

ALASKA

ANCHORAGE

TYNONEK

KENAI

SOLDOTNA

KASILOF

NINILCHIK

**Kenai Peninsula**

ANCHOR POINT

HOMER

COOK INLET



**KSRM**

5,000 W 920 KHZ

P. O. BOX 950, SOLDOTNA

PHONE 262-4403

*Serving the Kenai Peninsula*

# KHAR AM COVERAGE

62% OF ALASKA POPULATION WITHIN KHAR COVERAGE



\*ON FILE WITH THE F.C.C.



**KHAR**  
HEART RADIO

ANCHORAGE, ALASKA  
24 HOURS  
5000 watts / 590 kc

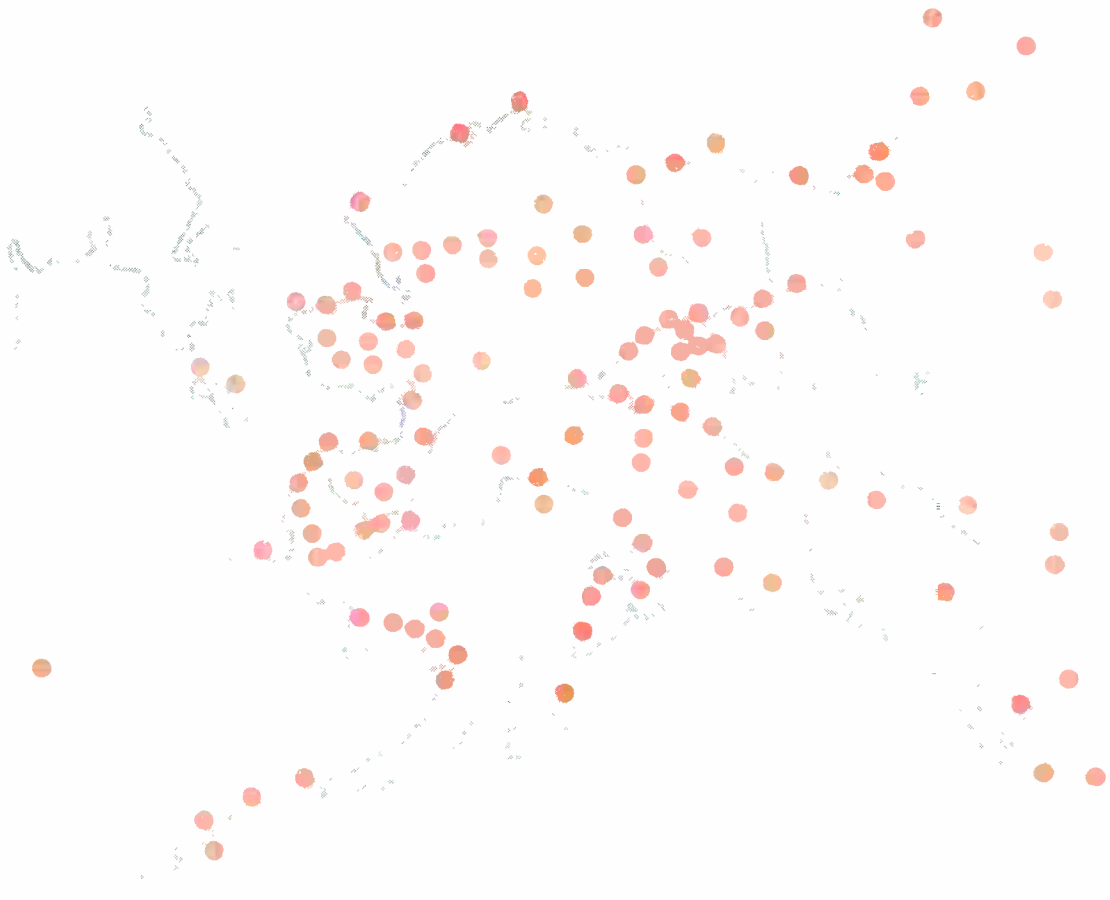
**COVERAGE**

**KING  
& 1170**

FAR NORTH HYMN TIME

"GOSPEL STATION AT THE TOP OF THE NATION" □ BOX "0" NORTH POLE, ALASKA 99705

