

**CONTRACT REQUIREMENTS**

In the event of a revision of station rates, current advertisers shall be protected on this rate card for a period up to 26 weeks from the effective date of such revision and thereafter the revised rates shall apply. Maximum length of a contract is one year.

All programs are subject to interruption or cancellation for broadcasts of events of public interest.

**COMMISSIONS AND DISCOUNTS**

15% on net station time to recognized advertising agencies.

Station time only is subject to 2% net cash discount on payment received on or before the 15th of the month following broadcast service.

**DON LEE-TV**

**KTSL (KM2XB)**

1313 North Vine Street, Hollywood, California  
Telephone Hudson 2-2133

**STUDIO LOCATIONS**

**DON LEE RADIO AND TELEVISION CENTER**  
1313 North Vine Street, Hollywood, California

**MOUNT LEE STUDIOS**

Mount Lee Drive, Hollywood, California

**Charles L. Glett**

Vice President in Charge of Television

**Ward D. Ingram**

Vice President in Charge of Sales

**Robert B. Hoag**

Sales Manager, KTSL

KTSL is represented nationally by BLAIR TV, INC.

New York 16	Chicago 11	St. Louis 1
22 E. 40th St.	520 N. Michigan Ave.	1148 Paul Brown Bldg.
Detroit 26	San Francisco 4	Dallas, Texas
1115 Book Bldg.	608 Russ Bldg.	Field and Elm Sts.

This rate card is published by KTSL (KM2XBD) for the convenient reference of advertisers and is not to be considered as an offer of facilities. All data herein are subject to change without notice.

**DON LEE-TV**  
**CHANNEL**

**2**

55.25 MEG. VISUAL

59.75 MEG. AURAL

**HOLLYWOOD**

CALIFORNIA

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

AMERICA'S *first*  
TELEVISION STATION

Telecasting to the Public  
Since 1931

**KTSL**

**RATE CARD NUMBER TV-2**  
**EFFECTIVE MARCH 1, 1950**

*Affiliated with the DuMont Television Network*

RATE CARD NUMBER TV-2

EFFECTIVE MARCH 1, 1950

Don Lee Television

# CHANNEL 2

Hollywood, Calif.

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## Station Time Rates • 6:00 p. m. to 11:00 p. m.

TIMES	1 HOUR	45 MIN.	40 MIN.	30 MIN.	20 MIN.	15 MIN.	10 MIN.	5 MIN.	1 MIN.	20 SEC.
1	500.00	400.00	375.00	300.00	250.00	200.00	150.00	125.00	100.00	60.00
13	487.50	390.00	366.00	292.50	244.00	195.00	146.50	122.00	97.50	58.50
26	475.00	380.00	356.50	285.00	237.50	190.00	142.50	119.00	95.00	57.00
39	462.50	370.00	347.00	277.50	231.50	185.00	139.00	116.00	92.50	55.50
52	450.00	360.00	337.50	270.00	225.00	180.00	135.00	112.50	90.00	54.00
104	437.50	350.00	328.50	262.50	219.00	175.00	131.50	109.50	87.50	52.50
156	425.00	340.00	319.00	255.00	212.50	170.00	127.50	106.50	85.00	51.00
208	412.50	330.00	309.50	247.50	206.50	165.00	124.00	103.00	82.50	49.50
260	400.00	320.00	300.00	240.00	200.00	160.00	120.00	100.00	80.00	48.00

**STUDIOS.** At Mt. Lee the studio proper includes sponsor viewing facilities, transcription and film projection room, a fully equipped sound stage 60 x 100, dressing rooms, makeup room, carpenter and paint shop.

At Vine Street the studios consist of 2 air-conditioned master television stages 115' long, 65' wide, and 33' high, with audience seating capacities of 350, plus sponsor's booths seating 20. Also dressing rooms, makeup rooms, carpenter and paint shop.

**STUDIO FACILITIES AND PRODUCTION.** In order to provide a minimum charge to clients, each live show will be figured on the basis of its requirements.

**FILM FACILITIES.** Rates listed include film facilities. If film programs require rehearsal of an announcer, cueing of additional materials or sound effects, etc., a film facilities charge is made at the rate of \$50 per hour for such rehearsal, with minimum of one half hour required.

**REMOTE PICKUP.** As there are many variables in remote pickups, each one will be quoted separately in order to insure minimum charges to clients.

**PRODUCTION SERVICES.** Whether it is a live studio production, title cards or slides, the members of our staff are available for advisory services.

Quotation for Production Personnel in connection with television programs will be made available on request.

KTSL is a station with a permanent personnel. Production supervisors, engineers, cameramen, writers, directors, carpenters, painters and stagehands, collaborate in the planning and the production of television.

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**PROGRAM PRODUCTION SERVICES**—Advisory service on programs and commercials—live or filmed—available at no charge.

Paramount Video Transcriptions—off-the-TV-tube film-recording of broadcasts, or pre-filming of programs, and commercials. Rates on request.

Transcription and Music Library Services—World Program Service and Associated Transcription Library. Quotations on request. Time rates include music performing rights free only on compositions which station approves and for which station assumes liability.

News Services—United Press and Acme Picture Service.

Mimeographing—Scripts for programs and commercials. Rates on request.

