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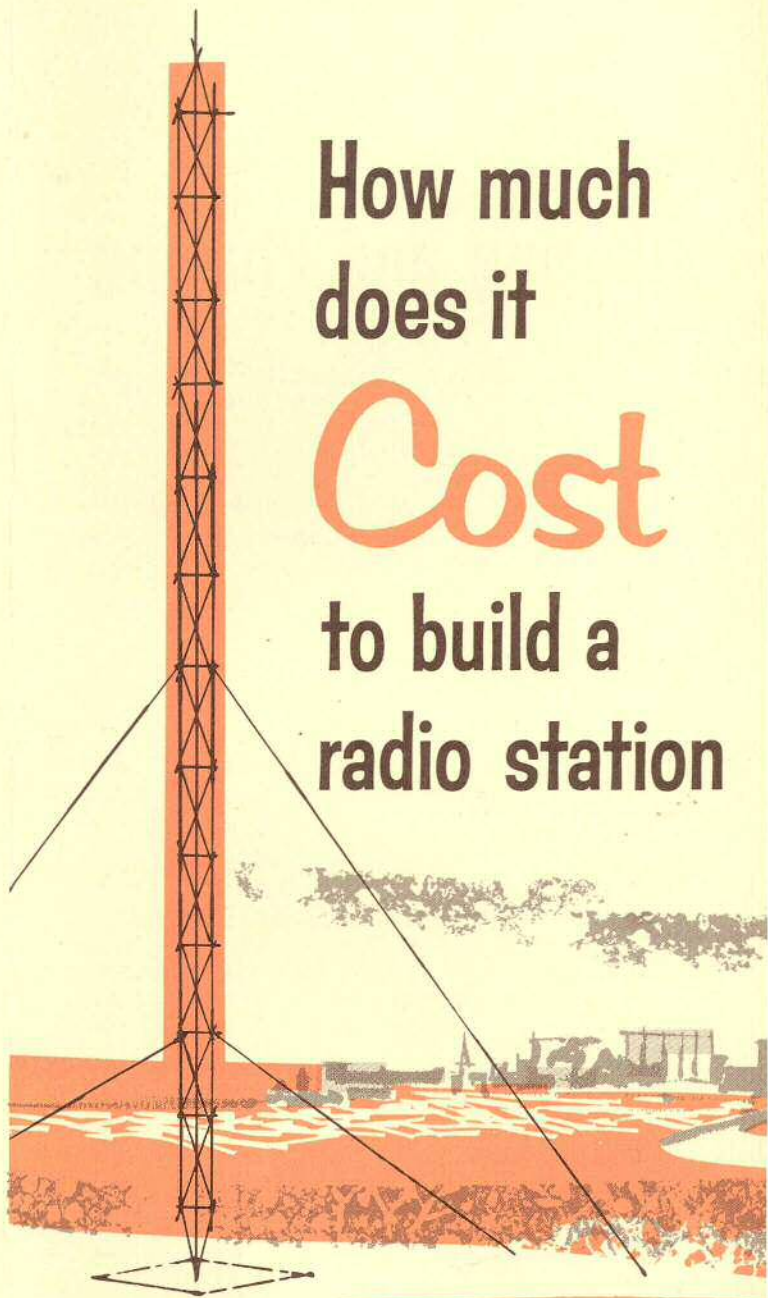
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How much  
does it  
**Cost**  
to build a  
radio station



