

THE

# MINNESOTA TWINS

GO!  
GO!  
GO!

YEA  
TEAM!

POW!!

THE BASES ARE LOADED IN '75

ON  
**WCCO**  
**RADIO**  
MINNEAPOLIS  
ST. PAUL



**WCCO Radio**  
**Minnesota Twins Baseball**  
**1975**  
**Bases Loaded for Action!**

WCCO RADIO/Minneapolis-St. Paul

Twins Baseball Network

## Bases are Loaded for Action in '75!

1975 marks the 15th consecutive year that Minnesota Twins Baseball has been featured exclusively over WCCO Radio. It's been a play-by-play tradition ever since the team moved to Minneapolis-St. Paul and WCCO-Land in 1961.

The first 14 years have been packed with true major league excitement, color and thrills. Heated pennant races. A World Series. Grand slam homers. No hitters. And much, much more. With every inning - every play broadcast by WCCO Radio.

Without question, the 1975 season shapes up as the greatest ever for the sponsors of the Twins broadcasts. Advertisers can look forward to . . .

- Pennant-contending team on the field
- Outstanding advertising effectiveness and media value on the air
- Fabulous merchandising and promotional support
- Extra coverage and sales opportunity on the Twins Baseball Network

## **Lead Off Points...**

### **LEAD OFF POINTS . . .**

The Minnesota Twins and WCCO Radio are teamed up for:

- Complete 162-game American League schedule
- 6 big months . . . 25 solid weeks of big league action
- Season opens Tuesday, April 8, with the Twins at Texas
- Continues through Sunday, September 28

**Every Inning . . . Every Game . . . Exclusively on WCCO Radio**

## The Twins are Coming on Strong...

The Minnesota Twins give every promise of being a title-contending team in 1975. The club finished third last season in the tough American League Western Division that was headed by the World Champion Oakland A's.

At the end of the 1974 campaign, the Twins actually rated as one of the very strongest teams in all the major leagues.

Fact is, for the 89-game stretch beginning June 23 and continuing through September 24, the Twins led the entire American League. Both the East and West divisions. They were two full games ahead of Oakland.

Look at the standings for that stretch embracing more than half of the season:

### AMERICAN LEAGUE (6/23 thru 9/24/74)

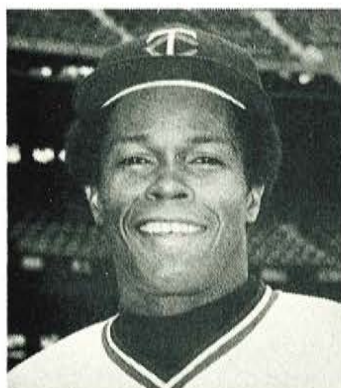
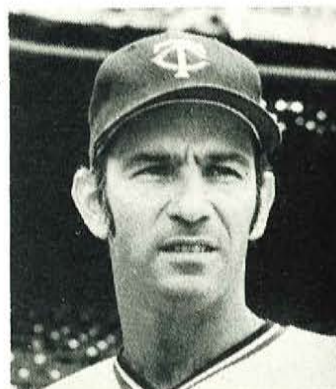
	Won	Lost	Pct.	G.B.
MINNESOTA TWINS	54	35	.607	—
Oakland A's	51	36	.586	2
New York Yankees	49	35	.583	2 1/2
Baltimore Orioles	49	38	.563	4
Texas Rangers	45	38	.542	6
Chicago White Sox	43	47	.478	11 1/2
Kansas City Royals	45	49	.477	12 1/2
Cleveland Indians	41	47	.465	12 1/2
Milwaukee Brewers	42	49	.461	13
Boston Red Sox	39	46	.459	13
Detroit Tigers	36	51	.414	17
California Angels	31	52	.374	20



# Even Stronger in 1975

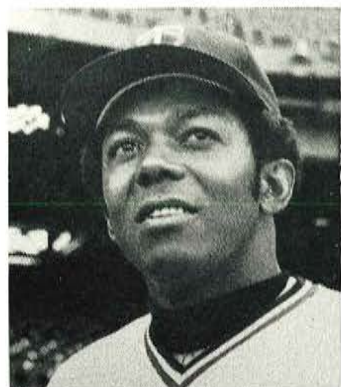
No doubt about it! The Twins have the kind of team that should be even better in the season at hand.

