

# KoKua



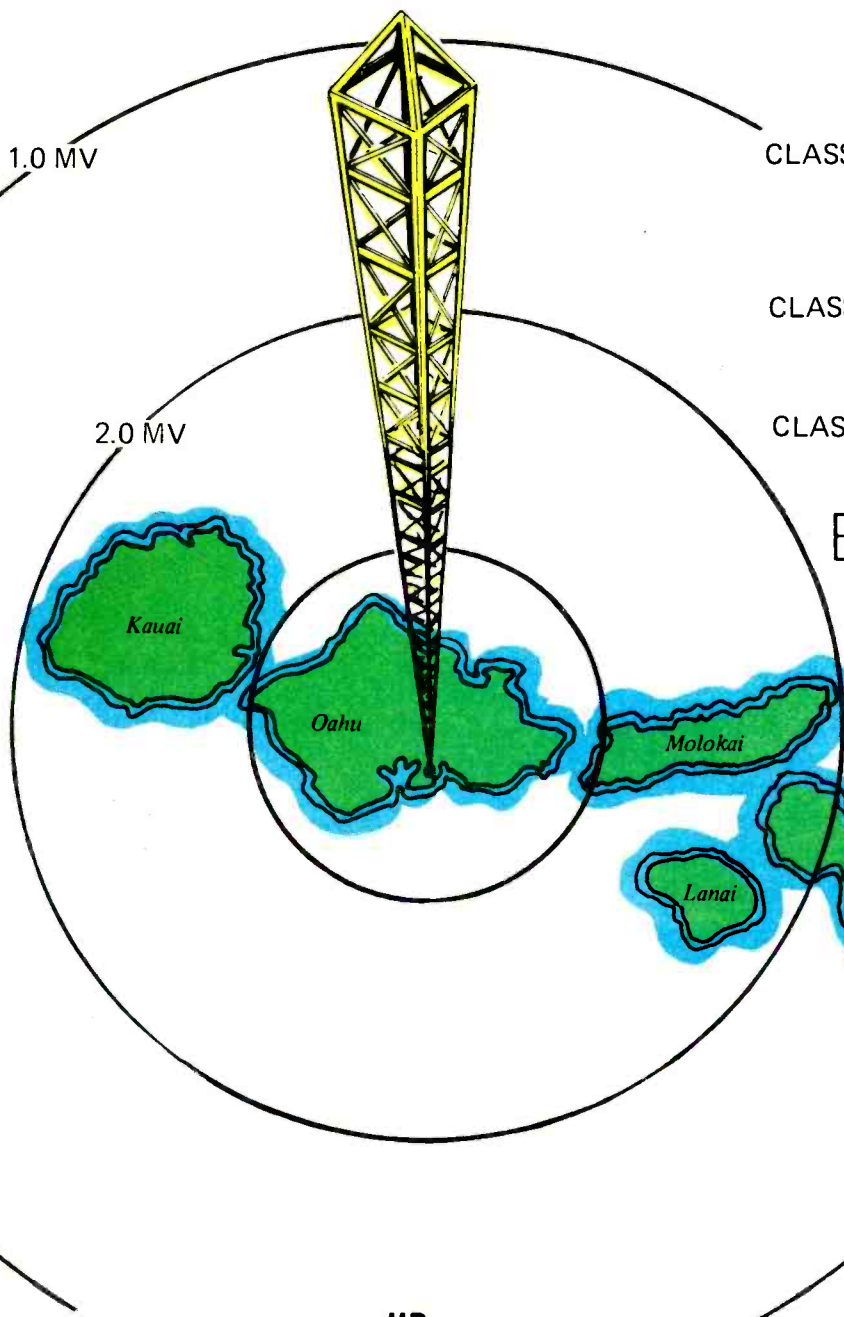
690

HERCULES BROADCASTING CO. of HAWAII, LTD.  
830 ALAMOANA BLVD. HONOLULU, HAWAII, 96813 PHONE 536-3666

## Serving All Hawaii

Rate Card 69c

### Time Classifications



CLASS AA 6 a.m. to 9 a.m. Monday – Friday  
3 p.m. to 6 p.m. Monday – Friday

CLASS A 9 a.m. to 3 p.m. Monday – Sunday  
6 p.m. to 9 p.m. Monday – Sunday  
6 a.m. to 9 p.m. Saturday & Sunday

CLASS B 9 p.m. to 6 a.m. Daily and R.O.S.

