FROM THE HIGH SIERRAS... Transmitting from 10,000 ft.

KSRN Radio
STEREO 104.5
SERVING RENO/CARSON CITY/LAKE TAHOE
AND NORTHERN NEVADA WITH 25,000 WATTS

RATE CARD NO. 3
Effective January 1, 1972
National and Local Rates the Same

FIXED POSITION:

<table>
<thead>
<tr>
<th>Duration</th>
<th>60 SECONDS</th>
<th>30 SECONDS</th>
<th>15 SECONDS</th>
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<td>$3.60</td>
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<tr>
<td>6 per week</td>
<td>5.75</td>
<td>4.60</td>
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<tr>
<td>12 per week</td>
<td>5.50</td>
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<tr>
<td>18 per week</td>
<td>5.00</td>
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<td>4.50</td>
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<td>2.70</td>
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<tr>
<td>36 per week</td>
<td>4.25</td>
<td>3.40</td>
<td>2.55</td>
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</table>

Discounts per contract year – 5% 13 weeks; 10% 26 weeks, 15% 52 weeks.

WEEKLY PACKAGES
1/3 traffic, 1/3 day, 1/3 night. No further discount.

<table>
<thead>
<tr>
<th>Duration</th>
<th>6 Times</th>
<th>12 Times</th>
<th>18 Times</th>
<th>24 Times</th>
<th>30 Times</th>
<th>36 Times</th>
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<tr>
<td>60 secs.</td>
<td>$4.75</td>
<td>$4.50</td>
<td>$4.00</td>
<td>$3.75</td>
<td>$3.50</td>
<td>$3.25</td>
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<tr>
<td>30 secs.</td>
<td>4.50</td>
<td>4.25</td>
<td>3.75</td>
<td>3.25</td>
<td>3.00</td>
<td>2.75</td>
</tr>
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</table>

ID 15 secs. – 75% off applicable 60 sec. rate.

ROS
Best times available but no times guaranteed. No further discounts.

<table>
<thead>
<tr>
<th>Duration</th>
<th>60 secs.</th>
<th>30 secs.</th>
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<tbody>
<tr>
<td>60 secs.</td>
<td>----</td>
<td>$4.00</td>
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<tr>
<td>30 secs.</td>
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<td>3.50</td>
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</tbody>
</table>

PROGRAM RATES
5 min. 1½ times minute rate as applicable.

News Local news charge—$1.00. News adjacencies take fixed position rate; 1 hour—$25.00; ½ hour—$20.00; ¼ hour—$15.00.

Rates guaranteed for life of contract. Continuous advertisers are guaranteed renewal rate for one year in event of rate change.

Special production available on request in KSRN modern stereo studio.

Special remote and other production in stereo. Rates on request.

All rates commissionable to recognized advertising agencies.

All programs and copy subject to station approval.
KSRN STEREO 104.5
515 SO. VIRGINIA
RENO, NEVADA 89501
(702) 786-1045

MARKET DATA:
Population over 300,000
Retail Sales over 500 million

REPRESENTATIVES:
John A. Potter Co.

