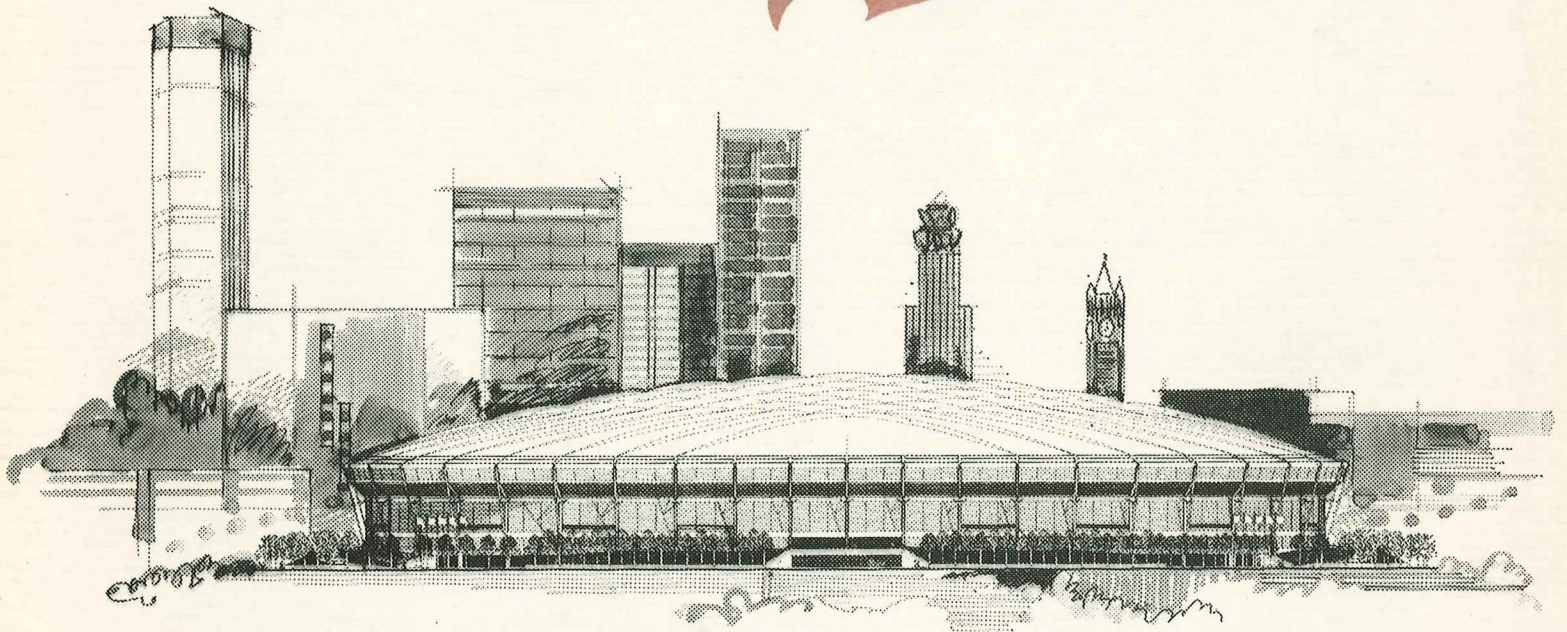


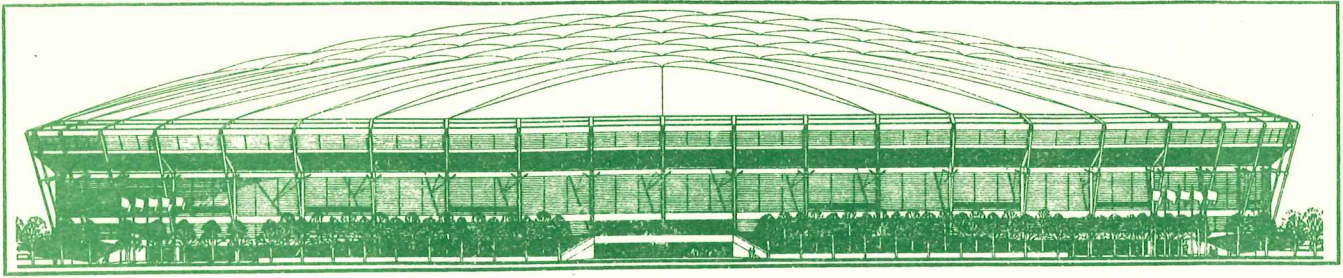
1982 MINNESOTA

Twins



WCCO Real Radio.

MINNEAPOLIS • ST. PAUL
Represented by CBS Radio Spot Sales



FOR THE TWINS IN 1982:

A NEW SPIRIT IN A NEW HOME

The Minnesota Twins will open the 1982 baseball season in a new home...the Hubert H. Humphrey Metrodome.

It is a milestone in the history of the Twins that gives added significance to the 1982 season. A market-wide sense of interest and excitement in the team and its new home pushed opening day ticket sales beyond 35,000 by December 1st!

WCCO Radio...the 50,000 watt station which has meant REAL RADIO in the Minneapolis-St. Paul Market for nearly 58 years...will air the full season of Twins games in 1982. The broadcasts will be a major part of WCCO's year-round commitment to sports coverage...including the Minnesota Vikings and University of Minnesota football and basketball.