**Frank Quilici** - the youngest manager in the major leagues. And one of the most colorful. Now starting his third full season, he has the experience, knowledge and confidence to mean extra victories.



← **Rod Carew** - 8-time All-Star second baseman, out for his fifth American League batting crown. He did it in '74 with a .364 average. A .400 season is within his range.

**Bert Blyleven** - sensational 23-year old right-hander, seeking to become a 25 or 30-game winner!



← **Tony Oliva** - premier designated hitter, taking aim for another .300 year at the plate. One of the game's great natural hitters.

Plus a host of top young players - Glenn Borgmann, Steve Brye, Larry Hise, Jerry Terrell, Bob Darwin, Steve Braun, Eric Soderholm, Craig Kusick . . . and pitchers Dave Goltz, Joe Decker, Bill Campbell and Vic Albury.

Strong hitting . . . sound pitching . . . winning momentum! The Twins have it all!

## Sponsoring the Twins on WCCO Radio...

WCCO Radio offers advertisers a uniquely effective, flexible and economical plan for sponsorship of Minnesota Twins Baseball in 1975.

Highlights of the plan:

- Choice of 60-second or 30-second commercials.  
Or a combination of both.
- **60-second commercials priced at \$160 each**
  - One per game full season - \$25,920
  - Two per game full season - \$51,840
  - Three per game full season - \$77,760
  - Four per game full season - \$103,680
  - Five per game full season - \$129,600
  - Six per game full season - \$155,520
- **30-second commercials priced at \$100 each**
  - One per game full season - \$16,200
  - Two per game full season - \$32,400
  - Three per game full season - \$48,600
  - Four per game full season - \$64,800
- Commercials rotate through play-by-play action and features immediately preceding and following the game. Approximately two-thirds are in-game.

## Extra Bases for Major Sponsors...

- Sponsors with 3:00 or more minutes (in 60s and/or 30s) of commercial time in every game receives prominent billboard announcements at both the open and close of every broadcast . . . plus exclusive product protection.
- Sponsor with at least 1:30 minutes of commercial time in every game receives prominent billboard announcements at either the open or close of each game (alternating).
- Sponsor with 1:30 or more minutes of commercial time in every game will receive extra announcements in extra-inning games on a pro-rata basis . . . at no additional cost.
- Full-season sponsors will be included in all pre-season exhibition broadcasts over WCCO Radio . . . at no additional cost.



## Minnesota Twins Audiences on WCCO Radio...

By every measure, WCCO Radio ranks as one of the nation's truly great audience leadership stations. So it's only natural that audience levels for Minnesota Twins Baseball are something special.

<b>TOTAL AREA</b>	<b>QUARTER HOUR</b>	<b>PER GAME</b>
Men 18+	87,150	128,850
Women 18+	70,950	106,450
Adults 18+	158,100	235,300
Teens	8,000	16,850
Total 12+	166,100	252,150

### **METRO AREA**

Men 18+	46,800	72,950
Women 18+	39,300	62,200
Adults 18+	86,100	135,150
Teens	4,500	8,000
Total 12+	90,600	143,150

Source: American Research Bureau estimates April-May 1972-73.  
Special tabulation for baseball. Subject to qualifications  
which WCCO Radio will supply on request.

## On WCCO Radio, Baseball Audiences are Big Audiences...

More men than during Drivetime! More women than during Daytime!  
More total listeners than during Drivetime/Daytime combination!

Just check the following average quarter-hour data:

### **MEN 18+**

Twins Baseball	87,150
WCCO Drivetime (6-10 a.m. & 3-7 p.m. MF)	82,400

### **WOMEN 18+**

Twins Baseball	70,950
WCCO Daytime (10 a.m. - 3 p.m. MF)	66,900

### **TOTAL LISTENERS 12+**

Twins Baseball	166,100
WCCO Drivetime/Daytime (6 a.m. - 7 p.m. MF)	161,200

Source: American Research Bureau estimates, April-May 1972-73, special tabulations for baseball; January-February, April-May, October-November 1974, for other data. Subject to qualifications which WCCO Radio will supply on request.