COMMERCIAL POLICY:
Wide separation of commercials; your message is protected on both sides by music. You don't have to fight other advertisers for attention. Because of this strict policy, the KSRN audience is a RECEPTIVE audience.
<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00</td>
<td>MUSICAL MATINÉE - A Potpourri of the Classics</td>
<td></td>
<td></td>
<td></td>
<td>BY REQUEST - A two-hour program of classical</td>
<td>YOUR SUNDAY PLEASURE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>music played by your request - call 784-6501</td>
<td></td>
</tr>
<tr>
<td>5:00</td>
<td>THE BAROQUE IN HOLLAND</td>
<td>LITERARY SCRAPBOOK</td>
<td>MELODY TIME Light European melodies</td>
<td>PROGRAM BRIEFS Short programs of varied</td>
<td>MEN AND MOLECULES</td>
<td></td>
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<tr>
<td></td>
<td>Dutch Instrumental Music of the 17th &amp; 18th</td>
<td>SCIENCE IN THE NEWS</td>
<td></td>
<td>interest</td>
<td>MUSIC AND MEMORIES</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Centuries</td>
<td></td>
<td></td>
<td></td>
<td>CYMMONWEALTH CLUB OF CALIFORNIA - Current</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>topics aired</td>
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</tr>
<tr>
<td>5:30</td>
<td>FINLAND ON THE AIR</td>
<td>RADIO MOSCOW REPORTS</td>
<td>MUSIC ON THE VILLAGE GARDEN</td>
<td>SCHOLAR'S BOOKSHELF</td>
<td>SCHOLAR'S BOOKSHELF</td>
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<tr>
<td></td>
<td>SONGS FROM PARIS</td>
<td>news and contents from the Soviet Union</td>
<td></td>
<td></td>
<td>SHEDEN NEWS COMMENTARY</td>
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<td></td>
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<td></td>
<td></td>
<td>IMPRESSIONS IN MUSIC</td>
<td></td>
</tr>
<tr>
<td>6:00</td>
<td>KUNR-FM NEWS TODAY - From the Associated</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Press News Service</td>
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<tr>
<td>6:15</td>
<td>MUSIC FOR YOUR DINING PLEASURE</td>
<td></td>
<td></td>
<td>A JAZ FOR YOUR DINING PLEASURE</td>
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</tr>
<tr>
<td>6:45</td>
<td>MUSICAL ROUNDOABOUT</td>
<td>INTERNATIONAL TIME Intersting programs</td>
<td>RADIO SMITHSONIANBBC SCIENCE MAGAZINE</td>
<td>BBC SCIENCE MAGAZINE</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>INTERESTING PROGRAMS FROM AROUND THE WORLD</td>
<td>FROM AROUND THE WORLD</td>
<td>designed for general interest in science and</td>
<td>Designed for general interest in science and</td>
<td>SPECIAL TONIGHT An Interesting Group of</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>technology</td>
<td>technology</td>
<td>Programs Produced by the South African</td>
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<td></td>
<td>Broadcast Corporation</td>
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<tr>
<td>7:00</td>
<td>MUSIC FROM ROCHESTER</td>
<td>MUSICAL FORMS THROUGH THE AGES</td>
<td>KUNR-FM GOES TO THE OPERA</td>
<td>COMMONWEALTH CLUB OF CALIFORNIA - Current</td>
<td>THE SOUND OF JAZZ A program of music from</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Concerts from the Eastman School of Music</td>
<td></td>
<td>SUNDAY MUSICAL FORMS OF THE AGES</td>
<td>topics aired</td>
<td>the KUNR-FM Jazz Library</td>
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<tr>
<td>8:00</td>
<td>JAZZ À LA CARTE</td>
<td>PANOHELE OF ITALIAN OPERA</td>
<td>AUDITION ORGAN The finest in pipe organ</td>
<td>THE MIDWAY Guest lecturers at the University</td>
<td></td>
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<td></td>
<td></td>
<td>music</td>
<td>of Chicago</td>
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<tr>
<td>9:00</td>
<td>KUNR-FM LATE NEWS - From the Associated</td>
<td></td>
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<td>FROM THE MIDWAY Guest lecturers at the</td>
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<td>Press News Service</td>
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<td>University of Chicago</td>
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</tbody>
</table>

Member of the National Public Radio, the National Association of Broadcasters, The National Association of Educational Broadcasters, the National Educational Radio, the Intercollegiate Broadcasting System, and the Nevada Broadcasters Association.

*Denotes a KUNR-FM Premiere Performance
## EDUCATIONAL TELEVISION PROGRAM GUIDE

### Monday

- **1:00 - **ITALIAN PANORAMA

### Tuesday

- **1:20 - 1:40 - **BREAKTHRU
  - Grades 4-6
  - 5/1 - BREAKTHRU-Lesson 10
  - 5/8 - FILM
  - 5/15 - FILM
  - 5/22 - FILM

### Wednesday

- **1:20 - 1:40 - **BREAKTHRU
  - Grades 4-6
  - 5/2 - Lesson 26
  - 5/9 - Lesson 27
  - 5/16 - Lesson 28
  - 5/23 - Lesson 29