### Earned Discount Rate

3 Months— 5% Discount  
6 Months— 10% Discount  
One Year— 15% Discount

EFFECTIVE DATE 2/1/70

REPRESENTED NATIONALLY BY **HR** REPRESENTATIVES, INC.

# AA

**6:00 - 9:00 A.M. and 3:00 - 6:00 P.M.**

	SIXTIES	WEEKLY COST	THIRTIES	WEEKLY COST
<b>5</b>	10.10	50.50	7.10	35.50
<b>10</b>	8.80	88.00	6.30	63.00
<b>20</b>	7.10	142.00	5.50	110.00
<b>25</b>	6.80	170.00	5.10	127.50
<b>40</b>	6.60	264.00	4.80	192.00
<b>50</b>	6.30	315.00	4.60	230.00
<b>75</b>	6.10	457.50	4.40	330.00
<b>100</b>	5.90	590.00	4.10	410.00

# A

**9:00 A.M. - 3:00 P.M. and 6:00 P.M. - 9:00 P.M.**

<b>5</b>	7.90	39.50	5.90	29.50
<b>10</b>	6.60	66.00	5.30	53.00
<b>20</b>	5.70	114.00	4.60	92.00
<b>25</b>	5.50	137.50	4.40	110.00
<b>40</b>	5.30	212.00	3.90	156.00
<b>50</b>	5.20	260.00	3.60	180.00
<b>75</b>	4.80	360.00	3.50	262.50
<b>100</b>	4.60	460.00	3.30	330.00

# B

**R.O.S. and after 9:00 P.M.**

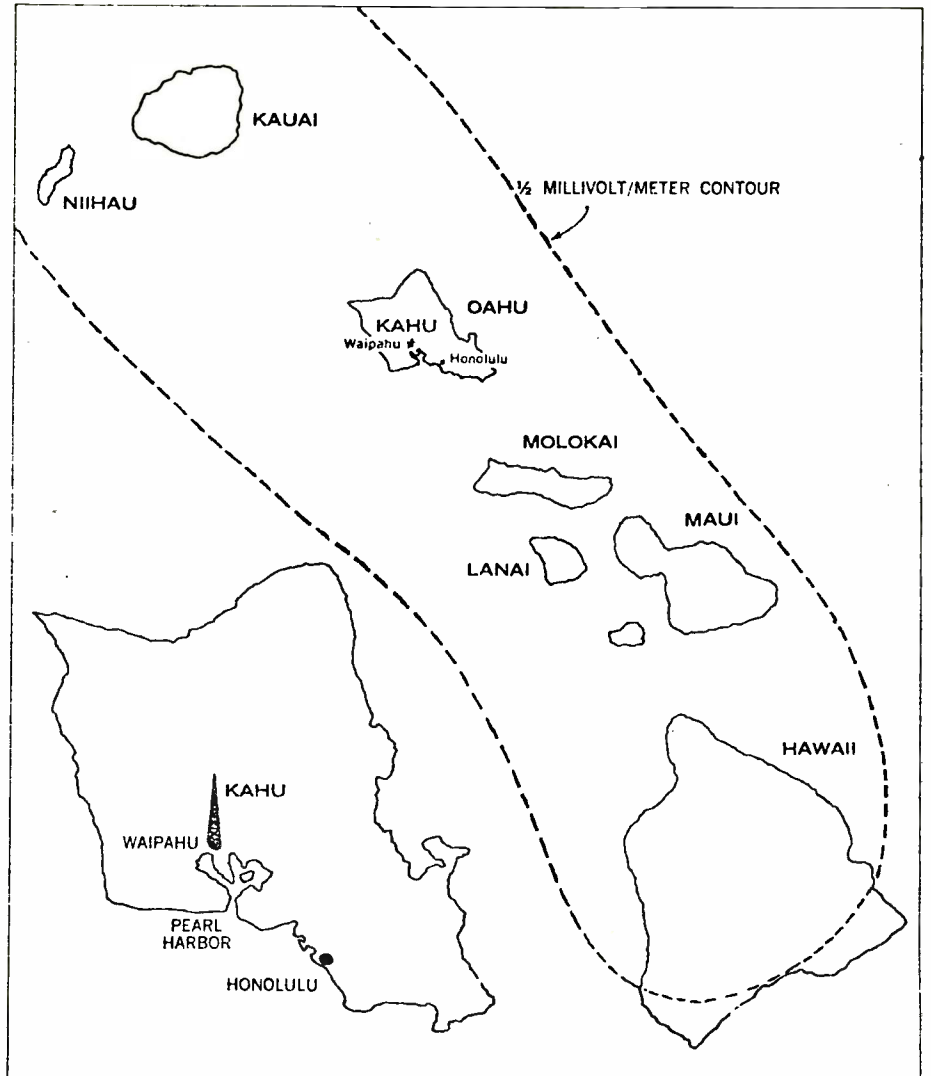
<b>5</b>	7.20	36.00	5.40	27.00
<b>10</b>	6.00	60.00	4.80	48.00
<b>20</b>	5.20	104.00	4.20	84.00
<b>25</b>	5.00	125.00	4.00	100.00
<b>40</b>	4.80	192.00	3.60	144.00
<b>50</b>	4.60	230.00	3.40	170.00
<b>75</b>	4.40	330.00	3.20	240.00
<b>100</b>	4.20	420.00	3.00	300.00

