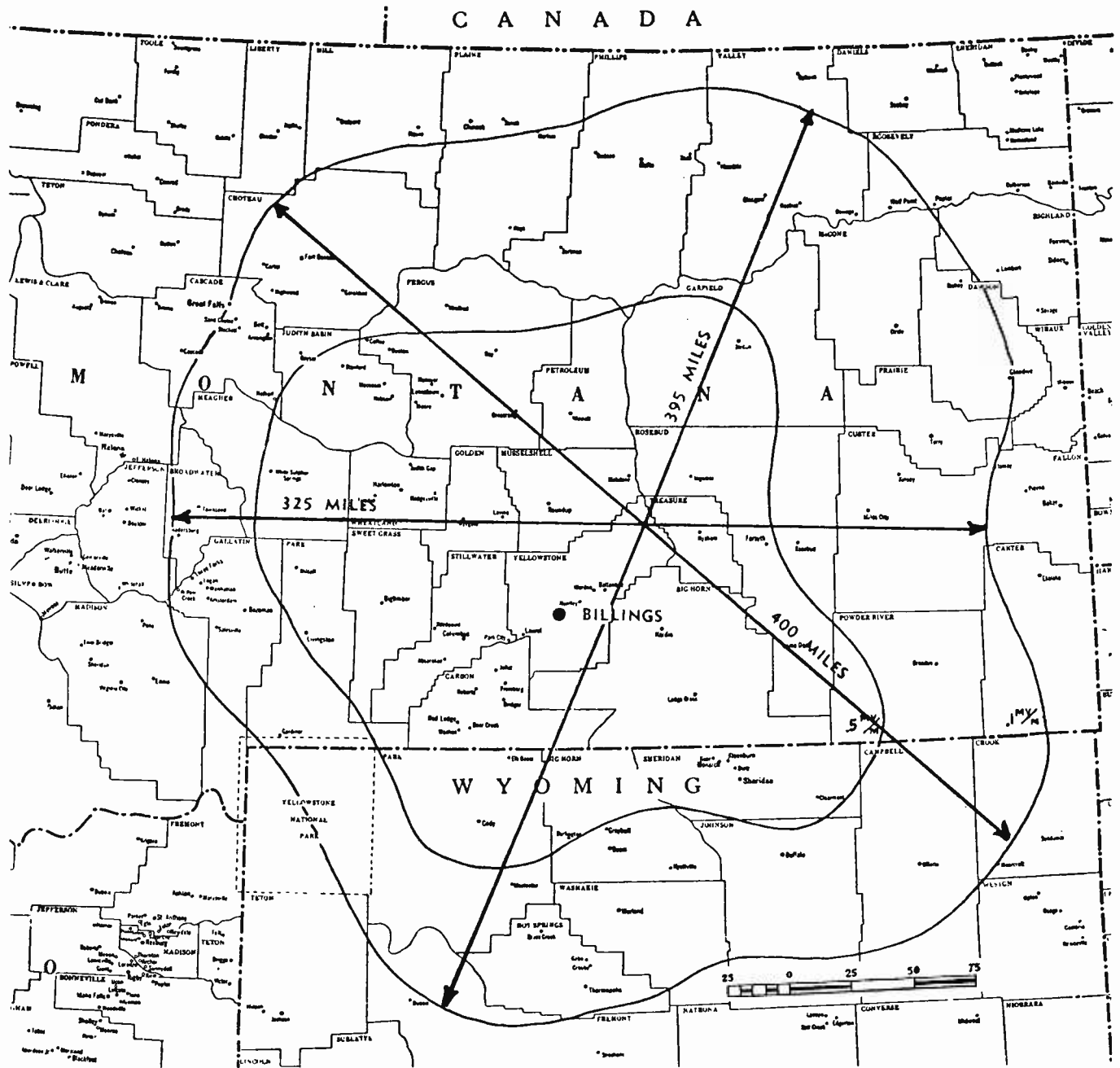
K

CITY
Y
WALK

EWAN



101,000 SQUARE MILES



kghl

Owned and Operated by the
COPPER BROADCASTING COMPANY

NB Affiliate Since 1931

790 KC — 5000 WATTS
BILLINGS, MONTANA

... of course

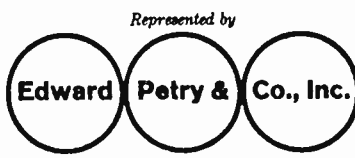
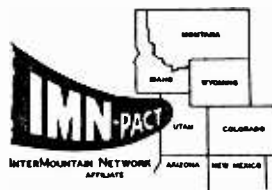
● THIS TREMENDOUS COVERAGE IS A RESULT OF

● Low assigned frequency — 790 KC

● Low Ground attenuation over KGHL's coverage area

● Extremely high efficiency of our half wave self-supported radiator — 560 feet high!

