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

"TUNE IN . . . TURN ON"
PROGRAM AND NEWS RATES

1 Hour ............. 75.00
1/2 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. WJSW 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.

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

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<tr>
<th>TIMES</th>
<th>60's</th>
<th>20/30's</th>
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