COVERAGE MAP



**KING  
&  
1170**

**1170**

**KING JESUS**

**N  
O  
R  
T  
H  
P  
O  
L  
E**

**Alaska  
Box 0**

**KING  
& 1170**

FAR NORTH HYMN TIME

"GOSPEL STATION AT THE TOP OF THE NATION" □ BOX "0" NORTH POLE, ALASKA 99705

COVERAGE MAP



**K  
N  
P**

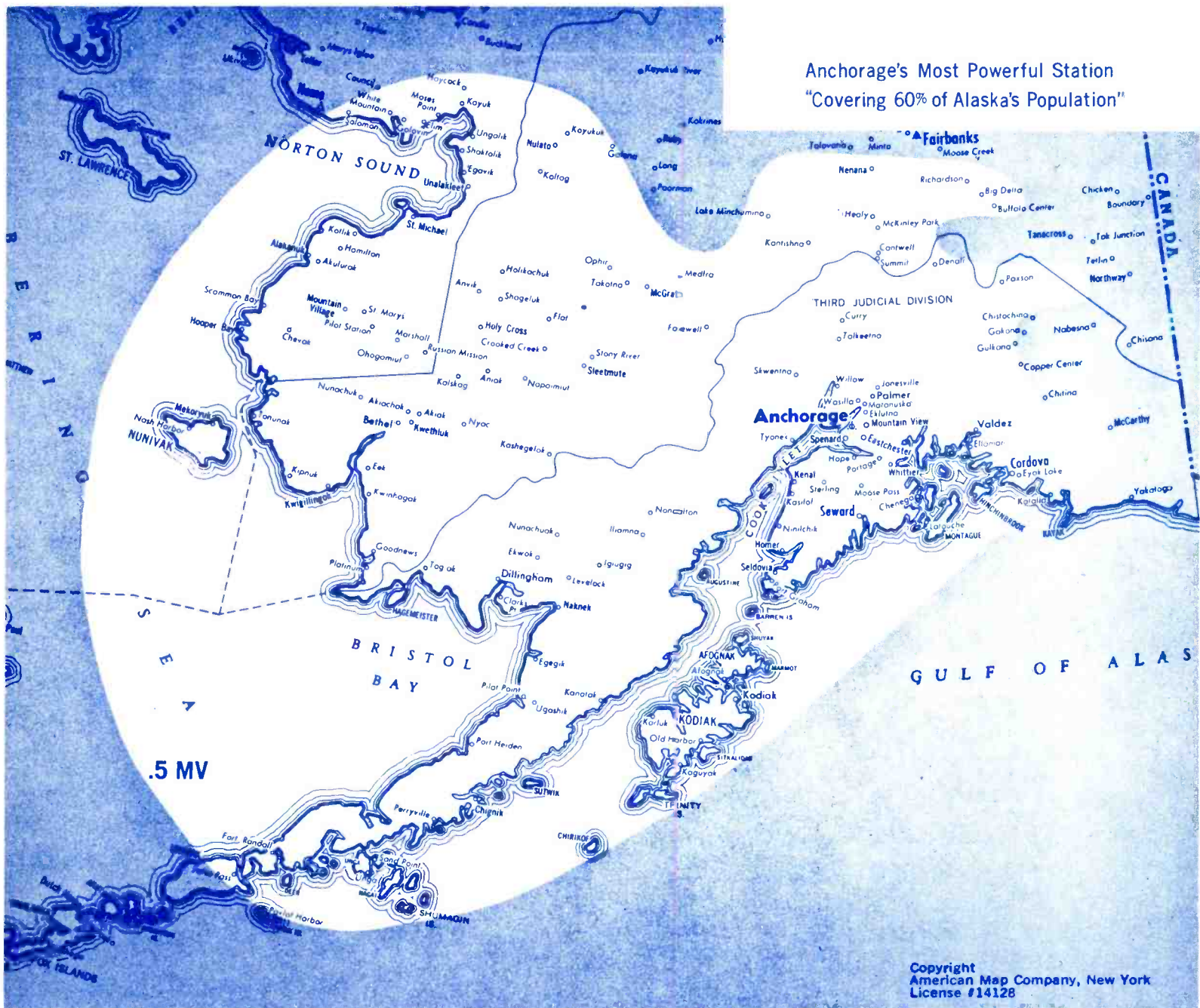
**1170**

**KING JESUS**

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E**

**Alaska  
Box 0**

Anchorage's Most Powerful Station  
 "Covering 60% of Alaska's Population"



