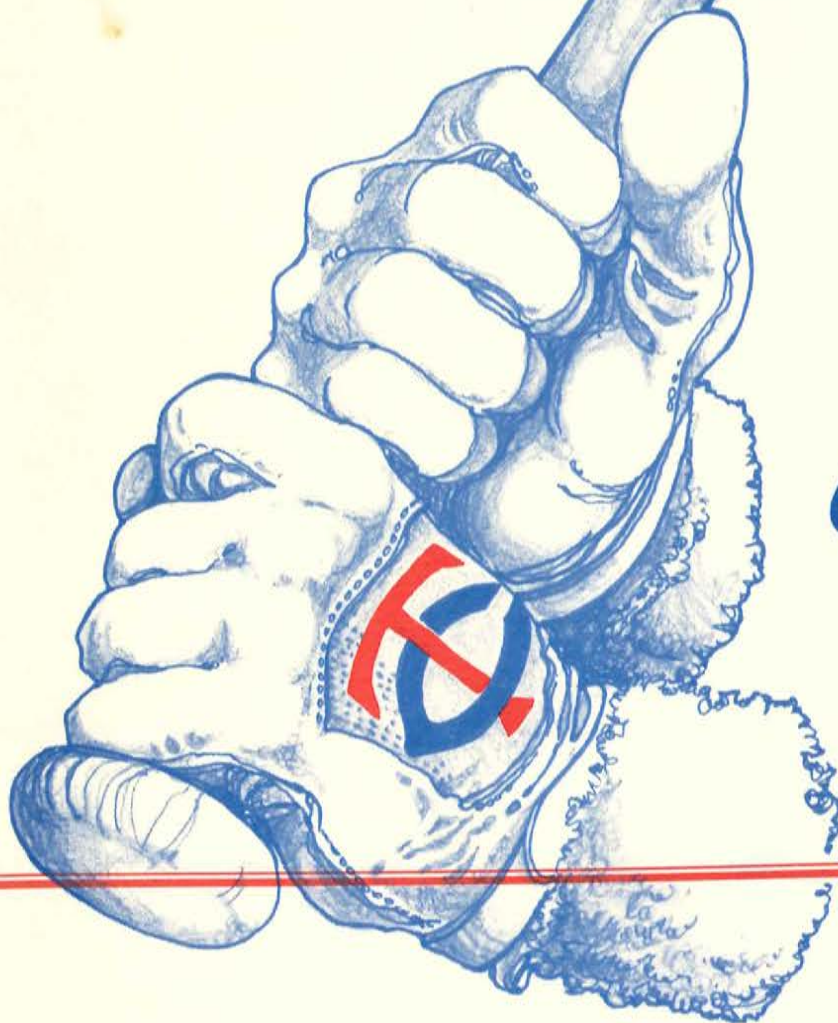


Minnesota **TWINS**

'84



*Catch the
Rising
Stars*

WCCO Real Radio 8.3.0

WCCO Radio-Minneapolis-St. Paul-Represented Nationally by CBS Radio Spot Sales



WCCO Radio Invites You To Sponsor Minnesota Twins Baseball

**WCCO and the Twins Satellite-Delivered
Radio Network bring you:**

- Major League Baseball
- Six solid months
- 162 games
- Exciting sports action

**And it's all on WCCO Radio — the
nation's top rated Major Market Radio
Station.**

**WCCO Radio — The Twin Cities
Sports Leader**



Since 1961 WCCO Radio has been the flagship station for the Minnesota Twins Radio Network.

Sponsoring Major League Sports brings Major League Value

- Outstanding Audience — Big in size, attentive and responsive.
- A great media value with great reach, tremendous frequency and very reasonable prices.
- Extra awareness — Utilize the generous merchandising to generate traffic, improve morale, reward outstanding performance or increase awareness.

The big league sales professionals at WCCO or CBS Radio Spot Sales have the experience to show you how major league baseball can make you a winner in 1984.

**WCCO Radio And Minnesota
Twins, Together Since 1961**



If there was ever a doubt, baseball is once again America's favorite pastime:

- For the 7th time in 8 years baseball's attendance is up.
- Over 46 million saw a major league baseball game in 1983.
- In the past 10 years baseball attendance is up over 50%.
- Baseball attracts more fans than the other professional sports combined.

Profile of a baseball fan*

- Nearly 2/3 of the men in America consider themselves to be baseball fans.
- Baseball attracts an upscale fan.