### Thursday

- **1:20 - 1:40 - **BREAKTHRU
  - Grades 4-6
  - 5/3 - Lesson 402
  - 5/10 - Lesson 403
  - 5/17 - Lesson 404
  - 5/24 - Lesson 405

### Friday

- **1:20 - 1:35 - **CHILDREN'S LITERATURE
  - Grades K-3
  - 5/5 - Lesson 402
  - 5/12 - Lesson 403
  - 5/19 - Lesson 28
  - 5/26 - Lesson 29

### Specials

- **2:05 - 2:20 - **LISTEN AND SAY
  - Grades 1-2
  - 5/1 - Lesson 26
  - 5/8 - Lesson 27
  - 5/15 - Lesson 28
  - 5/22 - Lesson 29

### Language and World

- **2:10 - 2:25 - **LANDS AND PEOPLE OF THE WORLD
  - Grades 4-8
  - 5/2 - Lesson 27
  - 5/9 - Lesson 28
  - 5/16 - Lesson 29
  - 5/23 - Lesson 30

### Science

- **2:05 - 2:20 - **EXPLORING WORLD OF SCIENCE
  - Grades 4-6
  - 5/3 - Lesson 37
  - 5/10 - Lesson 38
  - 5/17 - Lesson 39
  - 5/24 - Lesson 40

### Other Programs

- **2:25 - 2:45 - **MORPHISM
  - Grades 4-8
  - 5/1 - Lesson 26
  - 5/8 - Lesson 27
  - 5/15 - Lesson 28
  - 5/22 - TBA

### Other

- **2:25 - 2:45 - **BREAKTHRU
  - Grades 4-6
  - 5/3 - Lesson 10
  - 5/10 - TELL ME A STORY
  - 5/17 - FUN AND GAMES
  - 5/24 - STORIES IN WILLOW

- **2:25 - 2:40 - **LISTEN AND SAY
  - Grades 1-2
  - 5/4 - FILM
  - 5/11 - FILM
  - 5/18 - FILM
  - 5/25 - FILM

- **2:30 - 2:45 - **CHILDREN'S LITERATURE
  - Grades 4-6
  - 5/2 - Lesson 26
  - 5/9 - Lesson 27
  - 5/16 - Lesson 28
  - 5/23 - Lesson 29

- **2:30 - 2:45 - **BREAKTHRU
  - Grades 4-6
  - 5/3 - Lesson 10
  - 5/10 - TELL ME A STORY
  - 5/17 - FUN AND GAMES
  - 5/24 - STORIES IN WILLOW

- **2:20 - 2:40 - **COVER TO COVER
  - Grades 4-6
  - 5/5 - Lesson 402
  - 5/12 - Lesson 403
  - 5/19 - Lesson 404
  - 5/26 - Lesson 405
NAB        NBC

CARD NO. 3
Effective October 15, 1969

KCRL - TV
CHANNEL 4
RENO, NEVADA

NATIONAL REPRESENTATION
Avery-Knodel, Inc.

OFFICE AND STUDIOS
1790 Vassar Street    •    Reno, Nevada 89502
Phone (702) 322-9145    •    TWX-910-395-7080
### BASIC RATES: PROGRAMS

**CLASS AA**
- **7:30 P.M. - 11:00 P.M. Daily**
- **60 MIN.** 400.00
- **30 MIN.** 275.00
- **15 MIN.** 160.00
- **10 MIN.** 100.00
- **5 MIN.** 60.00

**CLASS A**
- **6:00 P.M. - 7:30 P.M. Daily**
- **60 MIN.** 350.00
- **30 MIN.** 200.00
- **15 MIN.** 120.00
- **10 MIN.** 80.00
- **5 MIN.** 50.00

**CLASS B**
- **2:00 P.M. - 6:00 P.M. Daily**
- **60 MIN.** 250.00
- **30 MIN.** 150.00
- **15 MIN.** 90.00
- **10 MIN.** 60.00
- **5 MIN.** 30.00

**CLASS C**
- **9:00 A.M. - 2:00 P.M. Daily**
- **60 MIN.** 175.00
- **30 MIN.** 100.00
- **15 MIN.** 60.00
- **10 MIN.** 40.00
- **5 MIN.** 20.00

