

“KLDT “RADIO”

“540”

Spot Announcements Weekly Package Plan

No. / Week	60-sec.	30-sec.
10	\$3.20	\$2.25
20	2.95	2.10
30	2.75	1.95
40	2.55	1.80
50	2.40	1.70
60	2.30	1.55

Monthly Package Plan

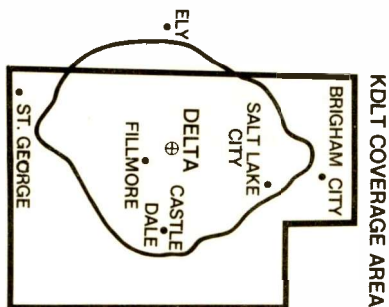
No. / mo.	60-sec.	30-sec.
50	\$3.00	\$2.10
100	2.70	1.90
150	2.50	1.75
200	2.35	1.65
250	2.25	1.57
300	2.15	1.50

Bills rendered last of each month

Annual Spot Contract

No. / yr.	60-sec.	30-sec.
25	\$3.45	\$2.42
50	3.35	2.36
100	3.15	2.22
250	2.90	2.03
500	2.65	1.86
1000	2.45	1.72
2000	2.30	1.61

At Country “540” We Do More For You



20 second announcements are 60% of 60 second rates

Lucky Seven Eleven
7 Spots in One Single Day
30 second spots Only \$11.00

KDLT "Radio"
 "540"

SERVING DELTA, FILLMORE AND UTAH

GLEN GARDNER

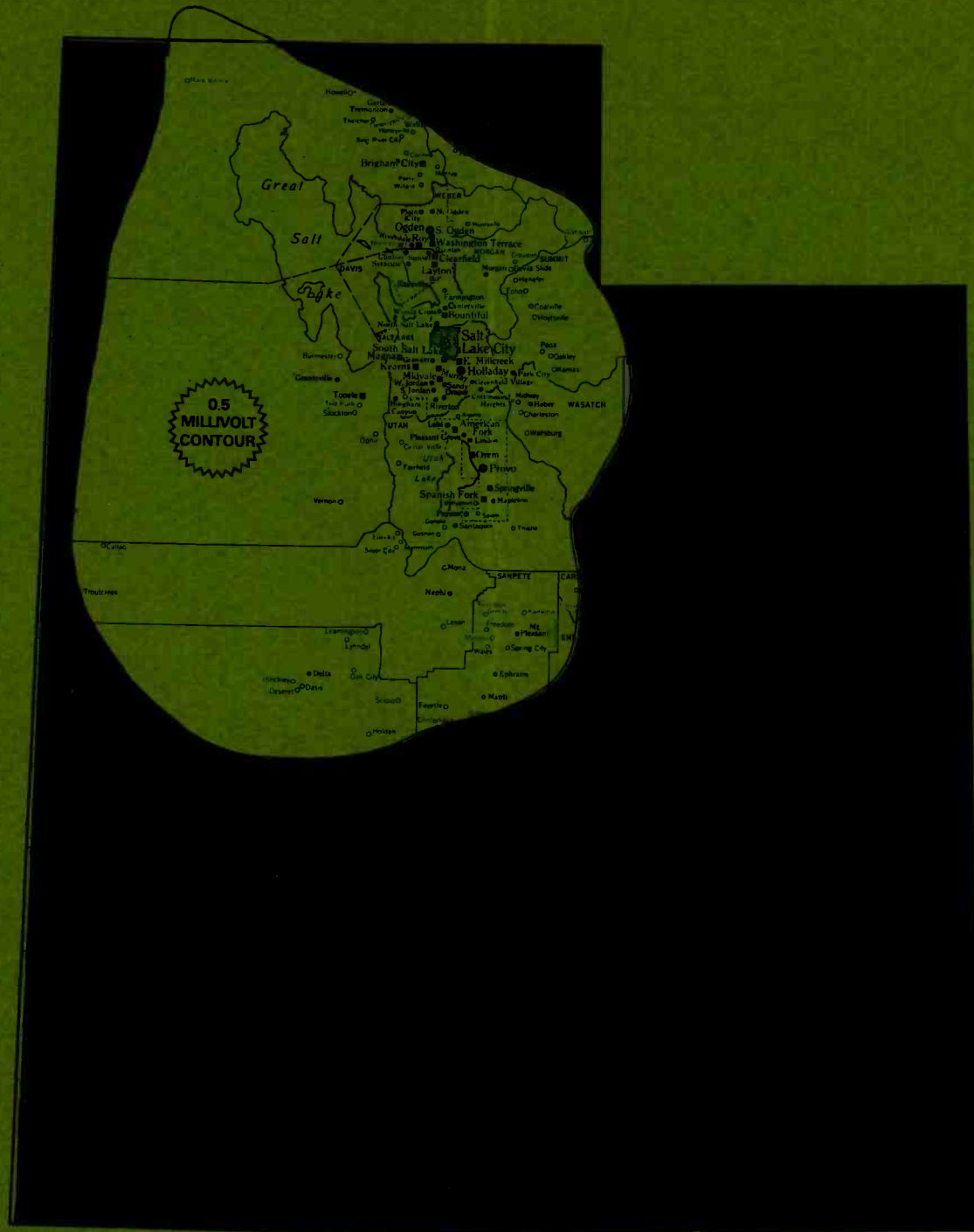
Owner
 864-2797



Kjell Jenkins
 Program Director

CLEAR CHANNEL RADIO

contour coverage map



kall RADIO 910

312 EAST SOUTH TEMPLE
SALT LAKE CITY, UTAH 84111
AREA CODE 801 TEL. 364-3561

24 HOURS 5,000 WATTS 910 KILOCYCLES



UTAH RADIO REPRESENTATIVES, INC.

market data 1971

kall RADIO 910

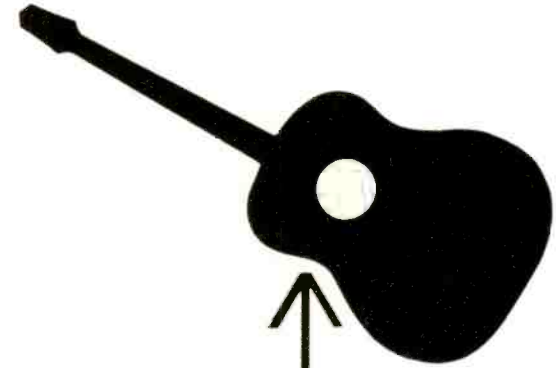
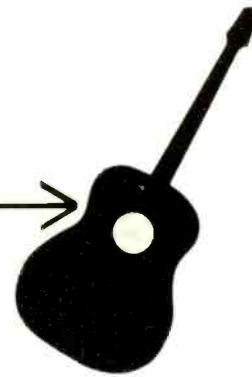
312 EAST SOUTH TEMPLE
SALT LAKE CITY, UTAH 84111
AREA CODE 801 TEL. 364-3561

COUNTY	POPULATION	RADIO HOMES	TOTAL RETAIL SALES (\$000)	FOOD SALES (\$000)	DRUG SALES (\$000)	AUTOMOTIVE (\$000)	FILLING STATIONS (\$000)	GENERAL MDSE. (\$000)	PASSENGER CARS
BOX ELDER	32,800	8,790	43,326	7,349	2,044	11,665	6,841	2,298	12,660
DAVIS	92,500	22,460	92,425	25,508	6,743	27,135	8,774	3,754	41,290
JUAB	2,600	780	7,351	1,164	278	2,211	1,793	536	2,050
MILLARD	5,400	1,480	11,989	2,714	381	2,499	1,985	879	2,880
MORGAN	2,700	740	2,619	384	174	819	481	251	1,860
SALT LAKE	461,400	135,370	940,525	173,021	56,628	178,601	64,447	114,514	215,540
SANPETE	8,600	2,660	11,712	2,755	548	2,412	1,355	694	5,310
SUMMIT	4,400	1,280	7,062	1,482	141	2,259	1,103	567	2,930
TOOELE	21,400	5,690	24,813	7,393	898	6,804	3,272	1,967	9,900
UTAH	128,200	32,110	156,813	41,167	9,178	26,570	17,099	20,763	49,890
WASATCH	4,900	1,350	8,291	1,670	239	1,644	1,485	342	2,510
WEBER	131,500	37,190	238,946	48,575	14,794	48,993	18,250	38,492	59,800

SOURCE: SALES DATA - SRDS, FEBRUARY 1ST, 1971

KRGO country radio!

coverage...

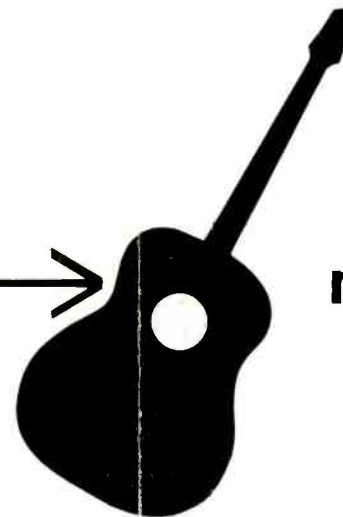


utah's
country giant
with the modern
"country" sound

10,000 watts
at 1550 kc

KRGO country radio!

KRGO *country radio!*



rates schedule

effective april 1st, 1968
card number 1

rates guaranteed for three months from effective date, and guaranteed for six months to consecutive week advertisers from date of published rate increase.

the modern "country" sound...

An upbeat tempo with the popular C & W sound.

Professional D J's and well coordinated programming . . . briskly paced news and weather programs . . . integrated commercial content for a smoothly blended musical format.

No nasal twang, foot-stomping or hayseed approach . . . this is the new breed of country music that is taking the nation by storm.

KRGO is the big "Sell Sound" in Utah, the advertising vehicle catering to the mature adult with the largest spending power.