A recent survey by H.R. Bruskin shows baseball attracts well educated, upper income professionals, managers and otherwise upscale adults. With among other things, a high propensity towards frequent flyers and credit card users.

And because baseball is a six-month, 162-game season, the best way to reach this large attentive audience is through RADIO.

* H.R. Bruskin as provided by CBS.

America Has Baseball Fever



A recent study by W.R. Simmons states the recall for a commercial heard during radio sports play-by-play to be nearly double the recall of a commercial heard during regular radio or TV programming:

All Radio	100%
All TV	117%
Radio Baseball	192%

Unlike other media, radio audiences remain strong throughout the year. Specifically in the summertime when TV audience decline and newspaper readership decreases, radio listening remains strong. No doubt this is because of the FLEXIBILITY of Radio to go with people wherever they are:

- In the car
- At work
- At leisure
- At the game
- Anywhere indoors or out of doors

And when you think of Radio in the Twin Cities the subject is REAL clear.

Baseball And Radio — A Perfect Combination



WCCO REAL RADIO — The Twin Cities' first choice for:

- News
- Information
- Weather
- Companionship
- Sports

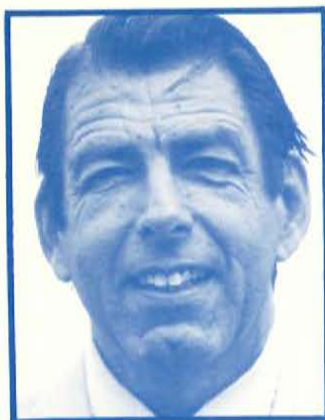
WCCO — the Twin Cities' Sports Station for:

- Twins Baseball
- Vikings Football
- Gopher Football & Basketball
- The Baseball Playoffs, Allstar Game
- The World Series
- Monday Night Football and the NFL Playoffs
- The Super Bowl

WCCO, the 50,000 watt 1-A clear channel radio boomer with a tradition of excellence that reaches more people than any radio station in Minnesota.

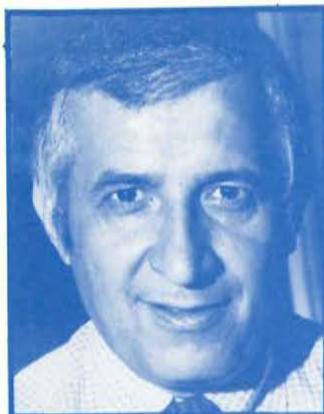
It really means something when your message is on WCCO Radio, the Good Neighbor to the Northwest. For 60 years people have depended on WCCO. As an advertiser in Twins baseball your message is broadcast in an environment of creditability to a loyal, attentive audience.

WCCO Real Radio



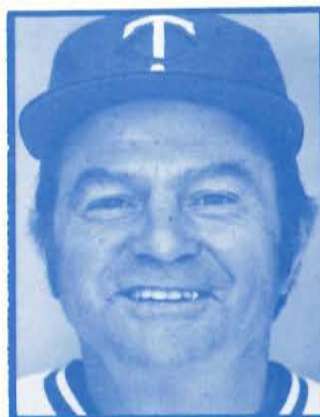
Herb Carneal

- 23 years with the Twins and WCCO.
- Over 30 years as a broadcaster.
- From Killebrew to Hrbek, no one knows the Twins better than Herb.



Sid Hartman

- Sid Hartman sets the scene before each Twins game.
- Sid Hartman is the Twin Cities' sports authority.
- Sid's friendships and contacts with sports figures the world over is legendary.