### SIGN ON/Off
- **9:00 a.m. & 11:30 p.m.**

---

### BASIC RATES: ANNOUNCEMENTS

**1 P/W** | **3 P/W** | **5 P/W** | **10 P/W** | **Pre-empt**
---|---|---|---|---
**CLASS AA**
- **7:30 P.M. - 11:00 P.M. Daily**
  - **60 Sec.** 130.00
  - **30/20 Sec.** 78.00
  - **10 Sec.** 52.00

**CLASS A**
- **6:00 P.M. - 7:30 P.M. Daily**
  - **60 Sec.** 70.00
  - **30/20 Sec.** 42.00
  - **10 Sec.** 28.00

**CLASS B**
- **3:00 P.M. - 6:00 P.M. Daily**
  - **60 Sec.** 40.00
  - **30/20 Sec.** 24.00
  - **10 Sec.** 16.00

**CLASS C**
- **Sign On-3:00 p.m. & 11:00 p.m.-Sign Off Daily**
  - **60 Sec.** 35.00
  - **30/20/10 Sec.** 21.00

---

### GENERAL ADVERTISING

Affiliated with NBC Television Network. Rates include music copyright fees. Contracted AAAA contracts generally acceptable. Maximum contract length one year. Rates subject to change without notice. Rate increases not applicable to existing contracts for three months from effective date of change on uninterrupted schedules. Earned discounts continued after one year on continuing schedule. Resumption of interrupted schedule takes new fiscal year basis. Contracts cancellable as provided therein, and cancelled contracts subject to short rate. No periods sold in bulk for resale. Programs cannot be combined with announcements for frequency discount. Contracted telecasts must start within 30 days. Content and length of announcements and/or programs in accordance with NAB Code and subject to station management approval. Station reserves the right to refuse any announcement or program for reasons satisfactory to itself. Periods longer than one hour charged in direct proportion to the hour rate. Announcements adjacent to higher rate brackets take higher rate. Five minute or longer periods subject to a deduction of 42 seconds for station break purposes. Basic rates are for time only and include transmitter, normal film, slide, audio facilities and staff personnel on duty. Charges for live studio production, talent, special sets, art work, film, slide, video tape recording, remote telecasts, etc., on request. STATION MAY, FOR ITS CONVENIENCE OR INSURANCE OF PRODUCTION STANDARDS, REQUIRE PRE-TELECAST VIDEO TAPE RECORDING OF LIVE PROGRAMS OR ANNOUNCEMENTS AT NO ADDITIONAL CHARGE TO CLIENT. This rate card is published as information only and subject to change and not to be considered an offering of facilities, or contract proposal.

**AGENCY COMMISSION**
15% to recognized agencies; no cash discount.

**ADDRESS ALL TELECAST MATERIALS, SCHEDULES, INSTRUCTIONS TO**
- **OPERATIONS DESK**
  - KCRL-TV, 1790 Vassar Street, Reno, Nevada 89502
Monthly announcement buys must be run within a 30-day period, and evenly distributed over a minimum of three weeks during that 30-day period.

Bills – net 30 days; 2% discount if paid within 15 days from date of invoice; 1% per month carrying charge over 30 days.

All T.F.N. contracts may be refused by the station; specific start and end dates for all schedules are required.

60-second, 30-second and 15-second announcements may be combined to earn lower frequency rates.

All rates published on this card are fully commissionable (15% maximum) to advertising agencies recognized by KPTL.

Advertiser will receive six month rate protection on this card as long as this card is in effect.

Contracts not valid unless signed by authorized agent of the advertiser (or agency) and by station manager. Contracts are cancellable by station or advertiser only on a 14 day written notice.