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**MARKET DATA**

Population .....	164,200
Households .....	42,000
Effective Buying Income .....	\$414,625,500
Effective Buying Income per Family:	
Anchorage .....	10,098
3rd Judicial District .....	9,943
4th Judicial District .....	9,229
Total Retail Sales .....	186,866,500
Food .....	38,862,750
Drugs .....	7,896,750
General Merchandise .....	29,916,000
Apparel .....	6,168,000
Furniture and Household Appliances .....	6,514,000
Automotive .....	35,218,000
Gas Stations .....	11,729,000

Source: Sales Management, June 10, 1965.

# KFQD

750 kc Clear Channel 10,000 Watts

**CBS**

Anchorage, Alaska

P. O. Box 1040 • Telephone 277-2511

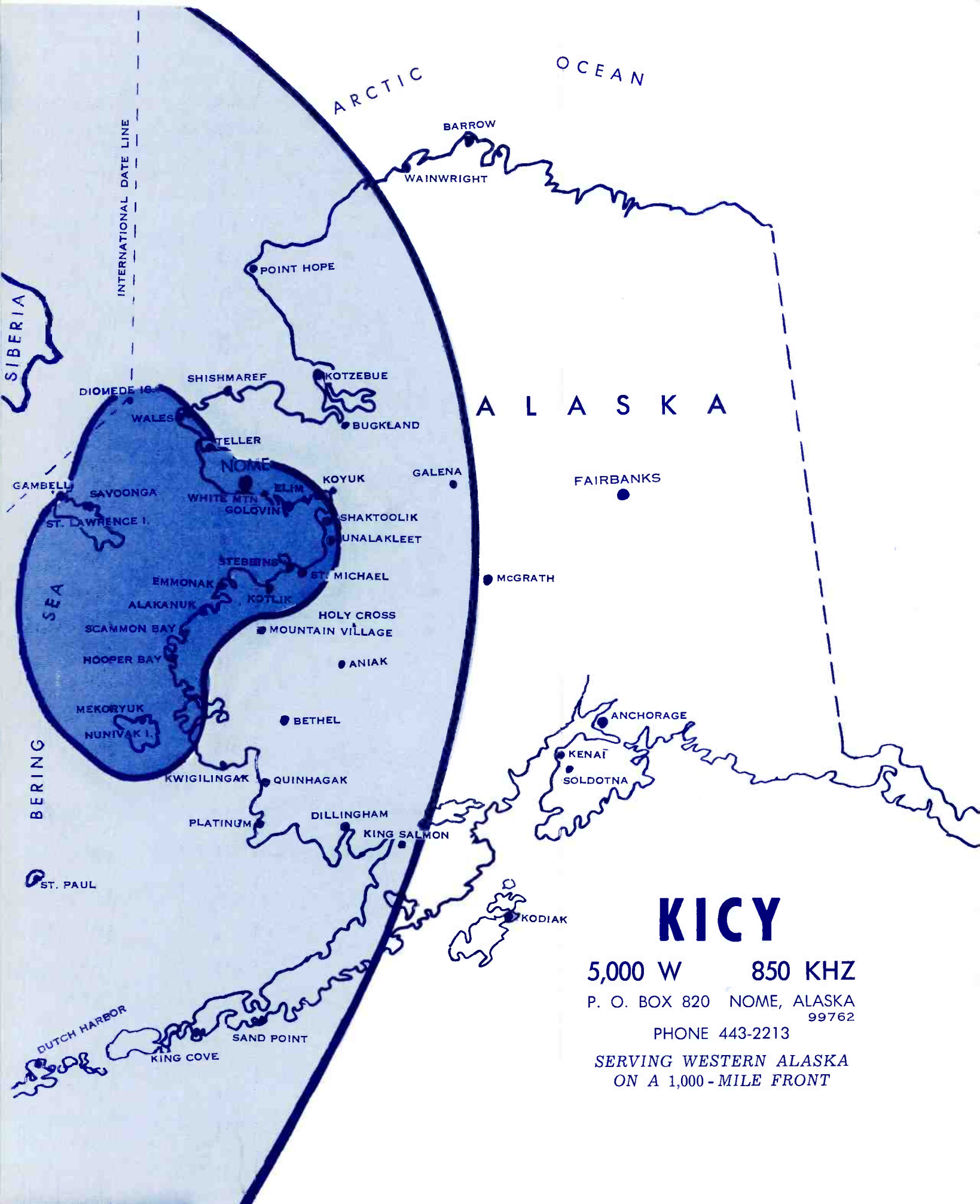
General Manager

Roy Robinson

National Representatives

Venard, Torbet & McConnell, Inc.

Represented in Seattle, Tacoma and Portland by  
 Art Moore & Assoc., Inc.



