





**LASER•558** programs all music all the time. Deejay personalities play a long list of hit records, blending new releases with established hits and classics from the UK, the Continent, Scandinavia and the US.

The accent is on the music. More music, less talk. News headlines air once an hour. No political announcements or commentaries. Commercial announcements are limited to six minutes an hour with no break longer than a minute. The station is presented in English with multi-lingual station IDs and music.

## LASER•558

### ALL EUROPE RADIO

**LASER•558** broadcasts a consistent contemporary music format presented *live* by deejay personalities. The station operates on the principle that the airwaves are free and beyond regulation. Its powerful 25,000 watt signal covers more than 150 million listeners in nine western European countries.

Throughout Europe, listeners have little choice; most localities receive only a few stations, some only one. Multinational advertisers also have little choice; regulation of media makes it difficult to advertise from nation to nation, or even city to city!

**LASER•558** is free from regulation because it broadcasts from aboard the *M.V. Communicator* moored in international waters in the North Sea. Unlike the pirate stations of the past, **LASER•558** is a *legal radio station*. Since the ship is registered outside the European community, transmits from international waters, is owned and operated by a Panamanian corporation and staffed and supplied by citizens outside the European Economic Community signatory nations, the station is, in the opinion of counsel, *entirely legal*.

Through **LASER•558's** exclusive representatives, Music Media International, qualified multinational advertisers can make one buy on one station from New York and get instant, live and direct radio coverage of millions of Europeans.

FACILITIES: 558 Khz AM; 538 metres, medium wave

25,000 watts

LOCATION: Broadcasts from international waters in the North Sea from aboard the *M.V. Communicator*.

COVERAGE: Western Europe

OWNERSHIP: The station and ship are owned and operated by Deka Overseas, a Panamanian corporation. The *M.V. Communicator* is registered in Panama.

MANAGEMENT: Station management and staff are aboard the ship. Marketing is handled exclusively by Music Media International, Inc., 341 Madison Avenue, New York, New York 10017, U.S.A. (212) 370-0989.

