

Excellent Coverage—.5 MV/M contour

Satisfactory Coverage—.1 MV/M contour

COVERAGE MAP

KTFI

TWIN FALLS, IDAHO

5000 WATTS

1270 KC

MARKET DATA

(within 0.5 MV/M contour)

POPULATION

METROPOLITAN 25,000
 BASIC COVERAGE AREA 109,700

EFFECTIVE BUYING INCOME

\$151,866,000

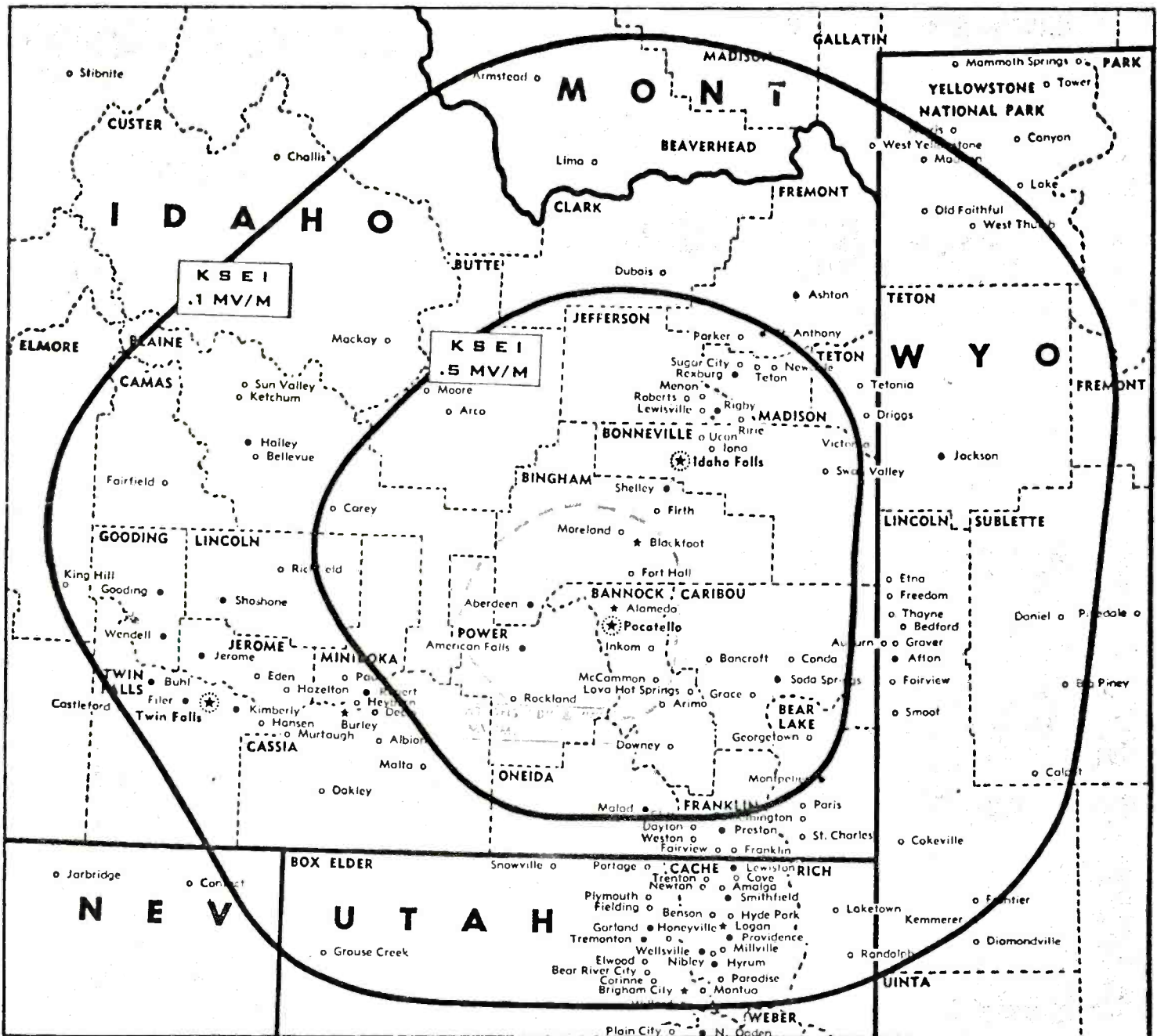
RETAIL SALES

\$129,794,000

FOOD \$27,500,000
 EATING/DRINKING 8,712,000
 GENERAL MERCHANDISE 15,800,000
 APPAREL 5,180,000

FURNITURE/HOUSEHOLD \$ 5,630,000
 AUTOMOTIVE 24,270,000
 GAS STATIONS 13,414,000
 LUMBER/HARDWARE 20,443,000

DRUGS \$4,568,000



Excellent Coverage—.5 MV/M contour

Satisfactory Coverage—.1 MV/M contour

COVERAGE MAP

KSEI

5000 WATTS

POCATELLO, IDAHO

930 KC

MARKET DATA

(within 0.5 MV/M contour)
SRDS '68

POCATELLO	46,700
METROPOLITAN	55,200
BASIC COVERAGE AREA	203,840
RADIO HOMES	51,640

EFFECTIVE BUYING INCOME	\$431,824,000
GROSS FARM INCOME	\$187,781,000

RETAIL SALES

FOOD	\$72,478,000
DRUGS	13,561,000
GENERAL MERCHANDISE	31,940,000

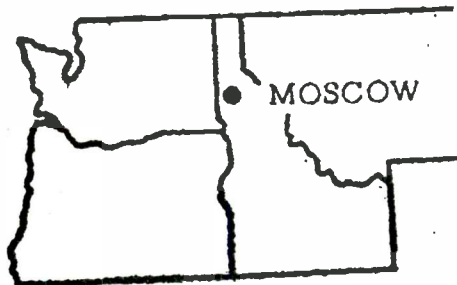
FILLING STATIONS \$34,049,000

APPAREL	\$11,387,000
HOME FURNISHINGS	13,847,000
AUTOMOTIVE	66,016,000

TOTAL \$330,853,000

KRPL

PULLMAN
MOSCOW



KRPL

Moscow, Idaho

GENERAL MANAGER

John P. Mix

REGIONAL SALES MGR.

Jim Sanberg

ADDRESS

1328 Pullman Road
Moscow, Idaho 83843

TELEPHONE

208-882-2551

REPRESENTATIVES

NATIONAL

Sandberg-Glenn Co.

San Francisco

Los Angeles

Chicago

New York

NORTHWEST

Art Moore & Associates, Inc.

1000 WATTS **1400 K.C.**

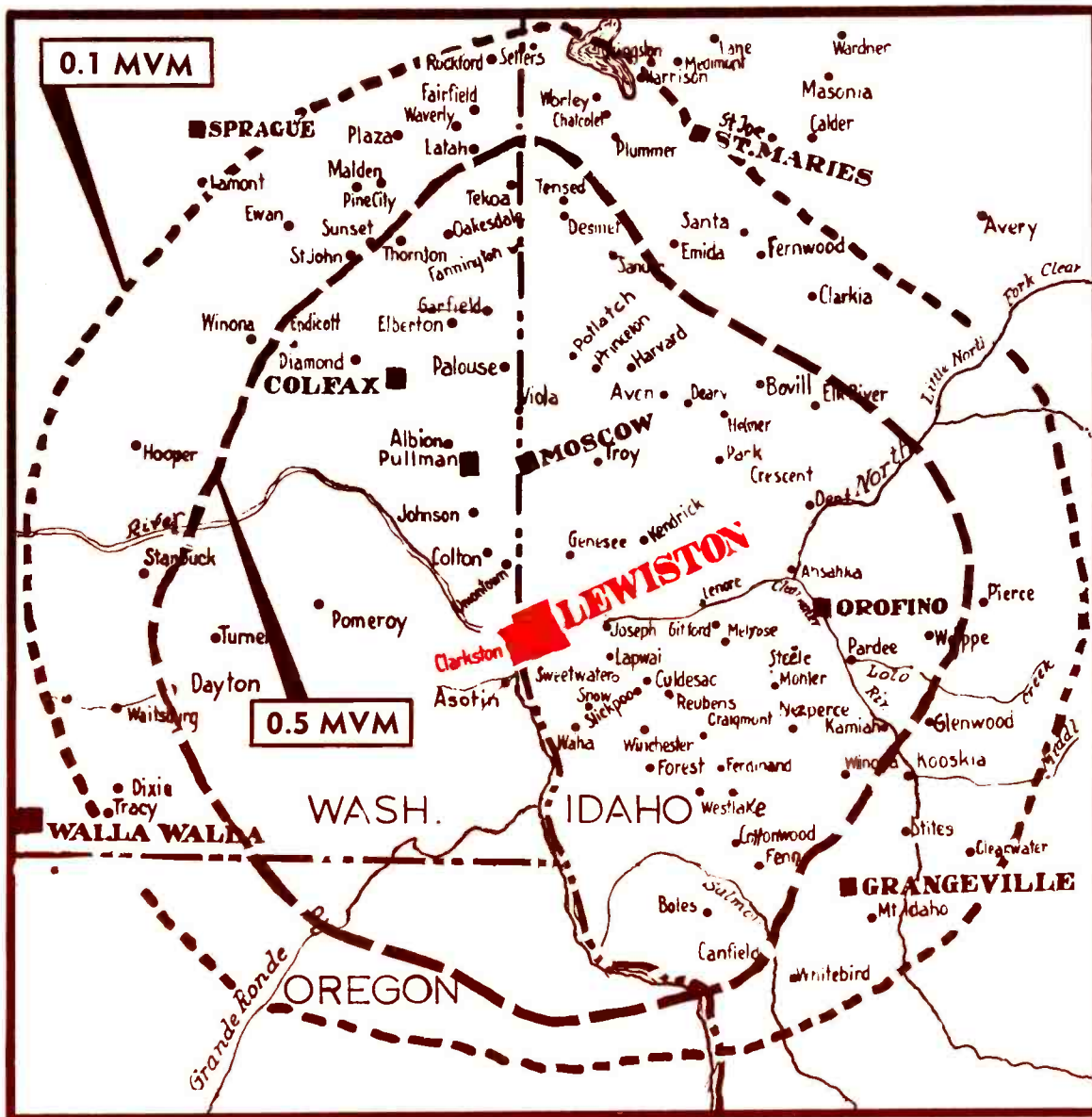
MARKET DATA

POPULATION	
Metropolitan	37,000
Basic Coverage Area	89,000
TOTAL RETAIL SALES	\$78,430,000
Automobiles	\$10,560,000
Drugs	\$ 4,100,000
Food	\$17,840,000
EFFECTIVE BUYING INCOME	\$91,138,000



A GROWING-RICH TWO STATE MARKET
WITH TWO EXPANDING UNIVERSITIES





KRLC

PIONEER RADIO IN IDAHO - EST. 1935
Lewiston, Idaho - Clarkston, Washington

Phone (Area Code 208) SHERwood 3-1551

REPRESENTATIVES

MASLA ASSOCIATES, INC.