10,000 watts at 1550 kc

general manager: don hughes

5065 west 2100 s.
salt lake city, utah 84120
phone: (801) 299-3449

representatives:

national: **radio time sales**
southwest: **morton time sales**

announcements

TIMES	60 SEC.	30 SEC.
1 time	\$5.00	\$4.00
26 times	4.75	3.80
52 times	4.50	3.60
104 times	4.25	3.40
156 times	4.00	3.20
260 times	3.75	3.00
312 times	3.50	2.80
365 times	3.25	2.60

weekly packages

7 CONSECUTIVE DAYS
60 SECONDS

TIMES WEEKLY	COST PER SPOT	COST PER WEEK
20	\$4.50	\$ 90.00
40	3.75	150.00
60	3.25	195.00

30 SECONDS

20	\$3.60	\$ 75.00
40	3.00	120.00
60	2.60	156.00

monthly packages

TIMES	60 SEC.	30 SEC.
100	\$3.75	\$2.75
200	3.50	2.50
300	3.25	2.25

news packages

PER MONTH

NUMBER PER DAY	COST PER PROGRAM
5	\$6.00
8	5.00
10	4.00

feature packages

2½ MINUTE PROGRAMS

NUMBER PER DAY	COST PER PROGRAM
5	\$4.00
8	3.75
10	3.00

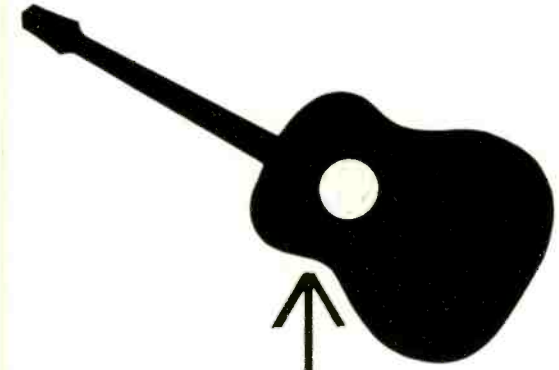
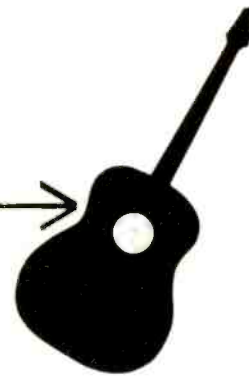
term contract discounts

13 WEEK CONTRACT	3% DISCOUNT
26 WEEK CONTRACT	6% DISCOUNT
52 WEEK CONTRACT	10% DISCOUNT

○ all quoted rates are commissionable to recognized advertising agencies.

KRGO country radio!

coverage...

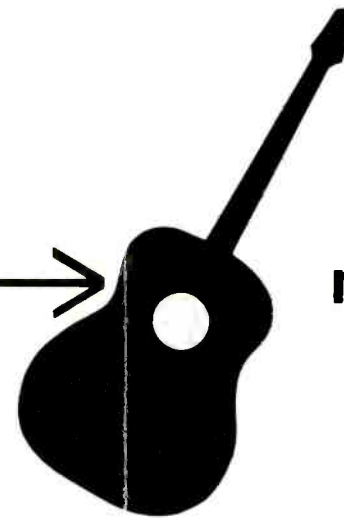


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weekly packages

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60	3.25	195.00

30 SECONDS

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40	3.00	120.00
60	2.60	156.00

monthly packages

TIMES	60 SEC.	30 SEC.
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news packages

PER MONTH

NUMBER PER DAY	COST PER PROGRAM
5	\$6.00
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10	4.00

feature packages

2 1/2 MINUTE PROGRAMS

NUMBER PER DAY	COST PER PROGRAM
5	\$4.00
8	3.75
10	3.00

term contract discounts

13 WEEK CONTRACT	3% DISCOUNT
26 WEEK CONTRACT	6% DISCOUNT
52 WEEK CONTRACT	10% DISCOUNT

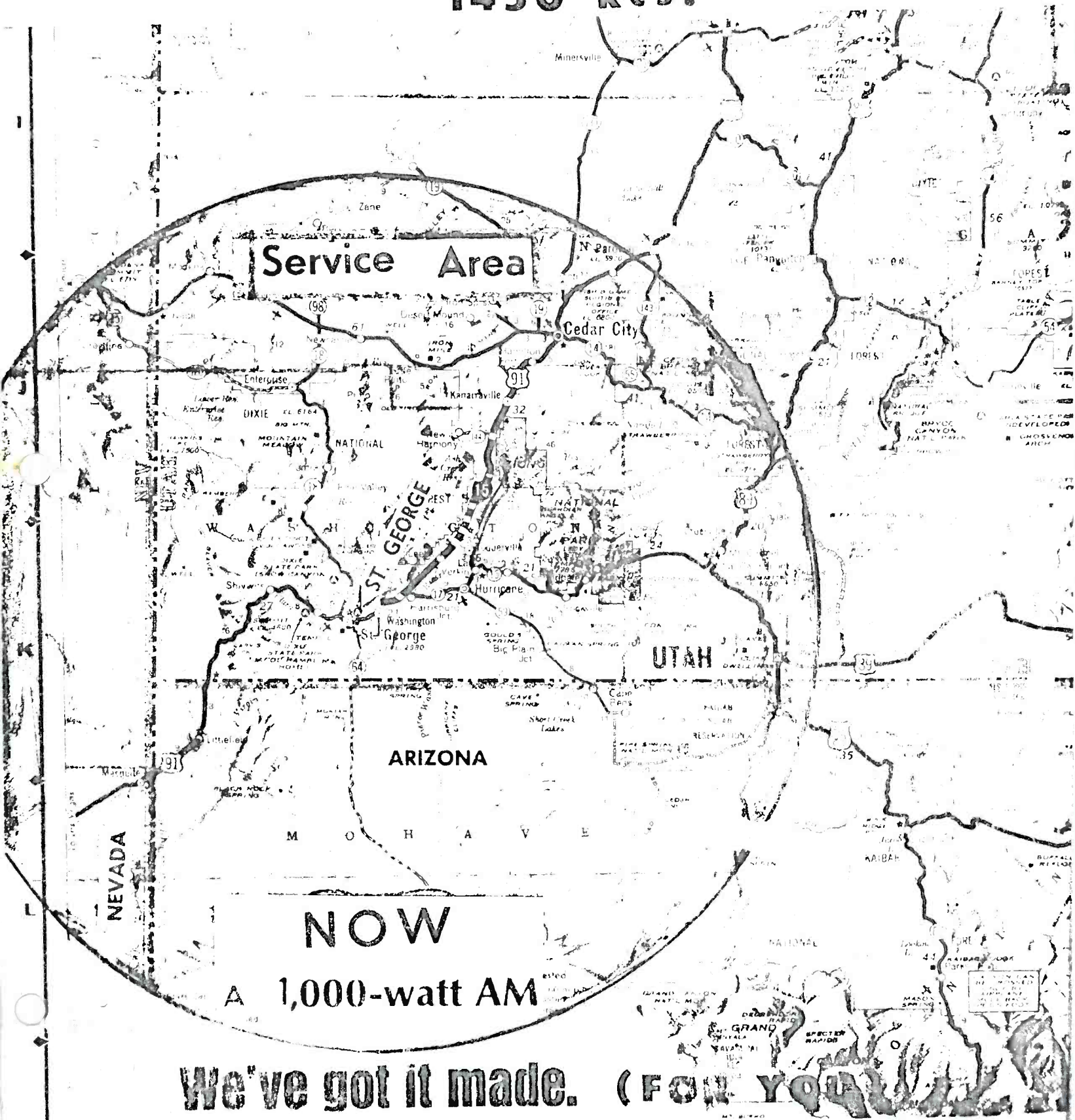
○ all quoted rates are commissionable to recognized advertising agencies.

Radio
Station

KDXU

1450 kcs.

St. George, Utah



Service Area

ARIZONA

UTAH

NOW

A 1,000-watt AM

We've got it made. (FOR YOU)

utah's music station

THE MUSIC STATION FOR THE SCENIC WEST

860

on your dial

510-512 EAST 2ND SOUTH
SALT LAKE CITY 2, UTAH

1000 WATTS
SUNRISE TO SUNSET

Exclusive Programming: Great Albums of Music

Factual News

Sensible Commercials

Exclusive Audience:

So Different

So Largely Adult

So Able to Buy

So Able to Persuade
Others to Buy

Regional Coverage:

KWHO Coverage

5 States

60 Counties

77,000 Square Miles

1,338,500 Population

856,640 Salt Lake Retail
Market

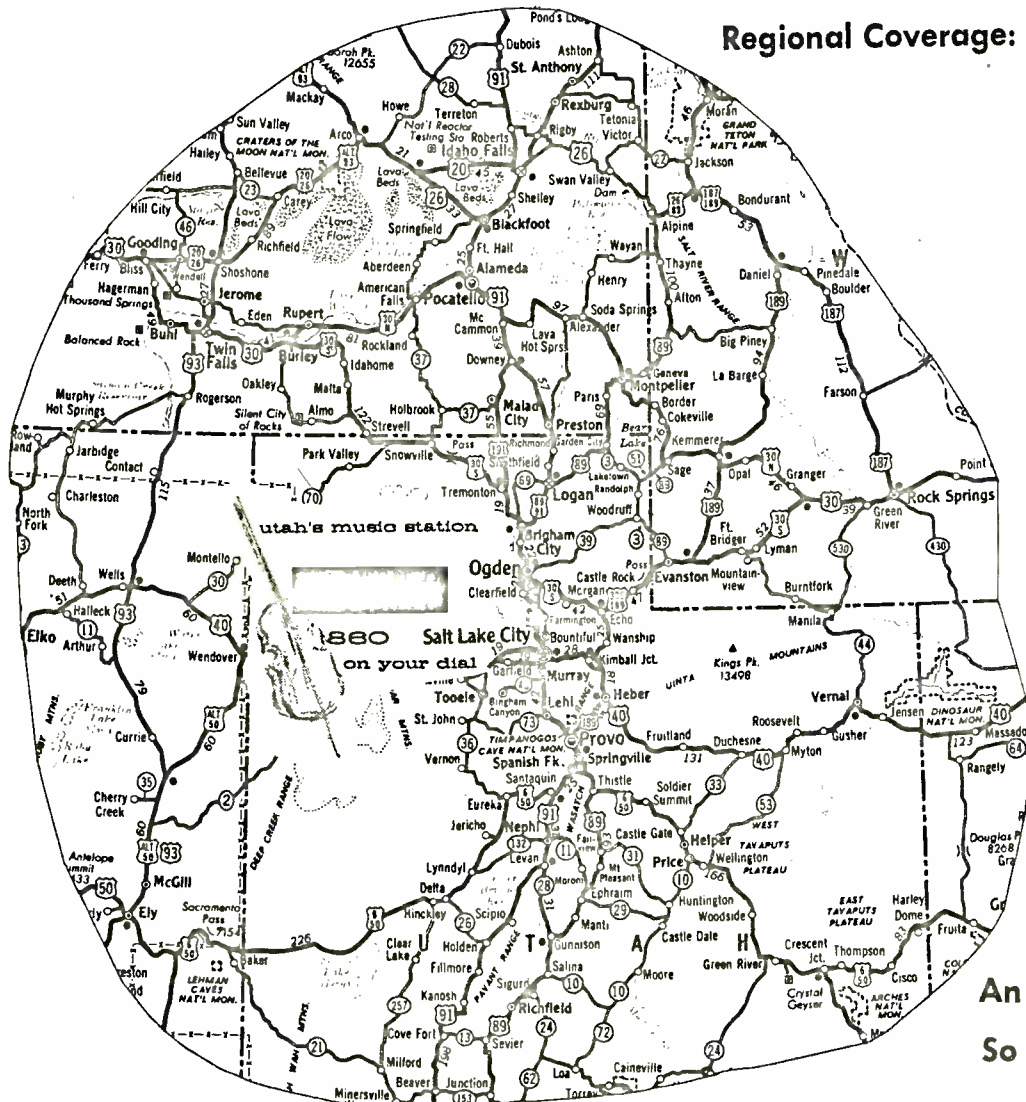
481,860 Salt Lake Whole-
sale Market

A REGIONAL Station

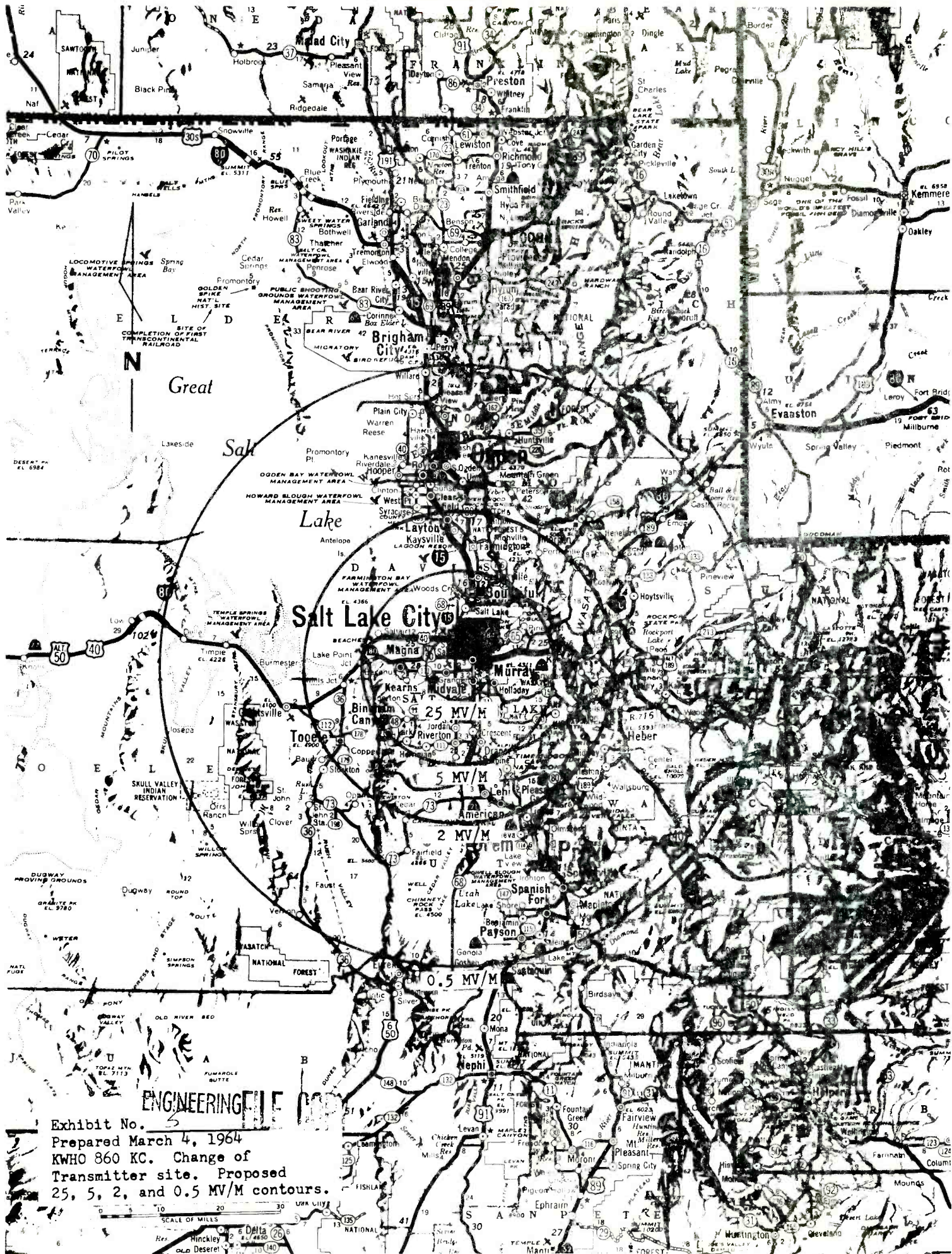
A REGIONAL Program

A REGIONAL Coverage

An unduplicated REGIONAL Audience
So Able to Buy and Persuade Others
to Buy



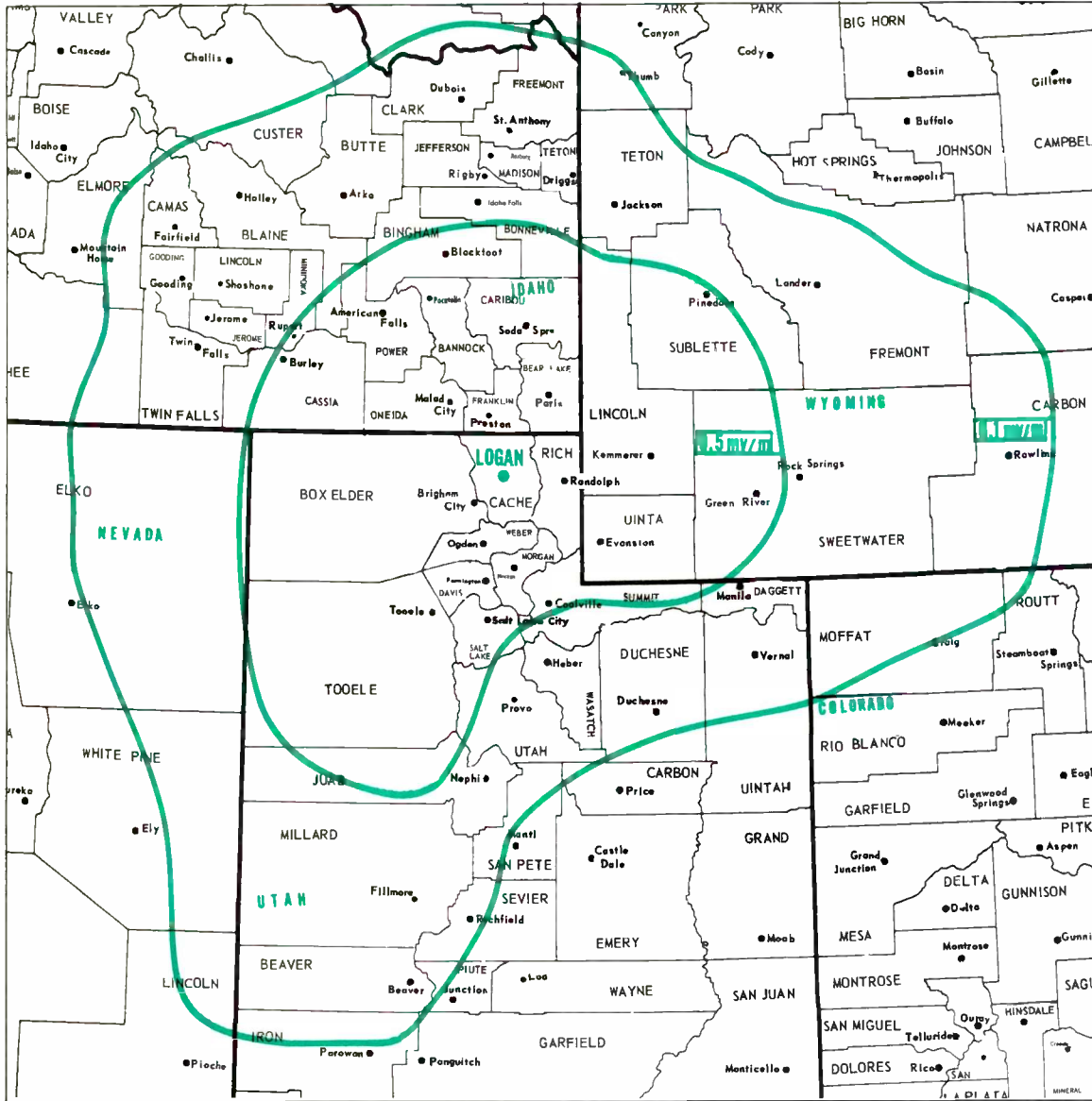
ADVERTISE AND GROW WITH KWHO
WHERE GOOD MUSIC IS GOOD BUSINESS



ENGINEERING FILE

Exhibit No. 3
 Prepared March 4, 1964
 KWHO 860 KC. Change of
 Transmitter site. Proposed
 25, 5, 2, and 0.5 MV/M contours.