# KAHU

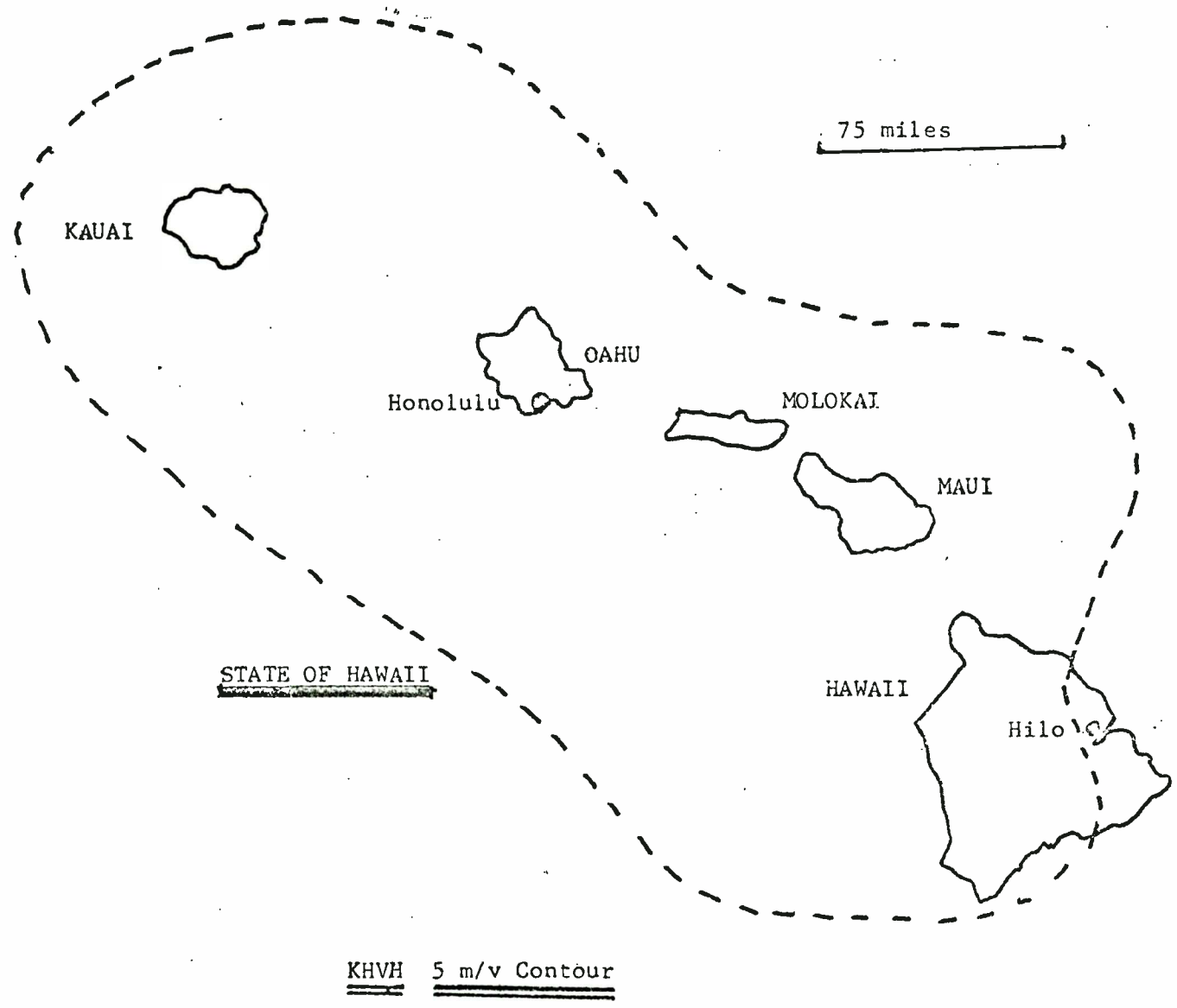
COUNTRY WESTERN MUSIC IN HAWAII

**10,000 WATTS • 940 KC**

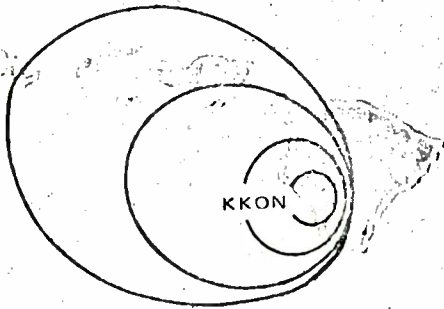
Represented by BERNARD HOWARD & CO., INC.



KAHU RATE CARD #12  
January, 1969



NOTE: No Honolulu station provides 5 m/v coverage of Hilo. KHVH has an affiliate in Hilo which may be combined with KHVH for complete State of Hawaii coverage.



## General Information

Class A	6:30 am - 9:00 am 3:00 pm - 7:00 pm	Mon-Fri
Class B	5:30 am - 6:30 am 9:00 am - 3:00 pm 6:00 am - 7:00 pm	Mon-Fri Mon-Fri Sat & Sun
Class C	All Other Times	

30 Second Rate - 80% of 60 second rate

10 Second Rate - 50% of 60 second rate

60 and 30 second announcements may be combined to earn discounts. 10 second announcements may not.

60 second announcement in any programs additional 15%

Announcements in Japanese and/or Filipino language additional 15%

40% additional charges on remotes plus line charges

\* All rates subject to 4% Hawaii State Tax

Power - 1000 watts N.D.