New York - Chicago - Detroit - Kansas City - St. Louis

PACIFIC BROADCAST SALES

San Francisco - Los Angeles

ART MOORE AND ASSOCIATES

Seattle and Portland

KRLC

5000 Watts --- 1350 KC

MARKET DATA:

	0.5 MVM Coverage	0.1 MVM Coverage
Total Population	115,500	185,300
Households	34,890	55,930
Radio Homes	33,935	54,125
Automobiles	35,160	61,550
Consumer Income	\$209,382,000	337,900,000

RETAIL SALES:

Food Stores	\$ 34,062,000	53,445,000
Drug Stores	\$ 6,596,000	10,835,000
General Merchandise	\$ 14,004,000	23,755,000
Apparel Stores	\$ 4,938,000	8,401,000
Home Furnishings	\$ 4,559,000	7,800,000
Auto Sales	\$ 29,834,000	47,134,000
Service Stations	\$ 13,394,000	20,155,000
TOTAL RETAIL SALES	\$154,537,000	244,907,000

FARM DATA:

Farm Population	16,700	26,700
Gross Farm Income	\$104,702,000	149,621,000

SOURCE: SRDS Consumer Market Data 1963.

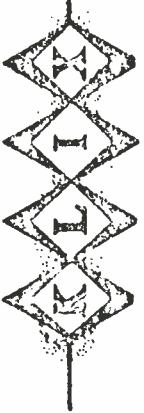
KRLC



CHIEF STATION LEWIS-CLARK EMPIRE

BOX 287 LEWISTON, IDAHO

Prepared by Market Data Associates
Charlotte, North Carolina



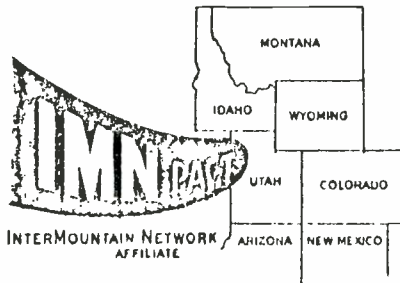
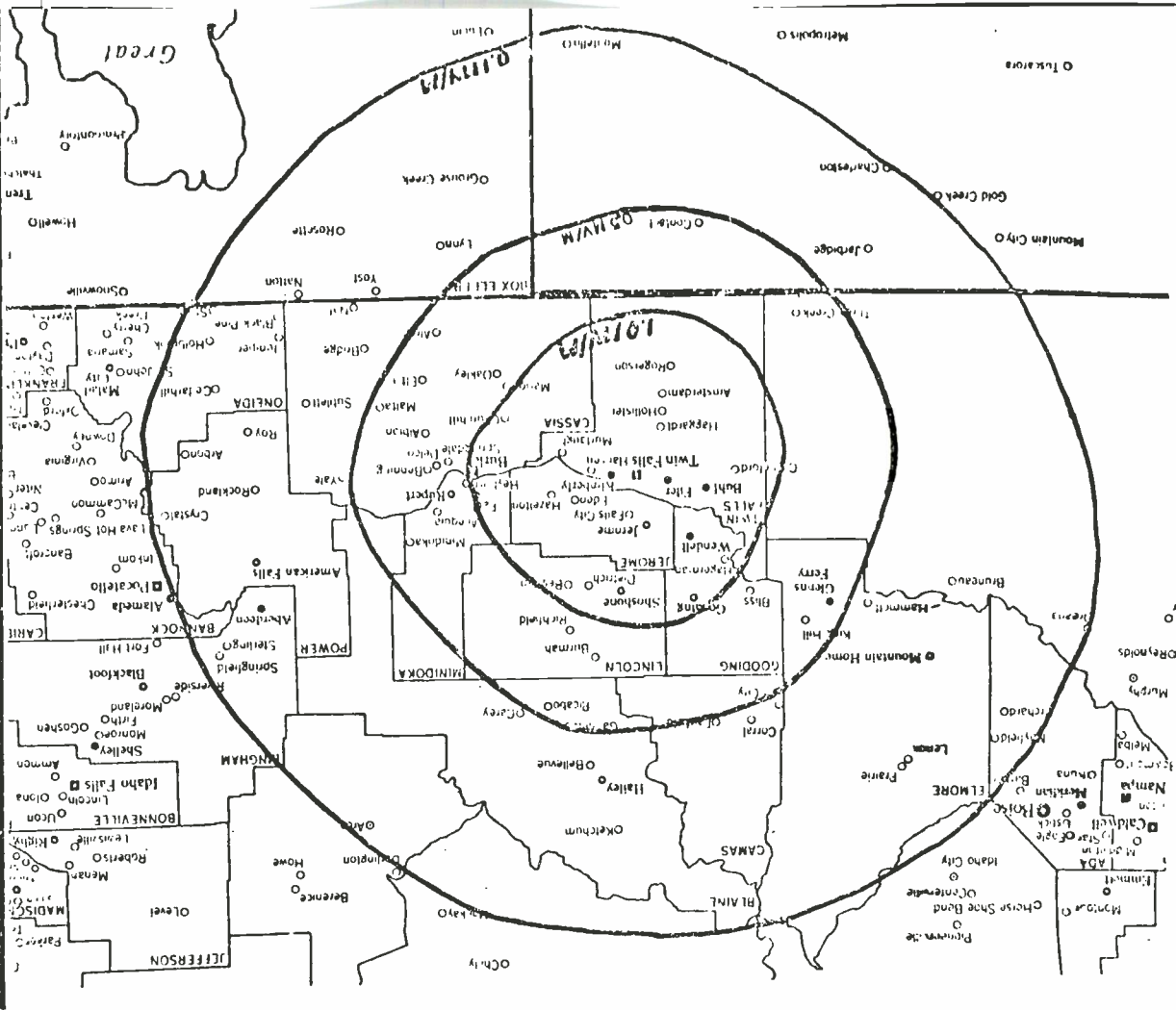
SAWTOOTH RADIO CORPORATION