# KICY

5,000 W 850 KHZ

P. O. BOX 820 NOME, ALASKA 99762

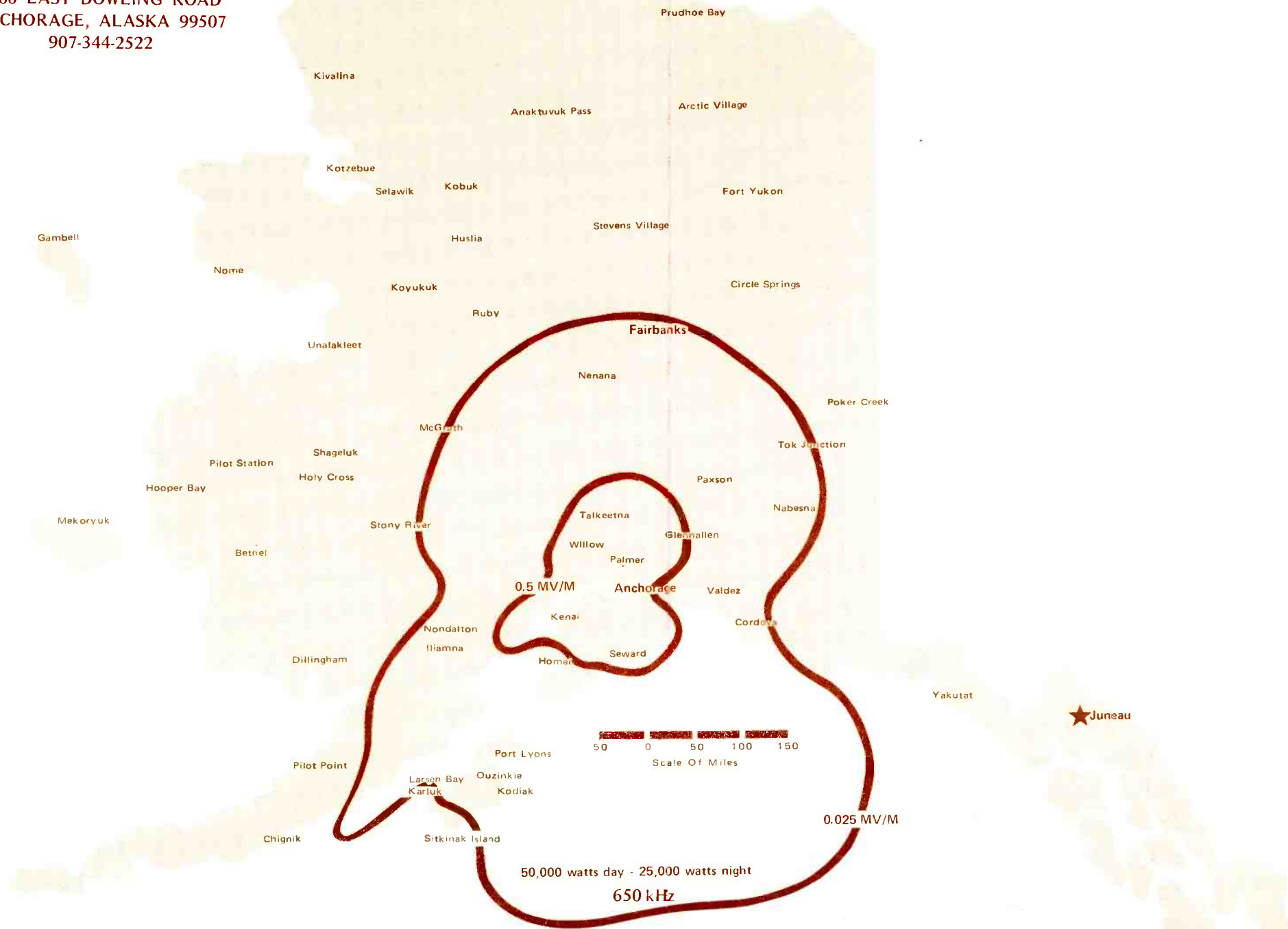
PHONE 443-2213

SERVING WESTERN ALASKA  
ON A 1,000-MILE FRONT

K Y A K

# COVERAGE MAP

2800 EAST DOWLING ROAD  
ANCHORAGE, ALASKA 99507  
907-344-2522



K Y A K has received a significant amount of mail confirmation of listeners in all towns/cities shown on this map except Fairbanks and Juneau.

# ALAS

COMPILED FROM ALL AUTH.

SCALE 1:1,000,000  
1 INCH APPROXIMATELY

ALASKA MAP A

DAYTIME G 5 MV/M

Prepared for  
MIDNIGHT SUN BROADCAST

Prepared by  
James L. ... & Associates  
Geophysical Laboratory  
Washington, D.C.