Rate Card No. 4



**kkon** 790 K.H.

KEALAKEKUA, HAWAII

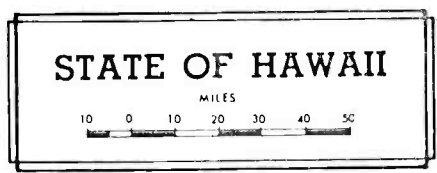
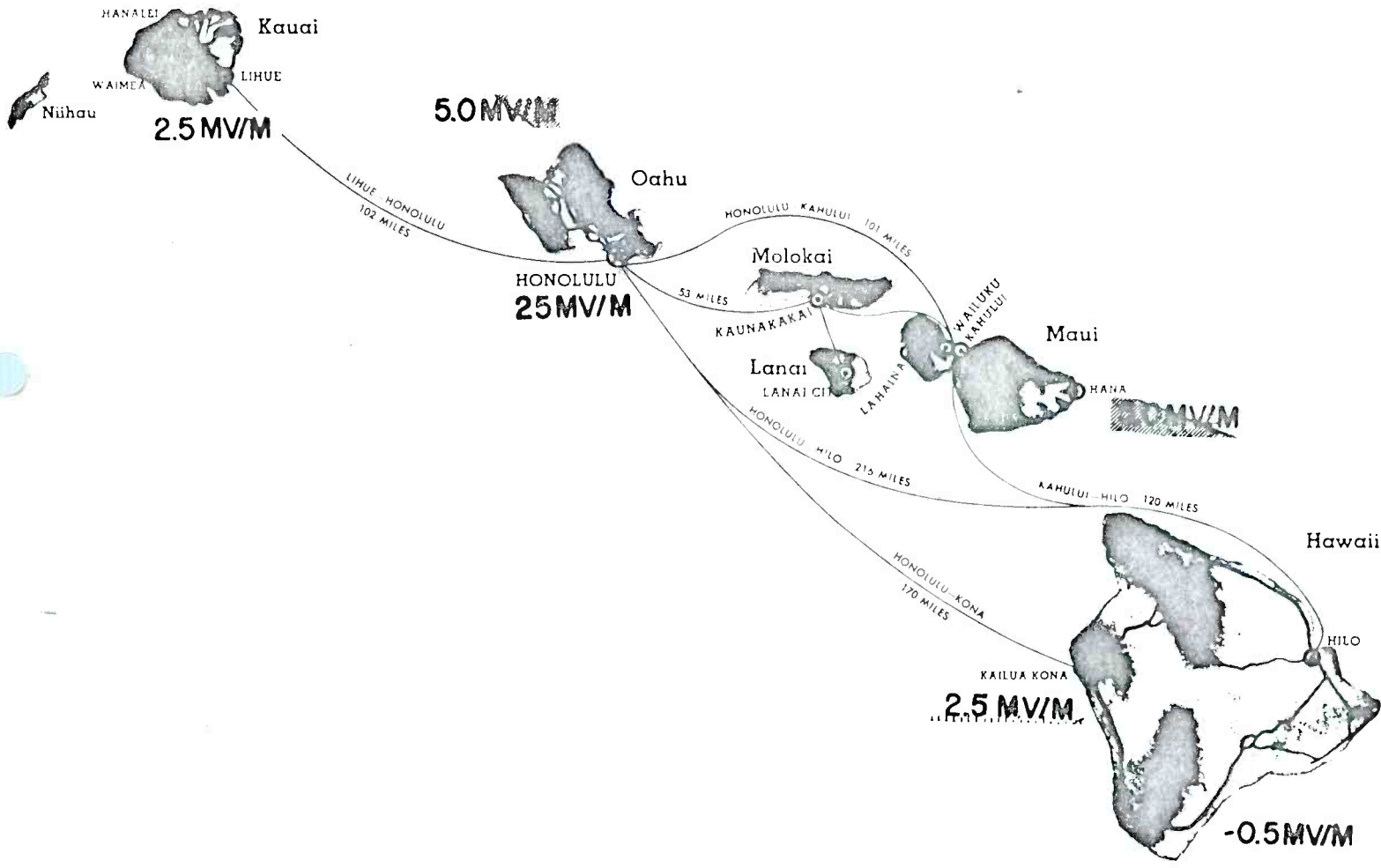
"THE BIG VOICE OF THE BIG ISLAND"  
