

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

*Glad to hear they have
a Storz Station there.
Makes buying that much simpler.*



any of these 5 important markets . . .

talk to the big audiences with the "Storz Station!"

MINNEAPOLIS-ST. PAUL . . . with WDCY. Nearly unanimous. Hooper, Nielsen Pulse and a host of Twin Cities advertisers agree: WDCY has the big audience these big results! See JOHN BLAIR or WDCY GM STEVE LABUNSKI.

MIAMI . . . with KOWH. Now in its sixth year of first place dominance. First on latest Hooper, Pulse and Trendex, in all time periods. See ADAM YOUNG INC. or KOWH General Manager VIRGIL SHARPE.

KANSAS CITY . . . with WHB. First per Nielsen, first per Area Nielsen, first per Area Hooper, first per Metro Pulse. 87% renewal rate on Kansas City's biggest advertisers proves

dynamic sales power. See JOHN BLAIR or WHB GM GEORGE W. ARMSTRONG.

NEW ORLEANS . . . with WTIX. Month after month WTIX maintains or widens its first place position in New Orleans listening. First by a wide margin, per latest Hooper. And wait 'til you see that newest Pulse. Ask Adam Young Inc., or WTIX GM FRED BERTHELSON.

MIAMI . . . with WQAM. It's Happened! With "Storz Station" programming WQAM has leaped to first in the morning (26.6% average share . . .) First afternoon (32.6% . . .) and all day on latest Hooper. Covering all of Southern Florida with 5,000 watts (11500 kw). See JOHN BLAIR or WQAM GM JACK SANDLER.

NESTLE'S PLAN FOR MAXIMUM TV CIRCULATION

Nestle expands its tv circulation by buying six shows on alternate week basis, avoids risks of a full sponsorship

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How to launch a spot radio campaign—fast!

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The art of casting for tv commercials

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Monthly cost and programing Comparagraph

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The Storz Stations

Day's Radio for Today's Selling

TODD STORZ,
President

DIRECTOR PAGE 2