

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

①

She make you
arry that
everywhere?"



WEB DAYTIME TV RATES GET OVERHAUL

The nets are busy streamlining their rate cards for next fall's battle. New CBS checkerboard plan seems certain to be followed shortly by other day discount plans
Page 31

Memory vision: radio's new advertising sound

Page 33

Nothing like get- ting away from it all

A SPONSOR spoofer
Page 36

Network tv's hot weather lineup

Page 43

WE GO TO EXTREMES TO BE WITHIN EAR-SHOT OF THEIR FAVORITE STORZ STATION

each of these
markets
people
to the
STATION
to ny
by far.

MINNEAPOLIS-ST. PAUL . . . WDGY is first morning . . . first afternoon . . . first all-day with a 28.2% average Hooper. First on Pulse, too, 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

KANSAS CITY . . . WHB is first all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage and audience on WHB. See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIX is 20 times more powerful . . . with 5,000 watts on 690 kc. and first . . . all-day. Proof: Hooper (32.8%)—Pulse, too. In fact, WTIX is first in 462 of 504 Pulse quarter-hours, and first in every single daytime 1/4. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (40.1% . . . and first in 264 of 264 quarter-hours) . . . Pulse (432 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS
DAY'S RADIO FOR TODAY'S SELLING
RZ. PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.
WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.
WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.