SERVING WEST HAWAII



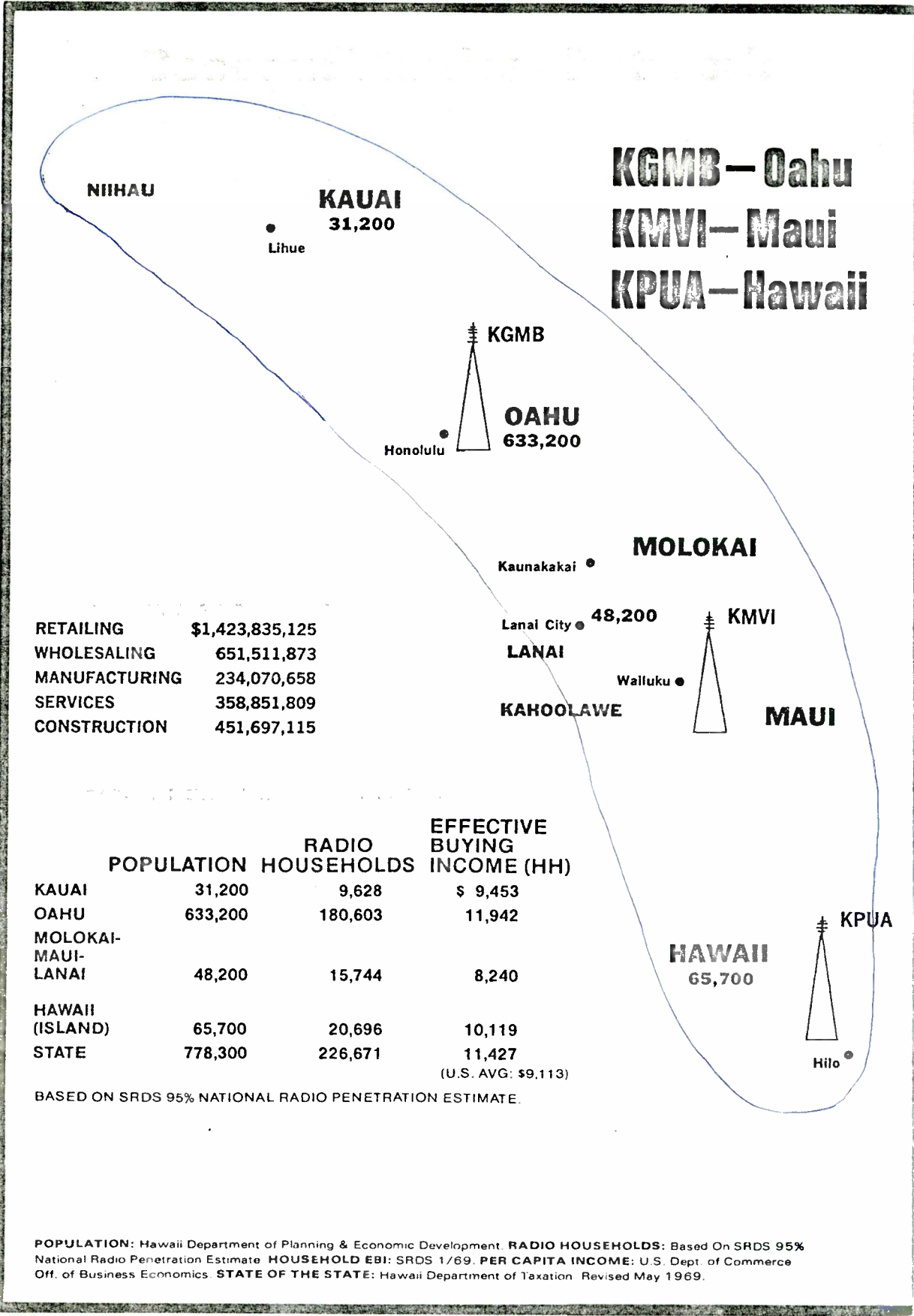
it's  
**KORL**  
 'in the pacific' 690 on your dial  
 P. O. BOX 8250, HONOLULU, HAWAII 96815