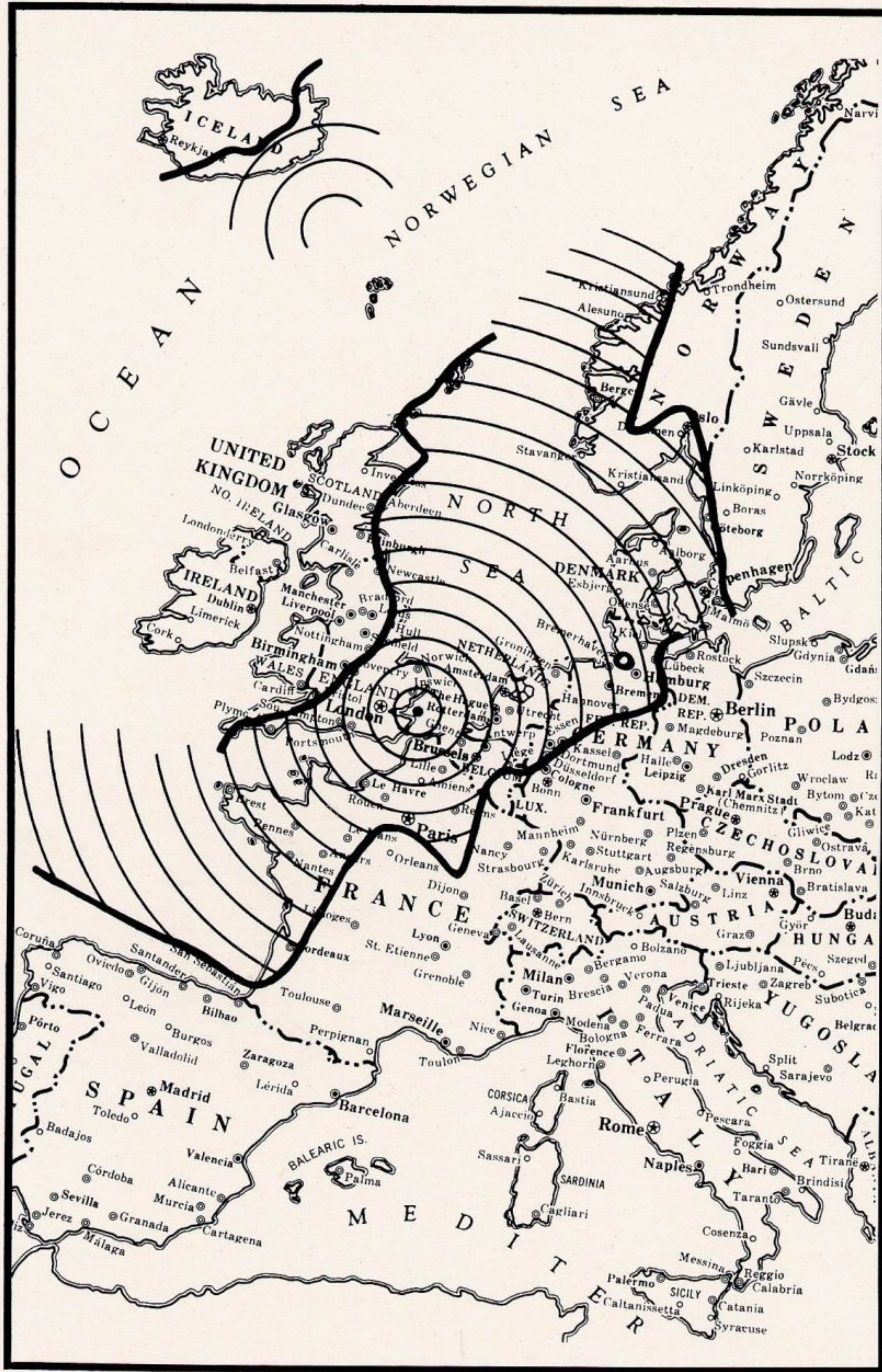
The *M.V. Communicator* was originally designed for long periods at sea as an oceanographic survey ship with powerful generators, a deep mooring system, high capacity fuel and water tanks and quarters for a large crew. As a result, the conversion of the *Communicator* from a survey ship was easily accomplished.

In October 1983, the 186 foot, 490 ton vessel was refitted, repainted and over-hauled in Port Everglades, Florida. The original laboratory space was converted to studios, and state-of-the-art broadcast equipment was installed. The *Communicator* has two brand new transmitters aboard capable of broadcasting 50,000 watts from a highly efficient antenna system. To further expand broadcast range, a unique copper plate grounding system is utilized, extending from the deck down each side to water level.