KVNU - LOGAN, UTAH



KVNU

CACHE VALLEY
BROADCASTING CO.
1393 North Main
Logan, Utah

610 KC
5,000 WATTS

DAYTIME
1,000 WATTS
NIGHT

ABC - IMN
AFFILIATE

Represented by
AVERY KNODEL, INC.
720-5th Ave. N. Y. 19, N.Y.
Chicago - San Francisco
Los Angeles - Atlanta
Dallas - Detroit

HOME OF UTAH STATE UNIVERSITY



Market Data & Contours
CERTIFIED BY
Continental Broadcast Service
8135 24th Ave. No.
Minneapolis 27, Minn.
Martin Croze - Engineer

KVNU

RADIO
LOGAN, UTAH

MARKET DATA

	Within 0.5 mv/m Contour	Within 0.1 mv/m Contour
Population	757,391	1,188,645
Bank Deposits	\$1,203,923,413	\$1,479,917,264
Retail Sales	\$ 903,678,090	\$1,452,149,980
Food	\$ 208,985,910	\$ 313,646,960
Restaurant	\$ 59,881,630	\$ 92,005,858
General Merchandise	\$ 136,943,620	\$ 188,210,604
Apparel	\$ 41,293,600	\$ 62,267,970
Gasoline Service Stations	\$ 73,135,370	\$ 123,929,110
Automotive	\$ 168,081,710	\$ 293,234,250
Drugs	\$ 40,244,530	\$ 63,332,270
Farm Population	153,361	366,986
Farm Households	11,721	31,046
Farm Passenger Cars	17,531	46,569
Farm Income	\$ 74,260,775	\$ 203,233,918

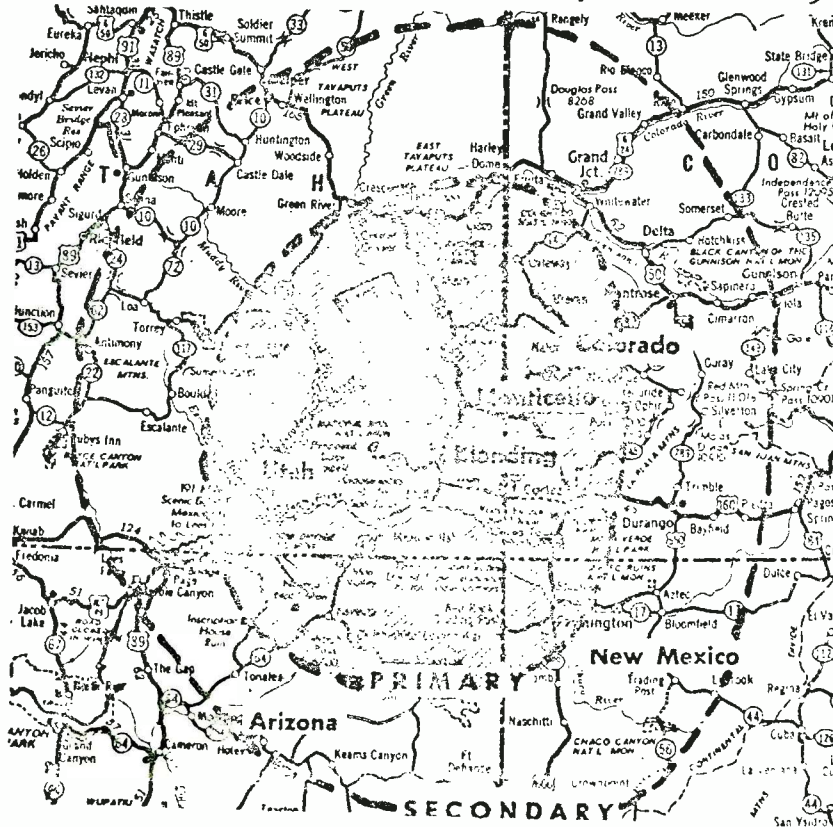
Sources: U.S. Dept. of Commerce, U.S. Dept. of Agriculture; State Automobile Registrations; SM Survey of Buying Power; Polk's Bank Directory.

K-UTA

Blanding - Monticello, Utah

790

The Voice of San Juan County, Utah



SERVING THE RESIDENTS OF

UTAH:

- San Juan County
- Grand County
- Wayne County
- Garfield County
- Part of Emery County

ARIZONA:

- North Apache County
- Part of Navajo County

NEW MEXICO:

- San Juan County
- Part of McKinley County

COLORADO:

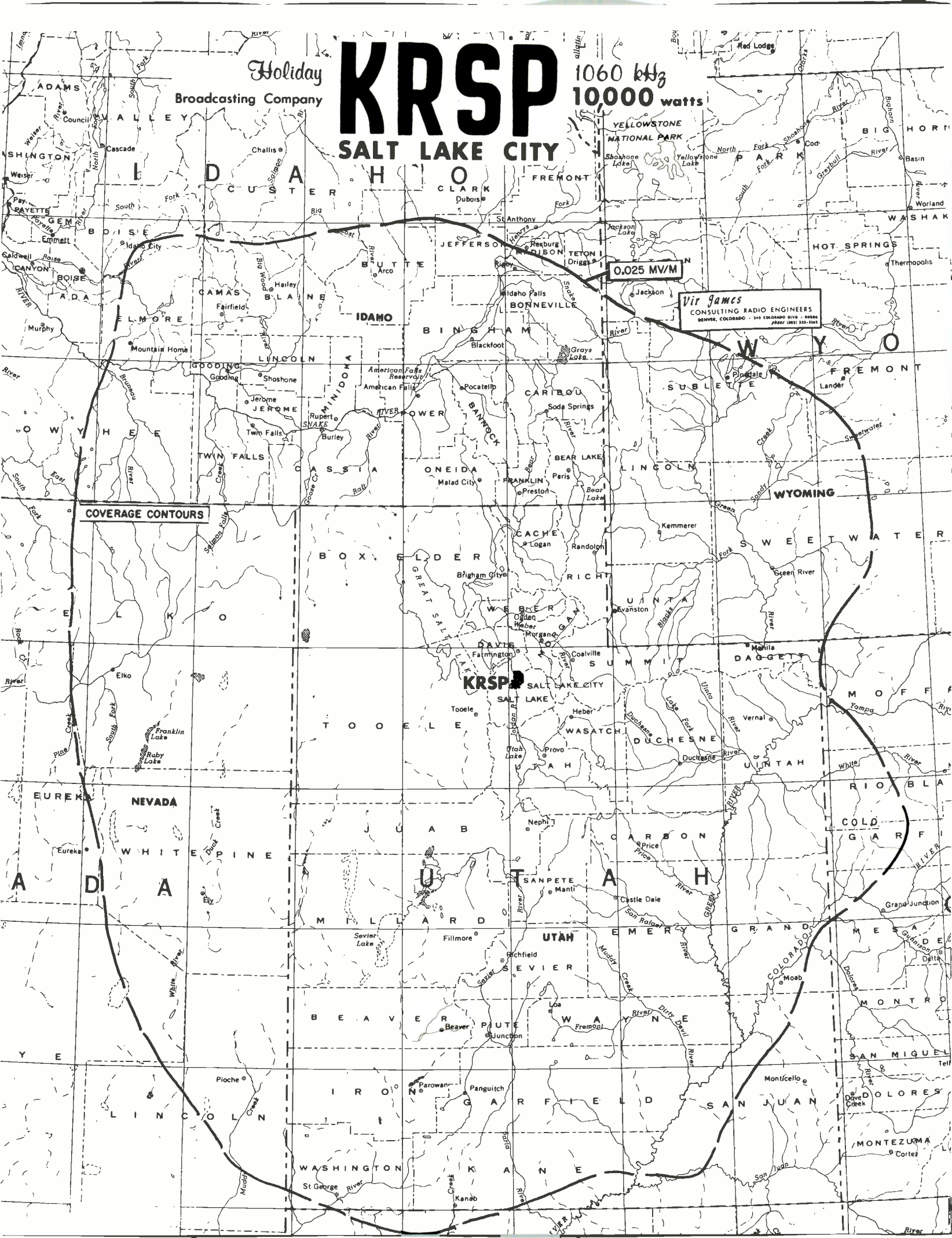
- Montezuma County
- Dolores County
- Montrose County
- San Miguel County