for your  
 information!

0.5MV/M



10,000 WATTS covering all of Hawaii



**KGMB - Oahu**  
**KMVI - Maui**  
**KPUA - Hawaii**

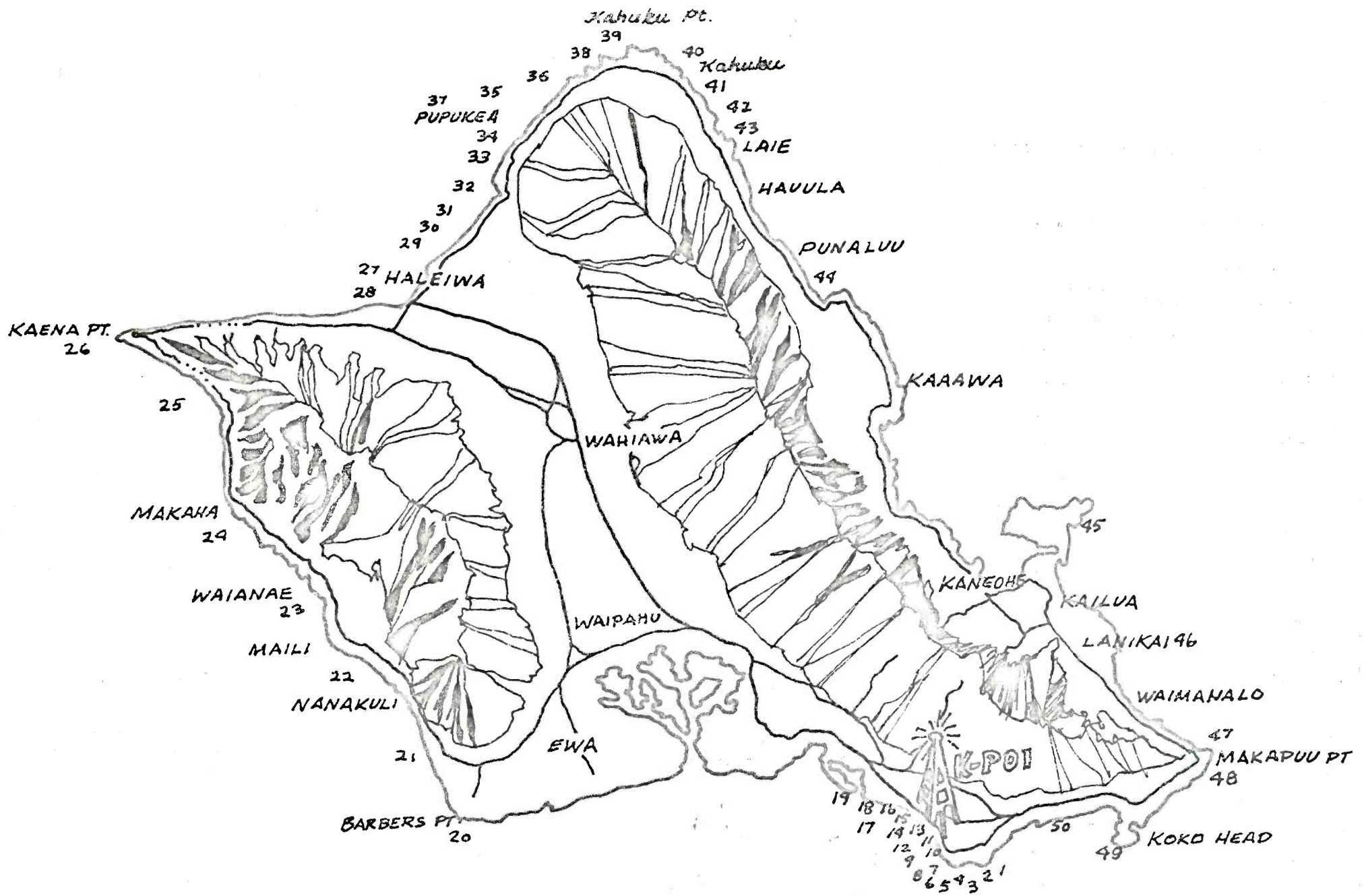
RETAILING	\$1,423,835,125
WHOLESALE	651,511,873
MANUFACTURING	234,070,658
SERVICES	358,851,809
CONSTRUCTION	451,697,115

