

"Universal Broadcasting Station", World's Largest, Strongest, and Most Powerful

1,000,000 Watts
690 Kilocycles
434.5 Meters
Full Time

"WORLD'S VOICE"
C O D
HAVANA, CUBA

Mail Address
Aparlado 152
Havana, Cuba
Downtown Office
Zulueta 24

Now under proposed construction with operating expectancy Nov. 1st. 1934. By authority of the Director of Radio Commission of the Republic of Cuba.

Now accepting and executing advertising contracts and booking entertainers and programs for broadcast presentations on or after November 1st. 1934. Installing ultra modern De Luxe equipment making practical and possible long distance remote control broadcasts thereby placing you as near our main studios as your nearest telephone.

CIRCULATION AND COVERAGE: Instantaneous world wide reception guarantees greatest medium known with a conservatively estimated listening audience at any broadcast, more than 100,000,000.

GENERAL ADVERTISING and Entertainment Program Rates

	1 TIME	13 TIMES	26 TIMES	52 TIMES
1 Hour	\$2000.00	\$1600.00	\$1400.00	\$1200.00
1/2 Hour	1200.00	900.00	800.00	700.00
1/4 Hour	700.00	600.00	500.00	400.00
10 Minutes	600.00	500.00	400.00	300.00
5 Minutes	400.00	300.00	200.00	150.00
2 Minutes	150.00	100.00	90.00	80.00
1 Minute	100.00	80.00	70.00	60.00

Discounts on time Contract

52 to 99 Times	20%
100 to 200 Times	25%
300 Times and Over	30%

*Time or Weather Sponsorship
On Application*

GENERAL INFORMATION

NATURAL ADVANTAGES

International cleared channel (690 Kc.) near the center of the Dial with call letters very simple in combination, easy to call in any language.

GEOGRAPHICAL LOCATION

Havana, the Center of the World's Population.

GENERAL EQUIPMENT AND ELECTRICAL TRANSCRIPTION FACILITIES

Fully equipped to handle either 33 1/3 or 78 R. P. M. recordings any size. Every ultra-modern technical mechanical development known to super station operation, De-Lux equipped studios with improved Voice Clarifiers. Estimated investment in station and facilities when completed approximately One Million Dollars.

LANGUAGE AND ANNOUNCEMENTS

Call letters and location of Station is announced in Spanish and whatsoever other language the program is being presented in, as often as the sponsor desires, at least every 15 minutes. Announcers available for all languages.

CONTRACTS AND MISCELLANEOUS SUGGESTIONS

The prices shown on reverse side herewith are for station facilities "Studio time only" and do not include talent. All accounts are payable weekly unless otherwise contracted. Contracts must be submitted and approved by the management and in compliance with rules and regulations governing COD. Advertising announcements with musical programs are limited to one minute (100 words), number of announcements unlimited however. Addresses and talks: rates on application, nature of same taken into consideration. Station reserves right to reject and refuse or stop any broadcast after being contracted which in the management's opinion does not maintain the station standards. Twenty (20%) percent commission allowed and paid recognised agents or agencies on net station time.

Day rate 33-1/3% less than reverse side 6 A.M. to 6 P.M. If a lower rate than "One Time" is obtained by purchase of "Times" and contract is cancelled before "Times" used then rate based on "Times" actually used applies.

PROGRAMS AND ENTERTAINMENT

Additional charges for programs originating outside of the Main Studios must be borne by the advertiser including the long distance remote control facilities, which are available to and from practically all parts of the world.

Advertiser will be charged with the cost of programs arranged by the station, which programs are subject to the advertiser's approval prior to the broadcasts. Talent will be engaged and paid by the station as agents, unless otherwise agreed in writing. The advertiser's contract must state the maximum expenditure to be made on the programs. Advertising copy and announcements prepared by experts and experienced writers of our studio staff and submitted to Sponsor before being placed on the air, if desired by advertisers. COD maintains a complete program production department under the guidance of competent and experienced producers. The services of this department are available to all advertisers. Entertainment bureau provided in connection, has available most any type of talent desired.