Frequency discounts on rate protection contracts will be short-rated when not earned. All provisions of this rate card are applicable to signed contracts.
**RETAIL RATE CARD NO. 2**
*Effective February 1, 1972*

### ANNUAL PACKAGE

<table>
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<td>7.50</td>
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<tr>
<td>52X</td>
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<tr>
<td>104X</td>
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<td>260X</td>
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### WEEKLY PACKAGE

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<th>60 A 30</th>
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<tbody>
<tr>
<td>10 Plan</td>
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<td>15 Plan</td>
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<td>20 Plan</td>
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<td>4.50</td>
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<td>25 Plan</td>
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<td>35 Plan</td>
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<td>50 Plan</td>
<td>4.00</td>
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</table>

### 30 DAY PACKAGE — BEST TIMES AVAILABLE

<table>
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<tr>
<th>Plan</th>
<th>60</th>
<th>30</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 Plan</td>
<td>@ 6.00 = 90.00</td>
<td>@ 5.00 = 75.00</td>
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<tr>
<td>30 Plan</td>
<td>@ 5.00 = 150.00</td>
<td>@ 4.00 = 120.00</td>
</tr>
<tr>
<td>60 Plan</td>
<td>@ 4.50 = 270.00</td>
<td>@ 3.50 = 210.00</td>
</tr>
<tr>
<td>90 Plan</td>
<td>@ 4.00 = 360.00</td>
<td>@ 3.00 = 270.00</td>
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<tr>
<td>120 Plan</td>
<td>@ 3.50 = 420.00</td>
<td>@ 2.50 = 300.00</td>
</tr>
<tr>
<td>150 Plan</td>
<td>@ 3.00 = 450.00</td>
<td>@ 2.25 = 327.50</td>
</tr>
</tbody>
</table>

5 Minute News - $8.00

- 13 week contract, 10% discount
- 26 week contract, 15% discount
- 52 week contract, 20% discount

10 Second Rate — 50% of Applicable Minute Rate
SCHEDULE B
Effective July 1, 1971

KCRL-AM

50,000 Watts
780 on the Dial

NATIONAL REPRESENTATION
Avery-Knodel, Inc.

REGIONAL REPRESENTATION
The Tacher Co.

OFFICE AND STUDIOS
1790 Vassar Street  •  Reno, Nevada 89502
Phone (702) 322-9145  •  TWX-910-395-7080
ANNOUNCEMENTS

<table>
<thead>
<tr>
<th>60 sec.</th>
<th>CLASS AA</th>
<th>CLASS A</th>
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<tr>
<td>1X</td>
<td>$20.00</td>
<td>$18.00</td>
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<tr>
<td>6X</td>
<td>15.00</td>
<td>12.00</td>
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<tr>
<td>PER WEEK</td>
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<tr>
<td>12X</td>
<td>12.00</td>
<td>10.00</td>
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<tr>
<td>18X</td>
<td>10.00</td>
<td>9.00</td>
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<tr>
<td>24X</td>
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<td>8.00</td>
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<tr>
<td>30X</td>
<td>8.00</td>
<td>7.00</td>
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CLASS AA
Mon.-Fri. 6:00 - 10:00 A.M. and 3:00 - 7:00 P.M.

CLASS A
All other times

30/20 sec.: 75% of 60 sec. Rate

10 sec.: 50% of 60 sec. Rate

Program Rates Available on Request

GENERAL ADVERTISING:

Rates include music copyright fees. Copyrighted AAAA contracts generally acceptable. Maximum contract length one year. Rates subject to change without notice. Rate increases not applicable to existing contracts for three months from effective date of change on uninterrupted schedules. Earned discounts continued after one year on continuing schedule. Resumption of interrupted schedule takes new fiscal year basis. Contracts cancellable as provided therein, and cancelled contracts subject to short rate. No periods sold in bulk for resale. Programs cannot be combined with announcements for frequency discount. Contracted broadcasts must start within 30 days. Content and length of announcements and/or programs in accordance with NAB Code and subject to station management approval. Station reserves the right to refuse any announcement or program for reasons satisfactory to itself. Basic rates are for time only and include transmitter, studio facilities and staff personnel on duty. Charges for live studio production, talent, remote broadcasts, etc., on request. STATION MAY, FOR ITS CONVENIENCE OR INSURANCE OF PRODUCTION STANDARDS, REQUIRE PRE-BROADCAST TAPE RECORDING OF LIVE PROGRAMS OR ANNOUNCEMENTS AT NO ADDITIONAL CHARGE TO CLIENT. This rate card is published as information only and subject to change and not to be considered an offering of facilities or contract proposal.