	POPULATION	RADIO HOUSEHOLDS	EFFECTIVE BUYING INCOME (HH)
KAUAI	31,200	9,628	\$ 9,453
OAHU	633,200	180,603	11,942
MOLOKAI-MAUI-LANAI	48,200	15,744	8,240
HAWAII (ISLAND)	65,700	20,696	10,119
STATE	778,300	226,671	11,427

(U.S. AVG: \$9,113)

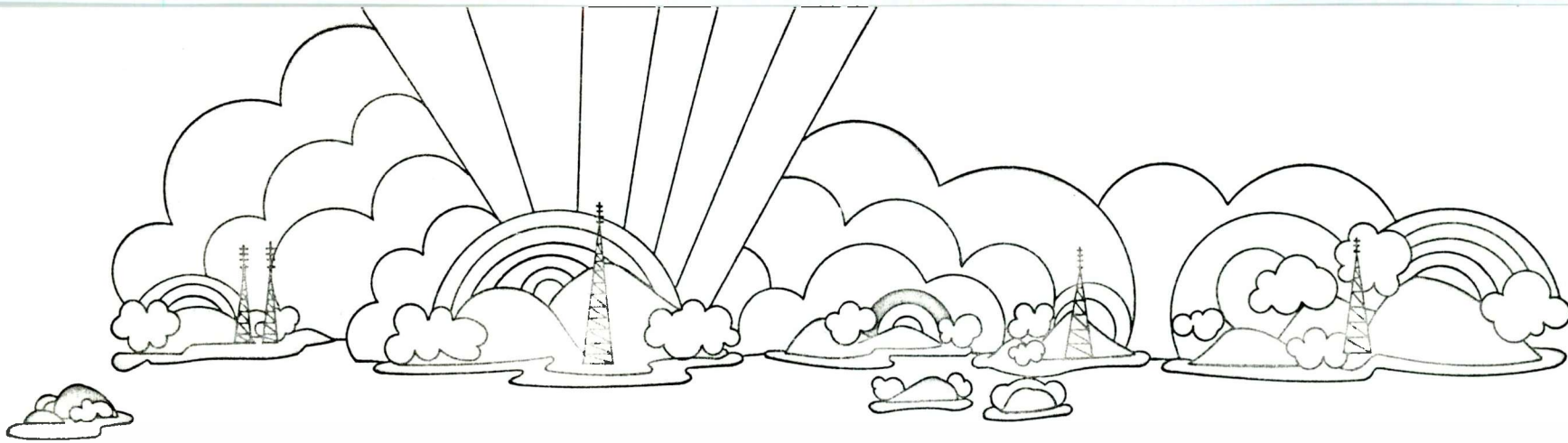
BASED ON SRDS 95% NATIONAL RADIO PENETRATION ESTIMATE.