POST OFFICE BOX 1259

TWIN FALLS, IDAHO, 83301

5000 watts at 1310

COVERAGE MAP

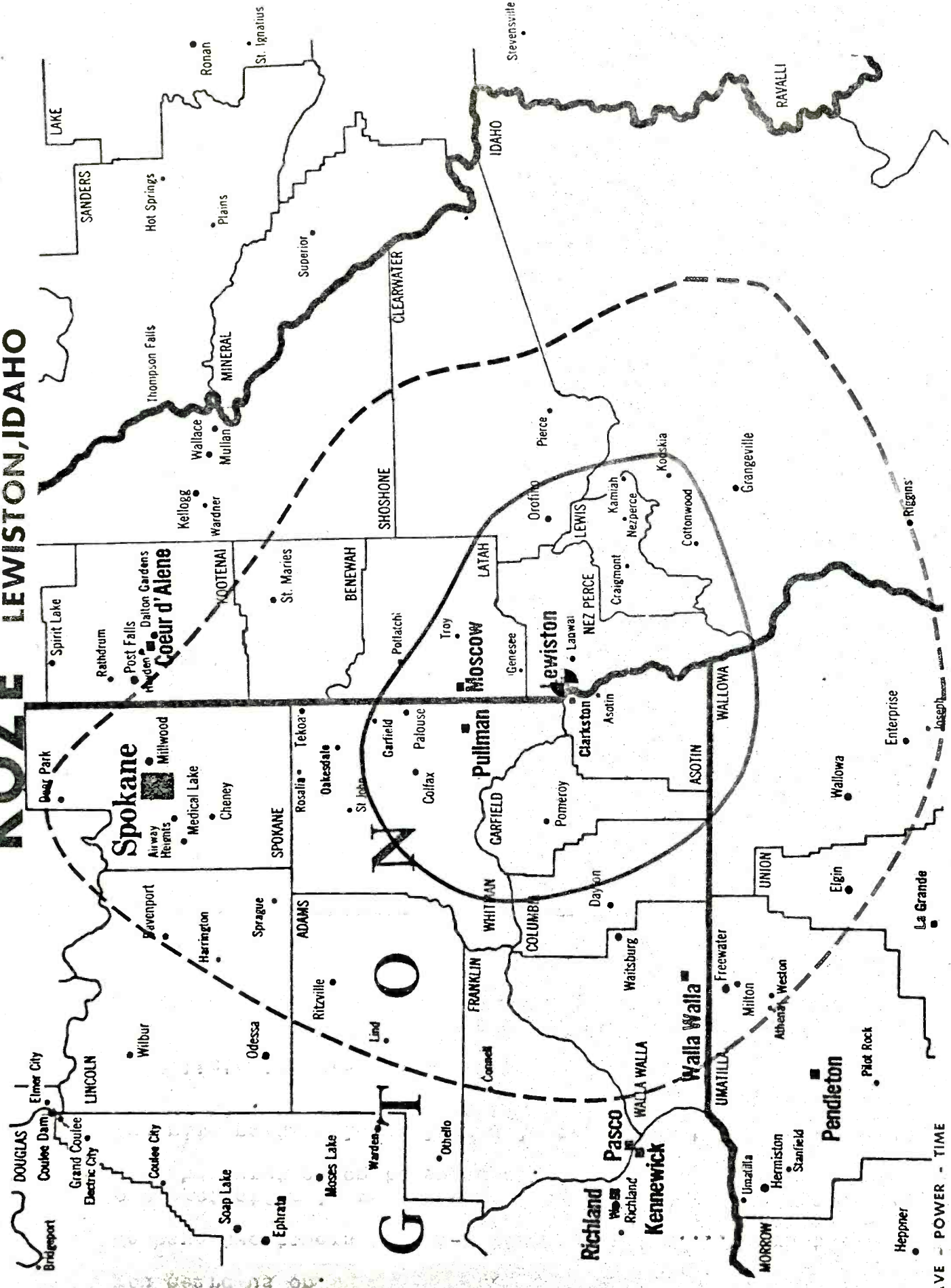


REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

confirming KOZE reception
23 Feb 70 at signoff
11:56-11:59pm PST

KOZE LEWISTON, IDAHO

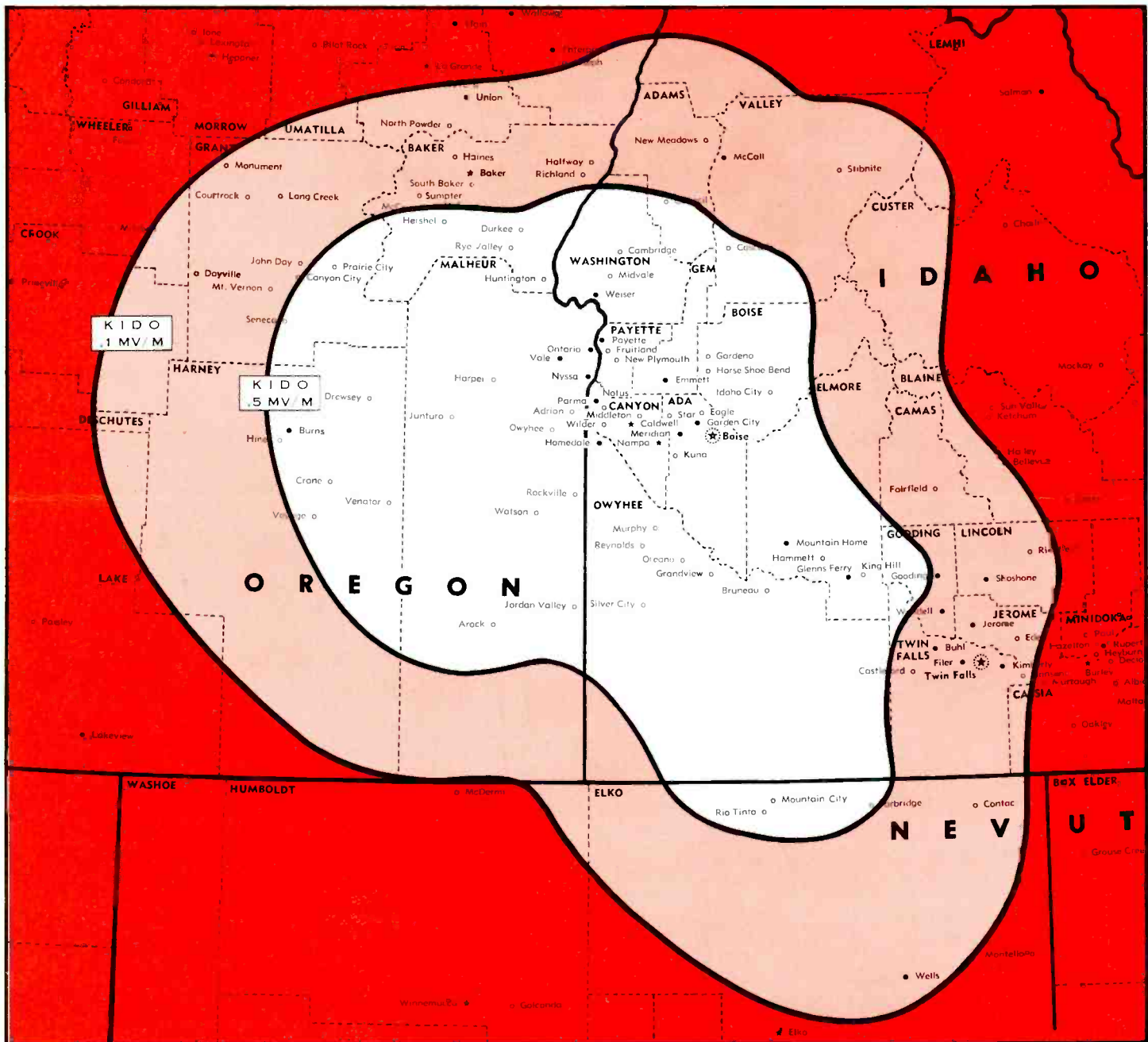


WAVE - POWER - TIME

1300 kc directional nights only
5000 watts, 1000 watts nights
Operates 7 am - midnight weekdays
7:30 am - midnight Sunday PST

GEORGE M. FRIESE
Registered Professional
Radio and Television
Consulting Engineer

Primary Coverage 0.5 MV/M
Secondary Coverage 1 MV/M



Excellent Coverage—5 MV/M contour

Satisfactory Coverage—1 MV/M contour

COVERAGE MAP

K I D O

BOISE, IDAHO

5000 WATTS

630 KC

MARKET DATA

NCS '61 SRDS '66

POPULATION

BOISE-ADA STANDARD METRO AREA	107,100
BASIC COVERAGE AREA	307,100
RADIO HOMES	88,100

EFFECTIVE BUYING INCOME

\$596,477,000
GROSS FARM INCOME
\$224,257,000

RETAIL SALES

TOTAL	\$455,754,000		
FOOD	\$99,896,000	APPAREL	\$ 17,275,000
DRUGS	18,543,000	HOME FURNISHINGS	20,167,000
GENERAL MERCHANDISE	37,025,000	AUTOMOTIVE	100,243,000
FILLING STATIONS	\$43,613,000		

KIDO

5000 watts at 630 kc

BOISE, IDAHO

IDAHO'S LARGEST MARKET AREA

COVERAGE MAP & MARKET DATA

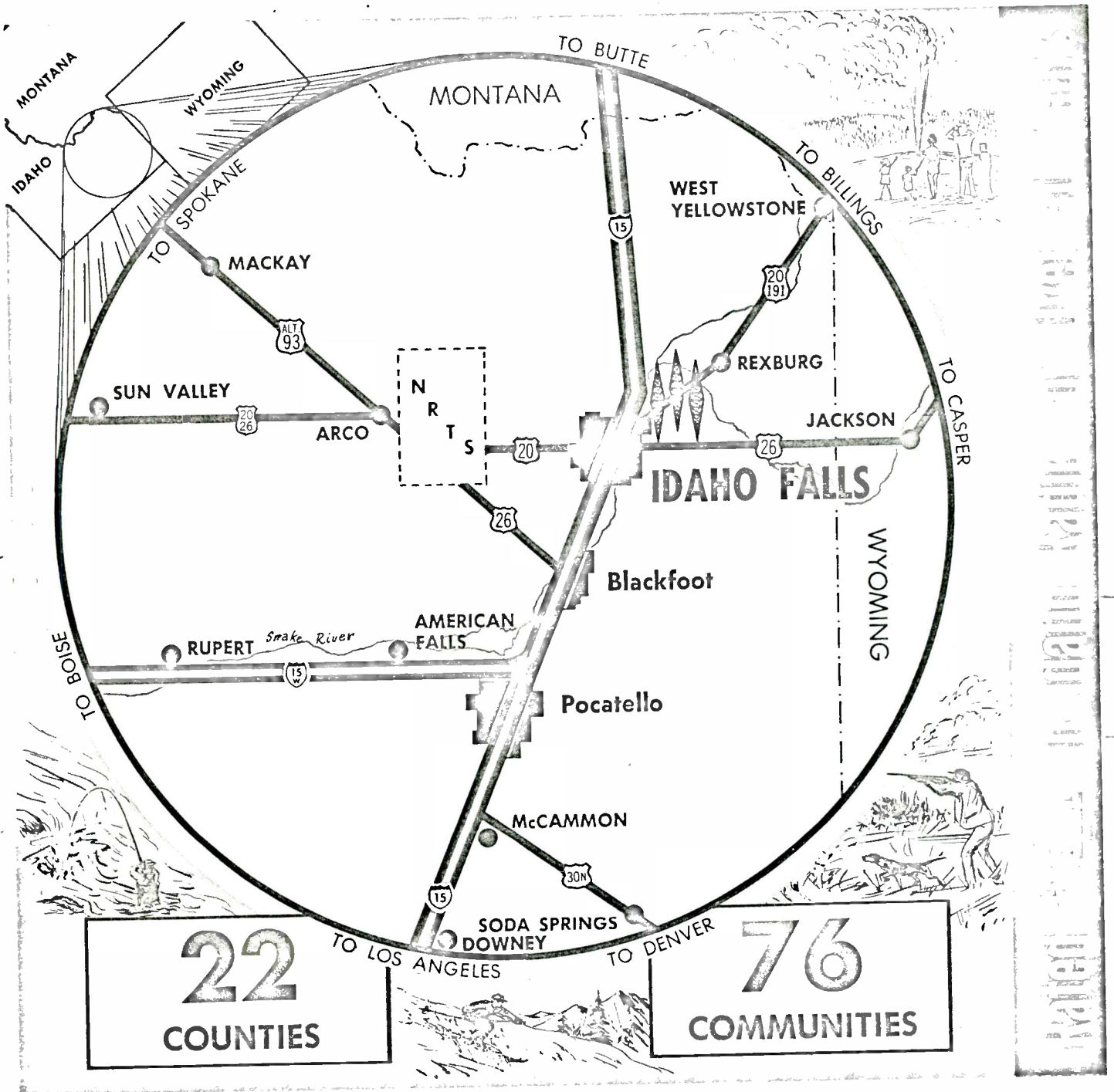
17 County Coverage Area

KIDO Has

1. Personality DJ's . . . Better music and superior "On-the-Air Salesmen" . . .
No "Rock or Western" on the music menu.
2. Full-time local News and Farm Director . . . 3 Mobile units keep
listeners apprised of local news.
3. NBC programming . . . The **first** Boise Radio Station . . .
The **first** network station in Boise.
4. Community Awareness and Participation . . .
the "KEY" to KIDO's service to the Boise Market since 1928.
5. KIDO—Full Service Radio 24 hours a day. (Off
air Midnight to 5:00 A. M. Monday).