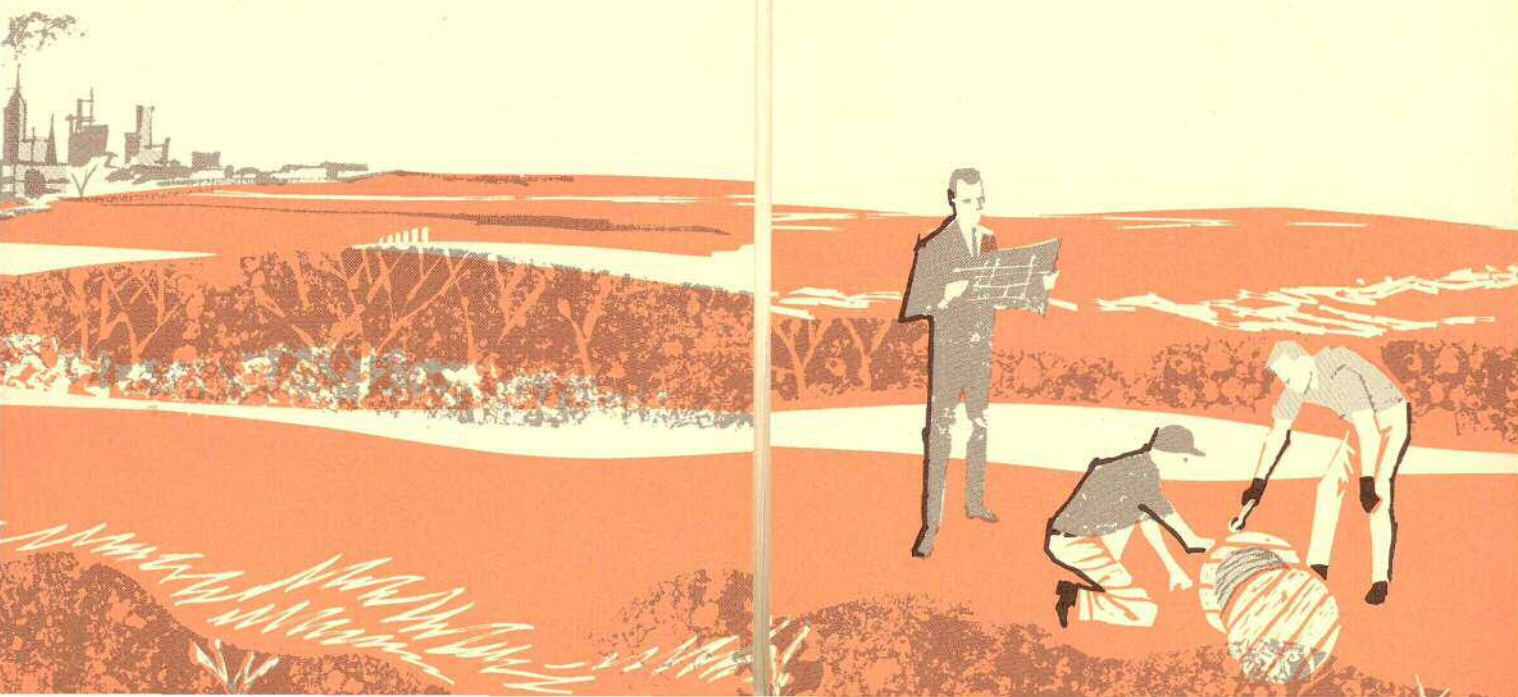
SPRING 1961

COLLINS RADIO COMPANY  
CREATIVE LEADER IN COMMUNICATION  
CEDAR RAPIDS, IOWA • DALLAS, TEXAS  
NEWPORT BEACH, CALIFORNIA



**the difference** between “ball park guesses” and a realistic estimate of equipment costs may mean the difference between success or failure for the potential broadcaster. The inside pages reflect these realistic costs of the basic equipment needed by most broadcasters in establishing a new AM or FM radio station.

This brochure is prepared for your convenience with the compliments of Collins Radio Company, designers and manufacturers of superior quality broadcast equipment. The prices appearing herein are estimates, and are to be treated as such. Although realistic, they are not to be construed as exact selling prices either by Collins Radio Company or its suppliers.



# Transmitting

## AM TRANSMITTERS

Including 2 sets of tubes and 2 crystals.

250 watts.....	\$ 4,150
500 watts.....	4,475
1,000 watts.....	5,000
5,000 watts.....	15,750
10,000 watts.....	18,700
50,000 watts.....	95,000

## POWER INCREASE OF AM TRANSMITTERS

Conversion kits.

250 to 500 watts.....	\$ 1,100
250 to 1,000 watts.....	1,525
500 to 1,000 watts.....	1,200
5,000 to 10,000 watts.....	3,000

## REMOTE CONTROL FOR AM TRANSMITTERS

Factory installed.

250 watts.....	\$ 1,720
500 watts.....	1,720
1,000 watts.....	1,720
5,000 watts.....	1,850
10,000 watts.....	1,850
50,000 watts.....	3,500

## FM TRANSMITTERS

Including 2 sets of tubes and 2 crystals.

