

WCCO Radio

MINNEAPOLIS • ST. PAUL



Rate Card No. 37

Effective July 4, 1977

GENERAL INFORMATION

1. STATION OWNERSHIP AND LOCATION

WCCO Radio, established in 1924, is owned and operated by Midwest Radio-Television, Inc. WCCO Radio studios and offices—625 Second Avenue South, Minneapolis, Minnesota 55402. Telephone—332-1202 (Area Code 612). Transmitter location—Anoka, Minnesota.

2. POWER—FREQUENCY—TIME

WCCO Radio operates with 50,000 watts at 830 kilohertz, licensed to operate full time on a 1A clear channel. Operates on Central Standard and Central Daylight Saving Times.

Operating Schedule

Daily 24 hours

3. ACCEPTABILITY OF PROGRAM, PRODUCT AND CONTINUITY

Facilities will be furnished only for programs, products, services and continuities acceptable to the station.

All program content and advertising copy are subject to station approval and must be received at least 48 hours prior to broadcast (exclusive of Saturdays, Sundays and holidays).

Address all program and advertising copy to:
Commercial Manager, WCCO Radio
625 Second Avenue South
Minneapolis, Minnesota 55402

Political broadcasts will be accepted according to provisions for such broadcasts established by the station. Details are available upon request. Regular time rates apply.

4. COMMISSION ALLOWED AND BILLING PROCEDURES

A 15% commission on net charges for program time and announcements is allowed to agencies recognized by WCCO Radio. Invoices are rendered monthly and payable no later than the 20th day of each month following completion of broadcast unless otherwise specified.

5. PUBLICATION OF RATE CARD

This rate card is published for the convenient reference of advertisers and agencies and is not to be considered as an offer of facilities. All data herein are subject to change without notice.

WCCO Radio is represented nationally by

CBS RADIO SPOT SALES

WCCO RADIO RATE CARD NO. 37

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SECTION I. ANNOUNCEMENTS

MORNING DRIVE TIME

5:59 - 10:00 AM, Monday thru Saturday

TIMES PER WEEK	1-5	6-11	12+
One Minute	205	200	190
30 Seconds	165	160	150

AFTERNOON DRIVE TIME

3:59 - 7:00 PM, Monday thru Friday

One Minute	160	155	145
30 Seconds	130	125	115

MID-DAY

10:00 AM - 1:00 PM, Monday thru Saturday

One Minute	145	135	125
30 Seconds	115	105	100

DAYTIME

4:59 - 5:59 AM, Monday thru Saturday;

1:00 - 3:59 PM, Monday thru Friday;

1:00 - 7:00 PM, Saturday; 4:59 AM - 7:00 PM, Sunday

One Minute	120	110	100
30 Seconds	95	85	80

NIGHTTIME

7:00 PM - 4:59 AM Monday thru Sunday

One Minute	80	70	60
30 Seconds	65	55	50

SECTION II. SPECIAL FEATURES

A. WEEKEND SATURATION PLAN

Saturday and Sunday only (run of schedule)

TIMES PER WEEK	4-7	8-11	12+
One Minute	90	80	70
30 Seconds	75	65	60

B. HOBBS HOUSE

10:30 PM to 4:59 AM, Monday thru Saturday
(Rates apply for 12:05 - 4:59 AM, Monday)

ONE MINUTE ANNOUNCEMENTS PER WEEK

12-17	18-23	24-35	36+
22	19	17	15

NOTE: Special Features may not be combined with each other nor with any other facilities to earn lower rates.

DISCOUNTS & NOTES

- **DISCOUNT:** 52 weeks—8% for Section I Announcements.
- **NOTES:** Personalized Announcement rates and terms available on request.
- Preferred Position Announcements available at 20% over base rate. Percentages rounded to nearest dollars.
- Only one product or service may be advertised per commercial.
- One-Minute and 30-Second Announcements may be combined with each other to earn lower rates. Facilities in Section I and Section II may not be combined with each other to earn lower rates. Special Features in Section II may not be combined with each other nor with any other facilities to earn lower rates. All rates are based upon the use of facilities within each 7-day period on fixed, uninterrupted schedules. Starting time of announcements determines classification.