



VARIETY



A Cahners Publication

VOL. 223 No. 20

Los Angeles, CA 90036, Monday, April 3, 1989

Newspaper Second Class P.O. Entry

24 Pages

75 Cents

First Ad On KQLZ Sets A Rate Record

By BRIAN LOWRY

Westwood One's "Pirate Radio" station KQLZ-FM will air its first commercial since making the two-week-old format change tomorrow morning and will charge its first advertiser an unprecedented \$2000 for the spot — with subsequent spots to go for between \$1000 and \$1500.

The kicker is that KQLZ will initially air only one commercial each hour, beginning with an Avalon Attractions spot in the 7-8 a.m. area.

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Still, the \$1500 figure stunned market radio sources, since it's in excess of top dollar paid on FM market leaders KPWR and KIIS.

KQLZ's new g.m., Simon T, said he believes the rate represents the highest ever paid "for a new radio station out of the box" and is indicative of the support the new format has received from listeners and advertisers.

He added that the station has no set timetable regarding expansion of the frequency of its commercials, noting that KQLZ was launched commercial-free to focus on the music mix and that other facets would be folded in gradually. "We're testing uncharted waters," he said. "For the first two weeks, we just (worked on) the music, and now we're adding the elements that all radio stations have."

As for the revenue foregone by going with little or no time for advertising, T suggested that the loss was "a negligible amount." Advertisers would have been reluctant to buy the new format without hearing it and would have objected to whatever rates were set, he said.

Still, radio sources expressed doubt that any advertiser would meet KQLZ's initial \$1000-plus premium, contending that the station "doesn't have the audience" yet to justify such rates.