

# 1959 Air Media Basics Advertisers

ABC Radio	195	KELO-TV	146	WFLA-TV
Ampex	173	KFAC	63	WFLN
Audio Productions	169	KFMB	57	WFRV-TV
Canadian Assoc. Broadcasters	183	KFWB	84	WGH
Bartell	3	KJEO-TV	146	WGY
BMI	8	KMBC	BC	WHB
Charles Bernard	77	KMJ-TV	5	WIBW-TV
Cascade	105	KNOE-TV	147	WICS-TV
CBC	178	KNUZ	86	WHIC-TV
CKLW-TV	92	KOBY	91	WILK
Craven Film Company	177	KOCO-TV	135	WINF
Crosley	97	KODE-TV	150	WIS
Phil Davis	176	KOMO-TV	159	WIS-TV
Gene Deitch	177	KONO	90	WISC
Flamingo	217, 228	KPQ	88	WJAC-TV
Forjoe, Inc.	113	KROD-TV	188	WJBK-TV
H-R	103	KSD	78	WLIB
Institute of Radio Engineers	36	KSD-TV	153	WLS
Katz Agency	180	KSO	76	WMAQ
Klaeger Film	164	KTBS-TV	111	WMCA
McCann Erickson	6, 7	KTOP	75	WNCT
McClatchy Broadcasting	185	KTRII	34	WNEM-TV
Meredith Publishing Co.	189	KVLC	71	WOC-TV
Merrill Lynch, Pierce, Fenner & Smith	148	KWKW	71	WQAM
NBC Radio Network	190, 191	WANN	69	WQXR
Official Films	162	WBBF	81	WRC
Petry	55	WBML	53	WREX-TV
Al Petker	207	WBT	82	WRGB
RCA	IFC	WCBM	1	WROV
RCA Thesaurus	61	WCCO-TV	151	WSGN
Storer	18, 19	WCMJ	45	WSJS-TV
Storz	FC	WCTV	184	WTAR
Taft	129	WDGY	59	WTIC
U. S. Steel	161	WEAU-TV	160	WTIC-TV
Ziv	12, 13	WFAA	85	WTVT
KAKE-TV	145	WFAA-TV	115	WWJ
KBTV	155	WFBM-TV	94	WWRL
KCRA	89	WFGA-TV	138	WXLW
KDAY	10			

## HITCH YOUR SELLING TO AIR MEDIA BASICS AND WATCH YOUR SPOT ZOOM

order reprints of	<b>AIR MEDIA BASICS \$2 each</b>	
TIMEBUYING BASICS	}	1 to 10      40 cents each
TV & FILM BASICS		10 to 50     30 cents each
RADIO BASICS		50 to 100    25 cents each
MARKETING BASICS		100 to 500   20 cents each
		500 or more   15 cents each

**To Readers' Service, SPONSOR, 40 E. 49th St. N. Y. 17**

*Please send me the following:*

**AIR MEDIA BASICS**  
**TIMEBUYING BASICS**  
**TV & FILM BASICS**  
**RADIO BASICS**  
**MARKETING BASICS**

Name.....

Firm.....

Address.....