AGENCY COMMISSION

15% to recognized agencies; no cash discount. Bills rendered monthly; due and payable 10th of month following broadcast.

ADDRESS ALL BROADCAST MATERIALS, SCHEDULES, INSTRUCTIONS TO
OPERATIONS DESK
KCRL-AM, 1790 Vassar Street, Reno, Nevada 89502
CONDITIONS

1. Station reserves the right to refuse or revise programs and copy to conform with station policies.

2. No agency commission paid on business sold at retail rates. Agency commission paid only on national rate card prices.

3. No time sold in bulk for re-sale.

4. All bills due when rendered. No cash discount.

5. Political broadcasts at regular station Rates. Payable in advance.

6. Programs and copy subject to FCC regulations and station approval.

7. Rates DO NOT include remote pick-ups or special talent costs.

OPERATING SCHEDULE

Monday through Friday  5:30 a.m. to 11:00 p.m.
Saturday  5:30 a.m. to 12:00 mid.
Sunday  7:00 a.m. to 10:00 p.m.

—☆—

TIME SIGNALS . . . WEATHER REPORTS
TEMPERATURE REPORTS
SPECIAL NEWS BROADCASTS . . . SPECIAL EVENTS
REMOTE PICK UPS . . SPECIAL SPORTS BROADCASTS
## GENERAL ADVERTISING LOCAL RATES

Applying to All Classifications of Accounts

### SPOT ANNOUNCEMENTS

<table>
<thead>
<tr>
<th></th>
<th>60 Seconds</th>
<th>30 Seconds</th>
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<tbody>
<tr>
<td>1 to 25 times</td>
<td>$4.20</td>
<td>$3.15</td>
</tr>
<tr>
<td>26 to 51 times</td>
<td>4.00</td>
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<tr>
<td>52 to 103 times</td>
<td>3.80</td>
<td>2.85</td>
</tr>
<tr>
<td>104 to 155 times</td>
<td>3.60</td>
<td>2.70</td>
</tr>
<tr>
<td>156 to 259 times</td>
<td>3.40</td>
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</tr>
<tr>
<td>260 to 311 times</td>
<td>3.20</td>
<td>2.40</td>
</tr>
<tr>
<td>312 or more times</td>
<td>3.00</td>
<td>2.25</td>
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### PROGRAM TIME RATE

<table>
<thead>
<tr>
<th></th>
<th>1 Hour</th>
<th>½ Hour</th>
<th>¼ Hour</th>
<th>5 Minutes</th>
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<tbody>
<tr>
<td>1 to 12 times</td>
<td>$42.00</td>
<td>$25.50</td>
<td>$17.00</td>
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<tr>
<td>13 to 25 times</td>
<td>40.00</td>
<td>24.00</td>
<td>16.00</td>
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<tr>
<td>26 to 51 times</td>
<td>38.00</td>
<td>22.50</td>
<td>15.00</td>
<td>8.00</td>
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<td>52 to 103 times</td>
<td>36.00</td>
<td>21.00</td>
<td>14.00</td>
<td>7.75</td>
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<td>104 to 155 times</td>
<td>34.00</td>
<td>19.50</td>
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<tr>
<td>156 to 259 times</td>
<td>32.00</td>
<td>18.00</td>
<td>12.00</td>
<td>7.25</td>
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### PACKAGE PLANS (Run of Schedule)

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<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>5 Consecutive Days</td>
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<tr>
<td>10 times</td>
<td>$38.00</td>
<td>$28.50</td>
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<tr>
<td>15 times</td>
<td>54.00</td>
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<td>20 times</td>
<td>68.00</td>
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<td>25 times</td>
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<tr>
<td>30 times</td>
<td>90.00</td>
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<tr>
<th></th>
<th>60 Seconds</th>
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<tr>
<td>7 Consecutive Days</td>
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<tr>
<td>14 times</td>
<td>$50.40</td>
<td>$37.80</td>
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<tr>
<td>21 times</td>
<td>71.40</td>
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<td>28 times</td>
<td>89.60</td>
<td>67.20</td>
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<tr>
<td>35 times</td>
<td>105.00</td>
<td>78.75</td>
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### MONTHLY PROGRAM RATES