**CONTRACT REQUIREMENTS**—Maximum length, one year. None accepted more than 30 days in advance of first scheduled telecast. No periods sold in bulk for resale; advertisers participating in group broadcasts will be required to make individual contracts.

Commitments and renewals made prior to effective date of this card will be completed for a period of 26 weeks. Changes which increase rates will not apply for six months after effective date of increase to advertisers on the air at the time increase is announced provided schedule is maintained without interruption.

Closing time on all programs or announcements is 48 hours in advance of scheduled telecast; advertiser's failure to comply relieves station of all obligations to adhere to schedule. All products and/or services, and all programs and commercials, including films and transcriptions, are subject to approval by the Program Board of Station KTLA. All programs and announcements are subject to interruption or cancellation for broadcasts of significant events . . . without affecting rate of frequency discount to which advertiser would otherwise be entitled.

Length of Commercials—Standard ratio, with exceptions allowed on occasion:

	<u>5-Min.</u>	<u>10-Min.</u>	<u>15-Min.</u>	<u>20-Min.</u>	<u>30-Min.</u>	<u>1-Hr.</u>
Class A	1:15	2:00	2:30	2:45	3:00	6:00
Class B & C	1:30	2:30	3:15	3:30	4.00	8:00
Number	Two	Three	Three	Three	Four	Five
Max. Length of each	1:00	1:15	1:15	1:30	1:30	2:00

**COMMISSIONS & DISCOUNTS**—A 15% commission is allowed to recognized advertising agencies on net time charges, studio use, remote facilities and production services.

Frequency discounts apply to charges for air time and facilities only and are based on total number used in each rate classification during a consecutive 12-month period. Announcements may not be combined with programs to earn higher frequency discounts, but announcements or programs in different rate classifications (Class A, B and C) may be combined to earn such discounts. Discounts will be allowed as earned except on non-cancellable contracts.

**K T L A** • Studios and Offices — 5451 Marathon St.,  
Los Angeles 38, Calif. • HOLLYWOOD 9-6363

**Eastern Sales Offices**—Paramount Television Productions, Inc.,  
1501 Broadway, New York 18, N. Y. • BRyant 9-8700

RATE CARD No. 3  
Effective Nov. 1, 1949

*Paramount Television Station*

# KTLA

CHANNEL 5 · FREQUENCY 76-82 MC.

Licensed to operate full time



YOUR STAR SALESMAN IN  
**LOS ANGELES**



THIS RATE CARD is published as a convenient reference for advertisers and advertising agencies and is not to be considered as an offer of facilities on the part of the station. All data herein are subject to change without notice.



**KEY STATION OF THE PARAMOUNT TV NETWORK**

CHANNEL 5

# KTLA

LOS ANGELES

## BASIC AIR TIME RATES

	CLASS A Program Time	CLASS B Program Time	CLASS C Program Time	LIVE Studio Use	FILM Studio Use
1 hour	\$300.00	\$165.00	\$60.00	\$300.00	\$180.00
45 minutes	240.00	122.00	48.00	240.00	144.00
40 minutes	225.00	115.00	45.00	225.00	135.00
30 minutes	180.00	92.00	36.00	180.00	108.00
20 minutes	150.00	76.00	30.00	150.00	90.00
15 minutes	120.00	65.00	24.00	120.00	72.00
10 minutes	105.00	60.00	21.00	105.00	54.00
5 minutes	75.00	55.00	20.00	75.00	45.00
1 min. or less	60.00	50.00	20.00	60.00	30.00

## FREQUENCY RATES—TIME AND FACILITIES

(Net rates after deduction of applicable discounts)

### CLASS A

7:00 P.M. to 11:00 P.M., Monday thru Saturday  
12:00 Noon to 11:00 P.M., Sunday

PROGRAM TIME	TIME COMBINED WITH LIVE STUDIO USE								
	1-12 times	13-25 times 5%	26-38 times 7½%	39-51 times 10%	52-103 times 12½%	104-155 times 15%	156-207 times 17½%	208 or over 20%	
1 hour	\$600.00	570.00	555.00	540.00	525.00	510.00	495.00	480.00	
45 minutes	480.00	456.00	444.00	432.00	420.00	408.00	396.00	384.00	
40 minutes	450.00	427.50	416.25	405.00	393.75	382.50	371.25	360.00	
30 minutes	360.00	342.00	333.00	324.00	315.00	306.00	297.00	288.00	
20 minutes	300.00	285.00	277.50	270.00	262.50	255.00	247.50	240.00	
15 minutes	240.00	228.00	222.00	216.00	210.00	204.00	198.00	192.00	
10 minutes	210.00	199.50	194.25	189.00	183.75	178.50	173.25	168.00	
5 minutes	150.00	142.50	138.75	135.00	131.25	127.50	123.75	120.00	
1 min. or less	120.00	114.00	111.00	108.00	105.00	102.00	99.00	96.00	