The 1982 Twins season offers advertisers an opportunity to participate in this new spirit of excitement in the Minneapolis-St. Paul Market.

And the easiest, most economical, way to do it is by sponsoring the Minnesota Twins on WCCO Radio.

HERE'S WHAT WCCO RADIO OFFERS TWINS SPONSORS

- * Six months of consistent advertising impact.
Beginning April 6 at home in the Metrodome,
and continuing through October 3.
- * Strong merchandising support all season long
including game tickets, use of WCCO Radio's
VIP Box in the Metrodome and trips to the
1982 World Series.
- * Your commercials in a big league setting
with a large, attentive audience.
- * Popular WCCO Radio sports personalities
Herb Carneal and Frank Quilici giving credence
to your commercials.

BIG LEAGUE BASEBALL AT ECONOMY RATES

Broadcasts of the 1982 Minnesota Twins season on WCCO Radio are available at what may be the most attractive rates anywhere in major league sports.

Rates available to advertisers prior to opening day, April 6, 1982.

COMMERCIALS PER GAME ON WCCO RADIO

Minutes	\$250
Thirties	\$165

FULL-SEASON (162 GAMES) COST

<u>Commercials Per Game</u>	<u>Commercials Per Season</u>	<u>Minutes</u>	<u>Thirties</u>
1	162	\$ 40,500	\$ 25,920
2	324	81,000	51,840
3	486	121,500	77,760

COMMERCIALS ROTATE THROUGH PLAY-BY-PLAY AND FEATURES
IMMEDIATELY PRECEDING AND FOLLOWING THE GAME.
APPROXIMATELY TWO-THIRDS ARE IN GAME.

Extras for Major Sponsors . . .

- * Sponsors with 3:00 or more minutes (60's and/or 30's) of commercial time in every game receive prominent billboard announcements at both the open and close of every broadcast.
- * Sponsors with at least 1:30 minutes of commercial time in every game receive prominent billboard announcements at either the open or close of each game.
- * Sponsors with 1:30 or more of commercial time in every game 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 on WCCO Radio...at no additional cost.

WCCO RADIO DELIVERS THE FANS!

WCCO Radio has always provided advertisers on Minnesota Twins baseball broadcasts with a large, loyal and responsive audience.

An average of the past three seasons' estimated listening - 1979, 1980 and 1981 - is a solid indication of what sponsors may expect in 1982.

	<u>AQH</u>	<u>Cume</u>
Total 12+	144,800	241,200
Adults 18+	139,900	229,100
Men 18+	79,700	135,800
Women	60,200	93,300

	<u>Metro Area</u>	
Total 12+	92,400	160,000
Adults 18+	89,900	152,600
Men 18+	53,900	93,400
Women 18+	35,900	59,100

Source: Arbitron Radio estimates from Spring surveys in 1979, 1980 and 1981. Data subject to qualifications which WCCO Radio will supply on request.

MERCHANDISING FOR SPONSORS

WCCO Radio's merchandising plan for 1982 Twins sponsors includes:

- * WORLD SERIES EXCURSIONS OFFER
- * GENEROUS TWINS TICKET ALLOWANCE IN THE METRODOME
- * VIP SPONSOR'S BOX AT GAMES

WORLD SERIES TRIP

An advertiser receives two places on the 1982 WCCO Radio World Series Excursion for every 81 minutes of commercial time in Twins baseball:

- * For 81 one-minute commercials, two places
- * For 162 thirty-second commercials, two places
- * For 162 one-minute commercials, four places

Places on the tour may be used for any adult designated by the sponsor: his staff, advertising agency, dealers, customer, 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

TWINS TICKETS

WCCO Radio advertisers receive a \$6.00 ticket allowance for every 60-second commercial in Twins baseball. For every 30-second commercial, a \$4.00 ticket allowance. Great for use with customers, distributors, employees.

MERCHANDISING FOR SPONSORS

BOX SEATS

A choice four-seat box in the Metrodome is available for the exclusive use of WCCO Radio's full-season advertisers.

To qualify for use of the box -- on a pro-rata basis -- an advertiser must have one or more commercials in all 162 games. For each 60-second commercial in every game, a sponsor will have use of the box for four different Twins games. For each 30-second commercial in all games, a sponsor may use the box twice.

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

MERCHANDISING SCOREBOARD

60-Second Commercials

<u>No. per Game/162</u>	<u>Ticket Allowance</u>	<u>VIP Box Games</u>	<u>Trips to World Series</u>
1	\$ 972	4	4
2	1,944	8	8
3	2,916	12	12
4	3,888	16	16

30-Second Commercials

1	648	2	2
2	1,296	4	4
3	1,944	6	6
4	2,592	8	8

1982 MINNESOTA TWINS BASEBALL NETWORK

Complementing WCCO Radio's outstanding 50,000 watt coverage is the Minnesota Twins Baseball Network.

Arrangements for the full 1982 network have not been completed. It is expected that WCCO Radio will originate Twins broadcasts for approximately 30 radio stations in Iowa, North and South Dakota and northern Minnesota.

Advertising is available on the 1982 Twins Baseball Network at the following rates:

Minutes	\$135.00
Thirties	90.00

Rates are subject to increase April 6, 1982.