(6 Months Minimum)

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<tr>
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<tbody>
<tr>
<td>3—15 minutes weekly</td>
<td>$125.00 per month</td>
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<tr>
<td>6—15 minutes weekly or 3—30 minutes weekly</td>
<td>185.00 per month</td>
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<tr>
<td>6—30 minutes weekly or 3—60 minutes weekly</td>
<td>265.00 per month</td>
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<tr>
<td>6—60 minutes weekly</td>
<td>450.00 per month</td>
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</table>
KORK Radio broadcasts 5,000 watts daytime and 500 watts nights at 920 kilocycles. Besides total coverage of Clark County and central Nevada, KORK is heard in southern Utah, northern Arizona, and southern California.
IT TAKES A LOT OF POWER TO EQUAL THE 5,000 WATT PRIMARY COVERAGE OF KOH AT 630 KC.

To deliver a strong, clear signal to an area equal to that of KOH's 5,000 Watts at 630 KC, it would take:

- 25,000 Watts at 900 KC
- 110,000 Watts at 1200 KC
- 150,000 Watts at 1300 KC
- 175,000 Watts at 1400 KC
- 400,000 Watts at 1560 KC

*Due to greater attenuation loss at the higher frequencies.
KOH Radio has been serving Western Nevada and Northern California continuously since 1928.

**Smart advertisers use KOH, A McCalla-Beehive Station. To cover Reno, Western Nevada and Northern California.**

Reno's effective buying income per household of $10,451**, the 5 million** yearly visitors to the Reno/Lake Tahoe recreational areas, and California's over 230,000 listeners live in the KOH market. Added bonuses are programming. The strong KOH signal covers 14 counties in Nevada and Northern California. KOH has been serving Western Nevada continuously since 1928 with excellent ratings.

---

### Nevada State Weekly Circulation

<table>
<thead>
<tr>
<th>COUNTIES</th>
<th>TOTAL PERSONS REACHED</th>
<th>MEN</th>
<th>WOMEN</th>
<th>TEENS</th>
<th>TOTAL HOMES REACHED</th>
<th>HOMES REACHED</th>
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### California State Weekly Circulation

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<th>TOTAL PERSONS REACHED</th>
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<th>WOMEN</th>
<th>TEENS</th>
<th>TOTAL HOMES REACHED</th>
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NEVADA'S MOST POWERFUL RADIO STATION
program schedule

All KLUC AM programs from 6 a.m. to sunset are duplicated on KLUC FM. KLUC FM broadcasts in stereo 24 hours a day. All recorded music on both KLUC AM and FM is played directly from Stereo records.

format

MUSIC . . . CONTINUOUS HITS . . . 3-IN-A-ROW
KLUC's format is modern contemporary. A maximum music station, KLUC plays three records in a row without commercial interruption. The station's policy of concentrating its selections within the top best sellers nationally makes for a progressive young sound, appealing to the eighteen to forty-nine age group.

nevada's most powerful radio station

As Nevada's most powerful radio station with 10,000 watts, KLUC covers a four state area and is the first station to reach motorists on all five major highways leading to Las Vegas for a distance of approximately 200 miles. To advertisers this is important due to the fact that of the 18 million people traveling to Las Vegas each year, 14 million travel by car.
other facts you should know about

KLUC

3 IN A ROW RADIO
KLUC

3 IN A ROW RADIO

P.O. BOX 14805 • LAS VEGAS, NEVADA 89114 • 702/735-5147
KELK
ELKO, NEVADA
"Where Livestock's a Business — and Living's a Pleasure"
1000 watts daytime, 250 watts night at 1240

COVERAGE MAP
ELKO, NEVADA
ON HIGHWAY 40

Affiliated with Intermountain Network - ABC - Mutual Network

KELK CONELRAD 1240

A CONSTANT FLOW OF NEWS - Local, County, State, Regional, National, Worldwide

ELKO COUNTY is 17,127 square miles. Larger in area than Rhode Island, Connecticut, Delaware, and Washington, D.C.

Retail Sales are approximately $39,000,000.00 annually.

The CITY OF ELKO is the shopping center for the entire Northeastern Section of Nevada.