PROGRAM TIME	TIME COMBINED WITH FILM STUDIO USE								
	1-12 times	13-25 times 5%	26-38 times 7½%	39-51 times 10%	52-103 times 12½%	104-155 times 15%	156-207 times 17½%	208 or over 20%	
1 hour	\$480.00	456.00	444.00	432.00	420.00	408.00	396.00	384.00	
45 minutes	384.00	364.80	355.20	345.60	336.00	326.40	316.80	307.20	
40 minutes	360.00	342.00	333.00	324.00	315.00	306.00	297.00	288.00	
30 minutes	288.00	273.60	266.40	259.20	252.00	244.80	237.60	230.40	
20 minutes	240.00	228.00	222.00	216.00	210.00	204.00	198.00	192.00	
15 minutes	192.00	182.40	177.60	172.80	168.00	163.20	158.40	153.60	
10 minutes	159.00	151.05	147.08	143.10	139.13	135.15	131.18	127.20	
5 minutes	120.00	114.00	111.00	108.00	105.00	102.00	99.00	96.00	
1 min. or less	90.00	85.50	83.25	81.00	78.75	76.50	74.25	72.00	

### CLASS B

5:00 P.M. to 7:00 P.M., Monday thru Saturday

PROGRAM TIME	TIME COMBINED WITH LIVE STUDIO USE								
	1-12 times	13-25 times 5%	26-38 times 7½%	39-51 times 10%	52-103 times 12½%	104-155 times 15%	156-207 times 17½%	208 or over 20%	
1 hour	\$465.00	441.75	430.12	418.50	406.87	395.25	383.62	372.00	
45 minutes	362.00	343.90	334.85	325.80	316.75	307.70	298.65	289.60	
40 minutes	340.00	323.00	314.50	306.00	297.50	289.00	280.50	272.00	
30 minutes	272.00	258.40	251.60	244.80	238.00	231.20	224.40	217.60	
20 minutes	226.00	214.70	209.05	203.40	197.75	192.10	186.45	180.80	
15 minutes	185.00	175.75	171.13	166.50	161.88	157.25	152.63	148.00	
10 minutes	165.00	156.75	152.63	148.50	144.38	140.25	136.13	132.00	
5 minutes	130.00	123.50	120.25	117.00	113.75	110.50	107.25	104.00	
1 min. or less	110.00	104.50	101.75	99.00	96.25	93.50	90.75	88.00	

PROGRAM TIME	TIME COMBINED WITH FILM STUDIO USE								
	1-12 times	13-25 times 5%	26-38 times 7½%	39-51 times 10%	52-103 times 12½%	104-155 times 15%	156-207 times 17½%	208 or over 20%	
1 hour	\$345.00	327.75	319.12	310.50	301.87	293.25	284.62	276.00	
45 minutes	266.00	252.70	246.05	239.40	232.75	226.10	219.45	212.80	
40 minutes	250.00	237.50	231.25	225.00	218.75	212.50	206.25	200.00	
30 minutes	200.00	190.00	185.00	180.00	175.00	170.00	165.00	160.00	
20 minutes	166.00	157.70	153.55	149.40	145.25	141.10	136.95	132.80	
15 minutes	137.00	130.15	126.73	123.30	119.88	116.45	113.03	109.60	
10 minutes	114.00	108.30	105.45	102.60	99.75	96.90	94.05	91.20	
5 minutes	100.00	95.00	92.50	90.00	87.50	85.00	82.50	80.00	
1 min. or less	80.00	76.00	74.00	72.00	70.00	68.00	66.00	64.00	

## CLASS C

All other times, day and night (except served for coverage of outstanding special events).

PROGRAM TIME	TIME COMBINED WITH LIVE STUDIO USE								
	1-12 times	13-25 times 5%	26-38 times 7½%	39-51 times 10%	52-103 times 12½%	104-155 times 15%	156-207 times 17½%	208 or over 20%	
1 hour	\$360.00	342.00	333.00	324.00	315.00	306.00	297.00	288.00	
45 minutes	288.00	273.60	266.40	259.20	252.00	244.80	237.60	230.40	
40 minutes	270.00	256.50	249.75	243.00	236.25	229.50	222.75	216.00	
30 minutes	216.00	205.20	199.80	194.40	189.00	183.60	178.20	172.80	
20 minutes	180.00	171.00	166.50	162.00	157.50	153.00	148.50	144.00	
15 minutes	144.00	136.80	133.20	129.60	126.00	122.40	118.80	115.20	
10 minutes	126.00	119.70	116.55	113.40	110.25	107.10	103.95	100.80	
5 minutes	95.00	90.25	87.88	85.50	83.13	80.75	78.38	76.00	
1 min. or less	80.00	76.00	74.00	72.00	70.00	68.00	66.00	64.00	

PROGRAM TIME	TIME COMBINED WITH FILM STUDIO USE								
	1-12 times	13-25 times 5%	26-38 times 7½%	39-51 times 10%	52-103 times 12½%	104-155 times 15%	156-207 times 17½%	208 or over 20%	
1 hour	\$240.00	228.00	222.00	216.00	210.00	204.00	198.00	192.00	
45 minutes	192.00	182.40	177.60	172.80	168.00	163.20	158.40	153.60	
40 minutes	180.00	171.00	166.50	162.00	157.50	153.00	148.50	144.00	
30 minutes	144.00	136.80	133.20	129.60	126.00	122.40	118.80	115.20	
20 minutes	120.00	114.00	111.00	108.00	105.00	102.00	99.00	96.00	
15 minutes	96.00	91.20	88.80	86.40	84.00	81.60	79.20	76.80	
10 minutes	75.00	71.25	69.37	67.50	65.62	63.75	61.87	60.00	
5 minutes	65.00	61.75	60.13	58.50	56.88	55.25	53.63	52.00	
1 min. or less	50.00	47.50	46.25	45.00	43.75	42.50	41.25	40.00	

**REHEARSAL TIME**—Live Studio rehearsal time, \$25 per half-hour. Minimum charge of one-half hour rehearsal time except for live spot commercials.

