

Decision No. 39585

ORIGINAL

BEFORE THE RAILROAD COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application of
Sunland-Tujunga Telephone Company,
a corporation, for an Order author-
izing changes in directory advertising
rates and conditions.

Application NO. 27889

OPINION AND ORDER

Sunland-Tujunga Telephone Company, Applicant in this proceeding, requests authority to increase its telephone directory advertising rates and modify conditions effective with the next issue of the directory scheduled on or about June 1, 1947, and to cancel its presently effective telephone directory advertising schedule. Appropriate notification was given to the Office of Price Administration.

Applicant issues a telephone directory which includes cover, line, and display advertisements, inserts and tags, in addition to the telephone numbers of its subscribers within the Sunland-Tujunga exchange, Los Angeles County. Applicant alleges that its present schedule for directory advertising does not conform to good directory practices, that the cost of issuing the directory exceeds the revenue from directory advertising, and that since the trend in editing and printing costs are still upward, the losses would mount as the size of the directory grows. Accordingly, Applicant proposes to increase rates for directory advertisements, discontinue all advertising on cover pages and in the alphabetical section of the directory, eliminate inserts and tags, and revise conditions so that future issues may conform to good directory practice and contain, as nearly as possible, standardized classifications and rates as used by other companies of similar size and character.

It is planned to revise the design of the telephone directory to conform to the uniform design and dimensions used throughout the Los Angeles metropolitan

area.. The present six by nine inch directory and two-column classified section, are to be discontinued and a standard nine by 11 inch directory having a three-column classified section is proposed to be published. This change in design and increase in size is expected to offer advertisers a superior grade of displays in a form more fitting to the present size of the exchange and to the metropolitan development surrounding the community..

Present directory advertising rates^{1/} are shown in Exhibit A attached to

<u>1/ Present Directory Advertising Rates:</u>	<u>Rate Per Month</u>
(1) COVER	
* (a) First Cover, Front, Two Inches	\$3.00
* (b) Second Cover, Inside Front, Full Page	1.75
* (c) Third Cover, Inside Back, Full Page	1.50
* (d) Fourth Cover, Outside Back, Full Page	2.00
(2) ALPHABETICAL SECTION:	
(a) First White Page (Memo) Margins, each	.50
Lines of Information, each	.30
(b) Any Other Alphabetical Pages Available, each	1.00
(c) Margins (Top or Bottom), each	.50
(d) Listings:	
Each Bold Face Listing	.25
Combination: One Alphabetical Bold Type	
Listing with One Classified Bold Type Listing	.40
(3) CLASSIFIED DISPLAY ADVERTISEMENTS	
Full Page	1.50
1/2 Page	1.00
1/4 Page	.75
1/8 Page	.50
Miscellaneous Full Pages, each	1.00
Above rates include an anchor listing under the heading with which the display is associated.	
(4) CLASSIFIED COLUMN ADVERTISING	
(a) Each Informational Inch, 1 Columnar Inch	.40
(b) Trade Mark Heading: Each heading with emblem	.40
(c) Trade Mark Listings: Each bold face type listing	.25
(d) Listings:	
Each bold face type listing	.25
Two or more, each	.20
With additional space, each	.20
Combination: One Classified Bold Type Listing	
with One Alphabetical Bold Type Listing	.40
(5) INSERTS	
Bound in book	
* One color - per side	1.50
* Two colors - per side	2.25
(6) TAG, each side	1.50

* Any space may be divided into smaller fractional spaces and sold to more than one advertiser provided a pro rata charge is made based on the charge for the entire space.

the application. The rates requested, shown in Exhibit A attached hereto, are expected to produce adequate revenues to cover the cost of issuing the directory.

Sunland-Tujunga Telephone Company having made application for authority to increase rates and modify conditions relating to its telephone directory advertising service, the Railroad Commission having considered Applicant's request and being of the opinion that a public hearing is not required, and that the application should be granted, and finding that the increases in directory advertising rates herein ordered are justified, therefore,

IT IS ORDERED as follows:

1. Sunland-Tujunga Telephone Company may make effective, beginning with the next issue of its telephone directory scheduled on or about June 1, 1947, the changes in practices discussed above and the rates and conditions as shown in Exhibit A attached hereto and made a part hereof.
2. Necessary tariff filings, in accordance with General Order No. 96, shall be made not later than 15 days immediately preceding their effective date.
3. This Order shall become effective on the thirtieth day after the date hereof.

Dated at San Francisco, California, this 4th day
of November, 1946.

Harold J. Kula
Justin J. Casper
Thomas J. O'Connell
W. H. Russell
A. E. Anderson
Commissioners.

EXHIBIT A

Exchange Service Schedule No. D-1

CLASSIFIED TELEPHONE DIRECTORY ADVERTISING SERVICE

APPLICABILITY

Applicable to advertising in the Company's Classified Telephone Directory.

TERRITORY

In the territory as defined on maps and in the preliminary statements filed as part of the tariff schedules.

RATES

	<u>Rate Per Month</u>
(1) Display Advertisements:	
One-quarter column	\$ 12.00
One-half column	6.00
Two one-half columns	3.00
Above rate includes an anchor listing, if desired, under the heading with which the display is associated.	
(2) Column Advertising:	
(a) Each informational listing	1.75
(b) Each Trade Mark heading	2.50
Above rates contemplate one column inch of space. An informational listing is limited to this depth. Trade Mark headings may exceed this depth to a maximum of three regular type listings, each such line or fraction thereof taking the rate for an additional line of information.	
(c) Each Trade Mark or Trade Name cross reference	.85
(d) Each Trade Name listing	.75
Above rate contemplates the name of a product or service in bold type as a caption, and the advertiser's name in all capitals, regular type.	
(e) Listings:	
Each bold type listing	.60
Each regular type listing	.30
Additional lines of information	
Not to exceed a total of three lines in addition to the listing or Trade Mark heading with which associated:	
Each line or fraction thereof	.30

SPECIAL CONDITIONS

(Same as those set forth in Exhibit B attached to the application)