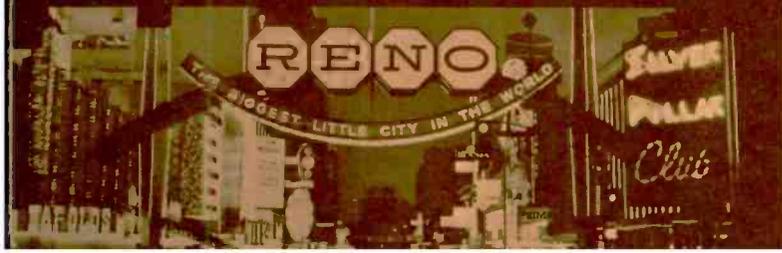


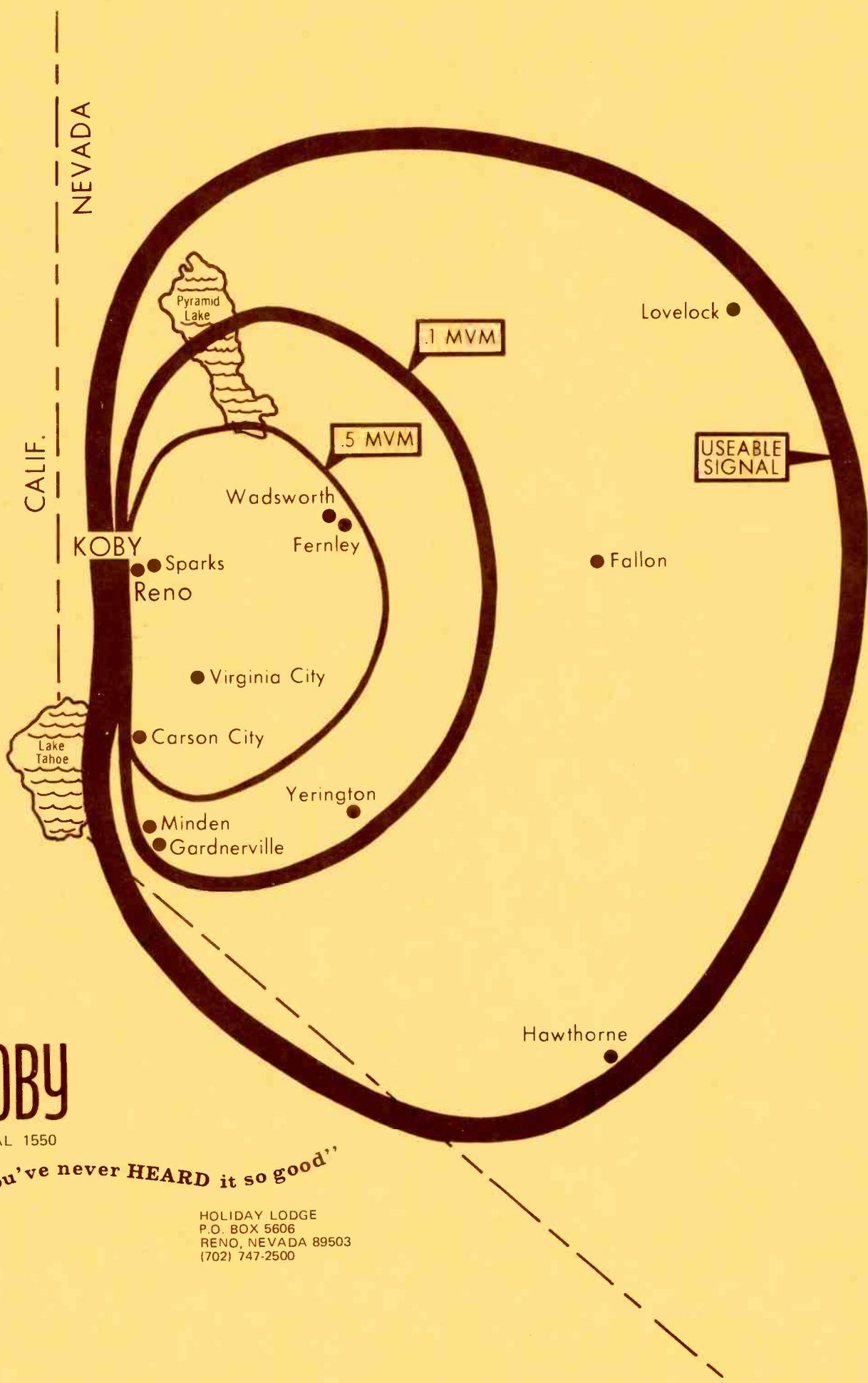
KOBY

“You’ve never HEARD it so good”



