

9/12/80

1980 NEW YORK ADVERTISING & PROMOTION SPECIFICS

<u>TELEVISION</u>	<u>CASH</u>	<u>TRADE</u>	<u>#TIX</u>	<u>#SPOTS</u> <u>CASH/TRADE/PROMO</u>	<u>TOTAL VALUE</u>
WNEW	\$12,000	\$10,500	1,000	56 / /336	\$150,000 **
 <u>RADIO</u>					
WELS	\$10,140	\$2,700	200	26 / 26 /125	\$ 43,715
WKTU	9,720	3,248	224	54 / 18 / -	12,968
WABC	3,675	3,668	253	20 / 20 /125	14,606
WNJR	2,880	2,075	150	36 / 36 /100	11,026
WUSS	574	493	34	55 / 55 / 55	1,722
WWRL	3,065	\$2,464	120	36 / 36 / -	4,080
	<u>\$30,065</u>	<u>\$14,648</u>	<u>981</u>	<u>227 /191 /405</u>	<u>\$ 87,657 **</u>

NEWSPAPER

New York Times	7/27 & 8/17	1,500 lines	\$12,135	
Amsterdam Recorder	7/26 & 8/9	1,500	435	
Village Voice	7/30 & 8/13	1,500	3,945	
Newark Star Ledger	7/27, 8/17, 8/23			
	8/3, 8/10, 8/22	2,300	7,669	
Black American	7/27, 8/3, 8/10			
	8/17	800	960	
NY Daily News	7/10, 7/17, 8/22			
	8/23	800	10,080	
			<u>\$35,224</u>	\$ 35,224 **

PROMOTIONS

Frasier's Clothing Store	\$ 4,500	
DOOPS Disco	3,200	
	<u>\$ 7,700</u>	\$ 7,700 **

TOTAL ADVERTISING & PROMOTION

\$280,581 ****

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