● KGHL INVITES VERIFICATION OF THE
MEASURED COVERAGE SHOWN



The Original Station Representative

KBOW

5000 Watts 550 kc

CBS - ABC - INTERMOUNTAIN NETWORKS
MONTANA'S MOST POWERFUL RADIO FACILITY

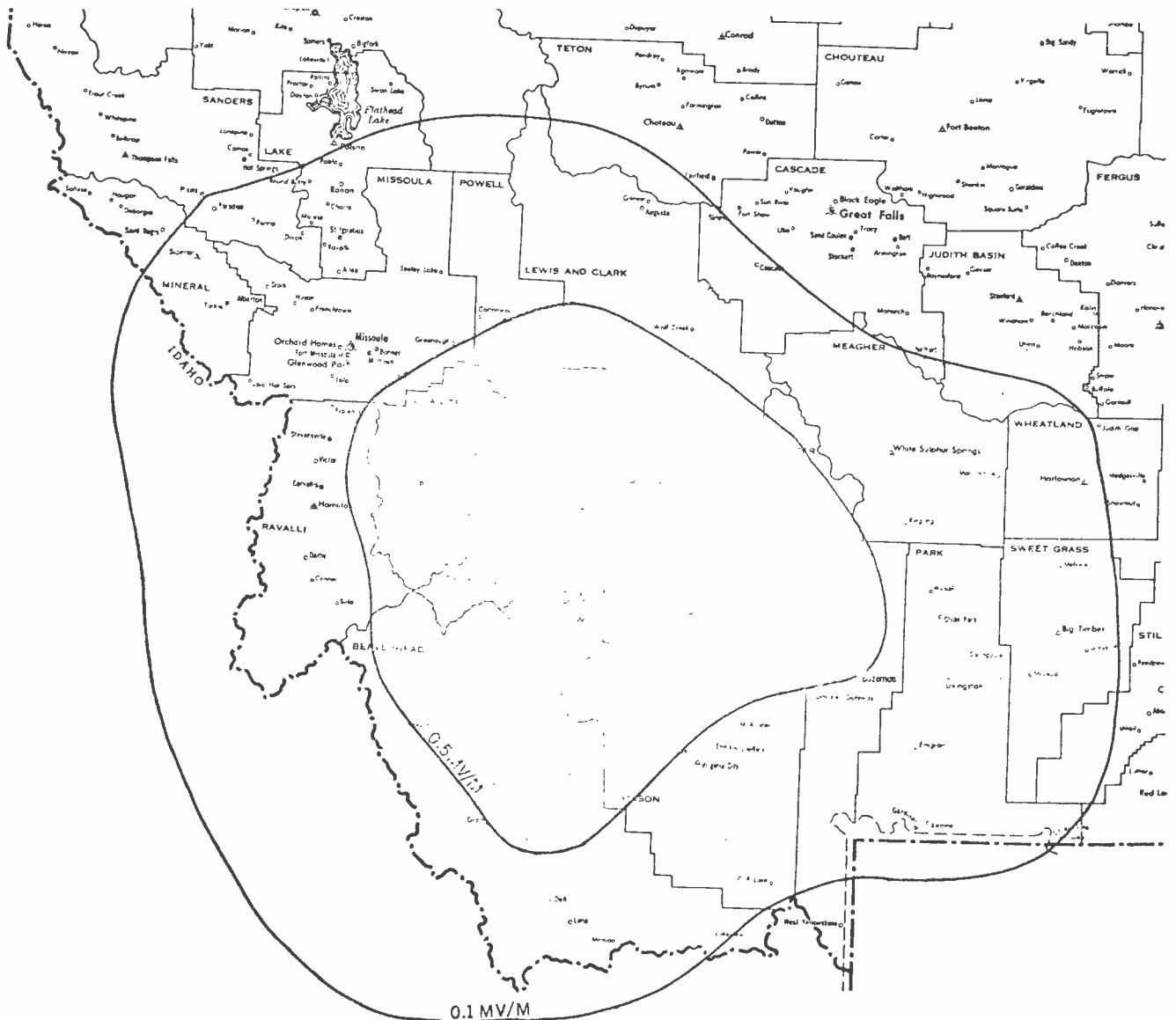
KBOW

720 Yale Avenue

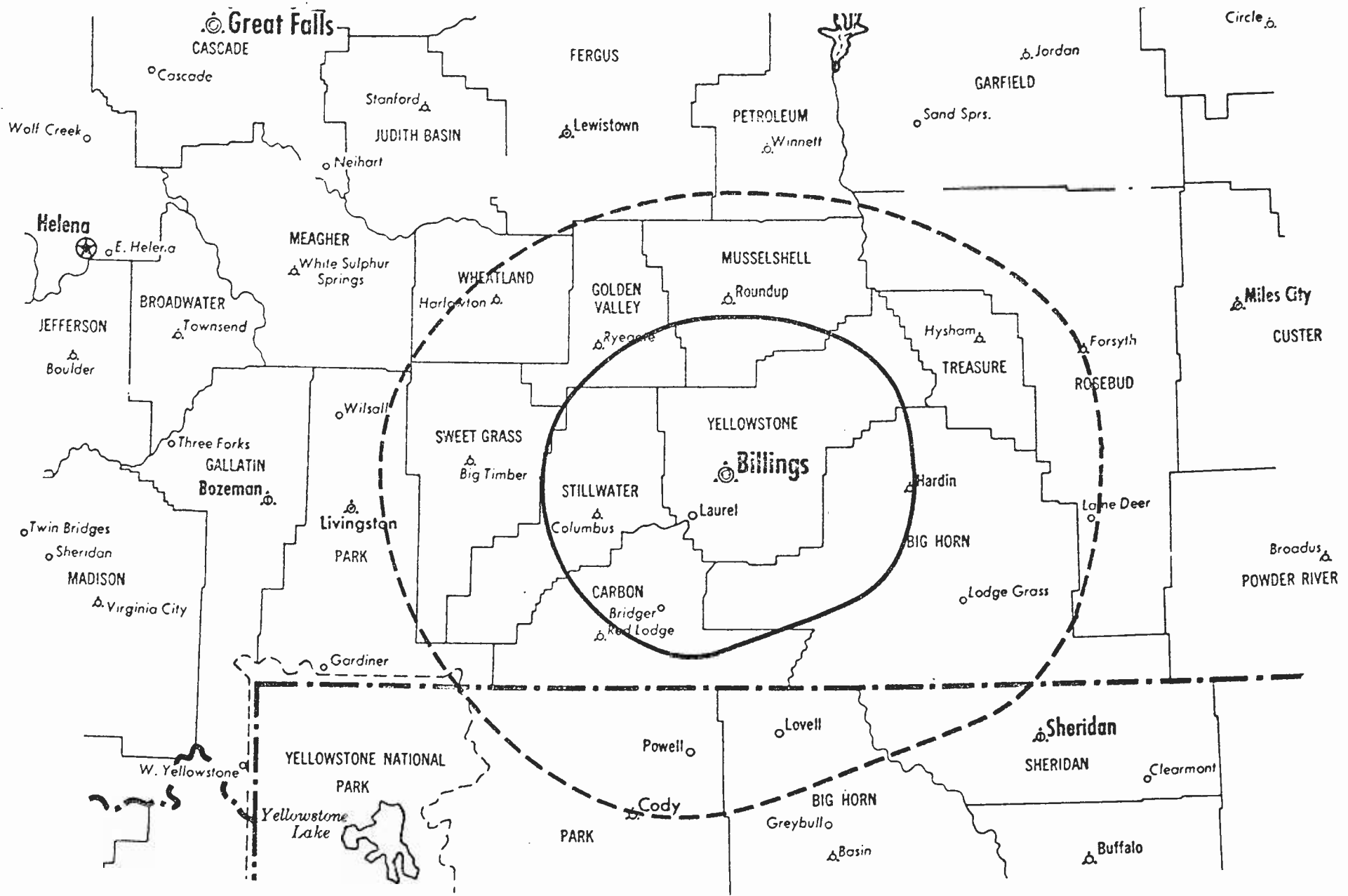
Butte, Montana

