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THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

modern ways to buy time . . .

(each preferred in its own market)



Where there's
Storz Station
there's
audience . . .

TV: AGENCIES' KEY LEVER FOR NEW BUSINESS

Creativity in video ads, media power is shading marketing in client presentations

Page 33

10 seconds that shook Madison Ave.

Page 36

Tv Commercials Festival: facts on the winners

Page 38

More specials in store for radio?

Page 44

The
STORZ
Stations

*today's Radio
for today's selling*

Todd Storz, President
Home Office: Omaha

WDGY, WHB, KOMA, WQAM
represented by John Blair & Co.

DIGEST ON PAGE 4