

KRAK; Sacramento, California; 1140 kc/s:

As advertised on Southern Pacific, New York Central, and New Haven Railroads

CALIFORNIA'S 3 for 1 STATION

No. 1 IN 100 MILE RADIUS PULSE

KRAK

50,000 WATT CLEAR CHANNEL RADIO

SACRAMENTO
STOCKTON
MODESTO

The graphic features a map of California with callouts for Sacramento, Stockton, and Modesto. The station name 'KRAK' is written in large, bold, red letters. To the left, 'No. 1' is written in a large, red, stylized font. Below the station name, it says '50,000 WATT CLEAR CHANNEL RADIO' with a small figure of a person holding a radio. The background is yellow with a grid pattern.

Why?

Why are so many smart Nationals buying KRAK for Sacramento? Well, why not? KRAK's No. 1 in adults 6-to-6* . . . and gives you BONUS COVERAGE of Stockton and Modesto. You cover 3 of the 4 major markets in California's Billion Dollar Central Valley at rates based on Sacramento alone. But that isn't all. The *Pulse 100-Mile Survey Oct.-Dec. 1965 shows KRAK the dominant Sacramento station in the entire 27-county area. 42% more audience 6-to-6 than the next station. That's why smart advertisers are buying KRAK. It's California's "One Station Network". Call your KRAK station representative or your Adam Young man.

Verification of Reception [

1208 pm June 3 87

Robert S. Young KRAK
C.E.