RNI

Radio Nordsee International



RNI

A new Broadcasting Station for Europe

Radio Nordsee International transmits for Europe. For Europe's young. Music—popular in all languages; music—understood everywhere. Ninety percent of all broadcasts is music. A young, international programme for young Europeans.

All disk jockeys of Radio Nordsee International comment in several languages. All short news is given in several languages. Radio Nordsee International also transmits commercials. Commercials that reach many millions of young Europeans.

Get additional details on the following pages.

RNI

52° 5' 2" Northern Latitude 3° 55' 9" Eastern Longitude

This is the nautical position—because Radio Nordsee International is a ship. A ship by the name of "MS Mebo 2". 180 ft long, 30 ft wide, 670 tons, 2 powerful Diesel engines, 15 knots.

But Radio Nordsee International lies at anchor and transmits for Europe with a heavy-duty medium wave transmitter (105 kW), two short wave transmitters (European band) and a VHF-FM-transmitter (regional). With a 140 ft aerial tower as a medium wave vertical-emitter. With two ten-channel sound studios aboard and four just-as-powerful studios in Zurich.

RNI

A Programme for young Europeans

Radio Nordsee International transmits young music exclusively. Music that is being greatly neglected by other stations. Music of today, not of the day before yesterday: Pop, Beat, Soul, Hot, Cool, Hits. And new, very different music. The music Radio Nordsee International plays today will enchant all Europe tomorrow. At all events, this is what this young European station wants to do.

Wave-lengths and frequencies

Radio Nordsee International
transmits on medium wave 186 m
with a frequency of 1605 kc
on short wave 48.30 m (= 49 m European band)
with a frequency of 6210 mc
on short wave 30.18 m (religious programmes)
with a frequency of 9940 mc
and on ultra-short wave
with a frequency of 102 mc