Film Studio program rate includes pre-broadcast run-thru as well as air time for handling all film, film slides and bal-optic material. Additional time, \$25 per hour; minimum charge, \$15. A flat charge of \$25 is made for use of Film Studio in conjunction with Live Studio or remote pickups. An additional charge, in any case, may be made when announcer, music or sound effects are required with film or slide. Rates on request.

**STUDIO FACILITIES**—Live Studio "A", 22' wide by 36' long, equipped with 3 image orthicon studio cameras, dolly mounted; microphone boom and fixed microphones as required. Internal reflector lighting units and spotlights. Sound equipment includes 33-1/3 and 78 r.p.m. lateral and/or vertical double turntables.

Live Studio "B," 36' wide by 46' long, equipped with 3 image orthicon studio cameras, dolly mounted. Adjustable lighting units, individually controlled. Sound equipment includes 33-1/3 and 78 r.p.m. lateral and/or vertical double turntables.

Film Studio is equipped for continuous showing of 16-mm and 35-mm silent or sound films; with 35-mm slide projector and balopticon; with 33-1/3 and 78 r.p.m. lateral and/or vertical double turntables; with announcer studio.

**REMOTE PICKUPS**—Two mobile units, each equipped with 2 image orthicon cameras are available. When required, 4 cameras per unit will be supplied. Charges vary, depending upon requirements, use of relay transmitter or special telephone lines, number of cameras, special lighting, extra rehearsal time, use of Live Studio for commercials, etc. Estimates on request.

# KFI-TV

CHANNEL 9

LOS ANGELES

OWNED AND OPERATED BY *Carle C. Anthony, Inc.*

RATE CARD #5

Effective May 15, 1950.

## TIME RATES ONLY (Studio or Film Programs)

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TIMES:	1-25	5% 26-51	10% 52-103	15% 104-155	20% 156-311	22½% 312-467	25% 468/more
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### CLASS A (6:00 PM - 11:00 PM DAILY)

One Hour	\$500 00	475 00	450 00	425 00	400 00	387 50	375 00
30 Minutes	300 00	285 00	270 00	255 00	240 00	232 50	225 00
20 Minutes	225 00	213 75	202 50	191 25	180 00	174 38	168 75
15 Minutes	200 00	190 00	180 00	170 00	160 00	155 00	150 00
10 Minutes	175 00	166 25	157 50	148 75	140 00	135 63	131 25
5 Minutes	125 00	118 75	112 50	106 25	100 00	96 88	93 75
Participation	100 00	95 00	90 00	85 00	80 00	77 50	75 00
1 Minute or Less	90 00	85 50	81 00	76 50	72 00	69 75	67 50

### CLASS B (12 NOON - 6:00 PM DAILY)

One Hour	300 00	285 00	270 00	255 00	240 00	232 50	225 00
30 Minutes	180 00	171 00	162 00	153 00	144 00	139 50	135 00
20 Minutes	135 00	128 25	121 50	114 75	108 00	104 62	101 25
15 Minutes	120 00	114 00	108 00	102 00	96 00	93 00	90 00
10 Minutes	105 00	99 75	94 50	89 25	84 00	81 38	78 75
5 Minutes	75 00	71 25	67 50	63 75	60 00	58 12	56 25
Participation	60 00	57 00	54 00	51 00	48 00	46 50	45 00
1 Minute or Less	54 00	51 30	48 60	45 90	43 20	41 85	40 50

### CLASS C (9:00 AM - 12:00 NOON DAILY)

One Hour	200 00	190 00	180 00	170 00	160 00	155 00	150 00
30 Minutes	120 00	114 00	108 00	102 00	96 00	93 00	90 00
20 Minutes	90 00	85 50	81 00	76 50	72 00	69 75	67 50
15 Minutes	80 00	76 00	72 00	68 00	64 00	62 00	60 00
10 Minutes	70 00	66 50	63 00	59 50	56 00	54 25	52 50
5 Minutes	50 00	47 50	45 00	42 50	40 00	38 75	37 50
Participation	40 00	38 00	36 00	34 00	32 00	31 00	30 00
1 Minute or Less	36 00	34 20	32 40	30 60	28 80	27 90	27 00

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## **STUDIO REHEARSAL AND PRODUCTION FACILITIES CHARGES**

Studio rehearsal time and production facilities charges for live programs quoted on request. KFI-TV reserves the right to require sufficient rehearsal time to assure proper program presentation.

No studio rehearsal or production facilities charge for all-film programs.

## **ANNOUNCEMENT PRODUCTION FACILITIES CHARGES**

Studio rehearsal and production facilities charge for live announcements quoted on request.

No studio rehearsal and production facilities charge for all-film announcements.

## **REMOTES**

Remote charges on request.

