



1977 09 07

Tel. No. 714 0906

Dear Mr Dexter,

Thank you for your letter of 28th August, 1977.

I am delighted that you are able to hear Radio 5. Unfortunately we do not issue QSL cards, but kindly accept this letter as verification of your reception report (3388KHZ).

I wish you many more hours of happy listening to Radio 5.

Yours faithfully,

A handwritten signature in dark ink, appearing to read "Robert E. Edwards", written over a light-colored background.

ROBERT E. EDWARDS
FOR HEAD : REGIONAL SERVICES AND RADIO 5

REE/md

Mr Gerry L. Dexter
RR4, Box 80-D
Lake Geneva, WI 53147
U.S.A

RADIO



RADIO



RADIO 5 7-day packages RATE CARD

No. 10 Rates based on:

MRA 1st '77 LISTENING
INDEX (8 MONTH AVERAGE)

Applies to packages
broadcast:

MONDAY 29th AUGUST 1977 to
SUNDAY 25th DECEMBER 1977

Each 7-day Package contains 3
half-minute spots per day
Monday-Sunday making a total
of 21 spots per package.

No.	Channel	Total Adult Impacts	Cost per 1000	Cost per Package
1	06h00-09h00	987 000	35c	R 343,00
2	09h00-12h00	1 890 000	35c	R 665,00
3	12h00-15h00	2 037 000	35c	R 714,00
4	15h00-18h00	2 583 000	40c	R1036,00
5	18h00-21h00	1 743 000	38c	R 665,00
6	21h00-24h00	882 000	35c	R 308,00

Demographics:

No.	16-24 Impacts	16-24 Cost per 1000	16-34 Impacts	16-34 Cost per 1000
1	489 000	70c	771 000	44c
2	966 000	69c	1 509 000	44c
3	1 116 000	64c	1 650 000	43c
4	1 527 000	68c	2 118 000	49c
5	1 020 000	65c	1 473 000	45c
6	540 000	57c	753 000	41c

Other durations:

Costs for packages with spots of durations other than 30 seconds, Time Checks and Casual spots will be quoted on application.
All rates quoted in this Rate Card are subject to a non-commission-bearing levy for the S.A.A.R.F. (Ltd.)

Enquiries:

Radio 5 Telephone Johannesburg 714-0954/5
Durban 31-5541; Cape Town 44-1155

SABG

RADIO 5 7-dag-flitspakkies TARIEFKAART

Nr. 10 Tariewe gebaseer op:

MRA 1ste '77 LUISTERINDEKS
(8 MAANDE GEMIDDELD)

Het betrekking op flits-
pakkies vir die periode:

MAANDAG 29 AUGUSTUS 1977 tot
SONDAG 25 DESEMBER 1977

Elk van die 7-dag-flitspakkies behels
drie halfminuutflitse per dag van
Maandae tot Sondag – 'n totaal dus
van 21 handelsflitse per pakkie.

Nr.	Kanaal	Totale Inslae op Volwassenes	Koste per 1000	Koste per Pakkie
1	06h00-09h00	987 000	35c	R 343,00
2	09h00-12h00	1 890 000	35c	R 665,00
3	12h00-15h00	2 037 000	35c	R 714,00
4	15h00-18h00	2 583 000	40c	R1036,00
5	18h00-21h00	1 743 000	38c	R 665,00
6	21h00-24h00	882 000	35c	R 308,00

Demografie:

Nr.	16-24 Inslae	16-24 Koste per 1000	16-34 Inslae	16-34 Koste per 1000
1	489 000	70c	771 000	44c
2	966 000	69c	1 509 000	44c
3	1 116 000	64c	1 650 000	43c
4	1 527 000	68c	2 118 000	49c
5	1 020 000	65c	1 473 000	45c
6	540 000	57c	753 000	41c

Ander tydsdure:

Pryse van pakkies met flitse van ander tydsdure as 30 sekondes, tydseine en geleentheidsflitse sal op aanvraag verskaf word.
Alle tariewe op die tariefkaart is onderhewig aan 'n nie-kommissie-draende heffing vir die SASRN (Bpk).

Navrae:

Radio 5 Telefoon Johannesburg 714-0954/5
Durban 31-5541; Kaapstad 44-1155

SAUK