

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	WHC-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	KPO	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	KTRH	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	1FC	WCBM	1	WROV
RCA Thesaurus	61	WCCO-TV	151	WSGN
Storer	18, 19	WCMI	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
KBTW	155	WFBM-TV	94	WWRL
KCRA	89	WFGA-TV	138	WXLV
KDAY	10			

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

order reprints of	AIR MEDIA BASICS \$2 each
TIMEBUYING BASICS	}
TV & FILM BASICS	
RADIO BASICS	
MARKETING BASICS	
	1 to 10 40 cents each
	10 to 50 30 cents each
	50 to 100 25 cents each
	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.....