

KDWB 63

Box 7-630

Saint Paul, Minnesota 55119

739-4000

William G. Smith, *General Manager*

Michael R. Sigelman, *General Sales Manager*

KDWB subscribes to the  Radio Code of Good Practices

Representatives:



RADIO ADVERTISING REPRESENTATIVES, INC.

Doubleday Broadcasting Company, Inc.

KDWB 63

MINNEAPOLIS-ST. PAUL

Rate Card 630-12, Effective June 1, 1972



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60 SECOND ANNOUNCEMENTS

CLASS AAA

6:00 am to 10:00 am
3:00 pm to 7:00 pm
Monday through Friday
6:00 am – 7:00 pm Saturday

CLASS AA

7:00 pm to 12 midnight
Monday through Sunday
6:00 am to 7:00 pm Sunday

CLASS A

10:00 am to 3:00 pm
Monday through Friday

1 per week	\$37	\$30	\$28
6 per week	\$33	\$26	\$24
12 per week	\$28	\$24	\$21
18 per week	\$26	\$22	\$20
24 per week	\$24	\$20	\$19
36 per week	\$22	\$19	\$18

30 seconds or less 80% of minute rate

CLASS B: 12 Midnight to 5 am rates available upon request

KDWB BEST TIME AVAILABLE PLAN
(Subject to pre-emption)

60 Seconds	Each	Weekly
Less than 12	\$25	—
12 per week	23	\$276
18 per week	22	396
24 per week	21	504
36 per week	20	720
48 per week	19	912
60 per week	18	1080

Rate protection: 3 months from date of increase for consecutive week advertisers

R.O.S. PLAN

ROS package of 28 announcements within four days, \$504.00. Frequency discounts not applicable, and plan may not be combined with programs or other announcements.

NEWS

	AAA	AA	A	
6 per week	\$35	\$30	\$26	OPEN, CLOSE 60-SECOND ANNOUNCEMENT
12 per week	30	27	23	

CONSECUTIVE WEEKS DISCOUNTS

10%	52 weeks	CLOSING TIME 24 HOURS BEFORE BROADCAST
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KDWB Remote Plan: Rates available upon request.

Contracts subject to Standard Conditions stated on contract. 15% commission paid to recognized advertising agencies. No cash discounts.

Production Rates Available on Request.