RFAP FAIRBANKS  
660 KC 10 KW

KENI ANCHORAGE  
550 KC 5 KW

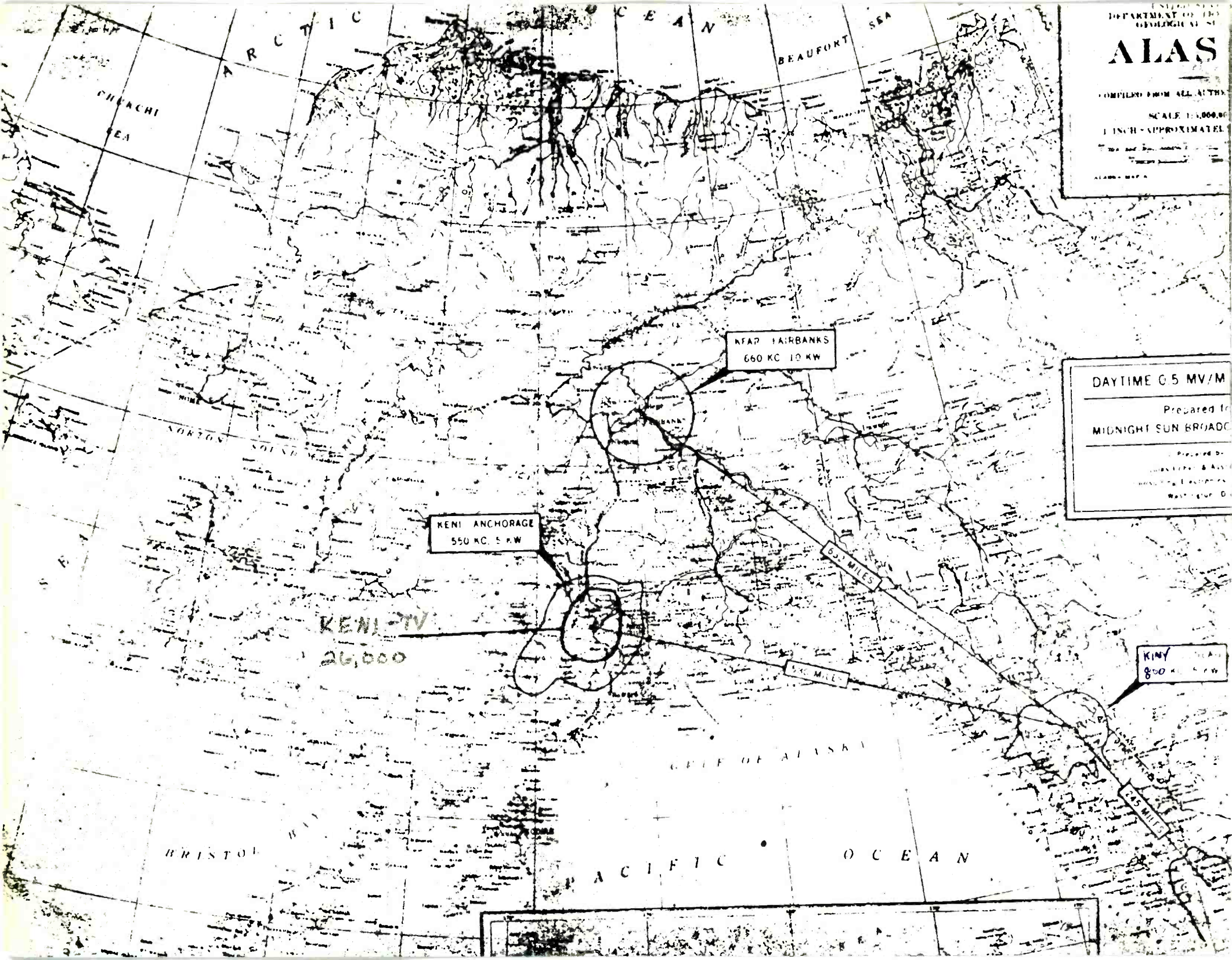
KENI-TV  
26,000

KINY  
800 KC 5 KW

500 MILES

500 MILES

500 MILES







LOCAL RATE CARD

AAA 6-9 AM & 4-7 PM      AA 9 AM - 4 PM

A 7-11 PM & 5-6 AM      B 11 PM - 5 AM

<b>Weekly AAA Rates:</b>	<b>60's</b>	<b>30's</b>
Twenty times	\$ 8.00	\$ 6.50
Fifteen times	9.50	8.00
Ten times	11.00	9.50
Five times	13.00	10.50
One time	15.00	12.50

<b>Weekly AA Rates:</b>		
Twenty times	6.50	5.50
Fifteen times	8.00	6.50
Ten times	10.00	8.50
Five times	11.00	9.50
One time	12.00	11.00

<b>Weekly A Rates:</b>		
Twenty times	5.00	4.00
Fifteen times	5.50	4.50
Ten times	6.00	5.00
