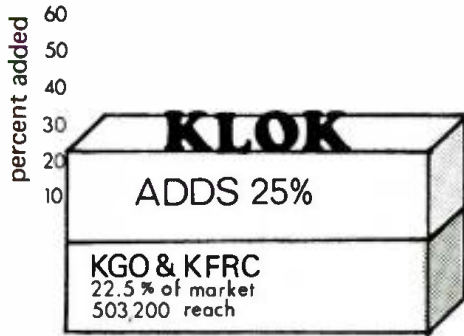
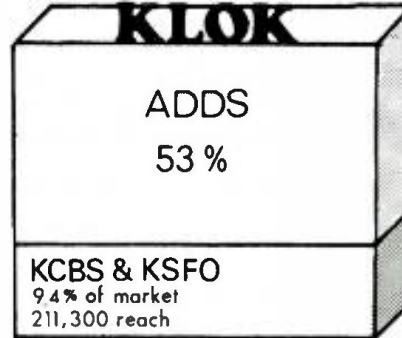


BRINGS YOU

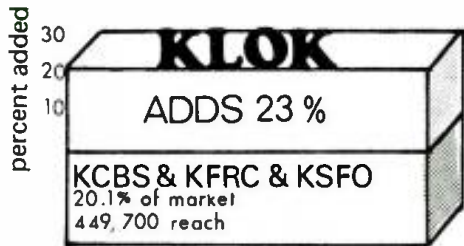
“ADDREACH”



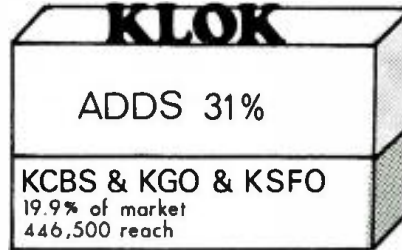
Monday—Friday 6:00AM—10:00AM
Adults 18—49



Monday—Friday 10:00AM—3:00PM
Adults 18—49



Monday—Friday 10:00AM—3:00PM
Adults 18—49



Monday—Friday 3:00PM—7:00PM
Adults 18—49

KLOK: #1 IN ADDING REACH

This is a radio buying plan developed by KLOK radio to assist an advertiser in maximizing the reach of his multiple station radio buy in the San Francisco market.

In studying the pattern of buying San Francisco radio, to reach adults 18—49 it became apparent most advertisers go at least three or four stations deep. They generally select one or two “basic” stations and then start adding stations which have minimal duplication. The objective is to achieve maximum reach within the budget.

This analysis studied combinations of KCBS, KFRC, KGO, and KSFO as basic stations. Stations considered for “Addreach” were KLOK, KABL, KNBR, KFOG, K101, and KBAY. A total of 162 station combinations were studied. Results are based on the nine-county San Francisco Metro Area ARB for October/November 1974. Adults 18—49 were analyzed for day parts 6AM—10AM, 10AM—3PM, and 3PM—7PM Monday through Friday.

Complete results of the “Addreach” study are available from your KLOK Account Executive or KATZ Representative.

Data subject to the qualifications of the original research.

KLOK 1170am

Box 6177
San Jose, Ca. 95150

Bill Weaver partner/general manager

KWIZ 1480am

KWIZ 96.7fm

310 West 5th Street
Santa Ana, Ca. 92703

KUUU 1590am

1216 Pine Street
Seattle, Washington 98101

Phil Davis, president

35 YEARS OF NUMBER ONE HITS