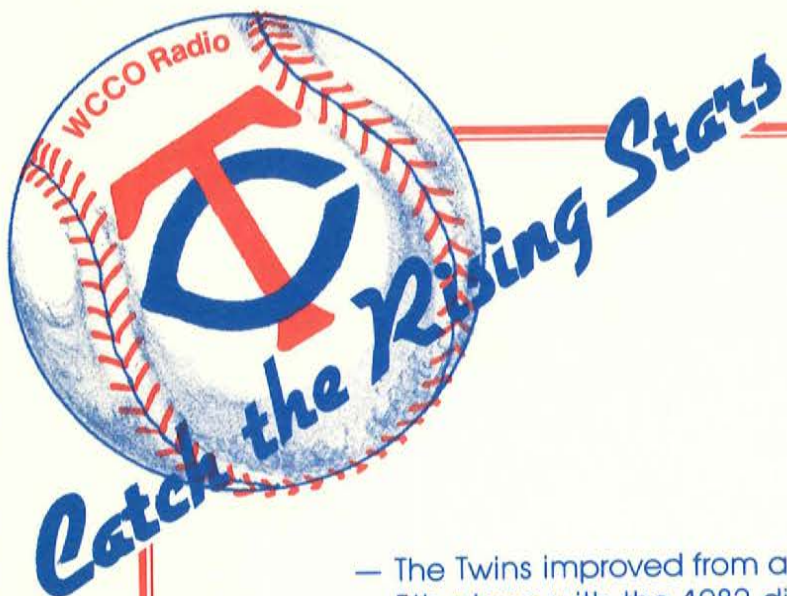


Billy Gardner

- Sid is frequently joined by Twins Manager Billy Gardner. Billy is entering his fourth season as the Twins' skipper.

WCCO provides the most consistent and thorough coverage from spring training to the season's last pitch.

Twins Coverage Features



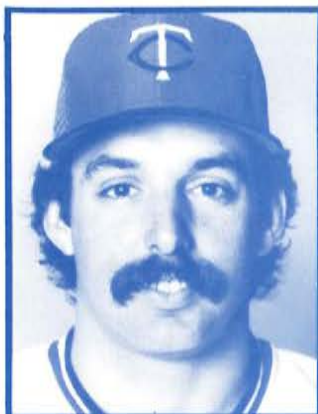
- The Twins improved from a last place finish in 1982 to a tie for 5th place with the 1982 division winner, California.
- The 1983 Twins were 20 games better than in 1982.
- As a team, their balanced attack allowed the Twins to score lots of runs and create a great deal of excitement.
 - Six players had 11 or more home runs.
 - Seven players had over 100 hits.
 - Six players drove in 55 or more RBI's.
- Pitching highlights included the emergence of 15-game winner Ken Schrom and a much improved bullpen anchored by one of baseball's best relief pitchers, Ron Davis.
- Pitching should be even better with the trade of Gary Ward for Mike Smithson and John Butcher.
- Ron Davis and John Castino have been signed to long term, no trade contracts.
- The fertile Twins farm system has developed another potential star in Tim Lincecum, the Most Valuable Player in the AAA International League.
- Dave Engle hit 305 and Mickey Hatcher hit 317. But the real reason why the Twins' future is bright and a 500 season and a top three finish is not out of the question is on the next page ...

1983 — A Year Of Improvement



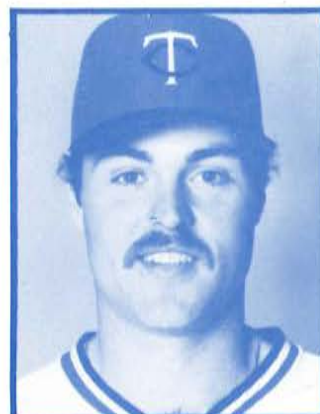
Kent Hrbek

Age 23
3rd year
in the majors
16 Home Runs
84 RBI's
299 Career
Batting Average



Gary Gaetti

Age 25
3rd year
in the majors
21 Home Runs
78 RBI's



Tom Brunansky

Age 23
3rd year
in the majors
28 Home Runs
82 RBI's
15 game
winning hits

The Future Is NOW



Catch the Rising Stars

Twins Baseball Audience

Demographic	METRO AREA ONE GAME			TOTAL AREA ONE-GAME	
	AQH	Rating	Cume	AQH	Cume
Total 12+	106,100	5.9	196,500	136,600	283,500
Adults 18+	102,900	7.2	189,200	130,800	263,600
Men 18+	65,100	8.6	104,200	75,700	132,300
Men 25-54	35,000	7.8	52,500	42,600	74,500
Men 18-49	45,300	8.3	64,700	52,500	85,600

A consistent 10% growth in each category over 1982.

The highest audience figures since 1980.

Strong, young male delivery.

An audience of upper income, well educated, white collar, above average consumers.

More people listen to Twins baseball than any daypart on WCCO other than morning drive.

A large responsive audience is the first element of a great media value . .

* The audience figures are 1983 estimates of the WCCO Radio Twins baseball audience as measured by Arbitron AID during the period of April 3-June 9, 1983. Selected games during this period were chosen to include day games, night games, weekend games, TV games, home and away games. Audience breakdown by specific demographics are available. However, since Arbitron now measures over a 12-week period versus a 4-week period, sample size for any one game has been so reduced that there is a wide drastic swing in audience estimates.