RENO, NEVADA

DIAL 1550--10,000 WATTS



KOBY

DIAL 1550

"You've never HEARD it so good"

HOLIDAY LODGE
 P.O. BOX 5606
 RENO, NEVADA 89503
 (702) 747-2500

KOBY

10,000 WATTS

— 1550 KC —

ABC AFFILIATE

HOLIDAY LODGE

P. O. BOX 5606

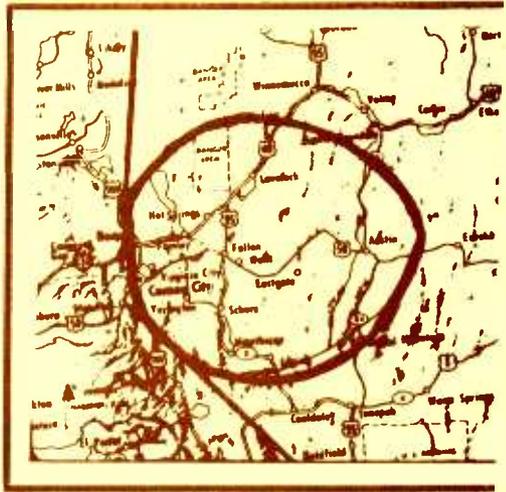
RENO, NEVADA 89503

(702) 747-2500



KOBY

10,000 WATTS



30 Seconds

Run of Schedule

1	\$5.00
30	3.50 each
60	3.00 each
90	2.25 each

Fixed Times

1	\$6.00
30	4.00 each
60	3.50 each
90	3.00 each

Minutes

Run of Schedule

1	\$6.00
30	4.20 each
60	3.60 each
90	3.00 each

Fixed Times

1	\$8.00
30	5.60 each
60	4.80 each
90	4.00 each

15 Seconds 70% of 30 Second Rates

Blackjack Package

Seven 30 Second Spots, one piece of copy, run in one day, \$21.00

Time Signals

R. O. S. - Five daily, \$1.00 each, ten daily, \$.90 each

Agency

15% Trade Courtesy to KOBY recognized Advertising Agencies



HOLIDAY LODGE
Reno, Nevada
(702) 747-2500

Billing: Monthly
5% discount if paid by the 10th of
the month in which billed.



Radio Station KOBY

P. O. Box 5606 Reno, Nevada
89503
Phone (702) 747 - 2500

Date _____ 19 _____

Your # _____

Advertiser _____

Telephone # _____

Address _____

A/E _____

Length of Schedule _____

SPOT/PROGRAM RATE: TOTAL

Start Date _____ End Date _____

_____ 60's @ _____ Ea. \$ _____

Schedule as follows: _____

_____ 30's @ _____ Ea. \$ _____

_____ 15's @ _____ Ea. \$ _____

Special Billing Instructions _____

Other _____ \$ _____

Additional Charges:

Other remarks _____

Production _____ \$ _____

Talent _____ \$ _____

Ordered By _____

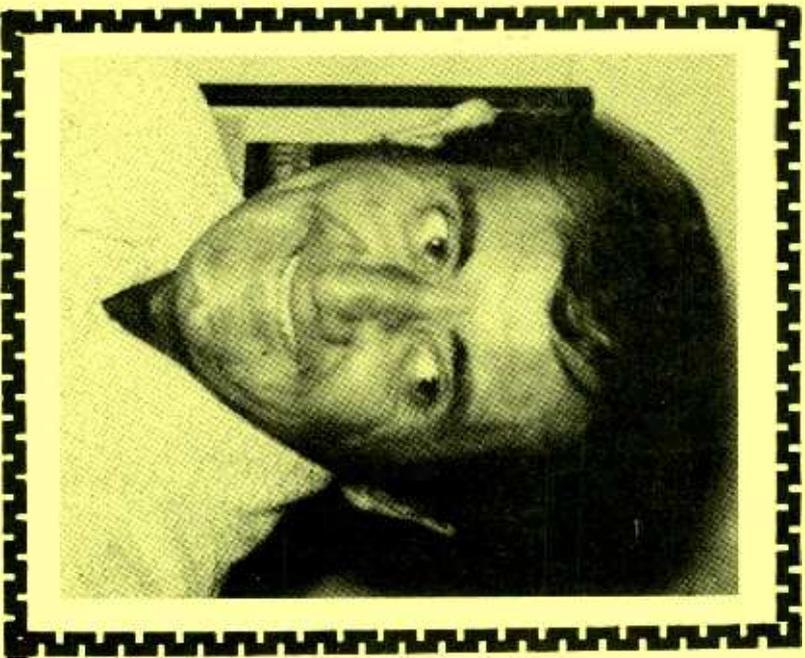
Remote _____ \$ _____

Other _____ \$ _____

Total Cost \$ _____

Less _____ % Discount

Title _____



JOIN ME....

on

KOBY RADIO

7:15-10 AM-DIAL 1550

Johnny "M"

KOBY SERVICE ORDER

DATE _____

NEW ORDER
 SUPERCEDES ORDER DATED _____
 EFFECTIVE _____

LOCAL
 NATIONAL

ADVERTISER _____

AGENCY _____

ADDRESS _____

ADDRESS _____

TELEPHONE _____

AGENCY ORDER NUMBER _____

LENGTH OF ORDER _____

TOTAL SPOTS _____

START _____

TOTAL COST _____

END _____

SPOT RATE 60" _____ 30" _____ 15" _____

SCHEDULE

TIME	SECONDS	S	M	T	W	T	F	S	PRODUCTION
									<input type="checkbox"/> CART <input type="checkbox"/> LIVE <input type="checkbox"/> C-L <input type="checkbox"/> L-C <input type="checkbox"/> C-L-C <input type="checkbox"/> L-C-L
TOT. SPOTS PER WEEK									

SPECIAL TRAFFIC INSTRUCTIONS:

SPECIAL BILLING INSTRUCTIONS:

JAN. _____ 60" @ _____ TOTAL \$ _____
 _____ 30" @ _____ TOTAL \$ _____
 _____ 15" @ _____ TOTAL \$ _____
 FEB. _____ 60" @ _____ TOTAL \$ _____
 _____ 30" @ _____ TOTAL \$ _____
 _____ 15" @ _____ TOTAL \$ _____
 MAR. _____ 60" @ _____ TOTAL \$ _____
 _____ 30" @ _____ TOTAL \$ _____
 _____ 15" @ _____ TOTAL \$ _____
 APR. _____ 60" @ _____ TOTAL \$ _____
 _____ 30" @ _____ TOTAL \$ _____
 _____ 15" @ _____ TOTAL \$ _____
 MAY _____ 60" @ _____ TOTAL \$ _____
 _____ 30" @ _____ TOTAL \$ _____
 _____ 15" @ _____ TOTAL \$ _____
 JUNE _____ 60" @ _____ TOTAL \$ _____
 _____ 30" @ _____ TOTAL \$ _____
 _____ 15" @ _____ TOTAL \$ _____

JULY _____ 60" @ _____ TOTAL \$ _____
 _____ 30" @ _____ TOTAL \$ _____
 _____ 15" @ _____ TOTAL \$ _____
 AUG. _____ 60" @ _____ TOTAL \$ _____
 _____ 30" @ _____ TOTAL \$ _____
 _____ 15" @ _____ TOTAL \$ _____
 SEPT. _____ 60" @ _____ TOTAL \$ _____
 _____ 30" @ _____ TOTAL \$ _____
 _____ 15" @ _____ TOTAL \$ _____
 OCT. _____ 60" @ _____ TOTAL \$ _____
 _____ 30" @ _____ TOTAL \$ _____
 _____ 15" @ _____ TOTAL \$ _____
 NOV. _____ 60" @ _____ TOTAL \$ _____
 _____ 30" @ _____ TOTAL \$ _____
 _____ 15" @ _____ TOTAL \$ _____
 DEC. _____ 60" @ _____ TOTAL \$ _____
 _____ 30" @ _____ TOTAL \$ _____
 _____ 15" @ _____ TOTAL \$ _____

