

ANPA FOUL-UP

(Cont'd from page 41)

for the various media and came up with the fact that the spot radio figure averaged \$3.45 against newspapers \$12.17. This, declared Miss Gibson, comes out as a cost efficiency 3½ times greater than that of radio.

The K&E media comparison gave spot radio the lowest cost-per-1,000 of all the media analyzed. The comparison included 1,500-line newspaper ads in both black-and-white and color, a minute in network tv at night, a minute (or 20-second) commercial in spot tv in prime time, a minute on spot radio in the early morning, one-page four-color ads in three national magazines and one-page, four-color ads in five Sunday supplements.

Highest percent of noters was earned by network tv, which was given credit for two-thirds of the program audience. Cost-per-1,000 impressions on network tv came to \$5.63 compared with \$6.94 on spot tv. Magazines had the highest cost-per-1,000. The three magazines measured (*Life*, *Look*, and *Reader's Digest*) ranged between \$12.35 and \$14.84.

The Pulse newspaper study previously mentioned was done three years ago for the Southern California Broadcasting Assn. It covered ads in the Los Angeles *Times*, *Examiner*, *Herald-Express* and *Mirror-News* among a sample of 500 families.

Like Pulse's radio studies, all respondents were included in the base for ad noting, whether or not they had bought or seen the paper. Ad was credited with having been read, seen or noted by the home if any one or more persons in the household identified the ad. The simplest scanning of the ad was credited. Respondents who reported that they only remembered seeing the ad without reading any of the content or detail were credited with having read the newspaper ad.

In comparing Starch newspaper noting scores with radio commercial audiences, the B. of A. used newspaper studies covering the years 1952-56. Four categories of ads were cited: foods, housing equipment and supplies, radio and tv programs, soaps and cleansers. The median size of ads measured ran between 57 and 60 lines and noting scores for both men and women were listed.

How did it get so late so early?

Advance reservations are running heavy for the Storz Stations' Second Annual

INTERNATIONAL RADIO PROGRAMMING SEMINAR and POP MUSIC DISC JOCKEY CONVENTION

May 29-30-31, Americana Hotel, Miami Beach

Reason? Tremendous success of last year's Kansas City confab. Almost before that one adjourned, reservations started coming in for 1959, site unseen. Now that news of city, site, hotel and program is out, the mail turned heavy. Suddenly it's late—almost too late. Space in the seven hotels of Bal Harbour is going fast. Soon we'll have to berth you elsewhere on the Beach.

So don't be shut out—rush the registration form below to Bill Stewart . . . convention coordinator for the Storz Stations.

MEET AND HEAR: Harold Fellows, President, NAB; John Blair, President, John Blair & Co.; John Box, Exec. V.P., Balaban Station; Matthew J. Culligan, Exec. V.P., NBC; Bob Eastman, President, Robert Eastman Co.; Harvey Glascock, General Manager, WHK, Cleveland; Marty Hogan, General Manager, WCFB, Chicago; Harold Krelstein, Pres., The Plough Stations; Gordon McClendon, President, the McLendon Stations; Duncan Mounsey, Exec. V.P., WPTR, Albany; Bob Purcell, V.P., G.M., KFWB, Los Angeles; Frank Stisser, President, C. E. Hooper, Inc.; Adam Young, President, Adam Young Inc.; Martin Block, WABC, New York; Ira Cook, KMPG, Los Angeles; Howard Miller, WIND, Chicago.

Discuss these and a score more vital subjects:
"Humanizing the Format Machine"
"Public Service in the Format Station"
"Counter Programming to Top 40"
"Programming of Music on Network Affiliates"
"Trends in Music"

Meet, hear and thrill to the big Saturday Night All Star Show, featuring Peggy Lee . . . George Shearing . . . and many other stars to be announced.

NO COST TO YOU FOR ANY OF THE FUNCTIONS . . . including meals, Saturday night's banquet and show. These are completely underwritten by America's leading record companies, thus your expenses are limited to transportation and hotel accommodations, all of which are tax-deductible, according to competent legal counsel.

CONVENTION OPENS with cocktail party Thursday evening . . . business sessions Friday . . . Saturday and until noon Sunday.

REGISTRATION GRATIS . . . and open to all Disc Jockeys . . . Program Directors . . . Record Industry Management Personnel . . . Broadcasting Industry Management Personnel.

RUSH TO BILL STEWART

Convention Coordinator,
The Storz Stations, 820 Kilpatrick Building, Omaha 2, Nebraska

Name

Address

Station or Company Affiliation

Type of room

Rate desired (approx.)

Rates in Hotels of Bal Harbour start at \$10 daily for two.