Holiday
Broadcasting Company

KRSP

SALT LAKE CITY

1060 kHz
10000 watts



0.025 MV/M

Vir Games
CONSULTING RADIO ENGINEERS
DENVER, COLORADO - 345 COLORADO BLVD. - 9804
PHONE 1981 221-5161

COVERAGE CONTOURS

KRSP
SALT LAKE CITY

KSVN radio 730

AMERICAN ENTERTAINMENT RADIO NETWORK

Box 107, Ogden, Utah 801 621-4730

COVERAGE MAP * RATE CARD

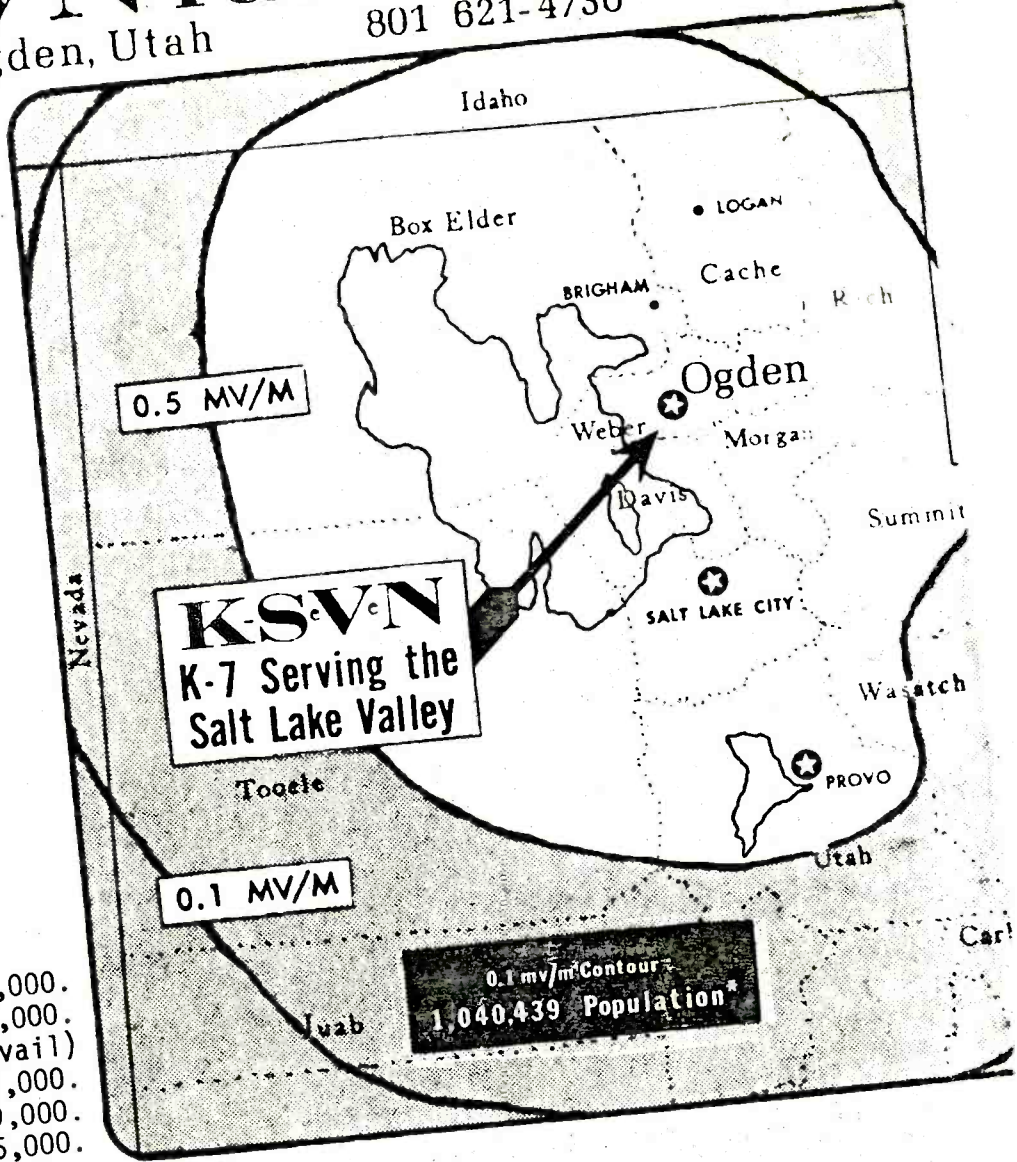
MARKET

1970 POPULATION *

Ogden Metro	124,035
Weber County	99,093
Davis County	27,812
Box Elder County	42,040
Cache County	3,935
Morgan County	5,800
Summit County	302,715
Salt Lake County	466,624
Utah County	137,675
Rich County	1,394
Tooele County	21,215
Wasatch County	5,703
Carbon County	15,261
Juab County	4,463
Total Utah	955,050
Idaho	39,746
Wyoming	15,795
Colorado	6,380
Nevada	23,468
Total	1,040,439

1969 Gross Sales **

Weber County	\$268,583,000.
Davis County	\$119,797,000.
Box Elder County	\$(not avail)
Cache County	\$66,850,000.
Morgan County	\$4,359,000.
Summit County	\$11,015,000.



RATE CARD - 7a

October 1, 1970

30 Seconds

Number Week/Annual	Each	Total Per Week
30/400	\$1.80	\$54.00
25/312	\$2.00	\$50.00
20/260	\$2.20	\$44.00
15/156	\$2.45	\$36.75
10/104	\$2.50	\$25.00

60 Seconds

Number Week/Annual	Each	Total Per Week
30/400	\$2.25	\$67.50
25/312	\$2.50	\$62.50
20/260	\$2.60	\$52.00
15/156	\$2.90	\$43.50
10/104	\$3.00	\$30.00

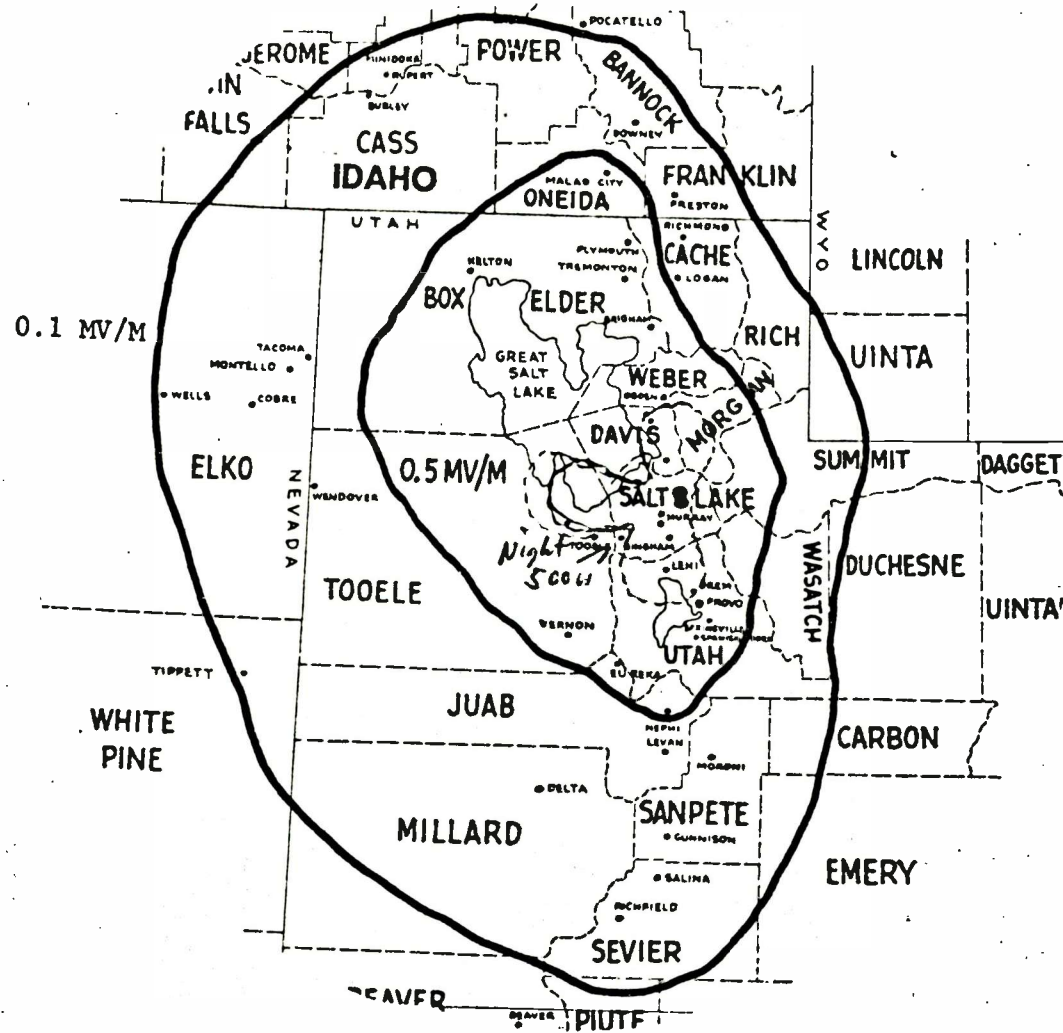
PROGRAM TIME RATES

	5 Min.	15 Min.	30 Min.
26 Times	\$6.75	\$12.00	\$20.00
52 Times	\$6.50	\$11.00	\$19.00
104 Times	\$5.70	\$10.00	\$18.00
156 Times	\$5.00	\$9.50	\$16.00
312 Times	\$4.00	\$8.50	\$15.25

10-Second Spot Announcements.....\$1.25

*1970 Census (Preliminary)
 ** Utah Foundation Utah Sales Tax Repo
 REPRESENTATIVES: Adam Young, Inc...Denver, Bob Hix, Inc...Seattle, Hugh Feltis

