



## Radio - Rate Card #4 - MISSOURI

### State By State Remnant Program

Number of Affiliates: 51

Number of Markets: 37

Type: 30-Sec ROS (Run of Schedule)

Rotation: Mon-Sun 24/7

Free Radio Spot Production Included!

Regional Radio Remnant Program - Rate Card #4					
	# of Clusters	Cost Per Cluster	# of Spots	Cost Per Spot	Rate
Package 1	5	\$1,650.00	255	\$32.35	\$8,250
Package 2	10	\$1,550.00	510	\$30.39	\$15,500
Package 3	20	\$1,450.00	1,020	\$28.43	\$29,000
Package 4	50	\$1,350.00	2,550	\$26.47	\$67,500

Station	Market	DMA	County	Freq	Format
KWRT-AM	BOONVILLE	Columbia-Jefferson City	COOPER	1370	CTY
KWRT-FMt	BOONVILLE	Columbia-Jefferson City	COOPER	98.7	CTY
KSSZ-FM	COLUMBIA	Columbia-Jefferson City	BOONE	93.9	TALK
KFAL-AM	FULTON	Columbia-Jefferson City	CALLAWAY	900	CTY
KWOS-AM	JEFFERSON CITY	Columbia-Jefferson City	COLE	950	N/T
KWOS-FMt	JEFFERSON CITY	Columbia-Jefferson City	COLE	104.5	N/T
KXEO-AM	MEXICO	Columbia-Jefferson City	AUDRAIN	1340	AC
KDMO-AM	CARTHAGE-JOP	Joplin-Pittsburg	JASPER	1490	NOST
KNEM-AM	NEVADA	Joplin-Pittsburg	VERNON	1240	CTY
KNMO-FM	NEVADA	Joplin-Pittsburg	VERNON	97.5	CTY
KMRN-AM	CAMERON	Kansas City	CLINTON	1360	CTY
KMRN-FMt	CAMERON	Kansas City	CLINTON	99.3	CTY
KCHI-AM	CHILLICOTHE	Kansas City	LIVINGSTON	1010	CL HITS
KCHI-FM	CHILLICOTHE	Kansas City	LIVINGSTON	102.5	CL HITS
KMMO-AM	MARSHALL	Kansas City	SALINE	1300	CTY
KMMO-FM	MARSHALL	Kansas City	SALINE	102.9	CTY
KDRO-AM	SEDALIA	Kansas City	PETTIS	1490	CTY
KDRO-FMt	SEDALIA	Kansas City	PETTIS	101.3	CTY
KTTN-FM	TRENTON	Kansas City	GRUNDY	92.3	CTY
KOKO-AM	WARRENSBURG	Kansas City	JOHNSON	1450	OLDIES
KZIM-AM	CP GIRARDEAU	Paducah-Cape Girard-Harsbg	CP GIRARDEAU	960	N/T
KCRV-AM	CARUTHERSVILLE	Paducah-Cape Girard-Harsbg	PEMISCOT	1370	CTY
KBOA-FM	KENNETT	Paducah-Cape Girard-Harsbg	DUNKLIN	105.5	AC
KMIS-FM	MALDEN	Paducah-Cape Girard-Harsbg	NEW MADRID	103.9	SPORTS
KMIS-AM	PORTAGEVILLE	Paducah-Cape Girard-Harsbg	NEW MADRID	1050	SPORTS
KSIM-AM	SIKESTON	Paducah-Cape Girard-Harsbg	SCOTT	1400	N/T
KSIM-FMt	SIKESTON	Paducah-Cape Girard-Harsbg	SCOTT	101.7	N/T
KMEM-FM	MEMPHIS	Quincy-Hannibal-Keokuk	SCOTLAND	100.5	CTY
KWBZ-FM	MONROE CITY	Quincy-Hannibal-Keokuk	MONROE	107.5	OLDIES
WGEM-FM	QUINCY, IL	Quincy-Hannibal-Keokuk	ADAMS	105.1	N/T
KKOZ-AM	AVA	Springfield, MO	DOUGLAS	1430	N/T
KKOZ-FM	AVA	Springfield, MO	DOUGLAS	92.1	FARM
KBFL-FM	BUFFALO	Springfield, MO	DALLAS	99.9	NOST
KRMO-AM	MONETT	Springfield, MO	BARRY	990	FARM
KSMO-AM	SALEM	Springfield, MO	DENT	1340	CTY

KSGF-AM	SPRINGFIELD	Springfield, MO	GREENE	1260	N/T
KSGF-FM	SPRINGFIELD	Springfield, MO	LAWRENCE	104.1	N/T
KTKS-FM	VERSLLES-OSGE BCH	Springfield, MO	CAMDEN	95.1	CTY
KJPW-AM	WAYNESVILLE	Springfield, MO	PULASKI	1390	TALK
KWPM-AM	WEST PLAINS	Springfield, MO	HOWELL	1450	N/T
KWPM-FMt	WEST PLAINS	Springfield, MO	HOWELL	105.1	N/T
KUKU-FM	WILLOW SPRINGS	Springfield, MO	HOWELL	100.3	CTY
KFEQ-AM	SAINT JOSEPH	St. Joseph	BUCHANAN	680	N/T
KJFM-FM	LOUISIANA	St. Louis	PIKE	102.1	CTY
KTTR-FM	ROLLA	St. Louis	PHELPS	99.7	N/T
KTUI-AM	SULLIVAN	St. Louis	FRANKLIN	1560	TALK
KTUI-FM	SULLIVAN	St. Louis	FRANKLIN	102.1	CTY
KTUI-FMt	SULLIVAN	St. Louis	FRANKLIN	94.1	TALK
KYRO-AM	TROY	St. Louis	LINCOLN	1280	N/T
KWRE-AM	WARRENTON	St. Louis	WARREN	730	CTY
KWRE-FMt	WARRENTON	St. Louis	WARREN	95.1	CTY

**Rate Card Updated 11/4/2020**

**NOTES:**

1. This remnant radio buy is a cluster buy. Each cluster you buy is projected to get you one spot on each station listed.
2. This placement runs on a 24 hour, 7 day a week rotation. M-F schedule available at an increased cost of +15%.
3. Spots run through all stations listed, no stations may be dropped or substituted.
4. Prelogs are not available. Post logs provided at the end of the run.
5. Spots run over a 30-Day period.
6. All rates include a FREE Infrastructure Review.
7. All stations subject to availability at time of placement.
8. All placements after November 15, subject to potential rate increase of +25%.
9. :60 Second Spots are double the :30 second price quoted in this rate card.
10. Affiliate list subject to change.
11. "t" denotes translator station.
12. NMS will produce for Client a FREE 30-sec or 60-sec radio spot. Client must provide a general script or bullet points with information they would like to use in the radio spot and approve a final script in writing sent to Client by NMS for approval. NMS will use the best possible radio voice and/or music available at the time of production. Turnaround time for radio production is 3-7 days from receipt of an approved script from Client.



**Thank You for Choosing National Media Spots, Inc.**

**We Appreciate Your Business!**

**888-579-8088**

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