Five times	7.00	6.00
One time	8.00	7.00

<b>Weekly B Rates:</b>		
Twenty times	4.00	3.00
Fifteen times	4.50	3.50
Ten times	5.00	4.00
Five times	6.00	5.00
One time	7.00	6.00

10 second announcements at 50% of applicable 60 sec. rate.

Specified time takes next higher rate.

ANNUAL CONTRACTUAL DISCOUNTS:

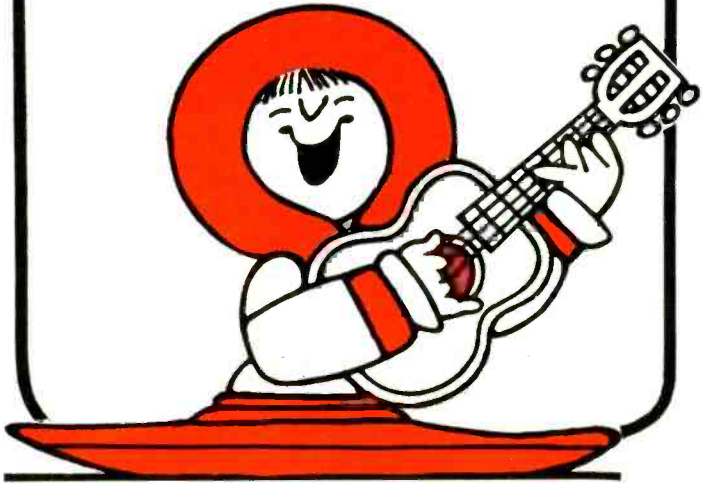
- 156 times use 5 plan weekly rates.
- 312 times use 10 plan weekly rates.
- 500 times use 15 plan weekly rates.
- 1,000 times use 20 plan weekly rates.



KYAK has a modern country music format with polished announcers, news on the hour, and headlines and Alaska weather on the half hour -- basically appealing to the adult listener 21-55.