## Leading the League in Advertising Efficiency

Thanks to a combination of large audiences and attractive rates, Minnesota Twins Baseball on WCCO Radio provides media values not often found in major league sports broadcasts.

	60 secs.	30 secs.
COST PER COMMERCIAL	\$160	\$100
COST PER THOUSAND LISTENERS		
• Total 12+	98 ¢	60 ¢
• Adults 18+	\$1.02	63 ¢
• Men 18+	\$1.85	\$1.15
• Women 18+	\$2.28	\$1.41



## **Twins Baseball on WCCO Radio: Bigger Than TV!**

WCCO Radio is famed throughout the broadcast advertising world as the one radio station that is bigger than TV. This long and consistent leadership over the video medium includes Minnesota Twins Baseball.

For the 1975 season, the Twins TV coverage returns to the same station that carried the games through 1972. For the most recent comparison, let's consider ARB audience estimates for that season.

## WCCO Radio vs. Television Scoreboard...

	Avg. 1/4 Hour Audience	Season GIMP*	WCCO Radio Advantage
<b>Audience 12+</b>			
WCCO Radio	169,100	27,394,200	+245%
Television	159,000	7,950,000	
<b>Adults 18+</b>			
WCCO Radio	161,700	26,195,400	+260%
Television	145,000	7,250,000	
<b>Men 18+</b>			
WCCO Radio	85,000	13,915,800	+216%
Television	88,000	4,400,000	
<b>Women 18+</b>			
WCCO Radio	75,800	12,279,600	+330%
Television	57,000	2,850,000	
<b>Teens</b>			
WCCO Radio	7,425	1,202,850	+72%
Television	14,000	700,000	

Sources: WCCO Radio - ARB estimates, April-May 1972.

Television - ARB estimates, May 1972.

\*Gross advertising impressions based on 162 games for WCCO Radio; 50 games for television.

## Fabulous Merchandising and Promotion Support...

Without question, WCCO Radio has amassed its greatest lineup ever of exciting merchandising and promotion features for Minnesota Twins Baseball sponsors.

Among the many attractions:

- Generous Twins ticket allowance plan
- Special VIP Sponsors Box at Twins games
- Super World Series excursion offer
- Strong, season-long tune-in promotion on WCCO Radio and in other media
- Plus other promotional tie-in opportunities

Let's check the details . . .



## The Twins Ticket Allowance Plan...

Major league baseball tickets are a natural merchandising item. They're great for use with customers . . . employees . . . salesmen . . . distributors . . . retailers . . . and anyone else connected with the sale or marketing of your product.

For the 1975 season, WCCO Radio offers its Twin Baseball sponsors a ticket allowance plan that is generous, flexible and truly exciting.

**For every 60-second commercial, a \$6.00 ticket allowance. For every 30-second commercial, a \$4.00 ticket allowance.**

This means the sponsor of one 30- second announcement in all 162 games receives \$648.00 in tickets. For one 60-second commercial in all 162 games, it's \$972.00 in tickets. The greater the sponsorship involvement, the greater the ticket allowance.

Sponsors will have their choice of any available tickets for any of the Twins 78 home dates, including three doubleheaders, during the 1975 regular season. Box seats at \$4.50; reserved at \$3.50 or general admission at \$2.00. Use them for season tickets to all games. Or all for a "special" night at one game. Or in any other manner you wish.

## **Special VIP Sponsor Box at Twins Games...**

This is something brand new in the history of Twins Baseball on WCCO Radio. A choice, four-seat box at Metropolitan Stadium has been set aside for the exclusive use of full-season sponsors.

To qualify for its use, on a pro-rata basis, an advertiser must have one or more commercials (either 60s or 30s) in all 162 games.

For each 60-second commercial in all games, the advertiser will have use of the VIP Box for four different Twins games. For each 30-second commercial in all games, two different games.

This is an ideal and prestigious way for sponsors to entertain special customers or honor outstanding dealers and salesmen. Or to use for other very important occasions.

Reservations for the VIP Sponsor Box will be filled in order received, but must be divided equitably among night, weekend and daytime games.

Each time a qualifying VIP sponsor attends a game, his party will be welcomed on the big "Twins-O-Gram" on the Stadium scoreboard.

