

1979 MINNESOTA

TWINS Baseball

on WCCO
Radio

THE TWINS IN '79 on WCCO RADIO

WCCO Radio will broadcast the 1979 season of Minnesota Twins baseball. 162 games . . . six consecutive months of American League action.

- Beginning April 6 against the Oakland Athletics
- Ending September 30 against the Milwaukee Brewers

This will be the Twins 19th season based in the Minneapolis-St. Paul Market. And the 19th season of exciting coverage by WCCO Radio . . . the 50,000 watt, 1-A clear channel giant of Northwest broadcasting.

WCCO RADIO . . . TOPS IN SPORTS

WCCO Radio is synonymous with sports fans in the Northwest. It has broadcast the games of the Minnesota Twins since the team moved to Minneapolis-St. Paul in 1961, and also airs play-by-play coverage of Minnesota Vikings football . . . University of Minnesota football and basketball . . . and numerous other sports events throughout the year.

MEET THE TWINS BROADCAST TEAM



Possibly the best team of the big league broadcasters in the nation is behind WCCO Radio microphones covering the Twins. **HERB CARNEAL** will be in his 18th season reporting the Twins in 1979, and his 23rd broadcasting major league baseball. He has become an "institution" in the market, a favorite of fans and players alike. **JOE McCONNELL** is in his second year covering the Twins for WCCO Radio. Joe is also the radio voice of the Chicago Bears during the football season.

SPONSORING TWINS BROADCASTS

WCCO Radio offers sponsorship of Twins baseball at attractive rates, providing an outstanding media value with remarkably low CPM's.

COST PER COMMERCIAL ANNOUNCEMENT FULL SEASON (162 GAME) ADVERTISERS

<u>Commercials</u>	<u>1-3</u>	<u>4</u>	<u>5-plus</u>
Minutes	\$195	\$175	\$155
Thirty Seconds	125	115	105

- Sponsors with *three* or more minutes (in 60s and or 30s) of commercial time in every game receive billboard announcements at the open and close of every broadcast. Plus exclusive product protection.
- Sponsors with at least 1:30 minutes of commercial time in every game receive billboard announcements at either the open or close of each broadcast (alternating).
- Sponsors 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 at no extra cost.

COST PER COMMERCIAL ANNOUNCEMENT AFTER APRIL 5, 1979

<u>Commercials</u>	<u>1-3</u>	<u>4</u>	<u>5-plus</u>
Minutes	\$205	\$185	\$165
Thirty Seconds	130	120	110

FULL SEASON COSTS

The cost of sponsoring Minnesota Twins broadcasts for the full 162-game season on WCCO Radio beginning with the opener on April 6, 1979:

Commercials Per Game	One Minute	Thirty Seconds
One	\$ 31,590	\$ 20,250
Two	63,180	40,500
Three	94,770	60,750
Four	113,400	74,520
Five	125,550	85,050
Six	150,660	102,060

Big savings for big hitters. On a cost per commercial basis, the four-time rates offer a 10.25% savings for 60s; 8% for 30s. The five-plus rates provide discounts of 20.5% for 60s; 16% for 30s.

BIG AUDIENCE MAKES A GREAT MEDIA BUY

Combine WCCO Radio's reasonable rates for Minnesota Twins baseball with the big audience you get, and you have a truly remarkable media buy.

	Average Quarter Hour	Cumulative Audience
Total 12+	146,300	216,400
Adults 18+	143,300	209,900
Men 18+	78,000	111,700
Women 18+	65,300	98,200

Cost Per Thousand Data

Spot Cost	CPM
\$155	\$1.06
175	1.20
195	1.33
205	1.40

Based on a special tabulation of data from Arbitron Radio, April-May 1978, total survey area. Subject to qualifications which WCCO Radio will supply on request.

MERCHANDISING

WCCO Radio offers advertisers an exciting merchandising plan to support their Twins sponsorship. The plan includes . . .

- **A World Series Excursion offer**
- **A Generous Twins ticket allowance**
- **A VIP Sponsors' Box at Twins games**

WORLD SERIES TRIP

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

- For 81 one-minute commercials, two places
- For 162 thirty-second commercials, two places
- For 162 one-minute commercials, four places
- And so on.

Places on the tour may be used for any adult designated by the sponsors: his staff, advertising agency, dealers, customers, contest prize winners, etc.

Each place on the tour includes:

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

MERCHANDISING

VIP BOX SEATS

A choice, four-seat box at Metropolitan Stadium has been reserved 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 (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.

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

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

TWINS TICKETS

Major league tickets are natural merchandising items. Great for use with customers, employees, salesmen, distributors, or anyone else connected with the sale or marketing of your product.

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

Let's take a look at a summary of the merchandising available to Minnesota Twins sponsors on WCCO Radio . . .

MERCHANDISING 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

During the 1978 baseball season, WCCO Radio anchored a 23-station network throughout the Northwest region.

