

980 KC **KLYQ** 1000 WATTS

THE RADIO VOICE OF THE BITTER ROOT VALLEY

PHONE 27, HAMILTON

From our studios and transmitter at Hamilton we serve an area which includes the prosperous and productive Bitter Root Valley of Western Montana.

Being an independent station we offer specialized programming designed for the area we serve and pride ourselves on serving a devoted audience faithfully and conscientiously.

- News Every Hour
- Road Reports
- Special Events
- Weather
- Market Reports
- Public Service
- Tourist Information
- LISTENABLE MUSIC FOR ALL!!

BITTER ROOT BROADCASTING CO.

Locally Owned — Locally Operated

Dex Dexter — Stan Hooper, Managers

MORE SALES FOR YOU OVER KLYQ

KLYQ

1961 RATE CARD

	$\frac{1}{2}$ Min.	1 Min.	Regular Newscast	Expanded Newscast
1 Time —	\$3.10	\$3.75	\$5.60	\$8.00
13 Times—	2.50	3.10	4.40	6.60
26 Times—	2.15	2.65	4.15	6.20
52 Times—	1.85	2.35	3.85	5.80
104 Times—	1.60	2.10	3.55	5.40
156 Times—	1.50	1.85	3.25	5.20
260 Times—	1.40	1.75	2.95	5.00
390 Times—	1.30	1.65	2.75	4.50
624 Times—	1.25	1.55	2.50	4.50
1092 Times—	1.15	1.35	2.50	4.30

50% ADDITIONAL FOR GUARANTEED TIMES

All rates include 60% for air time and 40% service charges. No additional charges for taping, program fees, etc.