



RATE CARD #1

EFFECTIVE DATE: October 1, 1967

FACILITIES 1010 250 Watts

PERSONNEL

Armand J. Belli President

Bob George Operations Manager

Kathy Eddy Public Service &
Traffic Manager

MAIN OFFICES, STUDIOS AND TRANSMITTERS:

498 S. Century Avenue, St. Paul, Minn. 55119

Telephone 739-1111



RATE CARD **1**



"TUNE IN . . . TURN ON"

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1010 Radio



498 S. CENTURY AVENUE, ST. PAUL, MINNESOTA 55119
TELEPHONE 739-1111

RATES	60 Sec.		20/30 Sec.	
	Per	Total	Per	Total
7 Times or less	9.50	66.50	7.50	52.50
14 Times	9.00	126.00	7.00	98.00
21 Times	8.50	178.50	6.50	136.50
28 Times	8.00	224.00	6.00	168.00
35 Times	7.50	262.50	5.50	192.50
42 Times	7.00	294.00	5.00	210.00
49 Times	6.50	318.50	4.50	220.50

SPECIAL PROGRAM FEATURES

NEWS CAPSULE.....	\$7.50 PER NEWSCAST
ACCENT.....	\$7.50 PER PROGRAM Up to Date Commentary on Current Events
WOMAN'S VIEWS.....	\$6.00 PER PROGRAM

PACKAGE PLAN

	60's	20/30's
75 Times	425.00	340.00
100 Times	500.00	400.00

PROGRAM AND NEWS RATES

1 Hour	75.00
½ Hour	55.00
15 Minutes	40.00
10 Minutes	30.00
5 Minutes	15.00

EARNED DISCOUNTS

26 Weeks	5%
52 Weeks	10%

AGENCY COMMISSION

Agency Commission 15% to recognized advertising agencies; no cash discount. Bills net; payable the 10th of the following month.

GENERAL ADVERTISING

Package plans subject to availability. W J S W reserves the right to cancel package plans upon written notification of client. Spot rates subject to change without notice. Earned discounts on Program time only.

NEWS SERVICE

United Press International and local news staff.