

## Reach your market for less...

Reaching the 18-22 year old market can be pretty expensive in today's economy. But you need to reach these people... your business **DEPENDS** on it.

We have just the means of reaching those people--without spending thousands of dollars and, because no other means can score a direct hit on this audience, you won't be wasting a good portion of your advertising money on people who don't buy your product.

We're WTDR Radio, reaching over 1,000 young adults living in the Temple University dormitories. Our audience is composed of men and women 18-22 years old who spend money--lots of it--on entertainment, food, books, and basic necessities. We are **THEIR** radio station, tailoring our broadcasting to their preferences. The result? More than 53% listen to us on a regular basis, according to a recent random sampling.

And you can reach these people for as little as 40 cents!

# 64 WTDR

**YOUR  
GREAT  
AIRSHOW!**

WTDR RATE CARD  
Effective November 1, 1976

### WTDR 640am

#### MONDAY -- FRIDAY

AAA 7 a.m. -- 10 a.m.

AAA 3 p.m. -- 11 p.m.

AA 11 p.m. -- 2 a.m.

A 1 p.m. -- 3 p.m.

#### SATURDAY -- SUNDAY

AA 6 p.m. -- 2 a.m.

A 10 a.m. -- 6 p.m.

#### TOTAL MARKET PENETRATION PLAN

3-AAA  
3-AA  
3-A  
\$5.75

4-AAA  
4-AA  
4-A  
\$7.50

5-AAA  
5-AA  
5-A  
\$9.00

6-AAA  
6-AA  
6-A  
\$10.75

Spots must be run in a 7-day period. Same spot must be run for each placement, and substitutions are not available.

#### 30-SECOND SPOT ANNOUNCEMENTS

AAA \$1.00

AA \$.75

A \$.50

#### FOR FURTHER INFORMATION:

WTDR Radio 787-6400

Brian Mattes  
Sales Director 787-6358

#### 30-SECOND ANNUAL RATE: MAXIMUM EXPOSURE PLAN

1120 times \$450.00  
One spot every hour daily

840 times \$345.00  
One spot 12 times daily

560 times \$235.00  
One spot 8 times daily

280 times \$120.00  
One spot 4 times daily

#### WEEKLY PACKAGE PLANS

	AAA	AA	A
6 times	\$6.00	\$4.50	\$3.00
12 times	\$11.00	\$8.00	\$5.00
18 times	\$15.00	\$10.50	\$6.50

10-Second spot Announcements 50% of applicable 30-second rate. Minimum purchase of 12 spots in 7-day period.