KYAK serves about 3/4 of Alaska's population with its 25,000 watts of power on clear channel 650 KC from Alaska's largest city and hub of air traffic at the top of the world, with facilities as modern as may be found in much larger markets in the contiguous 48 states.

1. KYAK has one rate card used locally and nationally.
2. Commercial religion is accepted on an availability basis, Sunday morning until noon.
3. KYAK will accept beer and wine advertising.
4. KYAK will permit eighteen commercial minutes per hour including commercials within newscasts.
5. Per Inquiry advertising will not be accepted.
6. One minute, thirty second and ten second announcements combinable for earned frequency discount.
7. Political broadcast at card rates and payable in advance.
8. 15% commission paid to recognized agencies.



LOCAL PROGRAM RATES

ONE HOUR:

ONE TIME	\$125.00
13 TIMES	110.00
26 TIMES	95.00
52 TIMES	80.00

ONE HALF HOUR:

ONE TIME	\$ 90.00
13 TIMES	80.00
26 TIMES	70.00
52 TIMES	60.00

ONE QUARTER HOUR:

ONE TIME	\$ 65.00
13 TIMES	55.00
26 TIMES	45.00
52 TIMES	35.00

KYAK five minute world and local news on the hour.

Two minutes of world and local headlines and Alaska weather on the half hour.

Associated Press world wide news service.

One five minute news per day five days per week in AAA time -- \$58.00.

In AA time -- \$50.00 per week.

Seven days a week -- \$70.00 per week, AAA.

AA, seven days a week -- \$63.00.

Headlines and Alaska weather on half hour at 15% less than hourly news rate.

Five minute news uses up to 60 second commercial. Headlines use 30 second commercial.

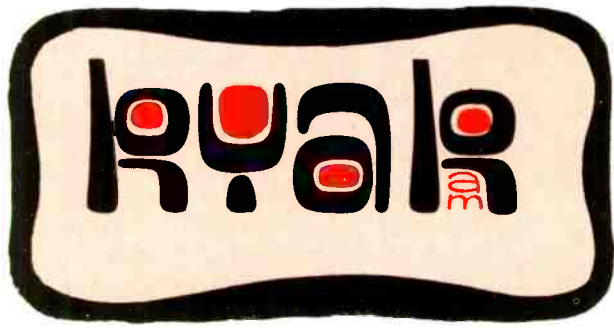
Program rates on request.

Rates quoted are for air time only. Production, line and engineering charges are extra.

Robert W. Fleming/Secretary, Treasurer, Gen. Mgr. Big Country Radio Inc.

2800 East Dowling Road Anchorage, Alaska 99502 Phone (907) 344-2522

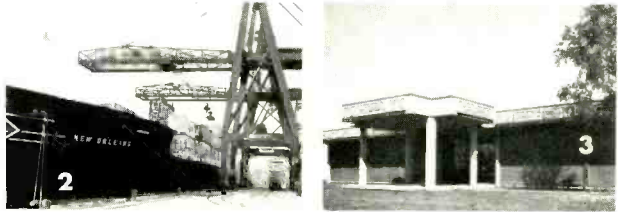
SOON TO BE 50,000 WATTS



**PRIMARY COVERAGE MAP**

- \* Clear Channel 650.
- \* Alaska's most powerful station (25,000 watts).
- \* On the air 24 hours a day.

SOON TO BE  
50,000 WATTS



- (1) Anchorage from the air looks like any other metropolitan city of 150,000 plus population, and a far cry from igloos and dog sleds.
- (2) The city port is part of the vital life-line of the city and handles ships from almost every port of call.
- (3) Anchorage boasts this modern fine arts museum, a cultural center for the entire state.
- (4) Only one of the vital active arteries of the downtown area.
- (5) Swimming in many of the nearby lakes is enjoyed by thousands of Alaskans four to five months out of the year.

Known as the air crossroads of the world, Anchorage maintains its frontier spirit as it keeps pace with modern America and becomes an ever increasing factor in the world of tourism, transportation, and business markets. The state offers a challenge for all . . . from our oil-rich Arctic North Slope to some of the finest hunting and fishing in the world today.



**KVAL**

**BIG COUNTRY RADIO**