Twins Audience On WCCO The Best In Four Years*



The following are rates for WCCO Radio and the Twins satellite delivered Radio Network for season-long advertisers. Commercials rotate through play-by-play and features immediately preceding and following the game.

LENGTH	WCCO RADIO	TWINS RADIO NETWORK
60 seconds	\$290	\$155
30 seconds	195	105
10 seconds	100	—

FULL SEASON 162 GAMES

60 seconds	\$46,880	\$25,110
30 seconds	31,540	17,010
10 seconds	16,200	—

Season-long advertisers receive open and/or closing billboards.

Season-long advertisers receive spring training games at no additional charge.

Season-long advertisers receive additional spots in extra inning games at no extra cost.

IF BUDGET OR CREATIVE DOESN'T ALLOW FOR A SEASON-LONG COMMITMENT, A WCCO OR CBS RADIO SPOT SALES ACCOUNT EXECUTIVE WILL HELP YOU CREATE YOUR OWN PERSONALIZED TWINS SPONSORSHIP!

Major League Baseball — At A Reasonable Price



In this day of intense competition for all business, sponsorship of Twins baseball provides advertisers with unique opportunities:

- to improve employee morale
- to increase name recognition
- to build awareness and improve visibility
- to increase customer traffic
- to reward outstanding employee performance

Every season-long advertiser in Twins baseball receives:

- Metrodome ticket allowance
- Use of Metrodome V.I.P. Box
- Utilization of WCCO Stadium Suite
- Trips to the World Series

Specific details of how each part of the merchandising is earned is explained on the merchandising scoreboard.

MERCHANDISING IS THE CRITICAL DIFFERENCE THAT MAKES EVERY TWINS ADVERTISER A WINNER! MANY TWINS SPONSORS THINK OF THEIR COMMERCIALS AS A NICE COMPLIMENT TO THE MERCHANDISING THEY RECEIVE. CONTACT THE SPORT PROFESSIONALS AT WCCO OR CBS RADIO SPOT SALES FOR EXAMPLES OF MERCHANDISING IDEAS THAT WORKED FOR OTHER BASEBALL SPONSORS.

Merchandising Makes Twins' Baseball Sponsors Sure Winners



This merchandising scoreboard provides an easy-to-refer-to summary of how your merchandising grows with your increased investment in Twins baseball:

SEASON-LONG 162 GAME SPONSORS

Commercials/Game 60 seconds	Ticket Allowance	VIP Box	Stadium Suite	World Series
1	\$972	4	—	4
2	\$1,944	8	1	8
3	\$2,916	12	2	12
4	\$3,888	16	3	16
30 seconds				
1	\$648	2	—	2
2	\$1,296	4	—	4
3	\$1,944	6	1	6
4	\$2,592	8	2	8

Flexibility is the key to our merchandising program. Parts of the above merchandising can be "traded" for items that better meet an individual advertiser's needs such as a Point of Purchase materials like pocket schedules, counter top cards or banners. WCCO will bill or exchange merchandising credit for expenses incurred in printing and distributing these Point of Purchase materials.

WCCO can also work with sponsors:*

- To have top priority for sponsorship of a Metrodome event.
- To have access to Twins coaches and players as speakers or to conduct clinics.
- To have WCCO Radio announcers attend speaking engagements. In most cases an additional fee is usually required.

Still another way for Twins advertisers to benefit from a WCCO Radio sponsorship is to become involved in an on-air promotion. Some advertisers run promotions using their Twins merchandising and their own product as prizes in other WCCO Radio promotions.

* Often subject to additional cost.