NBC
AFFILIATE



Since 1928 KID RADIO has enjoyed number one position in the market. The most recent Pulse showed KID topping any other station in the entire state. Within the surrounding 12 counties alone, KID RADIO has a weekly circulation average of 46.16% of homes reached, and a 29.75% average audience share (Circulation Pulse, 1968). Our Intermountain listeners, living between Sun Valley and Yellowstone and Grand Teton National Parks, earn their livelihood in every conceivable pursuit—from the atom to agriculture. Their annual effective buying income is \$718,816,000. They spend \$512,612,000 of it in retail stores. Living in the playground-of-the-world, these Idahoans enjoy life more. Part of their daily life is KID RADIO.

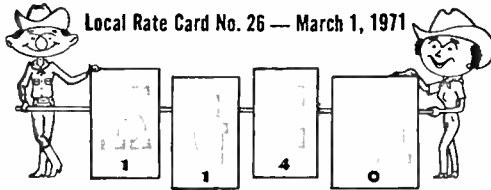
KID 590

CBS RADIO AFFILIATE

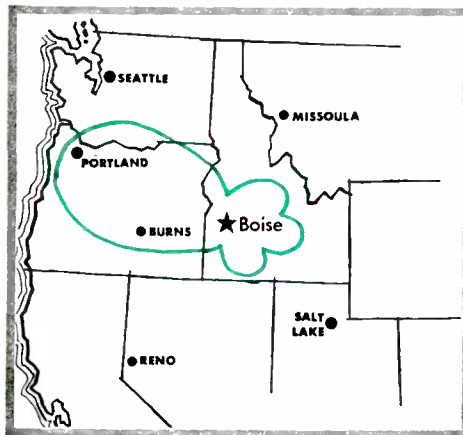
P. O. BOX 2008
(208) 522-5100

IDAHO FALLS
IDAHO

Local Rate Card No. 26 — March 1, 1971



Idaho's Happiest Sound
10,000 WATTS · 24-HOUR COUNTRY MUSIC
BOISE — 1140 — Nampa

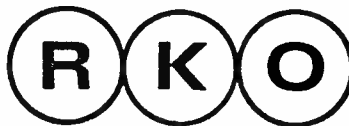


**THE INTERMOUNTAIN
NETWORK**
76 Radio Stations
Dominating the Intermountain West

**AMERICAN
INFORMATION NETWORK**

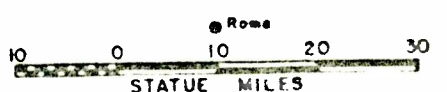
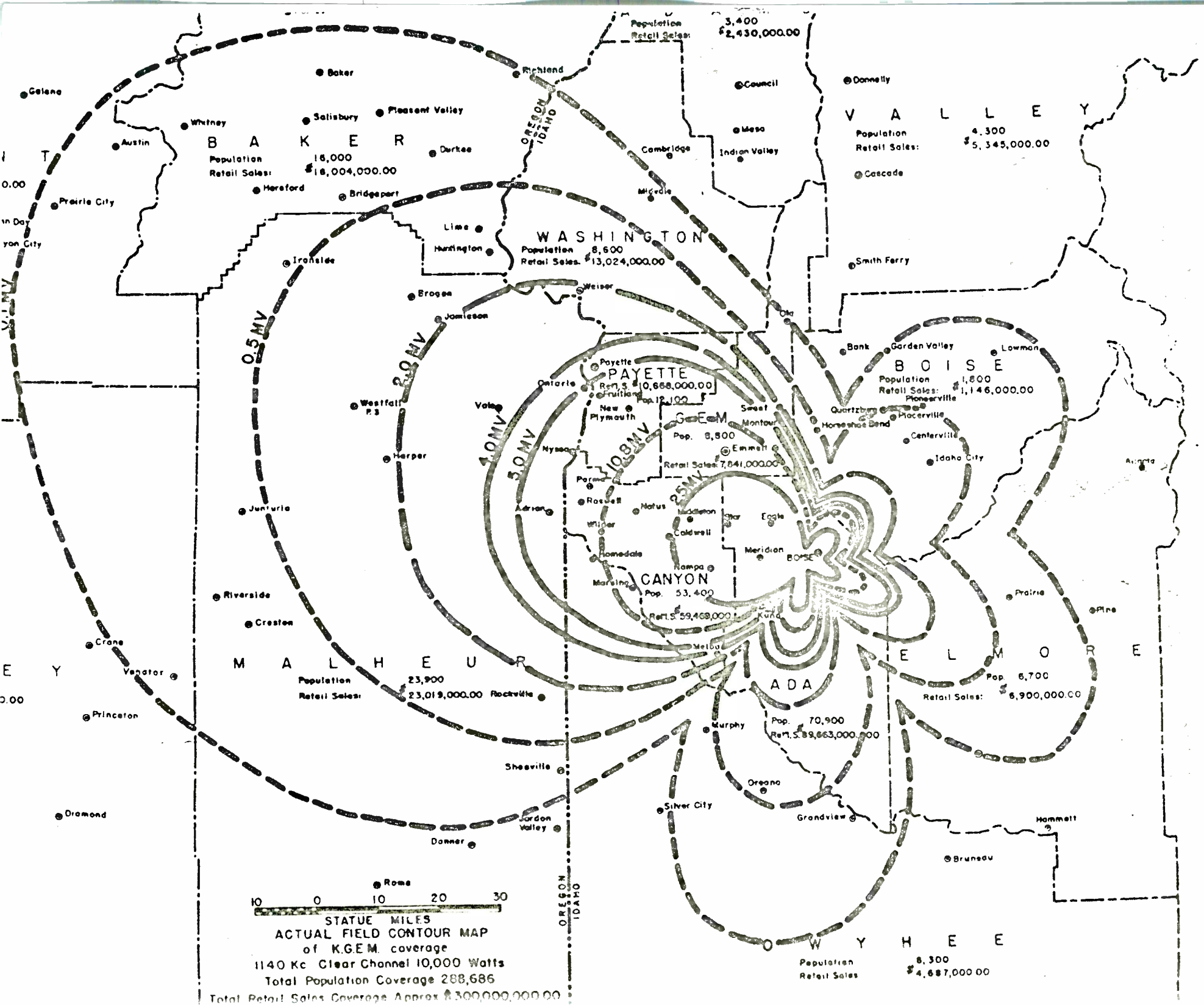
Represented by

Member
**NAB
RAB**



Radio Code
of Good
Practices

IDAHO'S BRIGHTEST SOUND



ACTUAL FIELD CONTOUR MAP
of K.G.E.M. coverage
1140 Kc Clear Channel 10,000 Watts
Total Population Coverage 288,686
Total Retail Sales Coverage Approx \$300,000,000.00

RADIO STATION

K B R V

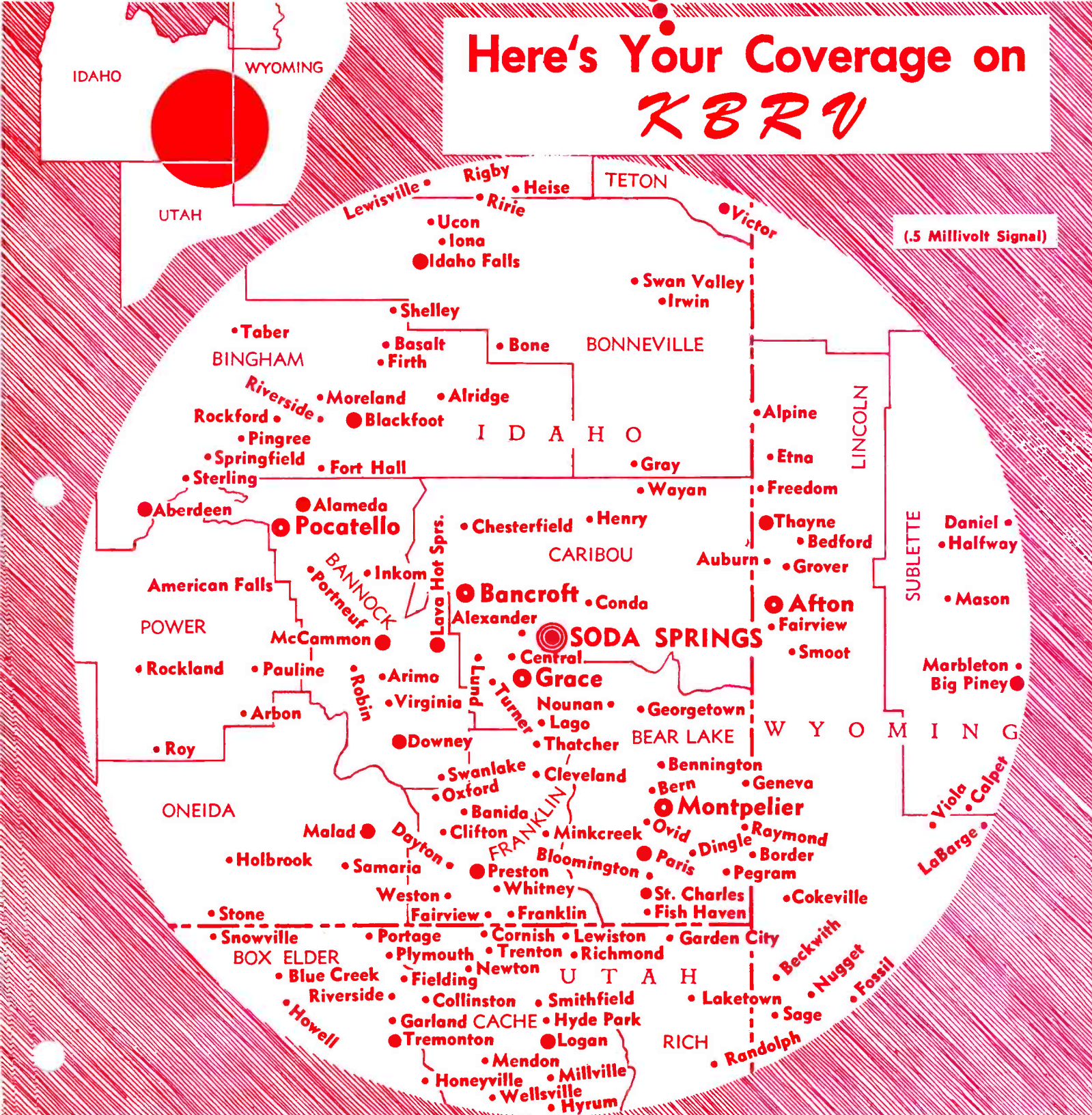
SODA SPRINGS, IDAHO

SERVING THE SODA SPRINGS-
MONTPELIER AREA.