Phone (406) 723-7429

COVERAGE MAP



K B M Y BILLINGS, MONTANA



WAVE - POWER - TIME

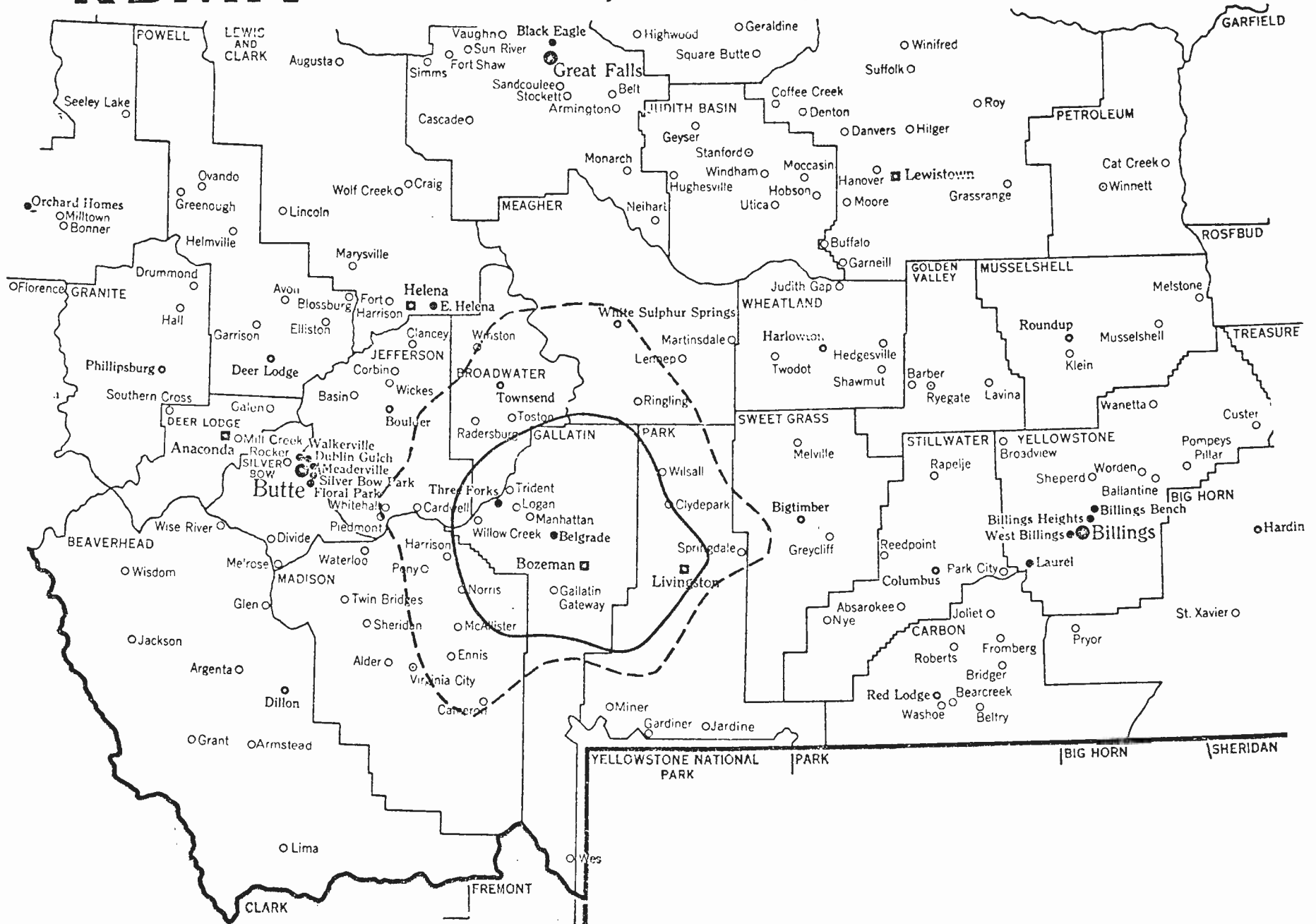
1240 kc. Non Directional
 1000 watts days 250 watts nights
 Operates: 6:00am - 2:00 MST Mon - Sat
 7:00am - midnight MST Sun

ARCHER S. TAYLOR
 CONSULTING RADIO ENGINEER
 MISSOULA, MONTANA

———— Primary Coverage 0.5 MV/M
 - - - - Secondary Coverage 0.1 MV/M

K B M N

BOZEMAN, MONTANA



WAVE - POWER - TIME

1230 kc. Non Directional
1000 watts days - 250 watts nights
Operates: 5:30 am to 12:00 midnight MST

Thomas T. Weir

Radio Engineer

— PRIMARY COVERAGE 0.5 MV/M
- - - SECONDARY COVERAGE 0.1 MV/M