## WCCO Radio World Series Excursion...

As a grand climax to the 1975 baseball season, WCCO Radio will conduct a fabulous excursion to the World Series.

An advertiser will receive two places on the World Series trip for every 81 minutes of commercial time in Twins Baseball on WCCO Radio.

For 81 sixty-second commercials, two places.

For 162 thirty-second commercials, two places.

For 162 sixty-second commercials, four places.

For two 60s in all 162 games, eight places.

For three 60s in all 162 games, 12 places.

And so on.

Places on the trip may be used for any adult designated by the sponsor - his own staff, advertising agency, dealers, customers, contest prize winners, etc.

Each trip will include:

- Roundtrip air travel from Minneapolis-St. Paul to the 1975 World Series city selected by WCCO Radio
- Hotel accommodations (double occupancy) for two nights
- Ticket to one World Series baseball game
- Transfers to and from airport, hotel and baseball game
- Plus other exciting features



# Twins Tickets VIP Sponsor Box World Series Scoreboard

60-Second Commercials			
No. per Game/162	Ticket Allowance	VIP Box Games	Trips to World Series
1	\$ 972	4	4
2	1,944	8	8
3	2,916	12	12
4	3,888	16	16
5	4,860	20	20
6	5,832	24	24
30-Second Commercials			
1	\$ 648	2	2
2	1,296	4	4
3	1,944	6	6
4	2,592	8	8

## Minnesota Twins Radio Network...

The popularity of the Minnesota Twins spans a tremendous region that stretches into six states - Minnesota, North Dakota, South Dakota, Montana, Iowa and Wisconsin. The baseball Twins were the region's first major league sports attraction - and continue to dominate the attention of fans throughout the six-month season. Included in the vast audience are thousands of summertime tourists.

Bringing the play-by-play action of Twins baseball to fans in the region beyond the WCCO Radio basic service area, is a network of stations from Sidney, Montana, in the west to Eau Claire, Wisconsin in the east . . . from International Falls, Minnesota, on the Canadian border to Des Moines, Iowa, some 600 miles to the south.

In all, the network for 1975 is expected to be comprised of some 35 stations. Together with WCCO Radio, the network brings Twins Baseball to a territory of approximately eight million people.

For the advertiser, this means extra coverage and extra sales-making opportunity . . . at an exceptionally low cost.



## Minnesota Twins Radio Network...

### Powerful Regional Stations

WHO	Des Moines
KDAL	Duluth-Superior
KSJB	Jamestown-Aberdeen
WNAX	Yankton-Sioux City
KSOO	Sioux Falls

### Other Key Markets

KBMR-FM	Bismark
WBIZ	Eau Claire
KVOX	Fargo-Moorhead
KRAD	Grand Forks
KGLO	Mason City
KLPM	Minot

### Leading Local Stations

#### Minnesota

KBHP	Bemidji
KVBR	Brainerd
KROX	Crookston
KDLM	Detroit Lakes
WELY	Ely
KBRF	Fergus Falls
KOZY	Grand Rapids
WMFG	Hibbing
KGHS	International Falls

#### Minnesota (cont.)

KMRS	Morris
KRWB	Roseau
KTRF	Thief River Falls
WHLB	Virginia
<b>South Dakota</b>	
KWAT	Watertown (FM)
<b>Iowa</b>	
KLGA	Algona
KRIT	Clarion

#### Minnesota (cont.)

#### Montana

KG CX	Sidney-Williston
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#### North Dakota

KDLR	Devils Lake
KGPC	Grafton
KMAV	Mayville
KGCA	Rugby
KBMW	Wahpeton-Breckenridge

Fewer than 162 games on certain stations. Details on request.



## Wide, Wide Coverage at Low, Low Cost...

In-game commercial time is available on the Minnesota Twins Radio Network as both 60-second and 30-second announcements.

**60- Second commercials priced at \$85 each**

One per game full season	- \$13,770
Two per game full season	- \$27,540
Three per game full season	- \$41,310

**30-Second commercials priced at \$50 each**

One per game full season	- \$ 8,100
Two per game full season	- \$16,200
Three per game full season	- \$24,300

Network sponsors with 2:00 minutes in every game receive prominent billboard at open and close of each game . . . plus exclusive product protection in play-by-play action.