RNI

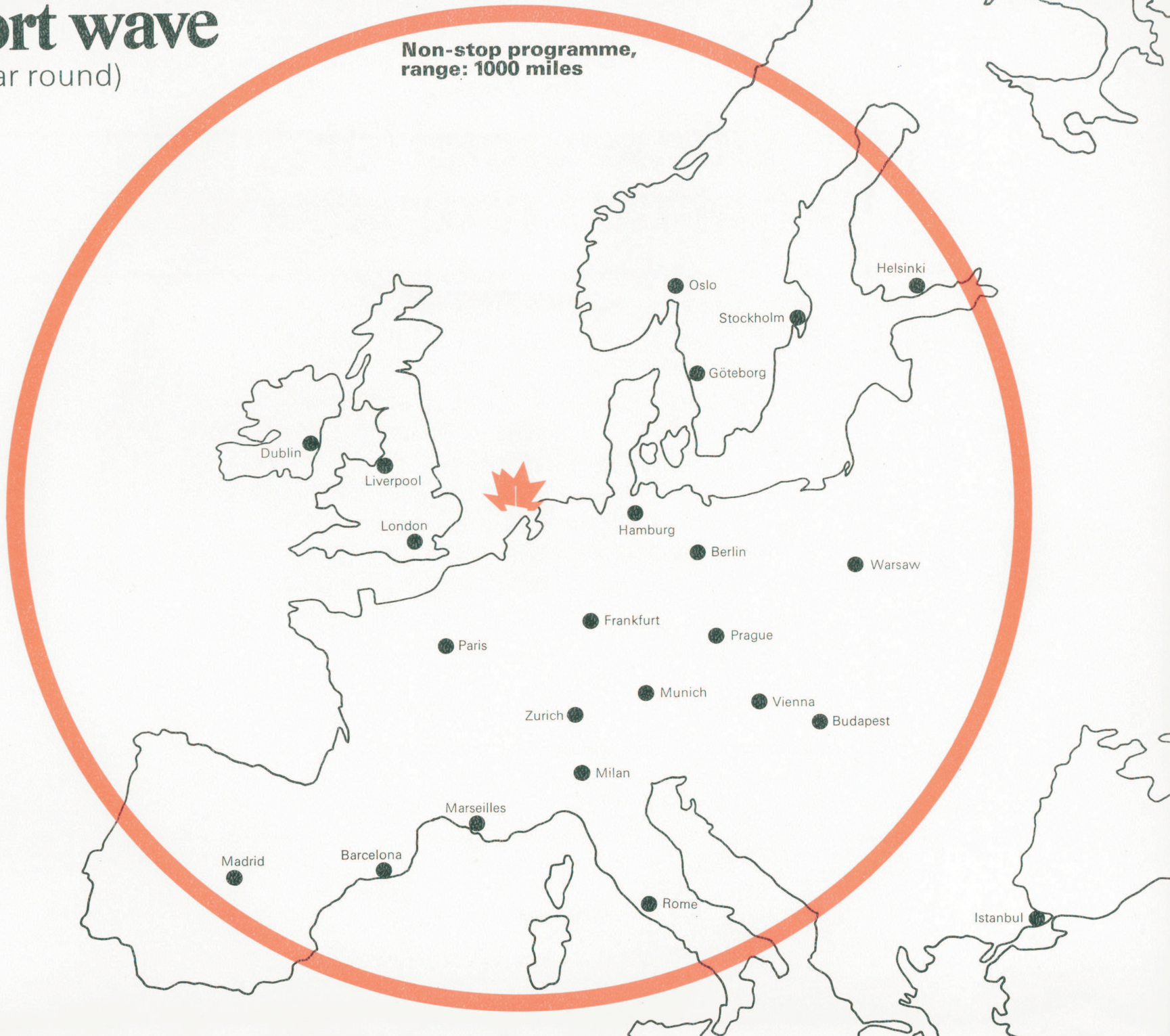
Commercial for young Europeans

Radio Nordsee International transmits commercials in many languages. And yet: all commercials speak the same language.
The common language of the young.
Of young Europeans.
Radio Nordsee International reaches Warsaw, Naples and Madrid with its commercials. It covers Switzerland, Austria, Italy and Spain.

The following pages give the exact listings of transmitting hours and ranges.

