



# advertising rates



This Rate Card is for the convenient reference of Advertisers and Agencies and does not constitute an offer on the part of Station 2CH.

	Casual		26 Times		52 Times		104 Times		208 Times		312 Times	
	Rate	Amount	Rate	Amount	Rate	Amount	Rate	Amount	Rate	Amount	Rate	Amount
Slogans	1 13 0	1 10 0	39 0 0	1 9 0	75 8 0	1 7 0	140 8 0	1 5 0	260 0 0	1 4 0	374 8 0	
25 words	2 4 0	2 0 0	52 0 0	1 18 0	98 16 0	1 16 0	187 4 0	1 13 0	343 4 0	1 12 0	499 4 0	
50 words	3 6 0	2 19 0	76 14 0	2 17 0	148 4 0	2 15 0	286 0 0	2 10 0	520 0 0	2 7 0	733 4 0	
100 words	4 9 0	3 19 0	102 14 0	3 16 0	197 12 0	3 13 0	379 12 0	3 6 0	686 8 0	3 3 0	982 16 0	
1 minute	5 6 0	4 15 0	123 10 0	4 10 0	234 0 0	4 7 0	452 8 0	4 0 0	832 0 0	3 16 0	1,185 12 0	
15 minutes	10 16 0	9 13 0	250 18 0	9 6 0	483 12 0	8 17 0	920 8 0	8 3 0	1,695 4 0	7 14 0	2,402 8 0	
30 minutes	18 19 0	16 18 0	439 8 0	16 4 0	842 8 0	15 11 0	1,617 4 0	14 5 0	2,964 0 0	13 11 0	4,227 12 0	
60 minutes	35 2 0	31 8 0	816 8 0	30 3 0	1,567 16 0	28 18 0	3,005 12 0	26 7 0	5,480 16 0	25 2 0	7,831 4 0	

### WEEKLY SATURATION CAMPAIGNS

	£45 Buys	£65 Buys	£85 Buys	£100 Buys
Slogans	40	60	80	101
25 words	30	44	60	76
50 words	20	30	40	50
100 words	15	22	30	39

### RATE CLASSIFICATIONS

The above rates are applicable open to close Monday to Friday, also open to noon on Saturday. Rates for Saturday from noon onwards, special programmes, political and religious talks are available on application to the station. News spots and other preferred positions, plus 20%.

MIXED CONTRACT FORMULA No. 1

**PRODUCT ACCEPTABILITY:** All products and/or services advertised are subject to acceptance by the Station.

**PROGRAMME STANDARDS:** All programmes and commercial copy are acceptable for broadcasting subject to the approval of the Station.

**CONTRACT REQUIREMENTS:** All contracts are subject to the conditions contained in the 2CH Official Order Form, and to acceptance by the Station.

See also A.W.A. GROUP BUY RATE CARD, including all the following stations:

- 2CH SYDNEY
- 2GF GRAFTON
- 2GN GOULBURN
- 2AY ALBURY
- 3BO BENDIGO
- 4CA CAIRNS
- 4TO TOWNSVILLE
- 4WK WARWICK

EFFECTIVE 1st JANUARY, 1960

# advertising rate card

5,000 WATTS 1,170 KC/S.



It's always GOOD to hear from 2CH

Represented nationally by AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

SYDNEY: MELBOURNE: SOUTH BRISBANE: WELLINGTON, N.Z.: LONDON, ENG.:	47 YORK STREET 147 QUEEN STREET Cnr. MELBOURNE & CORDELIA STREETS 138 WAKEFIELD ST., WELLINGTON, C.I 99 ALDWYCH, W.C.2	BX 3322 MU 9141 4-1431 45-076 CHAncery 3105
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