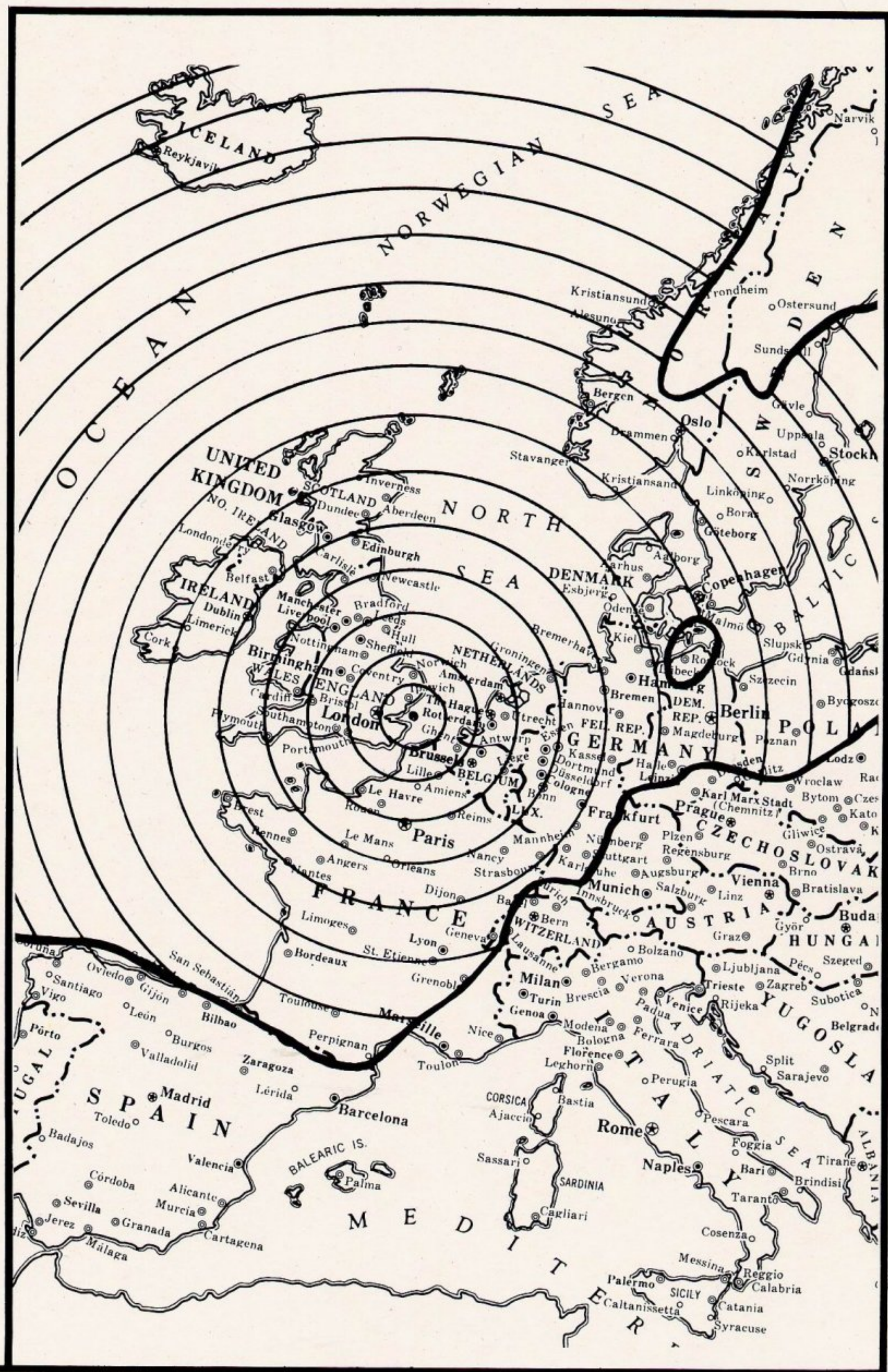
She'll have no problem holding a precise position while transmitting from international waters. The main engine is a reversible type Klockner-Humboldt-Duetz RV8M developing 600 EHP at 340 RPM. The ship also has the SatNav 802 satellite navigation system which computes fourteen different navigation functions. It is doubtful that the ship will stray from its position, however, because it has a deep mooring system and two sets of sea anchors fit for a supertanker.

She is registered outside the European community and carries a captain, a full crew and a broadcast staff of eight. On a periodic basis, she is supplied by a tender ship from Spain.

The *M.V. Communicator* is the most electronically sophisticated private commercial radio ship in the world, and the first one of its kind to be outfitted "in class." What a fitting home for the first legal alternative to pirate radio!