Phones: Soda Springs 547-3307
Montpelier 847-1386

Here's Your Coverage on K B R V

(.5 Millivolt Signal)



DIAL 790

KBRV

5000 WATTS

THE VOICE AND CHOICE OF THE ROCKY MOUNTAIN EMPIRE

KBRV Radio

5000
Watts

Dial
790

SODA SPRINGS, IDAHO

BROADCASTING RATES

LOCAL RATES

Frequency	5 Min.	1 Min.	30 Sec.
1 TO 25	\$6.85	\$2.75	\$1.85
26 TO 103	6.25	2.50	1.75
104 TO 155	6.00	2.00	1.65
156 TO 311	5.75	1.75	1.35
312 TO 624	5.50	1.50	1.25
625 and OVER		1.35	1.10

PROGRAM RATES

	1 Month	3 Months	6 Months	12 Months
One 5 Min. per week	\$ 31.00	\$ 29.00	\$ 26.00	\$ 18.00
Three 5 Min. per week	50.00	47.00	45.00	37.00
Five 5 Min. per week	75.00	72.00	70.00	62.00
One 15 Min. per week	50.00	47.00	45.00	37.00
Three 15 Min. per week	94.00	89.00	85.00	78.00
Five 15 Min. per week	125.00	121.00	117.00	112.00

1 Hour — \$62.50

½ Hour — \$31.25

MARKET DATA:

	2.0 MVM Coverage	0.5 MVM Coverage
Population	61,100	210,500
Households	21,460	71,740
Radio Homes	20,430	68,030
Automobiles	21,280	71,570
Spendable Income (CSI)	\$96,343,000	341,429,000

RETAIL SALES:

Food Stores	\$18,732,000	55,948,000
Drug Stores	\$ 2,965,000	8,882,000
Genl. Merchandise	\$ 8,820,000	21,403,000
Apparel Stores	\$ 2,984,000	8,984,000
Home Furnishings	\$ 2,372,000	8,369,000
Auto Sales	\$14,812,000	52,691,000
Service Stations	\$ 7,882,000	26,216,000
*Total Retail Sales	\$89,818,000	284,336,000

FARM DATA:

Farm Population	18,800	69,600
Gross Farm Income	\$62,559,000	258,168,000

SOURCE: SRDS Data exclusively.

First and Foremost in the Tri-State Area

PHONE 847-1386 AND 547-3307

RADIO STATION

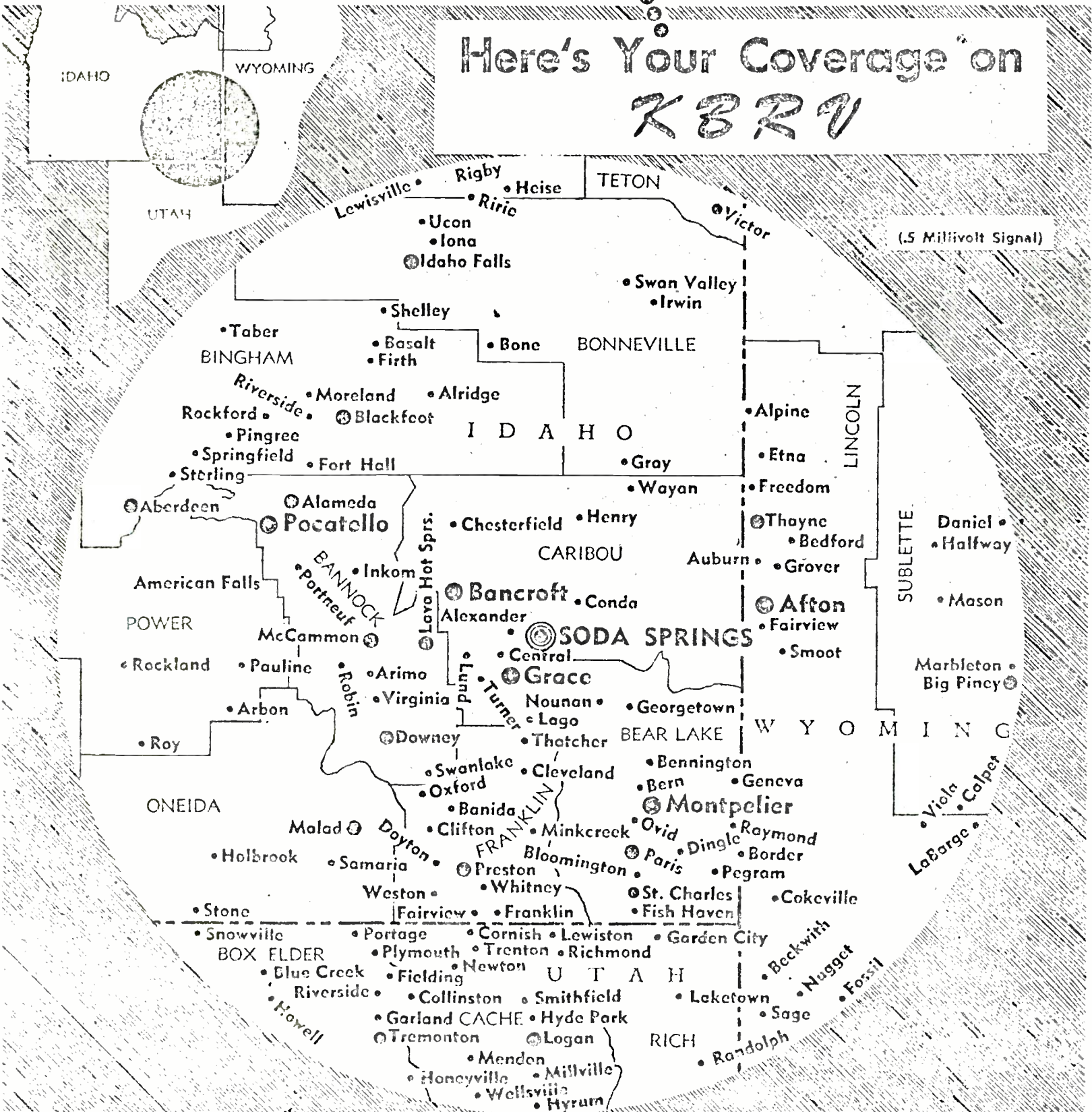
K B R V

SODA SPRINGS, IDAHO

SERVING THE SODA SPRINGS-
MONTPELIER AREA.

Phones: Soda Springs 547-3307
Montpelier 847-1386

Here's Your Coverage on KBRV



(.5 Millivolt Signal)