## **PERSONNEL:**

*General Manager—W. B. Ryan*

*KFI-TV Manager—Haan J. Tyler*

*Sales and Promotion Manager—Kevin B. Sweeney*

*Program Director—Kenneth C. Higgins*

*Co-Chief Engineers—H. L. Blatterman and Curtis Mason*

*Comptroller—J. W. Cunningham*

## **REPRESENTATIVES:**

Represented nationally by Edward Petry & Company, Inc., New York — Chicago — San Francisco — Los Angeles — Atlanta — St. Louis — Detroit — Dallas.



OWNED AND OPERATED BY *Parle C. Anthony, Inc.*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO., INC.

TELEVISION  
RATE CARD No. 4



EFFECTIVE  
December 1, 1949

**TIME RATES ONLY** (Studio or film programs)

TIMES:	1-25	5% 26-51	10% 52-103	15% 104-155	20% 156-311	22½% 312-467	25% 468/more
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**CLASS A. 12 Noon to 6 P.M. Daily**

One Hour.....	210.00	199.50	189.00	178.50	168.00	163.75	158.50
30 Minutes.....	125.00	118.75	112.50	106.25	100.00	96.88	93.75
20 Minutes.....	90.00	85.50	81.00	76.50	72.00	69.75	67.50
15 Minutes.....	80.00	76.00	72.00	68.00	64.00	62.00	60.00
10 Minutes.....	70.00	66.50	63.00	59.50	56.00	54.25	52.50
5 Minutes.....	50.00	47.50	45.00	42.50	40.00	38.75	37.50
Participation.....	40.00	38.00	36.00	34.00	32.00	31.00	30.00
1 Minute or less	35.00	33.25	31.50	29.75	28.00	27.12	26.25

**CLASS B 9 A.M. to 12 Noon Monday through Friday**

One Hour.....	150.00	142.50	135.00	127.50	120.00	116.25	112.50
30 Minutes.....	90.00	85.50	81.00	76.50	72.00	69.75	67.50
20 Minutes.....	60.00	57.00	54.00	51.00	48.00	46.50	45.00
15 Minutes.....	52.50	49.88	47.25	44.63	42.00	40.69	39.38
10 Minutes.....	45.00	42.75	40.50	38.25	36.00	34.88	33.75
5 Minutes.....	30.00	28.50	27.00	25.50	24.00	23.25	22.50
Participation.....	25.00	23.75	22.50	21.25	20.00	19.38	18.75

141 N. Vermont Avenue  
Los Angeles 54, California

**BUSINESS OFFICE AND STUDIOS**

**TRANSMITTER** —Mount Wilson, California

**WAVE — POWER — TIME**

Effective radiated power

Video — 30,000 watts

Audio — 15,000 watts

Frequency — 186-192 megacycles — Channel 9

Antenna Height — 3100 feet above average terrain

**AGENCY COMMISSION**

15% Agency commission paid to recognized agencies on all charges shown herein.  
No cash discount. Bills due and payable when rendered.

**GENERAL ADVERTISING**

Rates are for station time only and do not include talent, production facilities and rehearsal charges, or remote charges.

Announcements and programs cannot be combined to earn discounts. All broadcasts placed with the station for the advertiser for consecutive broadcasting within one year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total amount of frequency discounts earned, provided however, that announcements cannot be so combined with five-minute or longer programs.

Contiguous rates will only be allowed when programs are run contiguously.  
Contracts accepted 30 days in advance of initial broadcast.

This rate card is for informative purposes only and does not constitute an offer on the part of the station.

# KTTV

is represented by RADIO SALES, Radio and  
Television Stations Representative, offices at:

485 Madison Avenue, New York 22, New York  
Phone: PLaza 5-2000

410 North Michigan Ave., Chicago 11, Illinois

902 Fisher Building, Detroit 2, Michigan

Columbia Square, Los Angeles 28, California

Suite 903, 63 S. Main St., Memphis 3, Tenn.

Palace Hotel, 140 Jessie Street,  
San Francisco 5, California

**Rate Card No. 2**

Effective

February 1, 1950

Television Station

# KTTV

**Channel 11**

*This rate card is published by KTTV  
for the convenient reference of advertisers and is  
not to be considered as an offer of facilities.*

*All data herein are subject to  
change without notice.*

General Office and Studio . . .  
**1025 N. HIGHLAND AVENUE**  
**LOS ANGELES 38, CALIF.**  
**Phone: HUDson 2-1301**

Transmitter: Mt. Wilson, Calif.

owned by  
**Los Angeles Times**  
and  
**Columbia Broadcasting**  
**System, Inc.**

*Los Angeles Affiliate*  
**COLUMBIA BROADCASTING SYSTEM**  
**TELEVISION NETWORK**



# Channel 11

FREQUENCY 198 — 204 MCS

1. AIR TIME	CLASS A*	CLASS B†
1 hour	\$750.00	\$450.00
40 minutes	600.00	360.00
30 minutes	450.00	270.00
20 minutes	375.00	225.00
15 minutes	300.00	180.00
10 minutes	250.00	150.00
5 minutes	210.00	126.00

\* Between 7:00 P.M. and 10:30 P.M., Monday through Fridays: 1:00 P.M., and 10:30 P.M., Saturdays and Sundays. † All other times.

