

# Announcing

BROADCASTING  
Broadcast Advertising

1935  
YEAR  
BOOK

## THE 1935 YEAR BOOK of Radio Advertising

A complete compendium of directories and other latest information covering the year in the business of broadcasting

Some of the features of permanent value that will appear in the YEAR BOOK:

### Detailed Directories of:

- Advertising agencies, their addresses, radio executives, radio accounts, etc.
- Broadcasting stations, their waves and powers, executives, commercial and engineering personnel, representatives, etc.
- National and regional network organizations, their rates, personnel, etc.
- Network, spot and other national and regional radio advertisers, including their agencies.
- Program builders and talent managers.
- Transmission producers, etc.
- Station representatives, their branch offices, personnel, etc.

### Other Features (a partial list only)

- Detailed maps of the nation's stations and of individual networks.
- Radio and population censuses brought up to date.
- Logs of stations by states, call letters and frequencies.
- Statistics covering the business of broadcasting for the year.
- List of newspaper-owned broadcasting stations.
- List of radio editors of American newspapers.
- Rules and Regulations of FCC pertaining to broadcasting.

The 1935 YEAR BOOK will be completely indexed to serve as a ready reference for radio account executives, advertising managers, station operators and others wanting quick and accurate information. In short, the 1935 YEAR BOOK will be a veritable World Almanac of the broadcasting industry as of January 1, 1935.

## A Lasting Advertising Medium... At No Increase In Rates!

THE contents of the YEAR BOOK will make it a ready reference throughout the year, for agency executives, radio advertisers, station executives and others interested in the business of broadcasting. . . . It will be the most complete compilation of factual information and trade statistics of radio advertising ever produced.

Every progressive concern associated with the business of broadcasting will find it a profitable investment to advertise in the YEAR BOOK. . . . It will be a lasting medium for their advertising messages.

### There Will Be No Increase In Rates.

Single insertion rates are: Full page, \$180; three-quarter page, \$125; half page, \$90; quarter page, \$50. Contract rates apply for longer term advertisers.

### The YEAR BOOK Will Be Published February 15, 1935.

as a supplement to the regular issue of BROADCASTING of that date.

The YEAR BOOK will be sent without added cost to all subscribers to BROADCASTING. Copies to non-subscribers and extra copies will be \$2.00 each.

Final Editorial and Advertising Forms Close December 15, 1934

MAKE YOUR SPACE RESERVATION TODAY!

# BROADCASTING

Broadcast Advertising

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