Daytime



Nighttime

**LASER-558**  
**ALL EUROPE RADIO**  
**AUDIENCE PROJECTION**

<b>Country</b>	<b>Est. Pop. Adults 15+</b>	<b>Estimated Weekly Reach</b>	<b>Est. Pop. Coverage</b>	<b>Listening Avg. Hrs. Wkly.</b>	<b>Avg. 1/2 hr. 6AM-12Mid Mon-Sun</b>
U.K.	44.0 million	9%	60% days 100% nights	12.1	380,000
Netherlands	10.7 million	15%	100% days 100% nights	13.4	170,000
Belgium	7.6 million	13%	100% days 100% nights	11.0	86,000
Denmark	3.9 million	7%	100% days 100% nights	4.0	9,000
France	41.0 million	3%	30% days 70% nights	4.0	39,000
Germany	45.1 million	3%	30% days 80% nights	6.0	64,000
Norway	3.1 million	7%	60% days 80% nights	4.0	7,000
Sweden	6.2 million	5%	35% days 100% nights	4.0	9,800
Ireland	2.4 million	2%	60% nights	2.0	800
<b>Totals</b>	<b>164.0 million</b>	<b>6%</b>	<b>46% days 86% nights</b>		<b>750,600</b>

Average 30 second rate (Grid 3 Package Plan) . . . . . \$146.00  
 Cost per thousand per 30 second announcement . . . . . \$000.19

**LASER-558  
ALL EUROPE RADIO**

**Charter Rate Card One**

<b>Days</b>	<b>TIME SEGMENT</b>	<b>Classification</b>	<b>GRID</b>	<b>30 Secs</b>	<b>60 Secs</b>
Mon. - Fri.	0600:0900	PEAK	1	\$250	\$500
			2	\$230	\$460
Saturday	0900:1200		3	\$210	\$420
Mon. - Fri.	0900:1400	PRIME	1	\$200	\$400
Mon. - Fri.	1630:1830		2	\$190	\$380
Saturday	0700:0900		3	\$180	\$360
Saturday	1200:1500				
Sunday	0900:1400				
Mon. - Fri.	1400:1630	A	1	\$150	\$300
Sunday	0800:0900		2	\$140	\$280
Sunday	1400:1600		3	\$130	\$260
Mon. - Fri.	1830:0200	B	1	\$100	\$200
Saturday	0600:0700		2	\$ 90	\$180
Saturday	1500:0200		3	\$ 80	\$160
Sunday	0600:0800				
Sunday	1600:0200				
Mon. - Sun.	0200:0600	C	1	\$ 60	\$120
			2	\$ 50	\$100
			3	\$ 40	\$ 80

All rates in U.S. dollars.

All time segments in Greenwich Mean Time.

Available to qualified multinational advertisers only.

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341 Madison Avenue • New York, N.Y. 10017 U.S.A.



# INSTANT EUROPE!

For the first time ever, multinational advertisers can reach millions in Europe, in an instant, from New York.

Until now, heavy governmental control of media have made it difficult to advertise from nation to nation, or even city to city! But, emerging technologies are bringing about changes.

Radio, in many parts of the world is the fastest, most far-reaching and efficient advertising medium. But *not* in Europe.

Until now!

Enter *Music Media International*, the first New York marketing company of overseas radio! *Committed to legal* international radio as an entertainment and advertising medium. *Dedicated to solving* the advertising and promotion problems of multinational companies in the rapidly changing European market.

Our station, **LASER•558** *All Europe Radio*, broadcasts a consistent 24-hour contemporary music format presented live by deejay personalities. **LASER•558** is free from regulation because it broadcasts from aboard the *M. V. Communicator* moored in the North Sea in international waters. Unlike the pirate stations of the past, **LASER•558** is a *legal radio station*. Copies of Counsel's advice and opinion are available on request.

**LASER•558** now covers most of Western Europe and is linked to sophisticated, state-of-the-art communications facilities at our offices at 341 Madison Avenue in New York. We offer qualified advertisers instant live and direct broadcast coverage of over 150 million Europeans.

If you want to get in touch with millions of Europeans, instantly from New York, get in touch with us at (212) 370-0989.

Roy Lindau  
President



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