## 2. ANNOUNCEMENTS:

- (a) Station breaks and service announcements on soundfilm \$112.50 \$67.50
- (b) One-minute announcements on sound film \$150.00 \$90.00

## FREQUENCY DISCOUNTS:

26 times per 12 month period	5%
52 times per 12 month period	10%
104 times per 12 month period	12½%
208 times per 12 month period	15%

## 3. USE OF FILM FACILITIES:

The above rates include the use of film facilities. On film programs requiring rehearsals of commentator, interpolation and cueing of material, etc., a film facilities charge is made at the rate of \$100.00 per hour of such rehearsal, prorated to the nearest quarter hour.

## 4. USE OF STUDIO FACILITIES:

Charge for use of studio facilities for rehearsal quoted on request. KTTV reserves the right to require sufficient rehearsal time to assure proper program presentation. Closed-circuit audition price quoted on request.

## 5. REMOTE PICKUP FACILITIES:

Complete facilities for field originations available. Rates for specific pickups computed in relation to costs involved.

## 6. AVAILABLE FACILITIES AND SERVICES:

- (a) Studios 40' x 40', 45' x 65', and 47' x 70';

ten image-orthicon cameras; 16 MM and 35 MM projectors; standard Leica-size (double frame positive) slide projectors; balopticon; RCA mobile unit. Transcription service, Associated Press News Service.

- (b) Charges on request for packaged programs, sports events, film and other programs and components, announcers, commentators, talent, etc.

## 7. MISCELLANEOUS:

- (a) *Commissions*: Charges for air time and/or use of facilities under Sections 1 through 5 are subject to 15% commission to recognized advertising agencies.
- (b) *Frequency Discounts*: Air Time periods (under Section 1) of any length and in different time classifications may be combined for Frequency Discounts to the extent that the higher priced periods earn a discount for the lower, but not vice versa. All station breaks, service and 1-minute announcements under Section 2, regardless of time class, may be combined for Frequency Discounts. Section 1 and Section 2 may not be combined. Discounts are allowed currently on non-cancellable contracts. On other contracts, discounts will be due and payable as earned.
- (c) *Time of Payment*: Charges are payable immediately after each broadcast unless other arrangements have been made prior to broadcast.
- (d) *Acceptability of Programs, Products, Continuity*: Facilities will be furnished only for programs, products and continuities acceptable to KTTV. Type of audience and program balance may effect acceptability of program, product or continuity for specific time periods, KTTV will be glad to discuss such acceptability for specific time periods in advance of receipt of order.
- (e) *Revisions*: In the event of revisions of station rates, any continuous telecasts may be extended for a period of six months from the effective date of the new rates at the rates in existence before such revision. Rates guaranteed for maximum of six months. Five minute programs are subject to clearance for programs of greater length.

CHANNEL 13  
210-216 MG

K L A C - T V

Rate Card No. 2  
Effective March 15, 1950

CLASS A TIME

6:00 P.M. to 11:00 P.M. Monday through Friday.  
12:00 Noon to 11:00 P.M. Saturday and Sunday.

<u>Times</u>	<u>1 Hour</u>	<u>40 Min</u>	<u>30 Min</u>	<u>20 Min</u>	<u>15 Min</u>	<u>10 Min</u>	<u>5 Min</u>	<u>1 Min</u>	<u>30 Sec</u>
1	600.00	480.00	360.00	300.00	240.00	180.00	150.00	90.00	68.00
13	540.00	432.00	324.00	270.00	216.00	162.00	135.00	81.00	61.25
26	525.00	420.00	315.00	262.50	210.00	157.50	131.25	78.75	59.50
39	510.00	408.00	306.00	255.00	204.00	153.00	127.50	76.50	57.75
52	495.00	396.00	297.00	247.50	198.00	148.50	123.75	74.25	56.00
104	480.00	384.00	288.00	240.00	192.00	144.00	120.00	72.00	54.25
260	450.00	376.00	270.00	225.00	180.00	135.00	112.50	67.50	51.00

CLASS B TIME

All Time Not Designated as A Time.

<u>Times</u>	<u>1 Hour</u>	<u>40 Min</u>	<u>30 Min</u>	<u>20 Min</u>	<u>15 Min</u>	<u>10 Min</u>	<u>5 Min</u>	<u>1 Min</u>	<u>30 Sec</u>
1	400.00	320.00	240.00	200.00	160.00	120.00	100.00	60.00	48.00
13	360.00	288.00	216.00	180.00	144.00	108.00	90.00	54.00	43.25
26	350.00	280.00	210.00	175.00	140.00	105.00	87.50	52.50	42.00
	340.00	272.00	204.00	170.00	136.00	102.00	85.00	51.00	40.75
	330.00	264.00	198.00	165.00	132.00	99.00	82.50	49.50	39.50
	320.00	256.00	192.00	160.00	128.00	96.00	80.00	48.00	38.50
260	300.00	240.00	180.00	150.00	120.00	90.00	75.00	45.00	36.00

FILM PROJECTION

"F" rates apply at all times on all film projection except 5 minutes, 1 minutes and time signals.

COMBINATION RATES: The total number of announcements used by an advertiser of KLAC-AM and KLAC-TV can be combined to determine the net frequency rates per each AM and TV announcement schedule. The total number of programs used on both AM and TV can also be combined to determine the respective net frequency rates per each program schedule. Program periods and announcements may not be combined to earn frequency discounts. Rates shown above apply to contracts completed within 12 months.

SPECIAL PARTICIPATING program rates available upon request.