DIAL 790

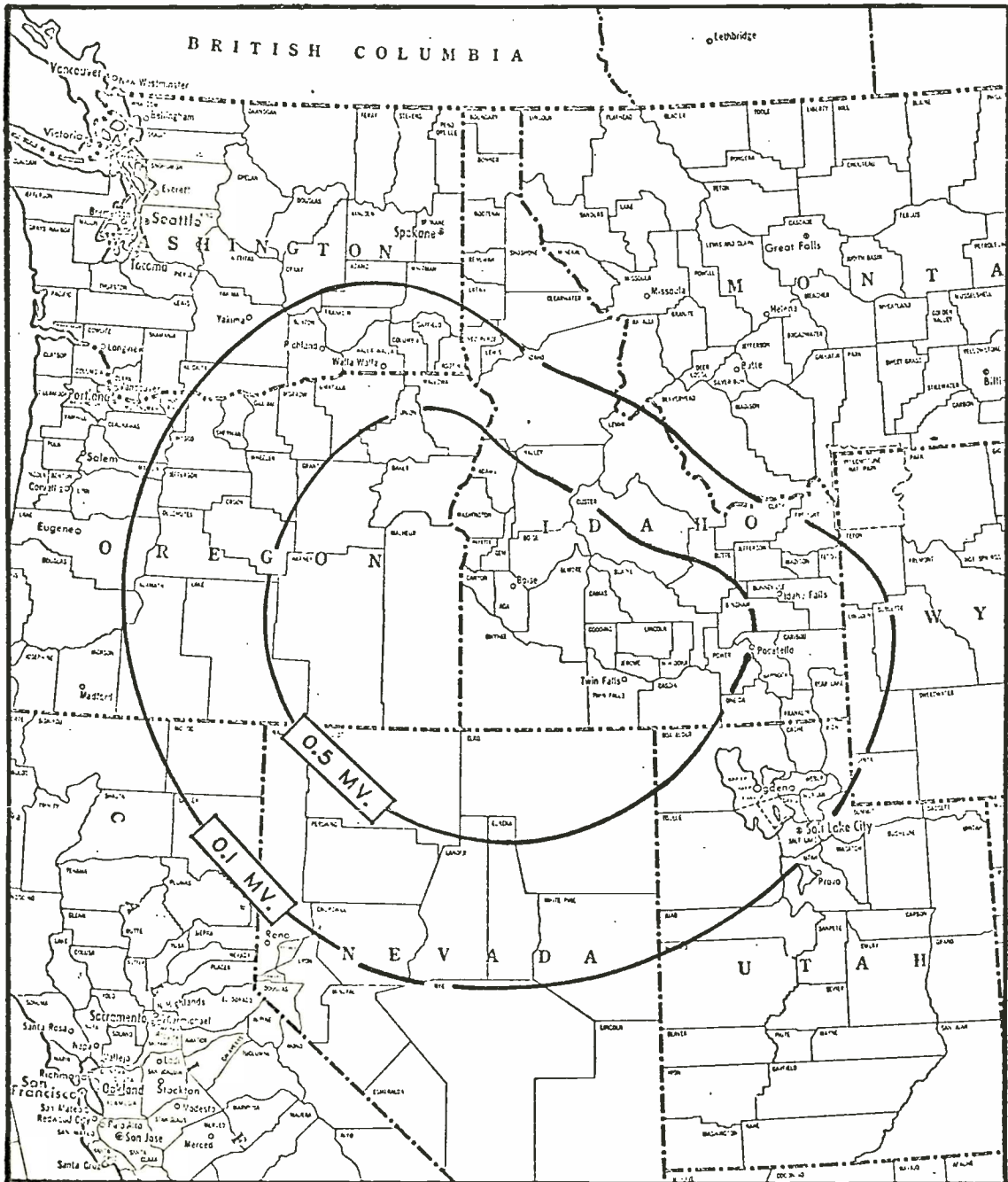
KBRV

5000 WATTS

THE VOICE AND CHOICE OF THE ROCKY MOUNTAIN EMPIRE

K B O I - Radio
Boise, Idaho

670 KHZ
50,000 Watts Day
25,000 Watts Nite



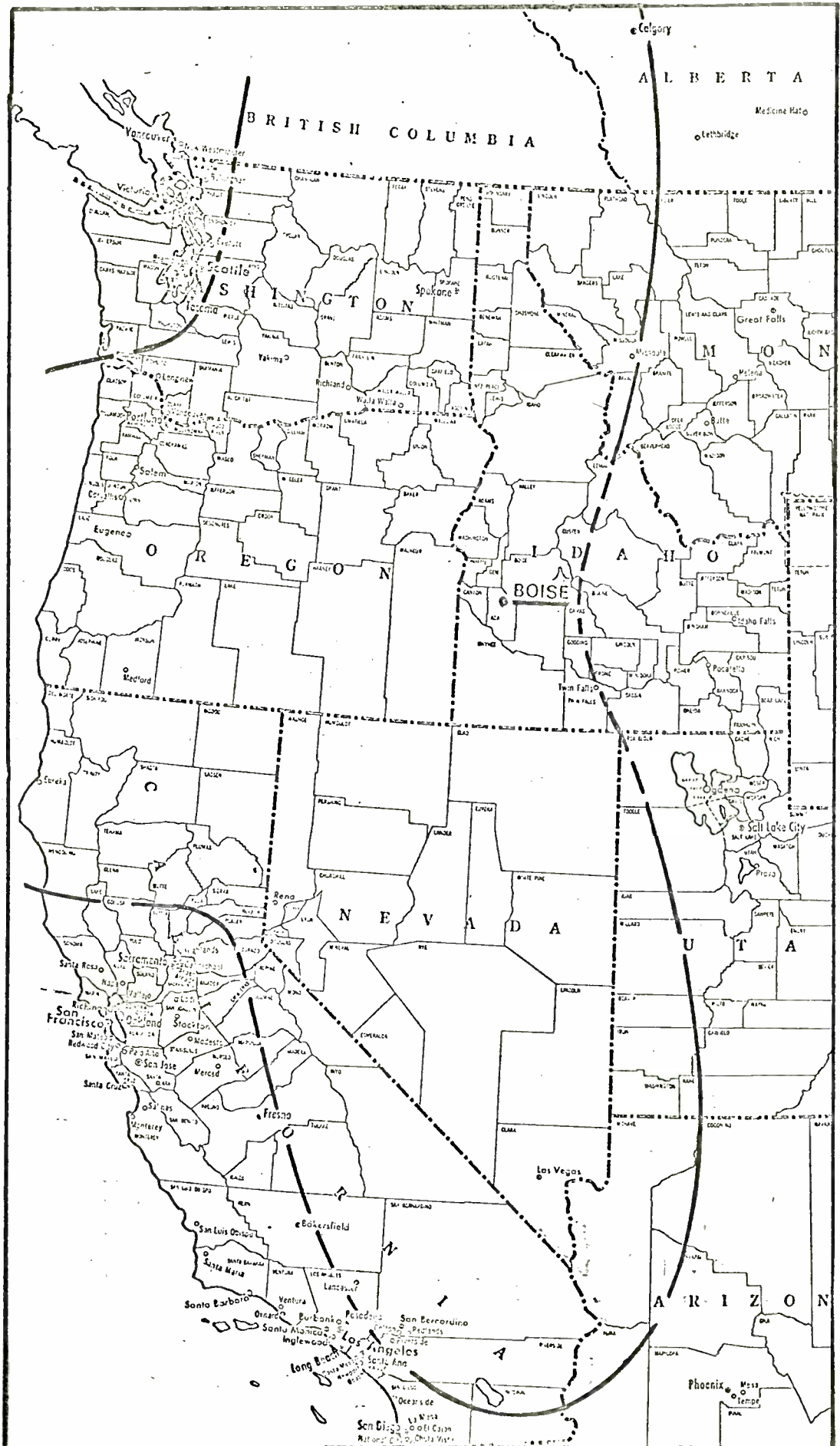
DAYTIME

Base Map Copyright, American Map
Co., New York. License No. 405

K B O I - Radio
Boise, Idaho

670 KHZ

50 Kw., Day
25 Kw., Nite



NITE 0.5 MV/M SKYWAVE

Base Map Copyright, American Map Co., New York. License No. 405

The Information Station - Potato Land, U. S. A.

KBAR

The Community Sound of

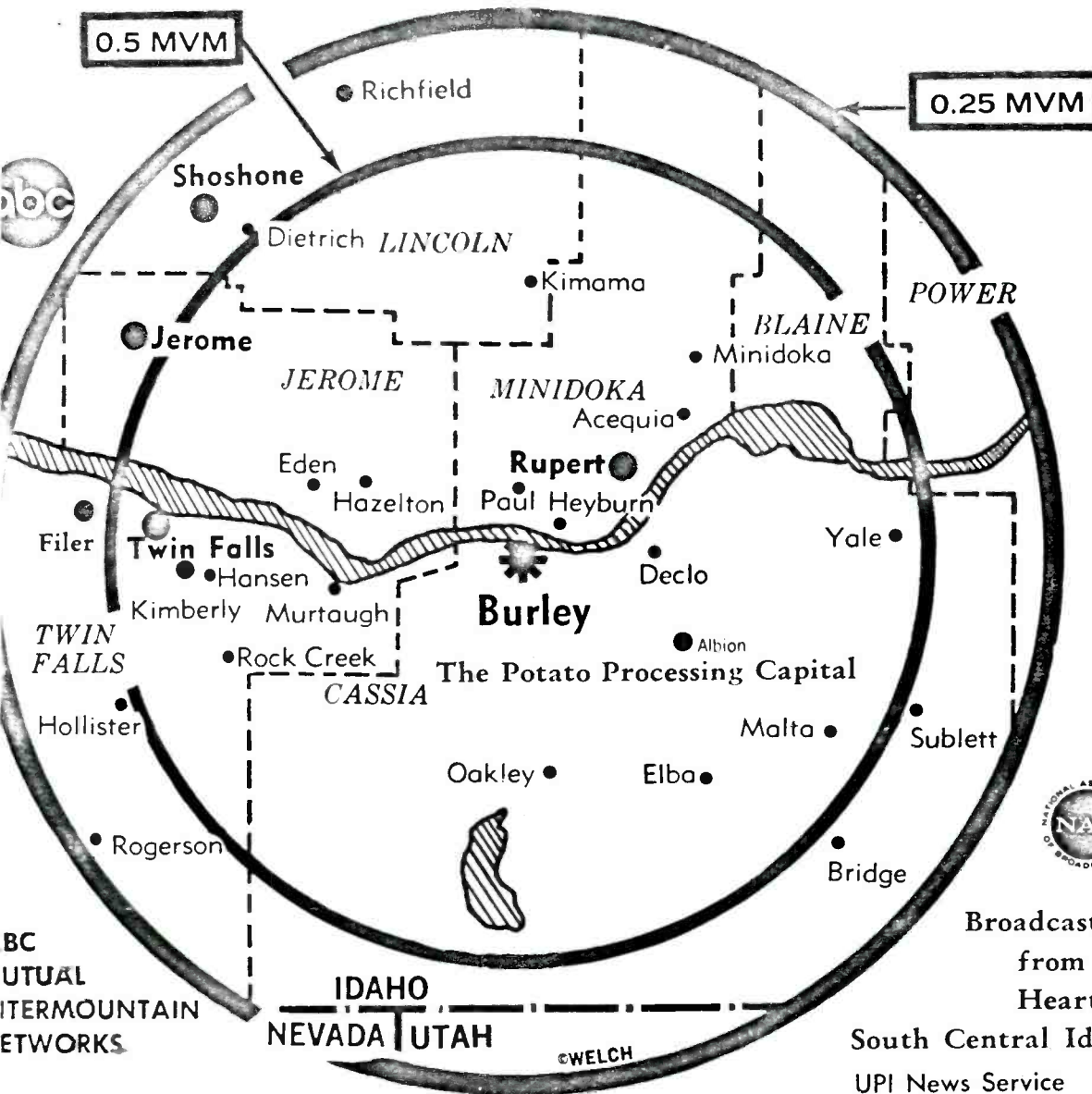
BURLEY, IDAHO

- * ABC News
- * Idaho News
- * Local News
- * Farm News
- * Editorials
- * Excellent Music

Specialty Programs—Remotes
Sportscasts—(Local & U. of Idaho)
Spanish Program—Community Calendar

Owned and Operated by:
MINI-CASSIA BROADCASTING, INC.
Robert W. Saxvik
Vice President & General Manager
P. O. Box 461 — Phone (208) 678-2244

Burley, Idaho



Broadcasting
from the
Heart of

South Central Idaho

UPI News Service
1230 Radio
1000 Watts Day
250 Watts Night

Represented by:
InterMountain Network
Keystone Network



MARKET DATA:

	0.5 MVM Coverage	0.25 MVM Coverage
Population	44,800	91,600
Households	12,190	26,500
Radio Homes	10,990	24,210
Automobiles	16,280	36,290
Spendable Income (CSI)	\$ 60,670,000	139,053,000

RETAIL DATA:

Food Stores	\$ 10,564,000	24,502,000
Drug Stores	\$ 1,743,000	4,808,000
Gen'l. Merchandise	\$ 3,143,000	12,845,000
Apparel Stores	\$ 2,049,000	5,125,000
Home Furnishings	\$ 2,030,000	5,799,000
Automobile Sales	\$ 10,756,000	27,903,000
Service Stations	\$ 4,838,000	13,456,000
**Total Retail Sales	\$ 56,532,000	136,145,000

FARM DATA:

Population	16,700	28,600
Gross Farm Income	\$ 68,163,000	116,307,000

SOURCE: SRDS Consumer Data exclusively.