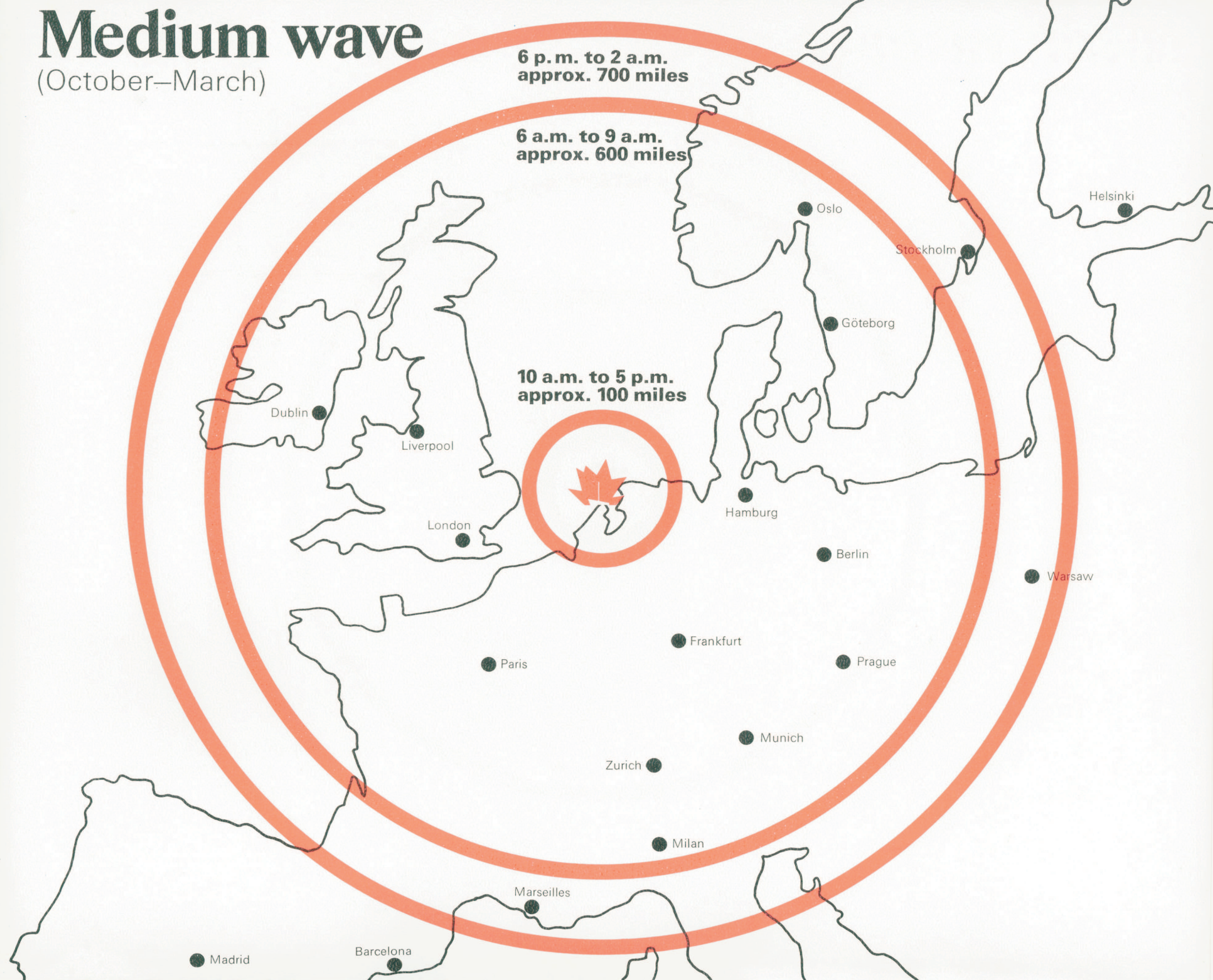
Short wave

(the year round)



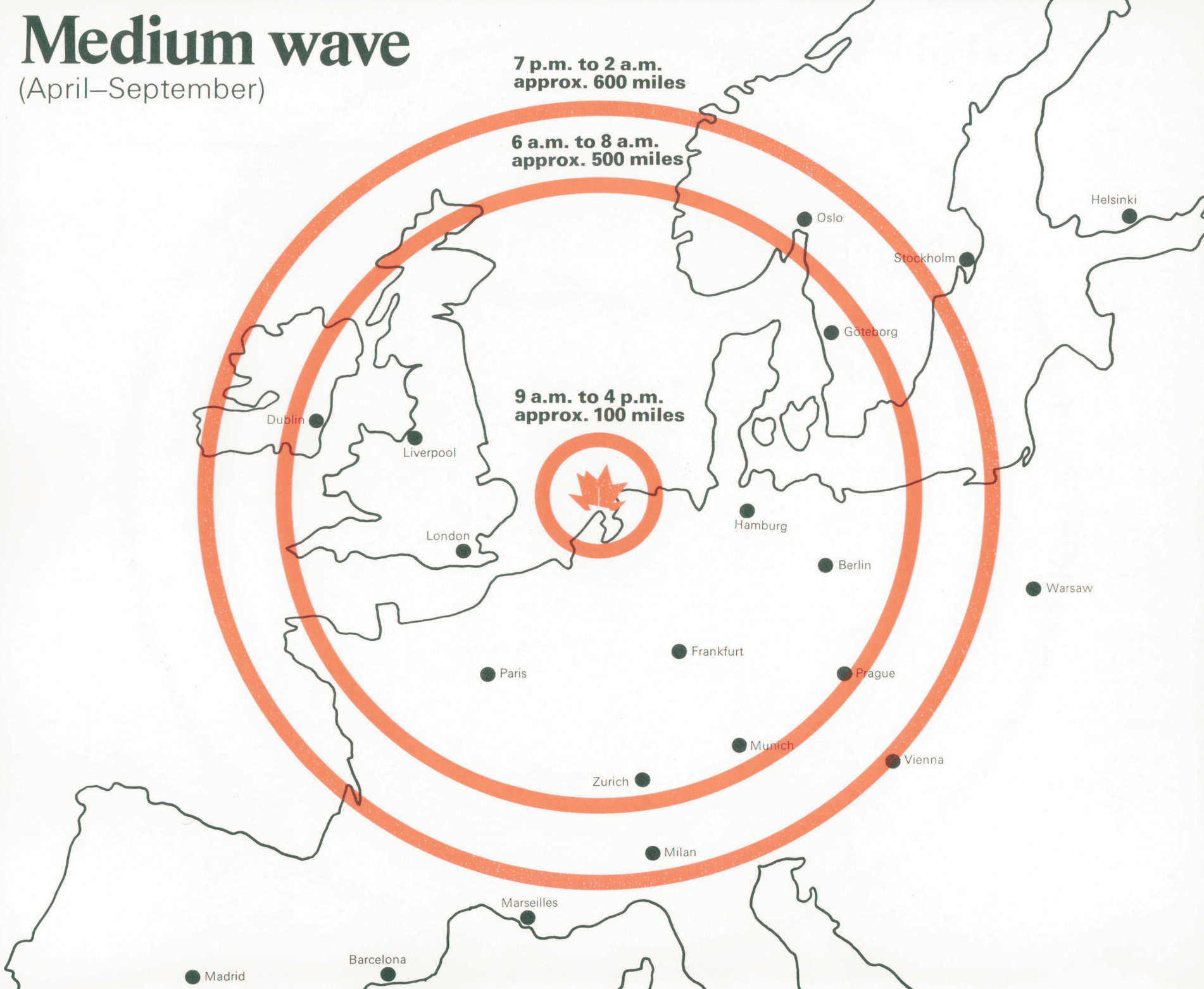
Medium wave

(October–March)