The Twins Merchandising Scoreboard

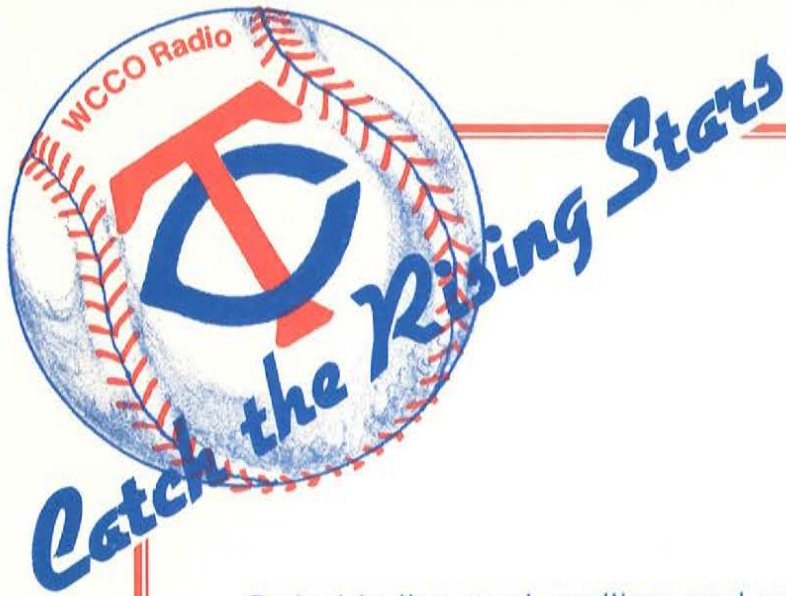


A major league baseball game at the Hubert Humphrey Metrodome is a most positive way to entertain customers or reward outstanding employees. In addition, tickets make great prizes for traffic generating sweepstake promotions or internal incentive contests. A season-long Twins sponsor can utilize the Metrodome in three ways:

- **Season Ticket Allowance** — Every Twins advertiser receives a \$6.00 credit for every 60-second commercial, \$4.00 credit for every 30-second commercial and \$2.00 credit for every 10-second commercial purchased.
- **VIP Box** — In addition to the ticket allowances, WCCO Radio has a special block of 4 seats for all 81 home games. For each minute purchased on a season-long basis, a sponsor will receive use of these choice seats four times.
- **WCCO Stadium Suite** — All Twins advertisers will be invited to special parties in the WCCO Stadium Suite. Season-long advertisers who purchase 2 minutes or 3 30-s will have the private use of the WCCO Stadium Suite.

Whenever a special function is planned at the Metrodome, WCCO can arrange for Twins sponsors to be identified on the Metrodome scoreboard.

Three Ways To Use The Metrodome



Probably the most exciting and unique aspect of the WCCO Twins Merchandising Plan is the sponsor tour to the World Series. Twins sponsors receive two trips to the 1984 World Series for every 81 minutes of commercial time purchased on WCCO Radio. See the merchandising scoreboard to see how many trips your advertising commitment can earn.

Places on the tour may be for any adult designated by the sponsor. Examples might include top performers, important clients, key personnel, advertising agency personnel or winners of internal incentive competition or sweepstakes contests.

Each person receives:

- Round trip air travel from the Twin Cities to the city where the weekend games are played. (This is scheduled to be an American League City in 1984.)
- Hotel accommodations for 2 nights (double occupancy).
- Tickets to one World Series game.
- Transfers to and from airport and game.
- Other features including a group dinner and World Series memorabilia.

The World Series — Baseball's Finest Moment



New For 1984

To complement the outstanding coverage provided by WCCO Radio's 50,000 watt signal, advertisers may choose to utilize the Twins Baseball Radio Network.

In 1984 the Twins Radio Network will be enhanced by a new method of satellite distribution.

The new satellite delivery will mean a better network sound and an expectation of our largest network in many years.

The final network line up will not be available until close to opening day. Please use the 1983 5-state, 25-station list as a guide.

MINNESOTA

KDAL — Duluth
KBUN — Bemidji
KVBR — Brainerd
KROX — Crookston
KDLM — Detroit Lakes
WELY — Ely
KBRF — Fergus Falls
KEHG — Fosston
KOZY — Grand Rapids
KEYL — Long Prairie
KPRM — Park Rapids
KTRF — Thief River Falls
WHLB — Virginia

WISCONSIN

WHSM — Hayward
WLCX — LaCrosse

IOWA

KEMB — Emmetsburg
KILR — Estherville
KGLO — Mason City
KSMX — Fort Dodge

NORTH DAKOTA

KDLR — Devils Lake
KVOX — Fargo/Moorhead
KMAV — Mayville
KGCA — Rugby
KG CX — Sidney/Williston

SOUTH DAKOTA

KMSD — Milbank (daytime)
WNAX — Yankton

The Twins Satellite Delivered Radio Network



Catch the Rising Stars

1984 Schedule

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

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

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

MAY						
SUN	MON	TUES	WED	THUR	FRI	SAT
		1 SEA	2 SEA	3 SEA	4 OAK	5 OAK
6 OAK	7 CAL	8 CAL	9 CAL	10	11 MIL	12 MIL
13 MIL	14	15 TOR	16 TOR	17	18 BOS	19 BOS
20 BOS	21 TOR	22 TOR	23 TOR	24	25 MIL	26 MIL
27 MIL	28 BOS	29 BOS	30 BOS	31 KC		