**POPULATION:** Hawaii Department of Planning & Economic Development. **RADIO HOUSEHOLDS:** Based On SRDS 95% National Radio Penetration Estimate. **HOUSEHOLD EBI:** SRDS 1/69. **PER CAPITA INCOME:** U.S. Dept. of Commerce Off. of Business Economics. **STATE OF THE STATE:** Hawaii Department of Taxation. Revised May 1969.



RIDE HAWAII'S RADIO WAVE...K-POI





## K70BW

KAUAI:

Population: 28,792  
 No. of Households: 9,796  
 Est. Households with TV: 63% — 5,420  
 Buying Income Per Family: \$10,076

## KGMB-TV

OAHU:

Population: 627,415  
 No. of Households: 187,652  
 Est. Households with TV: 96% — 157,510  
 Buying Income Per Family: \$13,030

## KMAU-TV

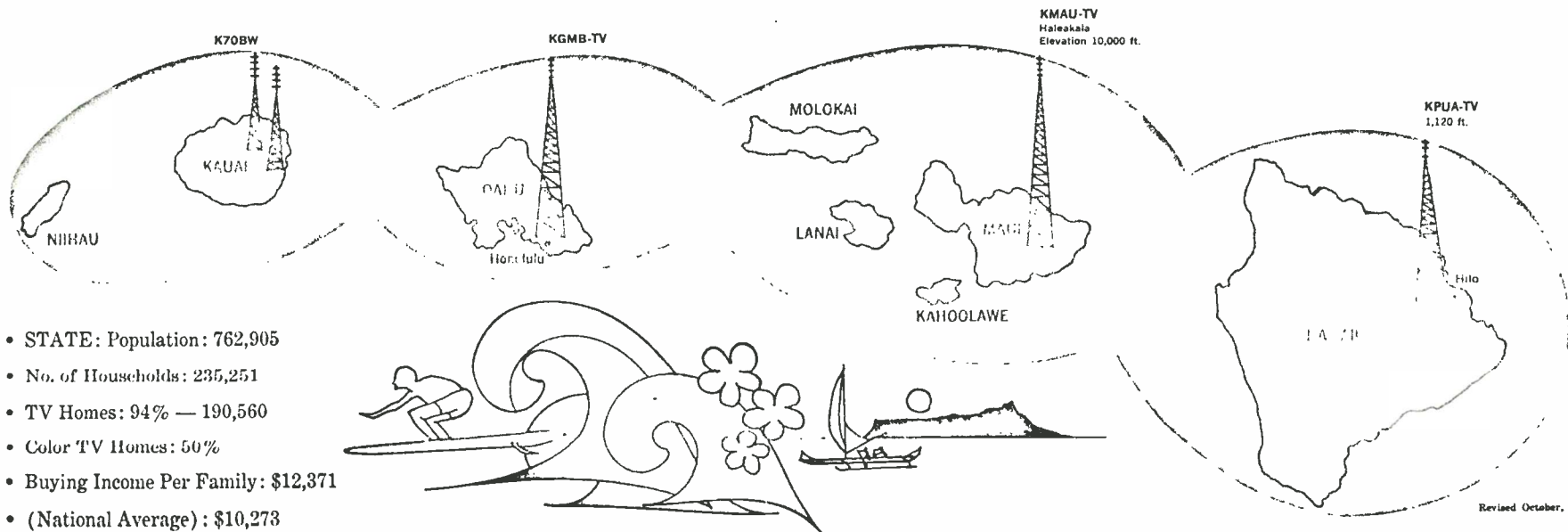
MOLOKAI-MAUI-LANAI:

Population: 45,097  
 No. of Households: 16,464  
 Est. Households with TV: 92% — 13,160  
 Buying Income per Family: \$8,346

## KPUA-TV

HAWAII:

Population: 61,601  
 No. of Households: 21,339  
 Est. Households with TV: 87% — 14,470  
 Buying Income per Family: \$10,521



- STATE: Population: 762,905
- No. of Households: 235,251
- TV Homes: 94% — 190,560
- Color TV Homes: 50%
- Buying Income Per Family: \$12,371
- (National Average): \$10,273
- ANNUAL RETAIL SALES: \$1,423,885,125

Revised October, 1970