KNAK COVERAGE MAP



82.5% OF THE PEOPLE ARE CONCENTRATED IN ONLY 6% OF STATE

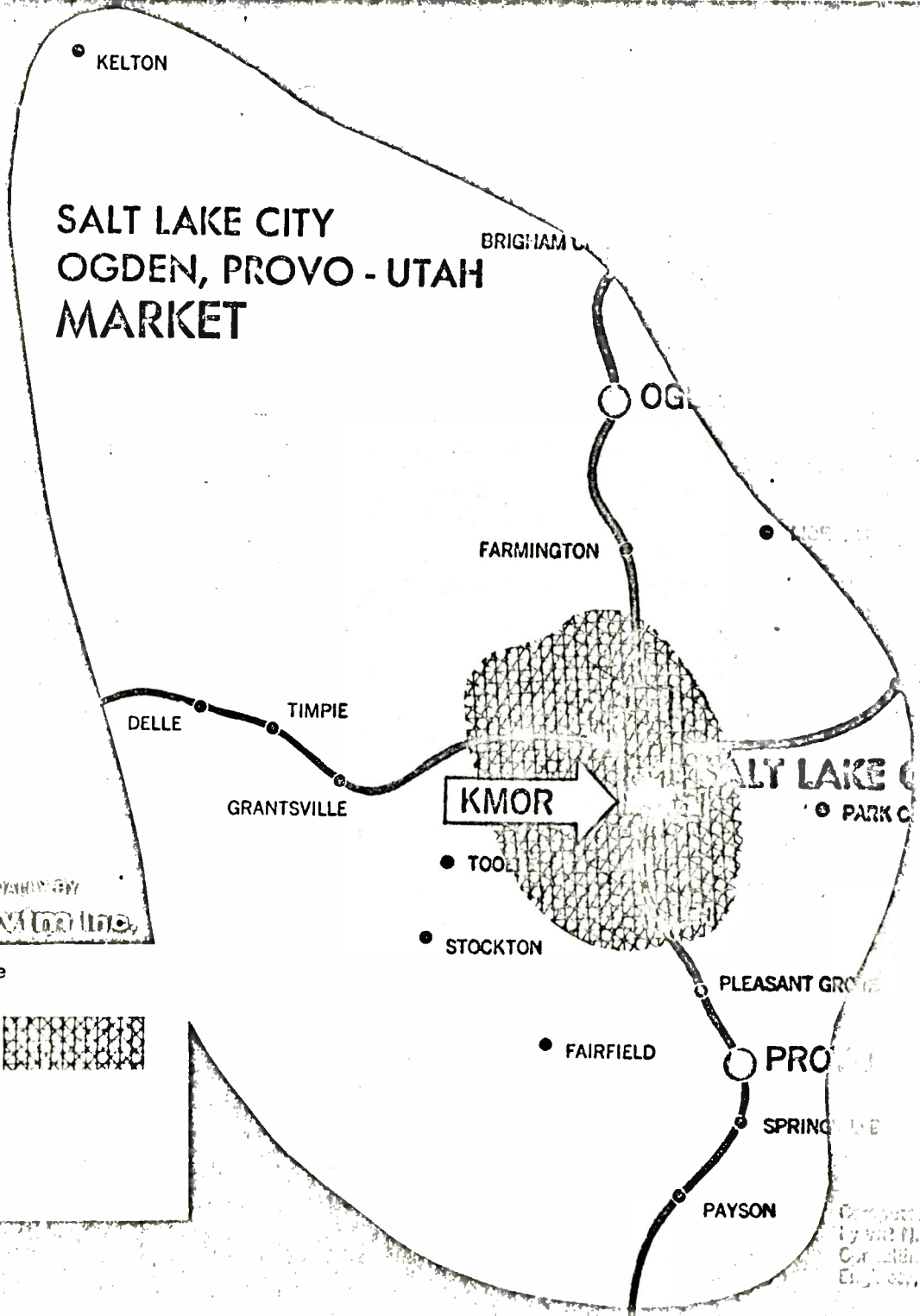
These 850,900* people in Salt Lake, Weber, Davis, Box Elder, Morgan, Utah and Tooele Counties make up one of the 6 major markets West of the Mississippi River. The 20 by 80 mile strip on the Eastern shore of Great Salt Lake is a solid belt of homes and industries.

THE REMAINING 17.5% ARE SCATTERED OVER A 70,000 SQ. MILE AREA

These people are distributed over a 50-million acre expanse that includes uranium and coal fields, oil country, grazing lands, desert, salt beds and mountains. Their radio coverage comes from 7 separate power stations, programmed to serve the local needs.


*Management Data SRDS Aug. 1968

SALT LAKE CITY OGDEN, PROVO - UTAH MARKET



REPRESENTATION DRAWING BY
adam young & associates

Authentic, simplified coverage
map to scale with overlays

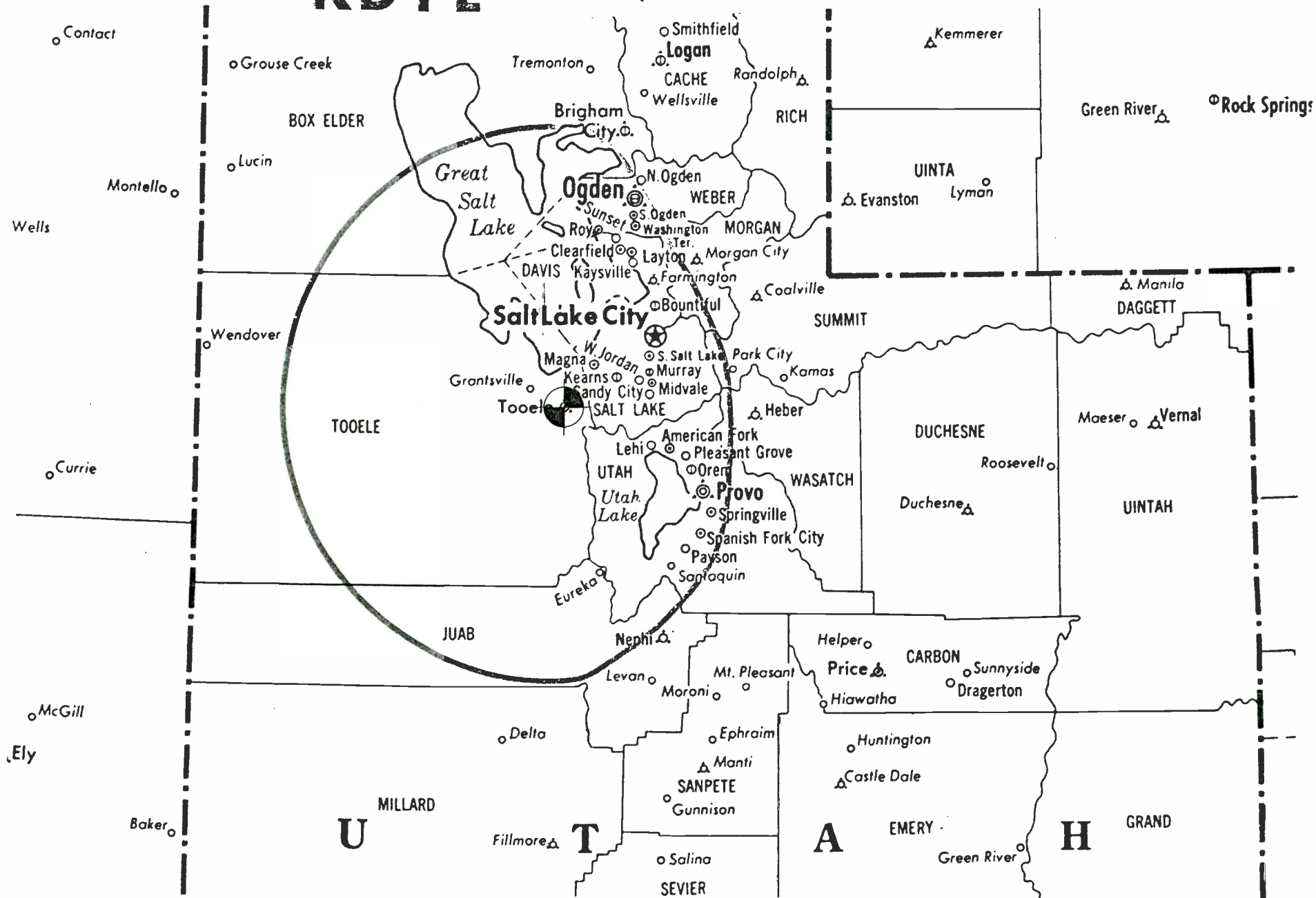
5 MV/M..... 

2 MV/M.....

0.5 MV/M.....

Copyright © 2000
by adam young & associates
Civil/Structural/Plumbing
Engineering, Inc.