10 watts.....	\$ 1,400
250 watts.....	3,400
1,000 watts.....	3,800
5,000 watts.....	9,600
10,000 watts.....	19,000
15,000 watts.....	20,000
Remote Control of FM Transmitter.....	1,000
Multiplex with one sub-carrier.....	1,400

## AUDIO LIMITERS

Limiting amplifier.....	\$ 425
Auto-level.....	275

# Monitoring

## MONITORS

Frequency, AM.....	\$ 1,025
Modulation, AM.....	625
Frequency and Modulation FM.....	1,550
Conelrad Receiver.....	100

## AM FIELD INTENSITY METER

Required with directional antennas. \$ 850

## PHASE MONITORS

2 tower.....	\$ 700
3 tower.....	725
4 tower.....	750
5 tower.....	775

# Antenna and Phasing

## TOWERS

Non-galvanized, guyed, insulated, lighted, painted, complete installation under normal conditions.

100 ft.....	\$ 1,540
200 ft.....	3,015
300 ft.....	5,535
400 ft.....	7,650
500 ft.....	11,675

Freight—\$75 to \$275.

Galvanized—add 12%.

## GROUND SYSTEM

24' x 24' screen, installed.....	\$ 240
48' x 48' screen, installed.....	960
120 #10 50' radials, installed.....	175
120 #10 200' radials, installed.....	695
120 #10 300' radials, installed.....	1,030
120 #10 400' radials, installed.....	1,390

## PHASORS

Standard design (vacuum capacitors additional).

Pattern	Power	2-Tower	3-Tower	4-Tower
Directional	1 kw	\$2,340	\$3,460	\$4,580
day and night,	5 kw	3,040	4,520	5,980
same pattern	10 kw	3,600	5,300	7,100
Non-directional	1 kw	2,840	4,200	5,570
daytime, direc-	5 kw	3,700	5,500	7,300
tional nighttime	10 kw	4,000	5,950	7,900
Different direc-	1 kw	3,640	5,410	7,190
tional pattern	5 kw	4,750	7,060	9,400
day and night	10 kw	5,150	7,700	10,100

## ANTENNA TUNING UNITS

In weatherproof housing.

250 watts.....	\$ 350
500 watts.....	350
1,000 watts.....	350
5,000 watts.....	595
10,000 watts.....	875
50,000 watts.....	1,500

# cost estimate

## SAMPLING LOOPS

Shielded.....	\$	115
Unshielded.....		70

## TRANSMISSION LINE\*

Size	Average Power Rating	Per 100 Ft.
RG-8/U.....	1 kw	\$ 15
RG-11/U.....	0.5 kw	15
RG-17/U.....	5 kw	70
RG-220/U.....	10 kw	120
Air dielectric, semi-flexible, 3/8".....	1 kw	80
Air dielectric, rigid, 7/8".....	5 kw	360
Air dielectric, rigid, 1 5/8".....	15 kw	450
Heliac, 7/8", H5.....	5 kw	150
Heliac, 1 5/8", H7.....	5 kw	375
Styroflex, 3/8".....	1 kw	100
Styroflex, 7/8".....	5 kw	195
Styroflex, 1 5/8".....	15 kw	435
Foamflex, 3/8".....	1 kw	35
Foamflex, 7/8".....	5 kw	130
Foamflex, 1 5/8".....	15 kw	330

\*These are estimated figures of average power for average conditions and are not to be construed as satisfactory in all temperature and installation conditions.

## FM ANTENNAS

	Side Mounted, less mast.	
	Rings mounted on 1 5/8" line	3 1/8" line
1 bay.....	\$ 595	\$ 645
2 bay.....	990	1,170
3 bay.....	1,635	1,755
4 bay.....	2,180	2,340
5 bay.....	2,720	2,925
6 bay.....	3,265	3,510
7 bay.....	3,810	4,100
8 bay.....	4,355	4,680
10 bay.....	5,840	6,200
12 bay.....	6,830	7,375

Add \$80 per bay for de-icing elements.  
Add \$35 per bay for installation.

# Studio

## STUDIO EQUIPMENT

Small.....	\$	4,500
Medium.....		7,500
Large.....		11,000

FOR: \_\_\_\_\_

### PLAN #1

#### TRANSMITTING

\_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_

#### MONITORING

\_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_

#### ANTENNA AND PHASING

\_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_

#### STUDIO

TOTAL \$ \_\_\_\_\_

### PLAN #2

#### TRANSMITTING

\_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_

#### MONITORING

\_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_

#### ANTENNA AND PHASING

\_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_ \$ \_\_\_\_\_

#### STUDIO

TOTAL \$ \_\_\_\_\_