# Winning Combinations...

WCCO Radio plus the stations of the Twins Baseball Network offer sponsors the utmost in audience impact, coverage and effectiveness. Here are a few examples of the available commercial combinations:

## 60—SECOND PLANS Announcements per game (162)

WCCO	Network	Budget
1	1	\$ 39,690
2	1	65,610
2	2	79,380
3	2	105,300
3	3	119,070
4	2	131,220
4	3	144,990

## 30—SECOND PLANS

1	1	\$ 24,300
2	1	40,500
2	2	48,600
3	2	64,800
3	3	72,900

## The Bases are Loaded...

On the form of last season's finishing drive, the Minnesota Twins look like solid pennant contenders in 1975.

WCCO Radio's combination of attractive advertising rates and bigger-than-TV audience impact provides sponsors with outstanding media values and major league effectiveness.

The strongest lineup of merchandising and promotion support in Twins history - including game tickets, VIP sponsor box and World Series trips.

Extra coverage and sales opportunity on the big Twins Baseball Network.

**BRING HOME THE SALES AND PROFITS BY JOINING THE 1975  
TEAM OF MINNESOTA TWINS RADIO SPONSORS!**



# Minnesota Twins 1975 Schedule

## APRIL

Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
		1	2	3	4	5
6	7	8 TEX N	9 TEX N	10 TEX N	11 KC N	12 KC
13 KC	14	15 CAL	16 CAL	17 CAL	18 OAK N	19 OAK
20 OAK (2)	CAL N	22 CAL	23 CHI	24 CHI	25	26 TEX
27 TEX (2)	28	29 OAK	30 OAK			

## JULY

Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
		1 CAL N	2 CAL N	3 CAL	4 TEX N	5 TEX
6 TEX (2)	7 BOS N	8 BOS	9 BOS 3:30	10 NY N	11 NY N	12 NY N
13 NY	14	15 ALL STAR AT MIL	16	17 BAL N	18 BAL	19 NY N
20 NY	21 NY N	22 BOS N	23 BOS N	24 BOS	25 CAL N	26 CAL (2) N
27 CAL	28 KC N	29 KC N	30 KC N	31 KC		

## MAY

Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
				1	2 KC	3 KC
4 KC	5	6 CHI N	7 CHI N	8	9 BAL N	10 BAL
11 BAL (2)	12	13 CLE N	14 CLE N	15 CLE N	16 MIL N	17 MIL
18 MIL	19 DET N	20 DET N	21 DET N	22	23 MIL N	24 MIL N
25 MIL	26 DET N	27 DET N	28 DET N	29	30 BOS N	31 BOS

## AUGUST

Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
					1 CHI N	2 CHI
3 CHI (2)	4 KC N	5 KC N	6 KC N	7 KC N	8 DET N	9 DET
10 DET	11 MIL N	12 MIL N	13 MIL N	14	15 CLE N	16 CLE
17 CLE	18 BAL N	19 BAL N	20 BAL N	21	22 DET N	23 DET
24 DET CLE	25 MIL N	26 MIL N	27 MIL N	28	29 CLE N	30 CLE (2) N

## JUNE

Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
1 BOS	2	3 NY N	4 NY N	5 NY	6 BOS N	7 BOS
8 BOS	9 CLE N	10 CLE N	11 NY N	12 NY 4:15	13 BAL N	14 BAL
15 BAL	16 OAK N	17 OAK N	18 OAK N	19 OAK	20 CHI N	21 CHI
22 CHI (2)	23 OAK N	24 OAK N	25 OAK N	26	27 TEX (2) N	28 TEX N
29 TEX N	30 CAL N					

## SEPTEMBER

Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
	1 TEX N	2 TEX N	3	4	5 CHI N	6 CHI N
7 CHI	8	9 TEX N	10 TEX N	11	12 OAK N	13 OAK
14 OAK	15 CAL N	16 CAL N	17 KC N	18 KC	19 CAL N	20 CAL N
21 CAL	22 OAK	23 OAK 6:00	24 KC N	25 KC N	26 CHI	27 CHI 10:30
28 CHI	29	30				