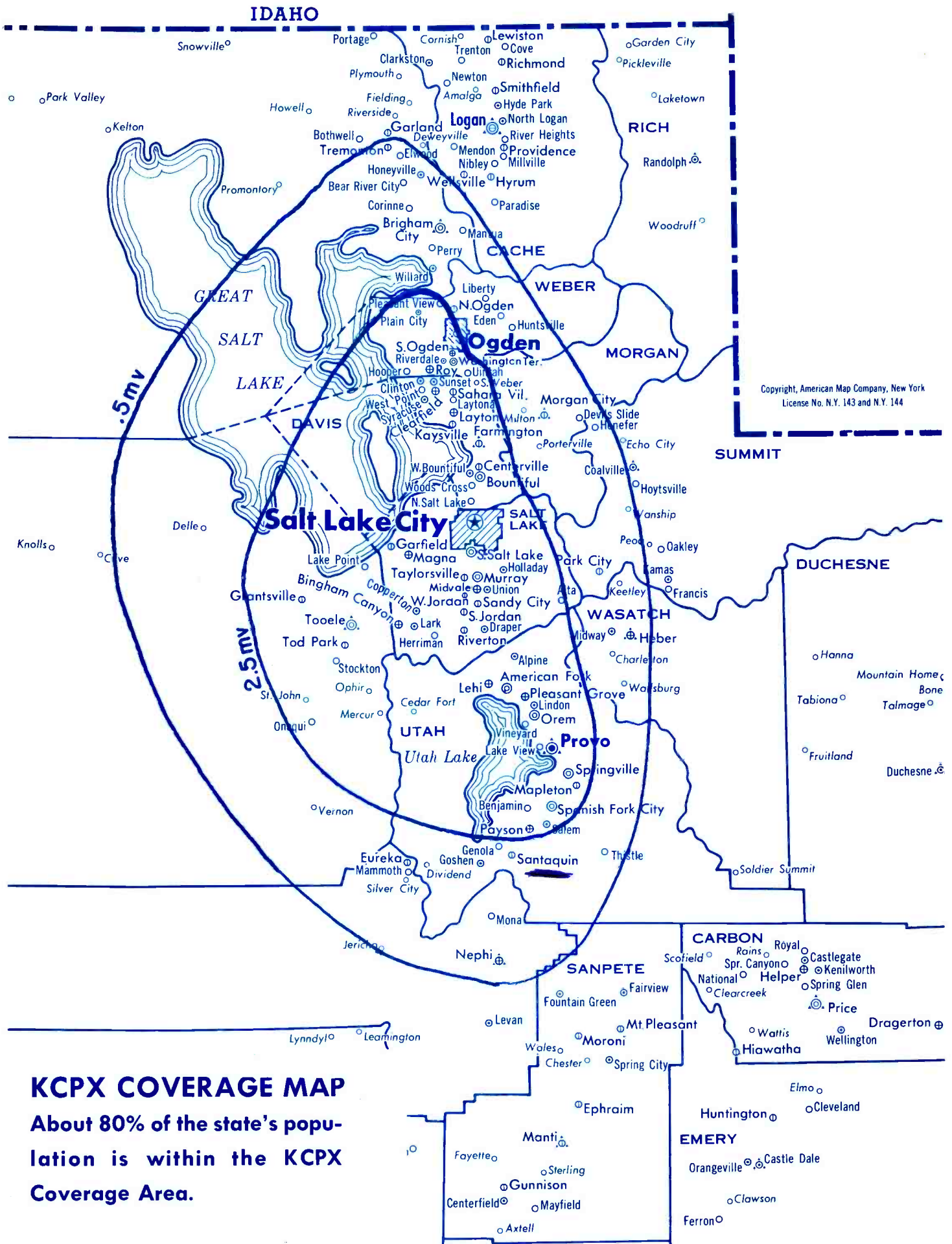
KDYL TOOELE, UTAH



WAVE - POWER - TIME
 290 kc Non Directional
 2.0 watts

This is an accurate reproduction
 of the .5 mV/m service contour
 Exhibit E-2 of this station map

Primary Coverage 0.5 MV/M



KCPX COVERAGE MAP
 About 80% of the state's population is within the KCPX Coverage Area.

LOGAN - Home of UTAH State University

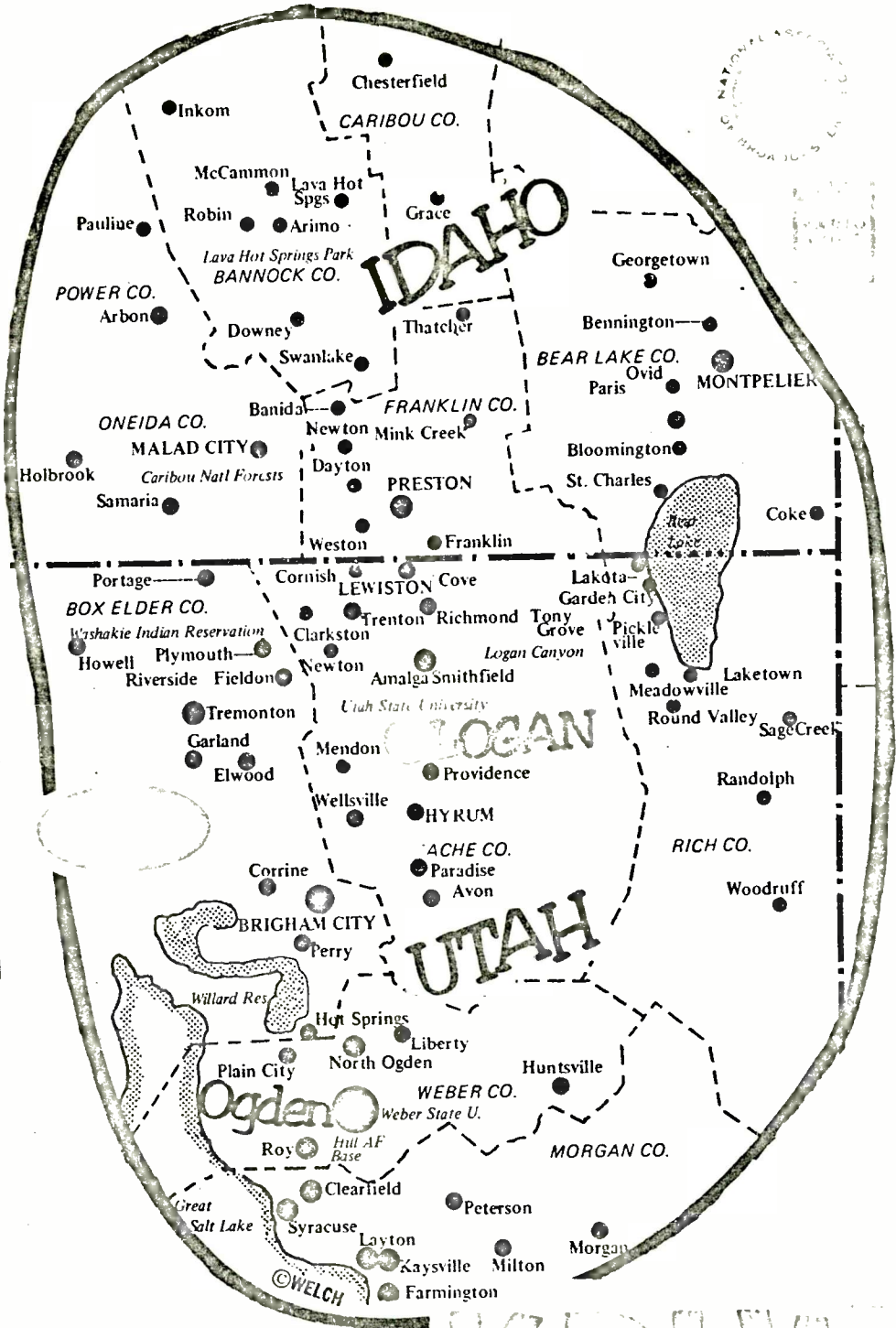
LOGAN . . . with a population of 27,560, is located in the center of the progressive Cache Valley, an area which ranks high in the cheese and dairying industries . . . a million-dollar-a-month business.

GREATER CACHE VALLEY Shopping area is in excess of 100,000 population!

Among the many industries are feed and seed companies, Cheese and dairy products ranked among the largest in the USA, meat packing, needle industry, beet sugar refineries, prefabrication and concrete products manufacturers, wood milling and fixtures, paper industry and printed forms, furniture, candy manufacturers, bottlers, flour milling, vegetable canneries, vegetable-fruit packers, piano manufacturing, chemicals, aerostatics and machine manufacturers

LOGAN is the home of Utah State University, one of the nation's top-rated NCAA sports giants, with an enrollment exceeding 10,000 students.

KBLW RADIO serves the Greater Cache Valley Region with FULL SERVICE programming . . . 26 newscasts daily including MUTUAL Radio Network news . . . heavy on Farm news, women's programs, audience participation-phone interview programs, lively editorials . . . on-the-spot action coverage . . . sports . . . Marti . . . Top 40 Music nighttime . . . MOR daytime. Top Personalities. (More on backside . . .)



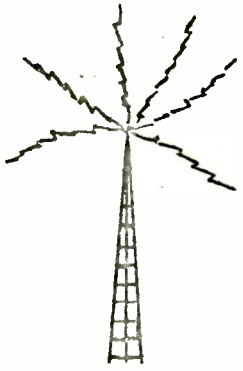
Market Data:

	0.5 MVM Coverage
Population	332,200
Households	88,790
AM Radio Homes	87,060
Auto Ownership	139,750
Farm Population	20,360
College Students*	22,780
Military Personnel*	9,650
Spendable Income	\$832,243,000
Total Retail Sales	\$621,089,000
Food Stores	\$114,853,000
Drug Stores	\$ 33,852,000
Department Stores	\$ 63,923,000
Apparel Shops	\$ 24,003,000
Homefurnishings	\$ 22,619,000
Auto Dealers	\$101,953,000
Service Stations	\$ 43,222,000
Gross Farm Income	\$ 98,764,000
Source: SRDS Consumer Data 1970; (*) Utah State University, Cache Chamber of Commerce 1970.	



