
WRAL

CAPITOL BROADCASTING COMPANY

40 Kilocycles

Phone 6411 : Raleigh, N. C.

Full Time

Affiliated with

"The Mutual Broadcasting System"

DIXIE FM

:-:

TOBACCO NETWORK

REGULATIONS AND RESTRICTIONS:

Maximum contract term one year.

WRAL reserves the right to reject any material or talent that does not meet the production and prestige standards of the station.

Political broadcasts accepted on the one time card rate.

Programs of live talent will be arranged for clients at cost.

All special features, talent, line charges, special music, etc., are to be paid by the advertiser.

Continuity and program material must be submitted 24 hours before broadcasting.

MECHANICAL PROGRAM EQUIPMENT:

Dual turntables for both lateral and vertical transcriptions using 33-1/3 rpm. and 78 rpm.

Arrangements may be made for programs which originate outside studios wherever telephone lines are available.

Facilities for recording programs.

Mutual

WRAL

Feb. 1, 1951

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GENERAL BROADCASTING RATES

Class "A"—(5:59 p.m. to 10:31 p.m. weekdays—1:00 p.m. to 10:31 p.m. Sundays)

	1 Time	13 Times	26 Times	52 Times	104 Times	156 Times	260 Times
One Hour	\$50.00	\$49.00	\$48.00	\$46.00	\$44.00	\$42.00	\$40.00
Half Hour	30.00	29.00	28.00	26.00	24.00	22.00	20.00
Quarter Hour	20.00	19.00	18.00	17.00	16.00	15.00	14.00
Ten Minutes	15.00	14.50	14.00	13.00	12.00	11.00	10.00
Five Minutes	11.00	10.50	10.00	9.50	9.00	8.00	7.00

Class "B"—(All other hours other than those listed as Class "A" above)

	1 Time	13 Times	26 Times	52 Times	104 Times	156 Times	260 Times
One Hour	\$30.00	\$29.00	\$28.00	\$27.00	\$26.00	\$25.00	\$24.00
Half Hour	20.00	19.00	18.00	17.00	16.00	15.00	14.00
Quarter Hour	15.00	14.00	13.00	12.00	11.00	10.00	9.00
Ten Minutes	11.00	10.50	10.00	9.50	9.00	8.00	7.00
Five Minutes	9.00	8.75	8.25	7.75	7.25	6.50	6.00

Announcements: Class "A"

	1 Time	13 Times	26 Times	52 Times	104 Times	156 Times	312 Times
One Minute approx. 120 words	\$6.00	\$5.80	\$5.60	\$5.40	\$5.10	\$4.80	\$4.50
50 words	4.50	4.20	4.00	3.75	3.65	3.50	3.25

Announcements: Class "B"

	1 Time	13 Times	26 Times	52 Times	104 Times	156 Times	312 Times
One Minute, approx. 120 words	\$4.50	\$4.20	\$4.00	\$3.75	\$3.65	\$3.50	\$3.25
50 words	3.00	2.75	2.50	2.40	2.30	2.20	2.00

"TEMPUS FUGIT"

RALEIGH'S TOP HOOPER RATED MORNING BLOCK

7:05 A.M. to 9:30 A.M.

Six Days Weekly

50 WORD ANNOUNCEMENTS — (1/2 Min.)

One to 52 Times

\$4.50 each

Contract Rate

52 or More — \$4.00 each

FIVE MINUTE FEATURES —

TRADING POST — LOST & FOUND — BABY ANNOUNCEMENTS — NEWS

Add \$1.00 to Earned Rate Listed Above.

PACKAGE FEATURES

TIME SIGNALS — WEATHER FORECASTS —
NEWS HEADLINE SUMMARIES — and "RUN OF
SCHEDULE" ANNOUNCEMENTS IN VOLUME

See Bill every