KBAR

BURLEY, IDAHO

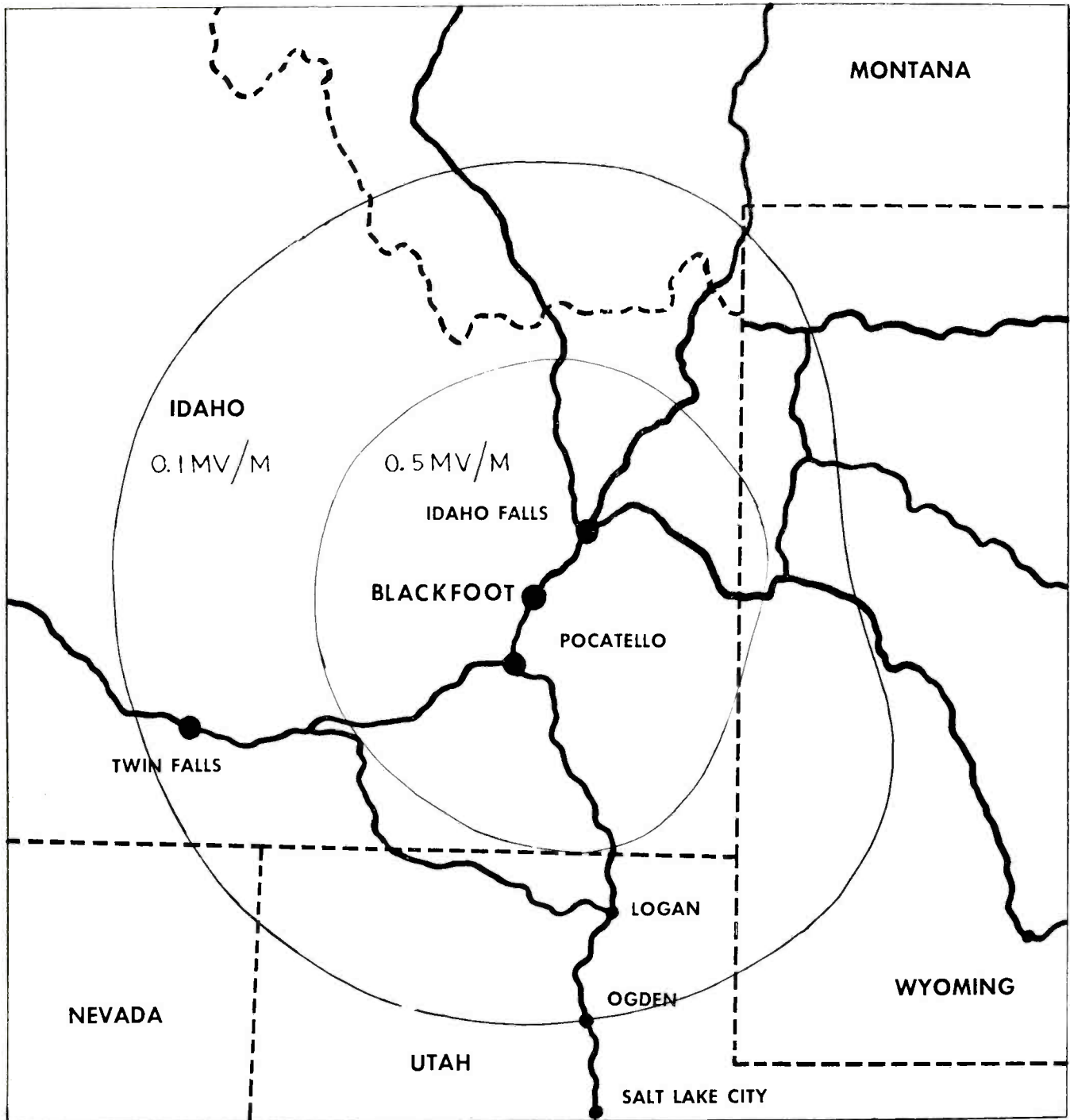
Prepared by MARKET DATA ASSOCIATES



COVERAGE MAP - KBLI

BLACKFOOT, IDAHO

IKW - Mighty 690



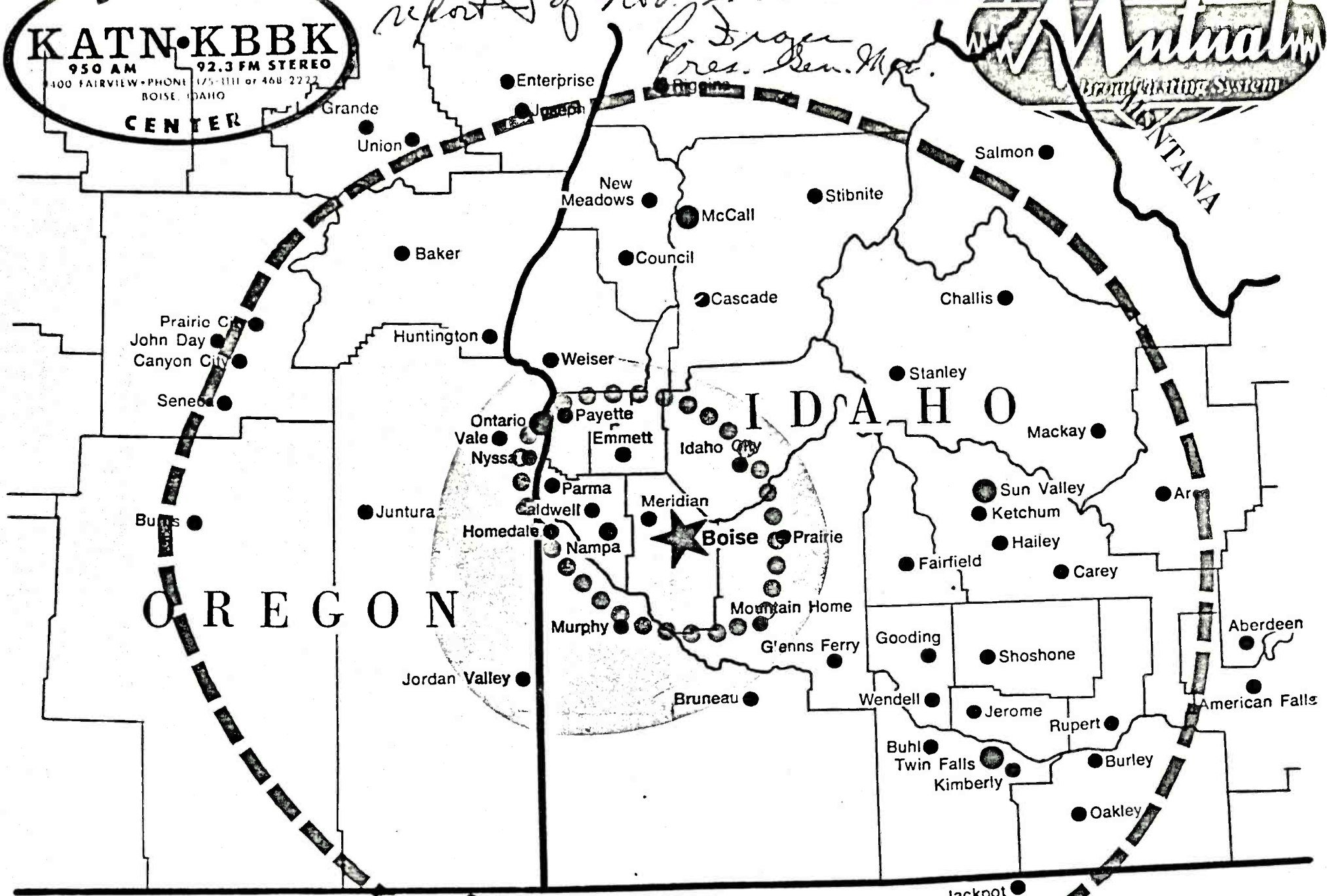
HERE'S HOW KBLI IN BLACKFOOT
COVERS THE TRI-CITY MARKET OF
BLACKFOOT, POCATELLO AND IDAHO
FALLS!

3 for the price of one
Add 'em up, and in the Tri-City market area,
covered completely by KBLI, you get 125,000
people — at Blackfoot rates. Make the move
now to the thrifty buy — KBLI.

