Dear Sir,

We have pleasure in advising that "Mamma Lena" (Mrs. Lena Gustin M.B.E.) the very well-known and popular announcer in her field, who has broadcast the Italian Programme for many years over 2CH, is now conducting these widely-known ethnic sessions on 2KY.

Italian Programmes are on air nightly, Monday through Thursday, from 7.15 p.m. to 10 p.m.

The broadcasts are varied, interesting and very well presented with an established and enthusiastic audience of around 350,000 Italians listening all over Australia, plus 2KY's established audience of devoted racing fans, following the night's racing broadcasts on 2KY.

This wide spread of audience coverage has resulted in very satisfactory results for advertisers already programmed with Mrs. Gustin and in fact, the last July survey showed that, in the night time-slot between 7 and 10 p.m. (Italian Programme Time) 2ky is one of three stations holding the top rating spot.

Advertising rates in the Italian programmes are:-

1 x 45 second commercial	......	$30.00
1 x 60 " "	......	$35.00
1 x 15 min. segment	......	$80.00
1 x 30 " "	......	$140.00

All commercials and announcements are given in Italian and English and the rates quoted include all translations and copywriting. Programmes include an exclusive Italian News Service and sporting details by Dino Gustin, competitions, greetings and community service announcements and plenty of delightful Continental music featuring Europe's top recording stars and groups.

You're changing ... so are we

All in all, a very knowledgeable mixture of what it takes
to please a mighty big audience which is growing steadily
all the time.

At the moment we can offer you both spot announcements and
15-minute segments.

If you have clients interested in bi-lingual advertising
with special appeal to the ever-increasing Italian audience,
we will be happy to discuss all aspects of the programme
with you.

Yours faithfully,

. . . .
Dino Gustin
Producer & Advert. Director
of Italian programmes.