KBLW
 Peoples Broadcasting Company, Inc.
 Glacus G. Merrill
 President and General Manager
 Melvin R. Meyer
 Commercial Sales Manager
 810 West 2nd North - Box 526
 Phone 801-752-1390
LOGAN, UTAH 84321

KBLW Serves the Great Cache Valley Region



1,000 watts day
500 watts night



KBLW

New Voice of
Cache Valley

1390 on your radio dial - Logan, Utah - Phone 752-1390

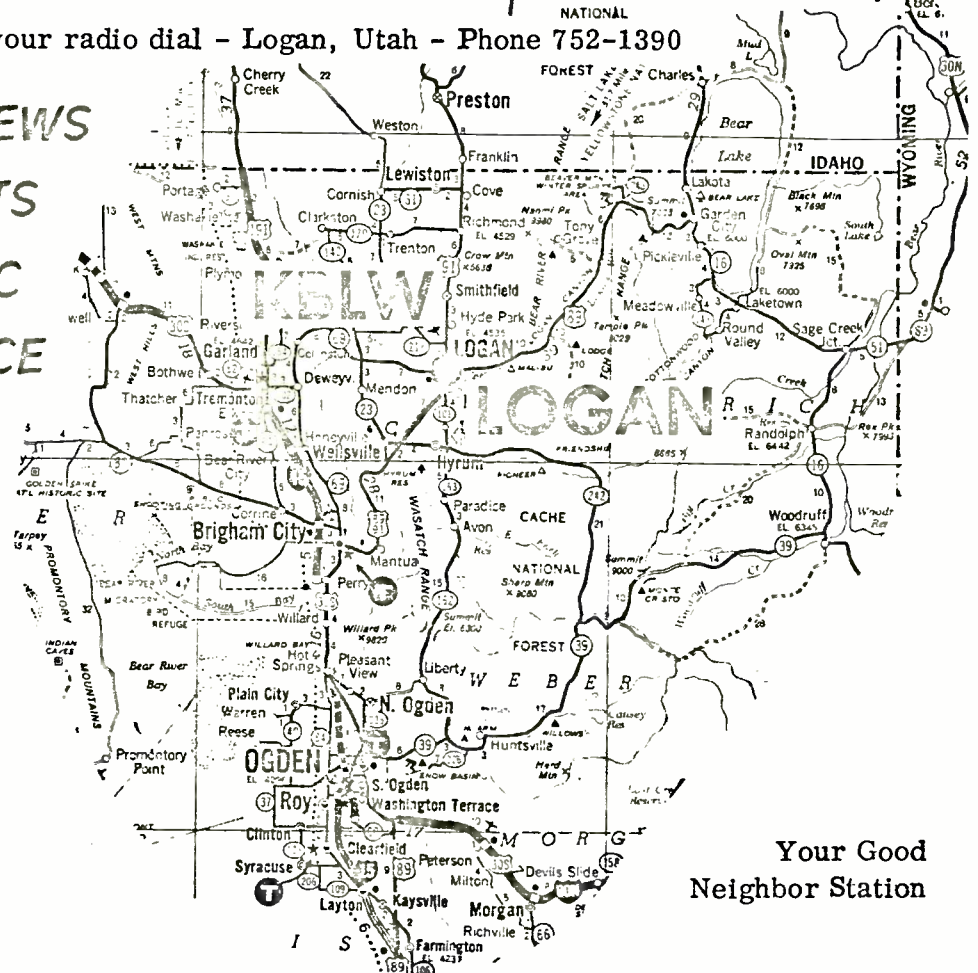
BEST IN NEWS
SPORTS
MUSIC
SERVICE

LOCAL - STATE - NATIONAL

Covering Northern Utah and
Southern Idaho 19 hours each
day with radio at it's best!!

Reach More People For Less
On Radio KBLW

IF IT'S TOLD --
IT IS SOLD !!



Your Good
Neighbor Station

STATISTICAL INFORMATION (Cache Valley)

Shopping Center for Northern Utah and Southern Idaho. Population of Cache Valley, 96,000 - 27,300 Households - Effective buying income in net dollars \$97,856,000.00 - \$6,093.00 per household - Retail Sales, Food \$13,089,000. General Merchandise, \$12,900,000. - Automotive \$11,610,000. - Total Retail Sales \$64,600,000.00 - Home of thriving industry - Largest Cheese Plant in the world - Sugar Factories - Milk Processing and Canning Plants - Paper Factories - Many Others - Gateway to World's finest hunting and Recreation Areas - Home of Utah State University, registration 9,000 - Modern Schools - 18 Hole Golf Course - Shopping Center of Vast Amounts of Hay, Beef, Cattle, Sheep and Produce - Covering the Productive, fast growing Utah - Idaho Area from Radio Center, 2nd North and 9th West on Valley View Highway, Logan, Utah.

Promoting the Great Cache Valley - Land of Opportunity and Fun
Dedicated to Service in the Public Interest

For Station Rates and Other Information, Please Contact Glacus G. Merrill
Represented Nationally by Sandeberg - Glenn Co., San Francisco

never underestimate the power of the spoken word

Locally owned and operated from the Ideal City - Member of NAB Radio Code

LOGAN - Home of UTAH State University -

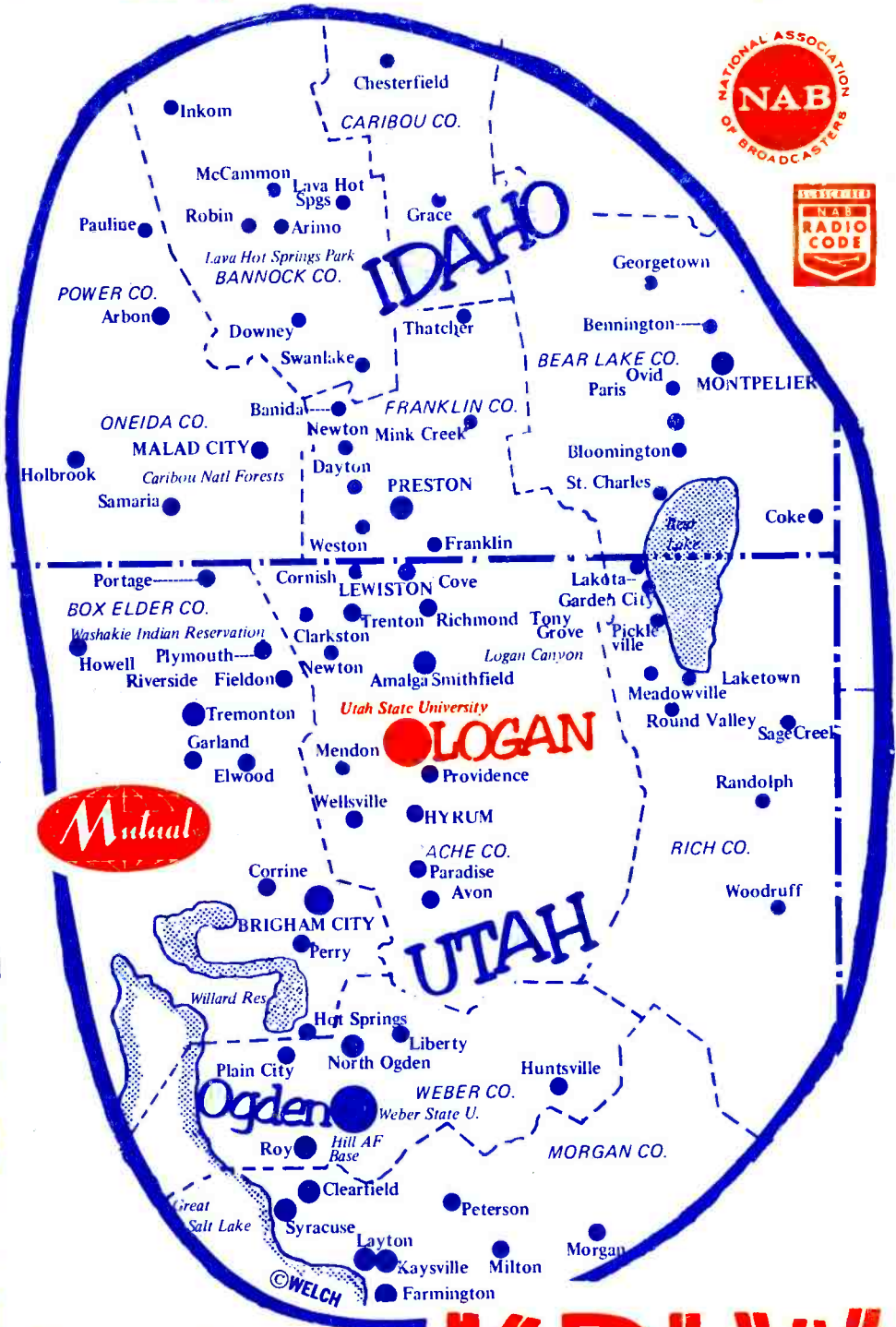
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Market Data:

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AM Radio Homes	87,060
Auto Ownership	139,750
Farm Population	20,360
College Students*	22,780
Military Personnel*	9,650
Spendable Income	\$832,243,000
Total Retail Sales	\$621,089,000
Food Stores	\$114,853,000
Drug Stores	\$ 33,852,000
Department Stores	\$ 63,923,000
Apparel Shops	\$ 24,003,000
Homefurnishings	\$ 22,619,000
Auto Dealers	\$101,953,000
Service Stations	\$ 43,222,000
Gross Farm Income	\$ 98,764,000
Source: SRDS Consumer Data 1970; (*) Utah State University, Cache Chamber of Commerce 1970.	

1390
RADIO
1000 Watts Day
500 Watts Night

KBLW

Peoples Broadcasting Company, Inc.
Glacus G. Merrill
President and General Manager
Melvin R. Meyer
Commercial Sales Manager
810 West 2nd North - Box 526
Phone 801-752-1390
LOGAN, UTAH 84321

KBLW Serves the Great Cache Valley Region

KBLW Reaches People Where They Are —



KBLW RADIO offers full-service programming, **FULL-TIME**, including: Comprehensive local-area news backed by Mutual Radio and UPI wire news . . .

FARM programming includes one segment 6 AM to 8:30 AM with reports from extension service, USDA Reports, from both Utah and Idaho.

KBLW RADIO features M-O-R programming during the day,

with stringer-reports from communities throughout the Cache Valley . . . sports coverage includes all events at Skyview High plus local Little League games . . . KBLW provides University and High School forums and student activities.

DARLA DEE, KBLW's Top 40 Personality — broadcasts from seven to midnight daily -- one of the highest-rated shows on the Utah-Idaho scene!

KBLW uses the exclusive Marti system of broadcasting; features mobile and on-the-spot reporting; colorful sound-truck service; modern sound studios with latest electronic equipment for cartridge and tape production.

KBLW is locally-owned and operated by Glacus G. Merrill, with 35 years of broadcast background.

KBLW-MUTUAL RADIO 19 HOURS DAILY