

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE



## How to automate your sales in these 6 markets:



WDCY, WHB,  
KDMA, KNOR,  
WQAM represented  
by Blair. WTIX represented  
by Eastman.

### NBC's 35th YEAR MARKS AD MILESTONE

NBC celebrates 1926 birth of network broadcasting and advertising industry growth

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### Bad weather is good business for radio spot

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### Creative tips on 'good' copy from Hollywood pros

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### Rating points are human after all, says Nielsen

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