SALESMAN _____

ACCEPTED BY: _____

KOBY PROGRAMMING - SUNRISE TO SUNSET - 10,000 WATTS - 1550 KC.
Reno, Nevada

DEMOGRAPHIC APPEAL

KOBY is directed to the 25+ age group using a M.O.R. format aimed at "Memoryville - Remember When"; plus Big Band, Western Traditional, Lush Orchestra, Novelty and Variety music with big production time signals, station I.D.'s using harp, guitar, celeste, vibe and music box background all blended together to create a fantasy of sound that is far from "background" or "wall-to-wall" and without utilizing the "Soul" or "Rock and Roll" category.

FORMAT

Played in following order:

String Instrumental - including Percy Faith, 101 Strings, Boston Pops, Felix Slatkin, Kostelanetz, etc.

Instrumental - covering favorites by over a hundred orchestras from the Glenn Miller and Russ Morgan hits of the 30's to the Henry Mancini and Burt Bacharach classics of the 70's. Here, too, the piano and guitar is presented - either solo or with full orchestra lacing-along with the small group, the novelty, the honky-tonk piano, banjos, exotic sounds, harmonicas, mandolins, etc.

Time Signal - with big production background

Vocal - stylings from memorable hits by Cole, Jolson, Armstrong, Durante and Chevalier to contemporary renderings by Sinatra, Tony Bennett, Dean Martin, Vicki Carr and Julie London. .or, perhaps, Ray Conniff, Johnny Mann or Ray Charles choral vocals.

Bridge - with harp, guitar or music box background.

Then, a repeat of the above with a different talent mix.

KOBY does flavor with western traditional, Eddy Arnold, Marty Robbins Frankie Lane, Lorne Green and music with humor - along with themes from Broadway and Hollywood hits.

Except for the morning Johnny "M" Show prior to 10:00 A.M., talk is held to a minimum of time signals, weather, local news tidbits, PSA announcements, etc.

Announcers are all very well seasoned with a mature, believable presentation - not as a D.J. - but as a true salesman. .the youngest being 39 years of age.

News - is heard every hour on the hour, in five-minute periods from the ABC Information Radio Network.

KOBY PROGRAMMING - SUNRISE TO SUNSET - 10,000 WATTS - 1550 KC.
Reno, Nevada

OTHER FEATURES

PAUL HARVEY NEWS & COMMENTS Network Sponsored Local Sale - Adjacency Only	Mon-Fri	7:35 -7:40 A. M.
PAUL HARVEY NEWS & COMMENTS Local Sale - Two 60 Second inserts - plus adjacencies	Mon-Sat	12:30-12:45 P. M.
BUSINESS NEWS & STOCK REPORT Local Sale - Adjacencies	Mon-Fri	2:05-2:10 P. M.
JOHNNY "M" SHOW Personality attack with local news events sprinkled throughout the show rather than in blocks. Time, weather, humor in good taste, up-tempo music... but, not rock.	Mon-Fri	7:00-10:00 A. M.
<p>While Johnny joined KOBY November 22, 1971, he held the top rating on another station for eleven years prior to joining the KOBY staff. He is 44 years old, a real "pro" with great "Remember When" knowledge and an excellent sell.</p>		
HERE'S TO YOUR HEALTH With Bill Cullen Local Sale - Adjacencies	Mon-Fri	9:30-9:34 A. M.
WONDERFUL WORLD OF FOOD With Betsy Palmer Local Sale - Adjacencies	Mon-Fri	11:30-11:34 A. M.
YOUR CHILD'S HEALTH With Vivian Vance Local Sale - Adjacencies	Mon-Fri	1:30-1:34 P. M.
YOUR ZODIAC - (2 minute) With Sue Page Local Sale - Available	Mon-Sun	8:45, 10:45 A. M. 2:45, 4:45 P. M.
REMEMBER WHEN SPECIAL 25 minute "live" simulation of a BIG BAND pickup - featuring a different band each week... Harry James, Goodman, Miller, etc.	Sunday	12:05-12:30 P. M.

KOBY PROGRAMMING - SUNRISE TO SUNSET - 10,000 WATTS - 1550 KC.
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