



COVER
AGE

AREA

TOTAL

KVDB

RADIO 1090

TRI-STATE BROADCASTERS, INC.
P. O. BOX 233 -- SIoux CENTER, IOWA 51250

Where the difference is the music

RATE CARD No. 2



RADIO 1090

*Ernie - Report verified for 5/20/72
7:27 P.M. Donald Brock*

TIME RATES

Effective January 1, 1970

SPOT ANNOUNCEMENTS (Special Saturation Packages)

| Times Per Week | 60-Seconds | 30-Seconds | 15-Seconds |
|----------------|-----------------|-----------------|-----------------|
| 6 | \$ 19.80 (3.30) | \$ 13.80 (2.30) | \$ 10.80 (1.80) |
| 12 | 37.20 (3.10) | 26.40 (2.20) | 20.40 (1.70) |
| 15 | 43.50 (2.90) | 31.50 (2.10) | 24.00 (1.60) |
| 20 | 56.00 (2.80) | 40.00 (2.00) | 30.00 (1.50) |
| 25 | 67.50 (2.70) | 47.50 (1.90) | 35.00 (1.40) |
| 30 | 78.00 (2.60) | 54.00 (1.80) | 39.00 (1.30) |
| 40 | 100.00 (2.50) | 68.00 (1.70) | 50.00 (1.25) |
| 50 | 115.00 (2.30) | 80.00 (1.60) | 60.00 (1.20) |

BASIC TIME RATES

| Times Per Month | 60-Seconds | 30-Seconds | 15-Seconds |
|-----------------|------------|------------|------------|
| Less than 13 | \$3.50 | \$2.50 | \$1.90 |
| 13 | 3.30 | 2.30 | 1.80 |
| 26 | 3.20 | 2.10 | 1.70 |
| 52 | 3.00 | 1.90 | 1.60 |
| 78 | 2.90 | 1.70 | 1.50 |
| 104 or more | 2.80 | 1.50 | 1.30 |

PROGRAMS:

Five-Minute Show

- 1 Weekly -- \$7.50
- 3 Weekly -- 6.00
- 6 Weekly -- 5.00
- 30-Minute Show -- \$24.00

Fifteen-Minute Show

- 1 Weekly -- \$12.00
- 3 Weekly -- 10.50
- 6 Weekly -- 9.00
- 60-Minute Show -- \$48.00

Hour, ½ hour and ¼ hour rates upon request.

GENERAL INFORMATION

KVDB, is a 500 Watt directional station operating on a federally assigned frequency of 1090 KC. With a copper conduit of a radius of 200' per tower, this station maintains excellent coverage throughout the day. With the latest in broadcasting equipment and as a member of Associated Press (teletype) we are able to bring you the latest in news happenings throughout the world. Finest in music featuring FM type programming on AM radio 1090.

KVDB, listening area is bounded to the North by Windom, Minn. to the South by a distance 50 miles beyond Sioux City, to the West by Chamberlain, South Dakota, and to the East by Spencer, Storm Lake, Iowa.

KVDB frames its commercial time with music that lets people think about what they hear . . . and puts people in a buying frame of mind. No between music chatter to distract from your selling message and KVDB reserves the right to limit the number of commercial sponsors for any given hour.

Complete program production facilities are available including production, talent, music library, and writing. Rates upon request.

No double spotting. No product will be placed adjacent to a competitive product.

All program and advertising copy are subject to station approval and must be received at least 48 hours prior to broadcast.

15% agency commission paid to recognized agencies. 2% cash discount. Commission on station time only. Bills due and payable 10th of month.

Broadcasting schedule, Sunrise to Sunset, Monday through Sunday.

KVDB-AM is owned and operated by TRI-STATE BROADCASTERS, INC. Transmitter and Studios located at Sioux Center, Iowa. Phone (712) 722-9931.

Please feel free to visit our facilities at anytime.