

1530

RADIO

# KISm



*Mr. J. W. Braunes*

*Your reception report of 10-26-64 is confirmed. Thank you.*

*Bob Zellmer*

*KISM 11-11-64*

### Marketing Data

The MEASURED 5 MV SERVICE CONTOUR of KISM blankets an area of 1,138 square miles with a population of 82,302\* (\*This figure does not include towns and cities having 2,500 or more persons and lying between the 2.0 and 0.5 MV/M contours).

The MEASURED .25 MV SERVICE CONTOUR of KISM blankets an area of approximately 12,310 square miles with a population of approximately 2,212,000.

Statistics based on engineering statement, prepared by Charles B. Persons, Minneapolis, Minn., consulting engineer and submitted to Federal Communications Commission, in conjunction with KISM permit No. 14665.

You reach more people per advertising dollar by radio than by ANY other advertising media.

KISM reaches ALL your customers, EVERY day, ALL day.



*"Progress Valley's Newest Sweetheart"*

Box 66  
SHAKOPEE, MINNESOTA

Imagine!

*A big market coverage area of more than two million people at small market prices*