REHEARSAL TIME provided free of charge unless it exceeds twice the amount of time purchased, in which case there will be a charge of .50 per additional half hour or portion thereof.

REMOTE CONTROL: Complete facilities available. Rates upon request.

SPECIAL SETS constructed at cost of material and labor.

AGENCY COMMISSION: 15% on time, only, to recognized advertising agencies. Commission on talent or service payable only when specified on accepted contract. Bills due and payable when rendered.

CASH DISCOUNT: 2% on time, only, may be deducted if paid within ten days from date of bill.

Rates shown above are based on 400,000 television sets in the Greater Los Angeles Area.

No contract has guaranteed rate-protection beyond thirteen weeks of date of acceptance.

K L A C - T V

SPECIAL PARTICIPATING PROGRAM RATES  
EFFECTIVE MARCH 1, 1950

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JOE GRAYDON SHOW  
(10:00 A.M. to 12:00 P.M.)  
Monday through Friday)

MICHAEL ROY'S MUSICAL KITCHEN  
(12:00 P.M. to 1:00 P.M.)  
Monday through Friday)

Participations:	1 time	. . . . .	\$ 37.50
	13 times	. . . . .	33.75
	26 "	. . . . .	32.75
	52 "	. . . . .	31.75
	104 "	. . . . .	30.75
	260 "	. . . . .	28.00

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AL JARVIS ORIGINAL MAKE BELIEVE BALLROOM  
(1:00 P.M. to 5:45 P.M. Monday through Friday)

Participations:	1 time	. . . . .	\$ 45.00
	13 "	. . . . .	40.50
	26 "	. . . . .	39.50
	39 "	. . . . .	38.25
	52 "	. . . . .	37.25
	104 "	. . . . .	36.00
	260 "	. . . . .	33.75

TIME BLOCKS (5, 10 and 15 minutes) rates as quoted on rate card, class "B" time.  
SAME RATES apply for the Al Jarvis Sunday Program.  
FILM may be used between 1:00 P.M. and 3:00 P.M.

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KEMPER'S KAPERS  
(6:30 P.M. to 7:00 P.M. Monday through Friday)

Participations:	1 per week	. . . . .	\$ 90.00 each
	2 " "	. . . . .	80.00 "
	3 " "	. . . . .	70.00 "
	4 " "	. . . . .	60.00 "
	5 " "	. . . . .	50.00 "

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THE HAWTHORNE SHOW  
(10:00 P.M. to 11:00 P.M. Monday through Friday)  
(or following baseball games)

Participations:	1 time	. . . . .	\$ 75.00
	13 times	. . . . .	67.50
	26 "	. . . . .	66.50
	52 "	. . . . .	64.75
	104 "	. . . . .	61.75
	260 "	. . . . .	56.25

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\$1.75 CHARGE FOR ART WORK ON EACH CARD

COPY MUST BE SUBMITTED 24 HOURS IN ADVANCE OF EACH TELECAST

\* \* \* \* \*

**HU. 2-7311**

AMERICAN BROADCASTING COMPANY

KECA-TV

LOS ANGELES 28, CALIFORNIA

TELEVISION RATE CARD NO. 2 -- EFFECTIVE APRIL 1, 1950

TERMS OF USE

- A. All accounts are subject to the same rates. No periods are sold in bulk for resale.
- B. All programs and advertising copy are subject to approval of the station.

PRODUCTION SERVICES

The services of our Program Department in arranging and presenting programs are available to clients. A charge will be made for programs requiring special production.

STUDIO REHEARSAL CHARGES

FILM -- For each hour or fraction thereof contracted for, an equivalent amount of film studio rehearsal time will be allowed. Charges for additional film rehearsal time quoted on request. Film rehearsal includes handling of film, slides and baloptican material. Company will quote prices on request for live commercials used within a film program and requiring use of studio cameras.

LIVE -- For each hour or fraction thereof, contracted for, an equivalent amount of live studio rehearsal time will be allowed. Rehearsal periods in excess of this amount will be charged for at the rate of \$25.00 per half hour per camera.

NET FREQUENCY RATES

Net Frequency Rates shown in this card are based on the total number of programs or announcements in all rate brackets used within one year for the same advertiser; however, programs and announcements may not be combined for frequency rate.

If a contract is renewed for the same schedule, without interruption, beyond a 52-week period, the same earned time rate will be allowed for such continuous weekly service as the rate earned for the preceding 52-week period; however, should the schedule of the renewed contract be reduced or cancelled before completing the contract fiscal year, a short rate charge will be made in accordance with applicable frequency rate for number of programs or announcements used within the current fiscal year, or advertiser may elect to re-earn frequency rate each fiscal year.

Interruption of a series necessitated by broadcasting of special events of importance will not affect the advertiser's right to the frequency rate.

KECA - TV Rate Card No. 2 (Continued)

JOINT AM AND TV NET FREQUENCY RATES

The total number of announcements used by an advertiser on KECA-AM and KECA-TV may be combined to determine the respective net frequency rates for each AM and TV announcement schedule. The total number of programs used on both AM and TV may also be combined to determine the respective net frequency rates for each program schedule. However, announcements and programs may not be combined.