Livestock on Elko County Ranches number more than 200,000 sheep, more than 300,000 cattle.

The City of ELKO is the shopping center for the entire Northeastern Section of Nevada.

Represented Nationally by Avery-Knodel, Inc.

Detroit • New York • Chicago • Los Angeles • San Francisco • Dallas • Atlanta • Boston

KELK
1000 watts daytime, 250 watts night, 1240 kilocycles

"Everyone Listens to Radio — 'cause RADIO'S EVERYWHERE!"

1961
Your Capital Station • 5000 Watts of Hi-Fi Sound
LAS VEGAS, NEVADA
1000 watts • NON DIRECTIONAL

MARKET DATA*

<table>
<thead>
<tr>
<th>Las Vegas metro</th>
<th>% of Nevada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>261,400</td>
</tr>
<tr>
<td>Households</td>
<td>83,810</td>
</tr>
<tr>
<td>CSI</td>
<td>739,242,000</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>489,145,000</td>
</tr>
<tr>
<td>Food Sales</td>
<td>101,679,000</td>
</tr>
<tr>
<td>Drug Sales</td>
<td>21,473,000</td>
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<tr>
<td>Gen. Mdse.</td>
<td>60,433,000</td>
</tr>
<tr>
<td>Apparel Sales</td>
<td>39,395,000</td>
</tr>
<tr>
<td>Automotive Sales</td>
<td>104,639,000</td>
</tr>
<tr>
<td>Passenger Cars</td>
<td>123,330</td>
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</table>

*Source: Radio Station Data
KPTL-1300
Modern Country Music for Northern Nevada

Post Office Box 653, Carson City, Nevada 89701  /  Telephone (area code 702) 882-1319
A Kelly Broadcasting Station
Primary Coverage Map

Radio Station KVEG - 970 Kilocycles
Las Vegas, Nevada

Serving Greater Southern Nevada
Permanent Population over 125,000
And over 10,000,000 Tourists Annually
COVERAGE MAP

KOLO 920

5,000 WATTS DAYTIME – 1,000 WATTS NIGHTTIME
KLAV RADIO 123

Commercial Arts Bldg./2634 State St./Suite 1230/Las Vegas, Nevada 89109/(702) 735-6633

PRIMARY COVERAGE
0.5 MIVOLT Per Meter

SECONDARY COVERAGE
0.1 MIVOLT Per Meter

12,000 FT. CHARLESTON RANGE MOUNTAIN PEAKS PREVENT ANY OUTSIDE STATION FROM SERVING SOUTHERN NEVADA.
ELKO, NEVADA
"Where Livestock's a Business — and Living's a Pleasure"
1000 watts daytime, 250 watts night at 1240

COVERAGE MAP

(Kelk Coverage Map)
Regardless of the name you may know our city by . . . RENO is an industrial center where more than 45,000 wage-earners take home $117 per-week-average-income . . . RENO is a fantastic tourist-health mecca bringing in Millions of dollars per year . . . and RENO is a cultural center . . . home of the University of Nevada.

For your best BET . . . You'll Pick K-BET — to produce more Profits for every Dollar invested.

MUSIC — NEWS — SPORTS — VARIETY

SIERRA BROADCASTING COMPANY
R. L. Stoddard, Owner
P. O. Box 1170 Phone 702 — 322-4501
Reno, Nevada 89504

1340 KC 1000 Watts Daytime 250 Watts Nighttime

RETAIL SALES:

Food Stores $ 75,105,000 99,183,000
Drug Stores $ 19,814,000 23,144,000
Gen'l. Merchandise $ 29,086,000 36,938,000
Apparel Stores $ 13,972,000 17,276,000
Home Furnishings $ 13,561,000 15,325,000
Auto Dealers $ 61,616,000 74,951,000
Service Stations $ 34,715,000 45,415,000
Total Retail Sales $336,092,000 431,256,000

FARM DATA:

Farm Population 6,100 11,400
Farm Households 1,525 2,850
Gross Farm Income $ 25,074,000 48,450,000

SOURCE: SRDS Consumer Data exclusively.

PREPARED BY MARKET DATA ASSOCIATES