JULY						
SUN	MON	TUES	WED	THUR	FRI	SAT
1 DET	2 BAL	3 BAL	4 BAL	5 NY	6 NY	7 NY
8 NY	9	10 All Star Game 1:15 PM	11	12 DET	13 DET	14 DET
15 DET	16 BAL	17 BAL	18 BAL	19 NY	20 NY	21 NY
22 NY	23 OAK	24 OAK	25 OAK	26	27 CAL	28 CAL
29 CAL	30 SEA	31 SEA				

SEPTEMBER						
SUN	MON	TUES	WED	THUR	FRI	SAT
						1 TOR
2 TOR	3 KC	4 KC	5 KC	6	7 TEX	8 TEX
9 TEX	10 KC	11 KC	12 KC	13	14 TEX	15 TEX
16 TEX	17 CHI	18 CHI	19 CHI	20 CHI	21 CLE	22 CLE
23 CLE	24 CHI	25 CHI	26 CHI	27 CLE	28 CLE	29 CLE

This schedule is subject to change.

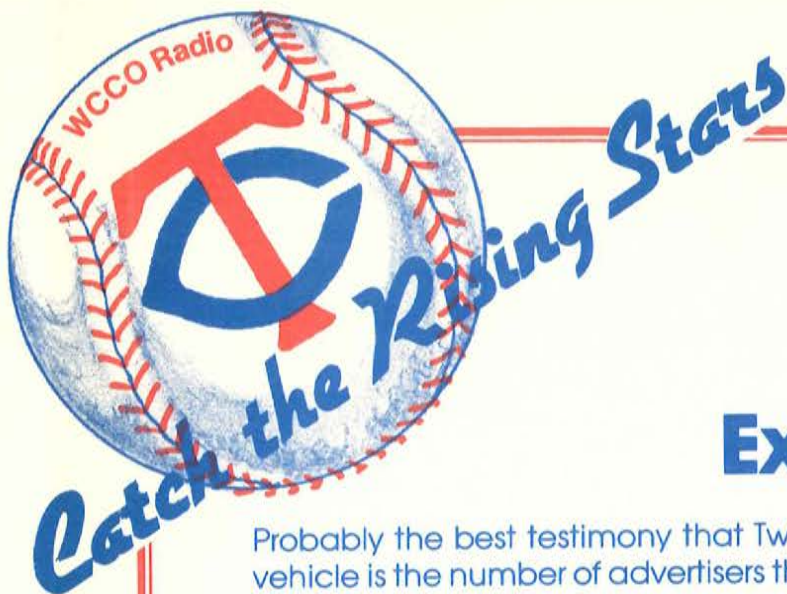
☐ HOME GAME

☐ NIGHT GAME
7:35 PM

DAY GAMES 1:15
(EXCEPT WHERE NOTED)

- Spring training games at no extra cost.
- Major League Baseball on WCCO and the satellite delivered Twins Radio Network.

Six Months Of Exciting Major League Action



Join An Exclusive Club

Probably the best testimony that Twins baseball is a great advertising vehicle is the number of advertisers that have been sponsors of the Twins for several seasons.

SPONSORS of 1984 will be:

<i>Midwest Federal</i>	<i>15th Season</i>
<i>Chevrolet</i>	<i>10th Season</i>
<i>Pabst Beer</i>	<i>10th Season</i>
<i>True Value Hardware</i>	<i>7th Season</i>
<i>Chevron-Ortho Chemical</i>	<i>7th Season</i>
<i>Farmers Insurance Agency</i>	<i>5th Season</i>
<i>Northwestern Bell</i>	<i>5th Season</i>
<i>Amoco Oil</i>	<i>3rd Season</i>

Another way to judge the company you as a Twins sponsor will be keeping is to look at the advertising agencies who made season-long commitments to sponsor Twins baseball in 1983. It reads like a who's who of advertising agencies:

National

McCann Erickson — Pabst
Campbell Ewald — Chevrolet
Foote, Cone & Belding — Farmers Insurance Group
Leo Burnett — United Airlines
J. Walter Thompson — Kodak
D'Arcy MacManus & Masius — Amoco Oil
Bozell & Jacobs — Northwestern Bell
Young & Rubicam — Motorcraft

Local

Razidlo — Share Senior Care
MR Bolin — Midwest Federal

Sponsors Of The Twins Know A Winner When They Hear One!