Work is underway to complete the 1979 Twins Baseball Network. It is expected to be similar to the 1978 roster of stations below.

MINNESOTA

KBUN	Bemidji
KVBR	Brainerd
WKLK	Cloquet-Duluth
KROX	Crookston
WELY	Ely
KBRF	Fergus Falls
KOZY	Grand Rapids
WMFG	Hibbing
KEYL	Long Prairie
KRWB	Roseau
KTRF	Thief River Falls
WIRN	Virginia
KWAD	Wadena

MONTANA

KG CX	Sydney-Williston
-------	------------------

NORTH DAKOTA

KDAK	Carrington
KDLR	Devils Lake
KRAD	Grand Forks
KSJB	Jamestown
KMAV	Mayville
KGCA	Rugby

IOWA

WHO	Des Moines
KICD	Spencer

SOUTH DAKOTA

WNAX	Yankton
------	---------

Fewer than 162 games may be broadcast on certain stations. Details on request.

THE MINNESOTA TWINS RADIO NETWORK

COST PER COMMERCIAL ANNOUNCEMENT FULL SEASON (162 GAME) ADVERTISERS

	1-2	3	4
One Minute	\$105	\$95	\$85
Thirty Seconds	65	60	55

FULL SEASON COSTS

Commercials Per Game	One Minutes	Thirty Seconds
One	\$ 17,010	\$ 10,530
Two	34,020	21,060
Three	47,025	21,160
Four	55,080	35,640

COST PER COMMERCIAL ANNOUNCEMENT AFTER APRIL 5, 1979

	1-2	3	4
One Minute	\$100	\$100	\$90
Thirty Seconds	70	65	60

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

'79 Minnesota TWINS Schedule

APRIL						
SUN	MON	TUE	WED	THUR	FRI	SAT
1	2	3	4	5	6 OAK N	7 OAK
8 OAK	9	10 CAL N	11 CAL N	12 CAL N	13 SEA N	14 SEA N
15 SEA	16	17 CAL	18 CAL	19 CAL	20 SEA N	21 SEA
22 SEA	23	24 CLE (12:05)	25 CLE (2:05)	26	27 DET N	28 DET
29 DET	30 TOR N					

MAY						
SUN	MON	TUE	WED	THUR	FRI	SAT
		1 TOR N	2 TOR N	3 DET N	4 DET N	5 DET
6 DET	7 TOR N	8 TOR N	9 TOR N	10	11 CLE N	12 CLE
13 CLE	14 TEX N	15 TEX N	16 TEX N	17 KC N	18 KC N	19 KC N
20 KC	21 TEX N	22 TEX N	23 TEX N	24	25 KC N	26 KC
27 KC	28 OAK 11:00	29 OAK N	30 OAK N	31 OAK		

JUNE						
SUN	MON	TUE	WED	THUR	FRI	SAT
					1 BOS N	2 BOS
3 BOS	4 BAL N	5 BAL N	6 NY N	7 NY	8 BOS N	9 BOS
10 BOS	11	12 NY N	13 NY N	14 NY N	15 BAL N	16 BAL
17 BAL	18	19 MIL N	20 MIL N	21 MIL	22 CHI N	23 CHI
24 CHI (2)	25	26 MIL N	27 MIL N	28 MIL	29 CHI N	30 CHI

JULY						
SUN	MON	TUE	WED	THUR	FRI	SAT
1 CHI	2 SEA N	3 SEA N	4 SEA N	5 SEA	6 CLE N	7 CLE
8 CLE (2)	9 DET N	10 DET N	11 DET N	12	13 TOR N	14 TOR
15 TOR	16	17 ALL STAR GAME SEA	18	19 DET N	20 DET N	21 TOR
22 TOR	23 TOR	24 CLE N	25 CLE N	26 CLE	27 CAL N	28 CAL N
29 CAL	30 OAK N	31 OAK N				

AUGUST						
SUN	MON	TUE	WED	THUR	FRI	SAT
			1 OAK	2	3 CAL N	4 CAL
5 CAL (2)	6 SEA N	7 SEA N	8 SEA N	9	10 OAK N	11 OAK
12 OAK	13 BOS N	14 BOS N	15 BOS N	16 NY N	17 NY N	18 NY N
19 NY	20 BOS N	21 BOS N	22 BOS N	23	24 NY N	25 NY N
26 NY	27 BAL N	28 BAL N	29 BAL	30 BAL	31 BAL	

SEPTEMBER						
SUN	MON	TUE	WED	THUR	FRI	SAT
						1 BAL N
2 BAL	3 KC (11:00)	4 KC N	5 KC N	6	7 TEX N	8 TEX N
9 TEX	10 KC N	11 KC N	12 KC N	13 TEX N	14 TEX N	15 TEX N
16 TEX	17 CHI N	18 CHI N	19 CHI	20	21 MIL N	22 MIL
23 MIL	24	25 CHI N	26 CHI N	27 CHI	28 MIL N	29 MIL (10:30)