

WWTC RADIO

1280 AM

RATE CARD #11

Effective January 28, 1981

AAAA Monday-Friday 3-7P

	<u>60'S</u>	<u>30'S</u>
Grid I	\$60	\$48
Grid II	52	42
Grid III	46	37
Grid IV	41	33
Grid V	36	29

AAA Monday-Saturday 10A-3P

Grid I	\$54	\$43
Grid II	46	37
Grid III	40	32
Grid IV	35	28
Grid V	30	24

AA Monday-Friday 5:30-10A, Saturday 6-10A, 3-7P, Sunday 10A-7P

Grid I	\$50	\$40
Grid II	44	35
Grid III	38	30
Grid IV	33	26
Grid V	28	22

A Monday-Sunday 7P-Midnight, Sunday 6-10A

Grid I	\$35	\$28
Grid II	30	24
Grid III	26	21
Grid IV	23	18
Grid V	20	16

FIXED POSITION: Add 10%.

Grid I is non pre-emptable.

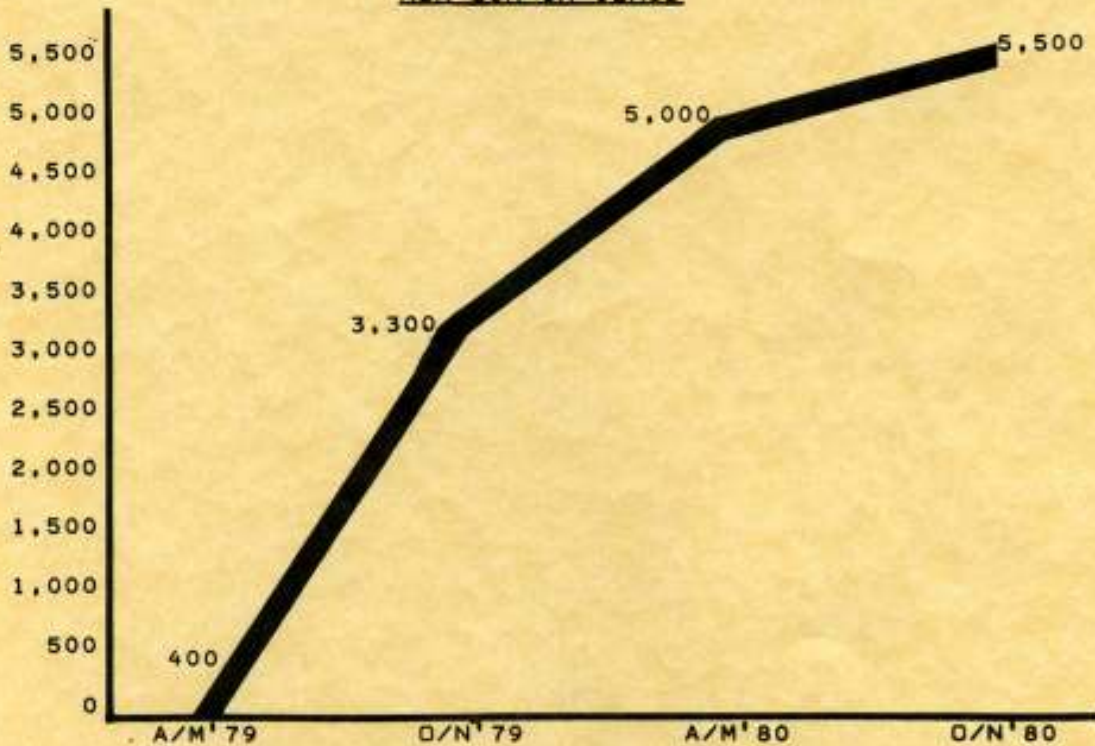
WWTC Radio
 609 Second Avenue South
 Minneapolis, Minnesota 55402
 Phone: 333-2363

WWTC - MINNEAPOLIS
 OCT/NOV '80 ARB
 METRO AREA



MASLA RESEARCH DATA

°°SEE HOW WE'VE GROWN°°
ADULTS 25-34
MON-SUN 6A-12MID



WWTC IS THE #3 STATION AMONG ADULTS 25-34, MON-SUN 6A-12MID.