PERCENTAGES OF THE HOUR

Rates for periods of time less than one hour are figured at the following percentages of the hour rate:

5 minutes	26 2/3%	35 minutes	66 2/3%
10 minutes	33 1/3%	40 minutes	73 1/3%
15 minutes	40%	45 minutes	80%
20 minutes	46 2/3%	50 minutes	86 2/3%
25 minutes	53 1/3%	55 minutes	93 1/3%
30 minutes	60%	60 minutes	100%

Rates for periods longer than one hour are in exact proportion to the hour rate (i.e., the 90-minute rate will be 150% of the hour rate).

AGENCY COMMISSION

A commission of 15% will be allowed to recognized advertising agencies on rates and studio rehearsal charges shown herein.

REGULATIONS

- A. This rate card is subject to change without notice.
- B. No cash discounts. Bills due and payable when rendered.
- C. Contracts accepted not more than 30 days in advance of initial broadcasts.
- D. This rate card is for informative purposes, and does not constitute an offer on the part of the station.

RATE PROTECTION

Advertisers currently using KECA-TV and those whose orders are received prior to April 1, 1950, will receive rate protection on Rate Card No. 1 through September 30, 1950, provided Advertiser's schedule continues without interruption.

LENGTH OF COMMERCIAL COPY

	<u>Class "A"</u>		<u>Class "B"</u>	
	Regular	News	Regular	News
5 minutes	1:00	1:00	1:15	1:00
10 minutes	2:00	2:00	2:10	2:10
15 minutes	2:30	2:30	3:00	3:00
25 minutes	2:50		4:00	
30 minutes	3:00		4:15	
45 minutes	4:30		5:45	
60 minutes	6:00		7:00	

1 - TV Rate Card No. 2 (Continued)

SCHEDULE I

STATION TIME - PROGRAM ALL FILM

Includes Use Of Film Studio.

Class "A" 7:00 to 11:00 PM Monday Through Saturday  
12:00 Noon to 11:00 PM Sunday

	NUMBER OF TIMES PER YEAR									
	1-12	13-25	26-38	39-51	52-103	104 -155	156 -207	208 -259	260 Or More	
1 Hour	600.00	585.00	570.00	555.00	540.00	525.00	510.00	495.00	480.00	
1/2 Hour	360.00	351.00	342.00	333.00	324.00	315.00	306.00	297.00	288.00	
1/4 Hour	240.00	234.00	228.00	222.00	216.00	210.00	204.00	198.00	192.00	
10 Mins	200.00	195.00	190.00	185.00	180.00	175.00	170.00	165.00	160.00	
5 Mins	160.00	156.00	152.00	148.00	144.00	140.00	136.00	132.00	128.00	
1 Min Or Less	125.00	122.00	118.75	115.50	112.50	109.50	106.25	103.00	100.00	

Class "B" All Other Times Day And Night

1 Hour	450.00	438.75	427.50	416.25	405.00	393.75	382.50	371.25	360.00
1/2 Hour	270.00	263.25	256.50	249.75	243.00	236.25	229.50	222.75	216.00
1/4 Hour	180.00	175.50	171.00	166.50	162.00	157.50	153.00	148.50	144.00
10 Mins	150.00	146.25	142.50	138.75	135.00	131.25	127.50	123.75	120.00
5 Mins	120.00	117.00	114.00	111.00	108.00	105.00	102.00	99.00	96.00
1 Min Or Less	93.75	91.50	89.00	86.75	84.50	82.00	79.75	77.50	75.00

SCHEDULE II

STATION TIME - PROGRAM ALL LIVE OR LIVE AND FILM

Includes Use Of Live Studio

Class "A" 7:00 to 11:00 PM Monday Through Saturday  
12:00 Noon to 11:00 PM Sunday

	NUMBER OF TIMES PER YEAR									
	1-12	13-25	26-38	39-51	52-103	104 -155	156 -207	208 -259	260 or More	
1 Hour	700.00	682.50	665.00	647.50	630.00	612.50	595.00	577.50	560.00	
1/2 Hour	420.00	409.50	399.00	388.50	378.00	367.50	357.00	346.50	336.00	
1/4 Hour	280.00	273.00	266.00	259.00	252.00	245.00	238.00	231.00	224.00	
10 Mins	233.50	227.75	221.75	216.00	210.25	204.25	198.50	192.50	186.75	
5 Mins	186.50	181.75	177.25	172.50	167.75	163.25	158.50	154.00	149.25	
1 Min Or Less	150.00	146.25	142.50	138.75	135.00	131.25	127.50	123.75	120.00	

Class "B" All Other Times Day And Night

1 Hour	525.00	511.75	498.75	485.75	472.50	459.50	446.25	433.00	420.00
1/2 Hour	315.00	307.25	299.25	291.50	283.50	275.75	267.75	260.00	252.00
1/4 Hour	210.00	204.75	199.50	194.25	189.00	183.75	178.50	173.25	168.00
10 Mins	175.00	170.75	166.25	162.00	157.50	153.25	148.75	144.50	140.00
5 Mins	140.00	136.50	133.00	129.50	126.00	122.50	119.00	115.50	112.00
1 Min Or Less	112.50	109.75	107.00	104.00	101.25	98.50	95.75	92.75	90.00

REMOTE PROGRAMS Station Time Charges For Programs Originating Outside Of Company's Studios Are Based On Schedule I Above. Engineering And Production Costs Will Be Quoted On Request.