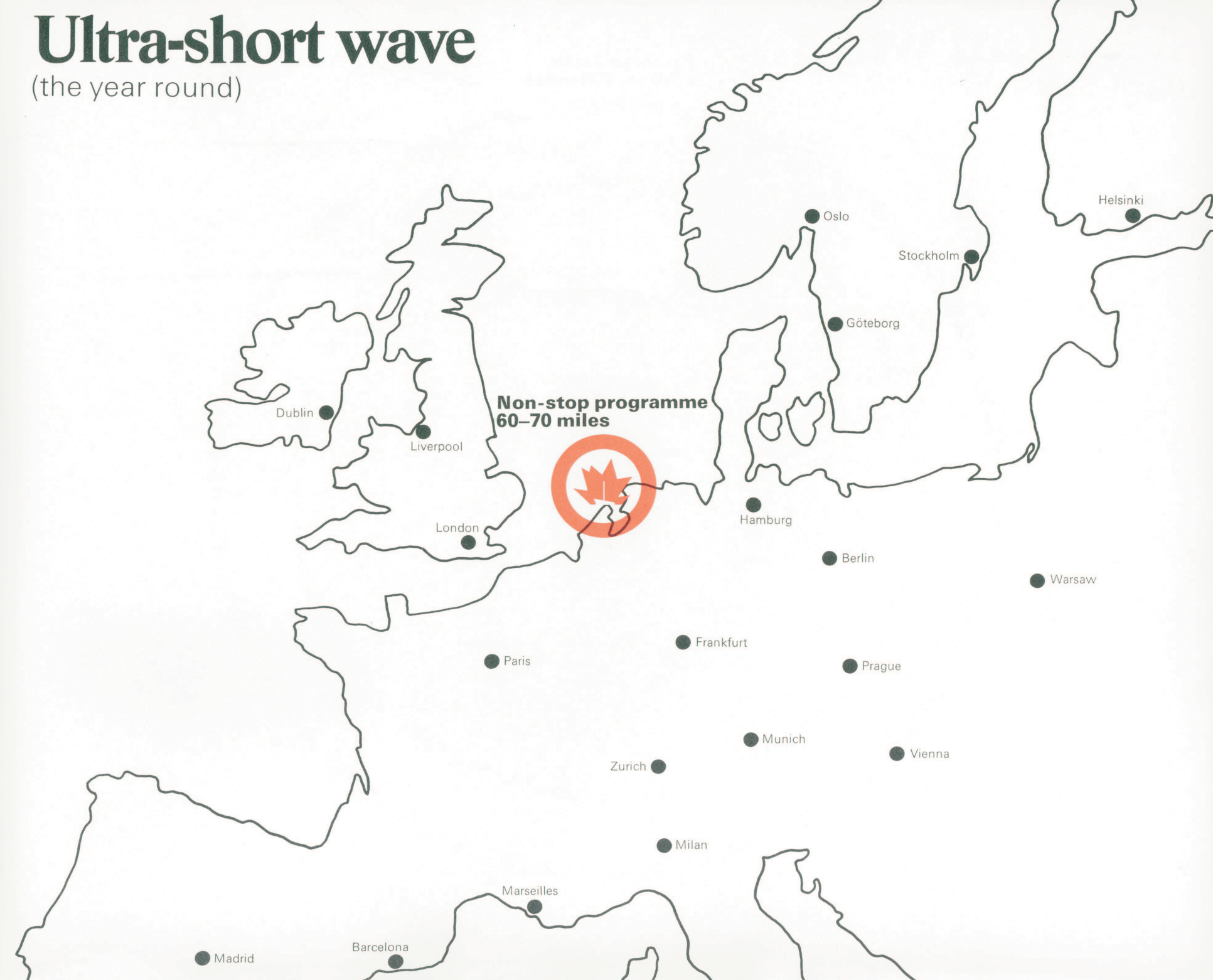
Medium wave

(April–September)



Ultra-short wave

(the year round)



RNI

Advertising rates

Tariff

30 seconds	**$ 200.–**
60 seconds	**$ 380.–**

Rates for sponsored broadcasts to be negotiated.

Discounts

Agency discount (commission)	**15%**
Quantity discount per year on sales from	
$ 12,500	**5%**
$ 25,000	**10%**
$ 50,000	**15%**

Further informations will be supplied by:

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