60% OF WWTC'S 12+ METRO AUDIENCE IS IN THE IMPORTANT 25-34 AGE CELL.

ADULTS 25-54

AMONG THE LEADING ADULT STATIONS WWTC HAS THE LARGEST CONCENTRATION OF 25-34 YEAR OLDS THAN ANY STATION. YOU NEED WWTC TO BALANCE OUT A BUY GEARED TOWARD THIS DEMOGRAPHIC.

	<u>25-54</u>	<u>25-34</u>	<u>%25-34</u>
WCCD	32,900	10,400	31.6
KSTP/F	13,400	9,500	70.9
WDGY	9,300	3,400	36.6
KEEY/F	8,900	2,600	29.2
WCCD/F	6,900	4,400	63.8
WWTC	6,800	5,500	80.9
WLDL/F	6,800	4,900	72.1
WAYL/F	4,900	1,200	24.5

New York Chicago Detroit Dallas Los Angeles San Francisco Atlanta

WWTG DELIVERS MORE ADULTS FOR YOUR MONEY

WHEN TARGETING A BUY AGAINST ADULT DEMOGRAPHICS IN MINNEAPOLIS, WHY WASTE YOUR MONEY ON UNWANTED TEENS. WWTG'S GOLDEN ROCK FORMAT DELIVERS THE YOUNG ADULT LISTENERS WITHOUT THE TEENS.

MON-SUN 6A-12MID

	<u>TEENS AQH</u>	<u>% OF TOTAL AUDIENCE</u>
KSTP/FM	4,500	16.6%
KQRS A/F	3,500	23.6%
KDWB/FM	3,800	25.2%
WLQL	3,300	21.4%
*WWTG	100	1.1%
WCCO/FM	500	4.4%
WDGY	1,400	9.9%
KDWB/AM	2,300	29.1%

WWTG ATTRACTS LESS TEENS THAN ANY CONTEMPORARY STATION TARGETED AT 18-34'S. WWTG DELIVERS MORE 18-34'S FOR YOUR DOLLAR.

MEN 25-49

73.2% OF WWTG'S 25-49 MALE AUDIENCE IS IN THE 25-34 AGE SEGMENT. AS A RESULT OF ITS DOMINANCE IN THIS YOUNGER PORTION OF THE 25-49 DEMOGRAPHIC WWTG MAINTAINS A VERY COMPETITIVE POSITION, RANKING A CLOSE #4 MON-SUN 6A-12MID WITH AN AQH OF 4,100.

MON-FRI 6-10A

IN AM DRIVE WWTG IS VIRTUALLY TIED FOR THE #4 POSITION. HERE'S HOW THE LEADING STATIONS STACK UP*:

KSTP/F	8,800
WDGY	7,900
WLQL	5,600
KSTP	5,500
WWTG	5,300

MON-FRI 10-3P

WWTG IS THE #3 STATION OVERALL*:

WDGY	7,700
WWTG	6,300
KSTP/F	5,900
KEEY/F	4,600
KDWB/F	4,100

*WCCO/AM OMITTED

MEN 25-49 (CONT'D)

MON-FRI 3-7P

WWTC IS THE #3 STATION OVERALL*:

KSTP/F	-----	6,100
WWTC	-----	5,600
WDGY	-----	5,300
WCCO/F	-----	4,400
WLBL	-----	3,400

SAT 10-3P*

KSTP/F	-----	12,300
WWTC	-----	7,300
KEYE/F	-----	6,900
WCCO/F	-----	4,800
WDGY	-----	4,700

SAT 3-7P*

KSTP	-----	8,900
WDGY	-----	6,100
WWTC	-----	5,100
KDWB/F	-----	4,300
WCCO/F	-----	3,300

MEN 25-54

WWTC IS THE #4 STATION OVERALL WITH AN AQH OF 4,100 THROUGHOUT THE BROADCAST WEEK. WWTC DELIVERS COMPETITIVE AUDIENCE FIGURES IN THE MAJOR DAYPARTS MON-FRI:

MON-FRI 6-10A

IN MORNING DRIVE TIME MON-FRI, WWTC IS PRACTICALLY TIED FOR #4. HERE'S HOW THE LEADING STATIONS STACK UP*:

KSTP/F	-----	9,000
WDGY	-----	8,100
WLWL	-----	5,700
KSTP	-----	5,600
WWTC	-----	5,300

MON-FRI 10-3P

WWTC IS THE #3 STATION OVERALL*:

WDGY	-----	7,700
WWTC	-----	6,300
KSTP/F	-----	6,100
KEYE/F	-----	4,700
KDWB/F	-----	4,400

*WCCO/AM OMITTED

MEN 25-54 (CONT'D)

MON-FRI 3-7P

WUTC IS THE #3 STATION OVERALL IN PM DRIVE*:

KSTP/F	-----	6,100
WUTC	-----	5,600
WDGY	-----	5,400
WCCO/F	-----	4,700

WOMEN 18-34

AMONG WOMEN 18-34 WUTC IS THE #5 STATION OVERALL THROUGHOUT THE BROADCAST WEEK. HERE ARE SOME HIGHLIGHTS:

MON-FRI COMBINED DRIVE TIMES
(6-10A+3-7P)

IN COMBINED DRIVE TIMES WUTC IS TIED FOR #4.

KSTP/F	-----	15,600
WCCO	-----	10,800
WLDL	-----	7,600
WUTC	-----	3,900
WDGY	-----	3,900
KDWB	-----	3,900
KDWB/F	-----	3,900

SAT 10-3P

KSTP/F	-----	19,300
WLDL	-----	11,700
WCCO	-----	9,000
WUTC	-----	8,400
KDWB	-----	5,300

SUN 10-3P

KSTP	-----	12,700
WCCO	-----	7,400
KDWB/F	-----	6,100
WUTC	-----	5,400
WLDL	-----	3,900

*WCCO/AM OMITTED

ADULTS 25-49

WWTC IS THE #5 STATION OVERALL, MON-SUN 6A-12MID. HERE ARE SOME EXAMPLES OF WWTC'S COMPETITIVE AUDIENCE DELIVERY:

MON-FRI COMBINED DRIVE TIMES
(6-10A+3-7P)

IN COMBINED DRIVE TIMES WWTC IS THE #4 STATION OVERALL AMONG ADULTS 25-49*

KSTP/F	-----	16,400
WDGY	-----	12,700
WWTC	-----	9,000
KEEY/F	-----	8,700
WLOL	-----	8,600

SAT 10-3P

WWTC IS THE #3 STATION OVERALL*

KSTP/F	-----	22,600
WWTC	-----	15,700
KEEY/F	-----	15,400
WLOL	-----	13,300
WDGY	-----	11,500

SUN 10-3P

WWTC IS PRACTICALLY TIED FOR THE THIRD POSITION AMONG ALL STATIONS*

KSTP/F	-----	16,600
KEEY/F	-----	7,600
WDGY	-----	7,400
WWTC	-----	7,000
WCCO/F	-----	6,700

ADULTS 25-54

WWTC IS PRACTICALLY TIED FOR #5 OVERALL AMONG ADULTS 25-54 THROUGHOUT THE BROADCAST WEEK:

MON-SUN 6A-12MID*

KSTP/F	-----	13,400
WDGY	-----	9,300
KEEY/F	-----	8,900
WCCO/F	-----	6,900
WWTC	-----	6,800
WLOL	-----	6,800

*WCCO/AM OMITTED

ADULTS 25-54 (CONT'D)

MON-FRI 6-10A*

KSTP/F	-----	21,200
WDGY	-----	14,900
WLDL	-----	10,200
KEEY/F	-----	10,000
WCCO/F	-----	9,400
KSTP	-----	9,300
WWTC	-----	8,700

THERE IS ONLY 15% DIFFERENCE BETWEEN WWTC AND THE #4 RANKED WLDL. WCCO/F, KSTP, AND WWTC ARE ALL PRACTICALLY TIED FOR #5.

MON-FRI 3-7P*

KSTP/F	-----	14,000
WDGY	-----	11,900
WWTC	-----	9,200
KEEY/F	-----	9,200
WCCO/FM	-----	8,500

WWTC IS TIED FOR #4 IN AFTERNOON DRIVE.

*WCCO/AM OMITTED