YOUR THRIFTIEST BUY IS ON KBLI

KATN•KBBK
 950 AM 92.3 FM STEREO
 100 FAIRVIEW • PHONE 175-1111 or 468-2222
 BOISE, IDAHO
CENTER

*report of 100%
 R. D. Jones
 Pres. Ben. M. J.*



PRIMARY AM COVERAGE
 SECONDARY AM COVERAGE

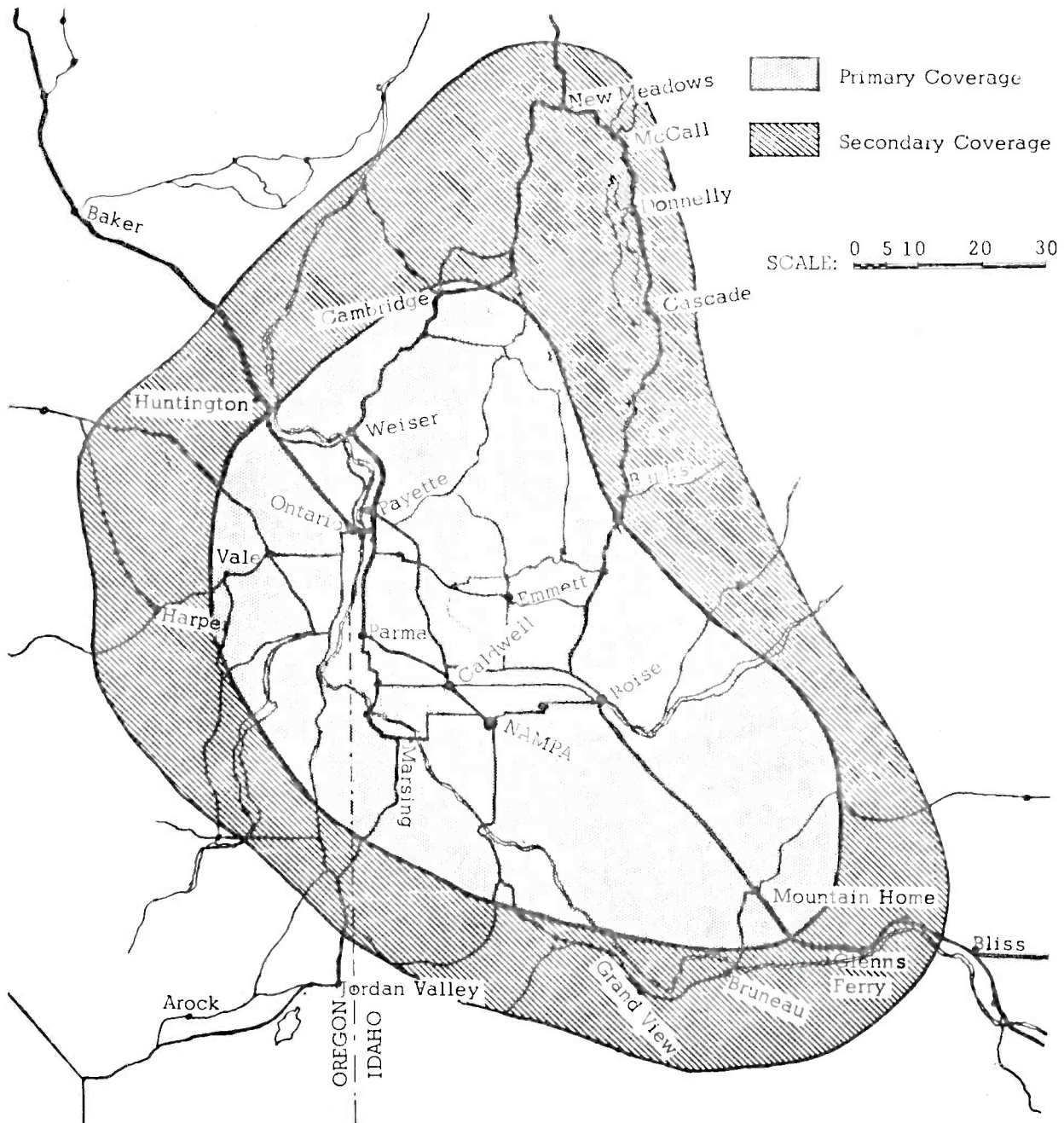
WICM

KAIN

The Sports Voice of Treasure Valley

NAMPA, IDAHO

Serving Treasure Valley in Idaho and Eastern Oregon, with over two hundred thousand in population. KAIN operates on 1340 Kc with the power of 1,000 watts during the day.

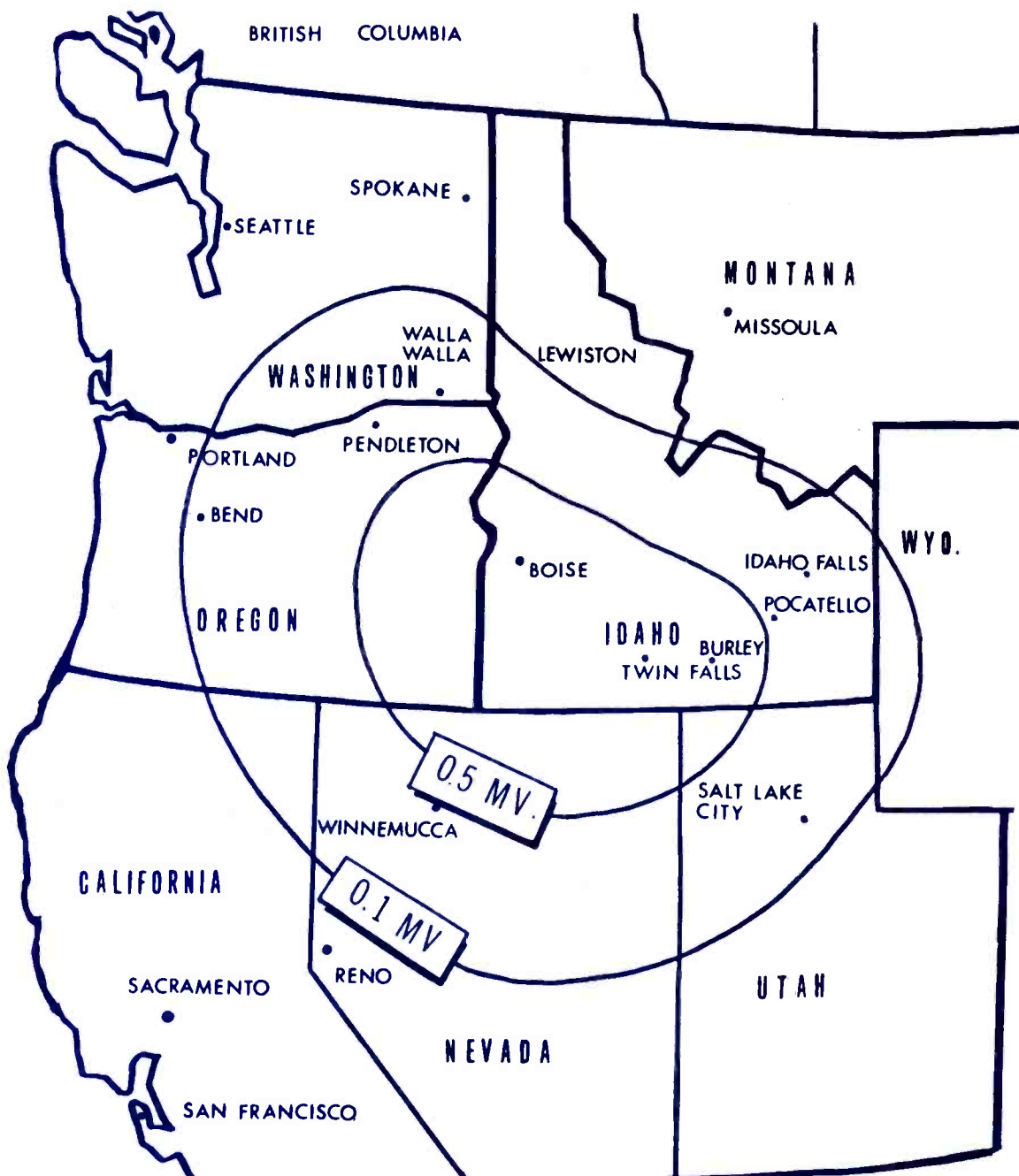


Someone to Turn to

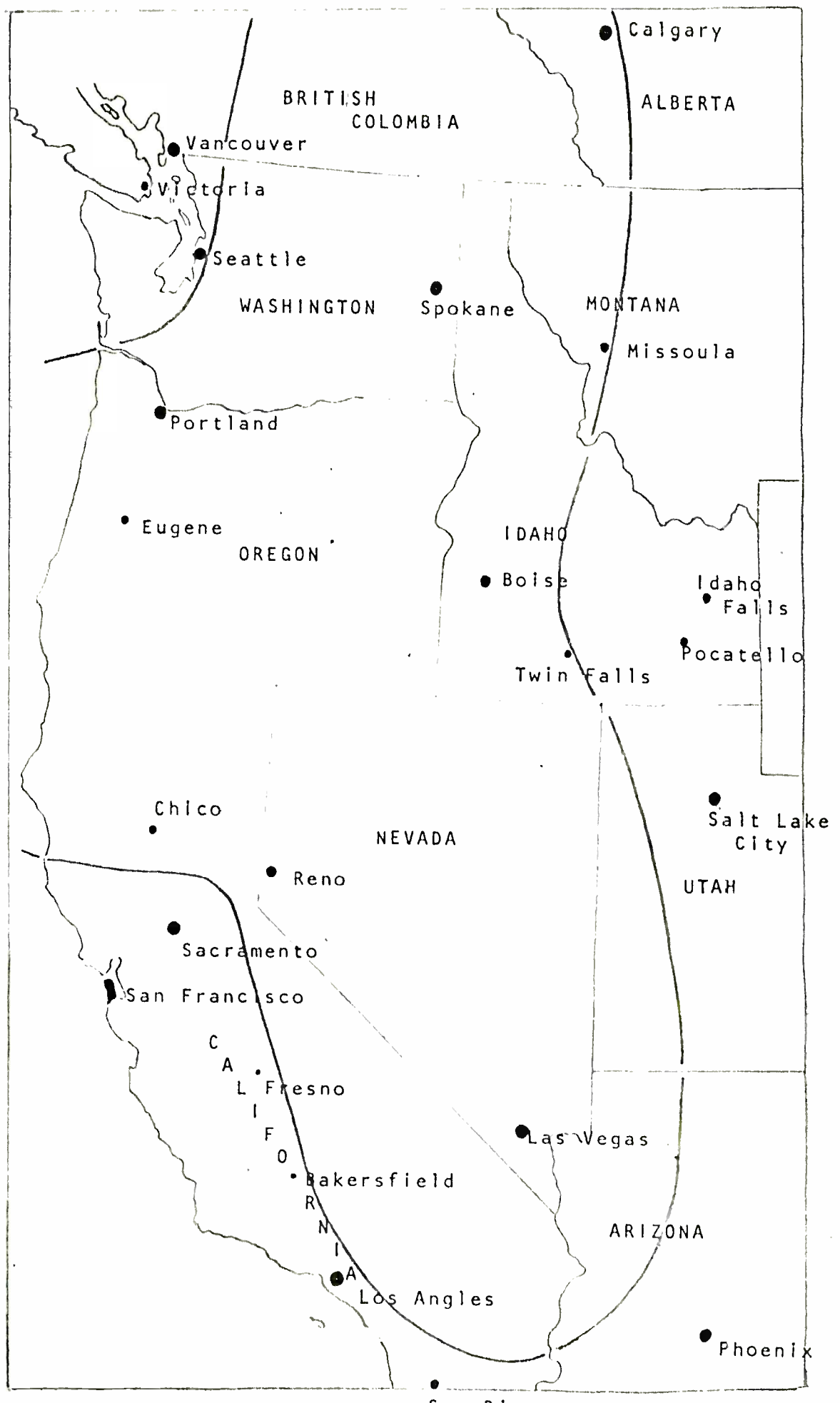
KBOI
670

COVERAGE MAP

50,000 WATTS DAYTIME



K B O I
 BOISE, ID.
 670 KHz
 25KW DIRECTIONAL
 MITE .5 MV/M
 SKYWAVE



THIS MAP MAY NOT BE USED FOR PROMOTION/SALES OF KBOI. THIS IS FOR REFERENCE ONLY