

SPONSOR'S 11TH ANNUAL TV/RADIO BASICS

BASICS

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*Where
there's a
Storz
station...
there's
audience*

In each of these major markets more radios are tuned to the Storz Station than to any other.

Minneapolis-St. Paul . . . WJGY = 1
*Hooper, Trendler, NSI, Aron, all day
Pulse in the afternoon.*

Kansas City . . . WHB = 1
*Ultra-Pulse, Nielsen, Trendler, Hooper,
Aron, Nelson, Pulse.*

New Orleans . . . WTIX = 1
Hooper, Pulse.

Miami . . . WQAM = 1
Hooper, Pulse, Trendler.

WJGY, Minneapolis-St. Paul
WHB, Kansas City
WQAM, Miami

THE STORZ STATIONS ● TODD STORZ, PRESIDENT
WTIX, New Orleans
Represented by Adam Yarnal, Inc.

PART TWO
OF SPONSOR
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