



**River Radio/Cape Girardeau Political Rate Card  
6/23/24-8/6/2/24 Gross Non-Pre-Emptible**

<b>Monday – Sunday</b>	<b>KEZS</b>	<b>KZIM</b>	<b>KGKS</b>	<b>KCGQ</b>	<b>KGIR</b>	<b>KSIM</b>
<b>6a – 10a</b>	<b>\$65.00</b>	<b>\$45.00</b>	<b>\$35.00</b>	<b>\$35.00</b>	<b>\$25.00</b>	<b>\$40.00</b>
<b>10a – 3p</b>	<b>\$60.00</b>	<b>\$45.00</b>	<b>\$30.00</b>	<b>\$30.00</b>	<b>\$25.00</b>	<b>\$40.00</b>
<b>3p – 7p</b>	<b>\$65.00</b>	<b>\$45.00</b>	<b>\$40.00</b>	<b>\$35.00</b>	<b>\$25.00</b>	<b>\$40.00</b>
<b>7p – Mid</b>	<b>\$45.00</b>	<b>\$40.00</b>	<b>\$30.00</b>	<b>\$30.00</b>	<b>\$20.00</b>	<b>\$40.00</b>
<b>Mid – 6a</b>	<b>\$40.00</b>	<b>\$25.00</b>	<b>\$20.00</b>	<b>\$20.00</b>	<b>\$20.00</b>	<b>\$25.00</b>
<b>6a-7p</b>	<b>\$60.00</b>	<b>\$40.00</b>	<b>\$30.00</b>	<b>\$30.00</b>	<b>\$20.00</b>	<b>\$35.00</b>
<b>6a-Mid</b>	<b>\$55.00</b>	<b>\$35.00</b>	<b>\$25.00</b>	<b>\$25.00</b>	<b>\$15.00</b>	<b>\$30.00</b>

All rates listed are Gross rates  
All Narrowed time periods incur a 20% increase  
All Rates are 30 or 60 Second Gross to Station Rates

**River Radio/Cape Girardeau Political Rate Card  
2/2-4/2/24 Non-Candidate/Issue**

<b>Monday – Sunday</b>	<b>KEZS</b>	<b>KZIM</b>	<b>KGKS</b>	<b>KCGQ</b>	<b>KGIR</b>	<b>KSIM</b>
<b>6a – 10a</b>	<b>\$80.00</b>	<b>\$58.00</b>	<b>\$40.00</b>	<b>\$40.00</b>	<b>\$30.00</b>	<b>\$45.00</b>
<b>10a – 3p</b>	<b>\$80.00</b>	<b>\$58.00</b>	<b>\$40.00</b>	<b>\$40.00</b>	<b>\$30.00</b>	<b>\$45.00</b>
<b>3p – 7p</b>	<b>\$80.00</b>	<b>\$58.00</b>	<b>\$40.00</b>	<b>\$40.00</b>	<b>\$30.00</b>	<b>\$45.00</b>
<b>7p - Mid</b>	<b>\$60.00</b>	<b>\$45.00</b>	<b>\$35.00</b>	<b>\$35.00</b>	<b>\$25.00</b>	<b>\$45.00</b>
<b>Mid – 6a</b>	<b>\$45.00</b>	<b>\$30.00</b>	<b>\$25.00</b>	<b>\$25.00</b>	<b>\$25.00</b>	<b>\$30.00</b>
<b>6a-7p</b>	<b>\$75.00</b>	<b>\$50.00</b>	<b>\$35.00</b>	<b>\$35.00</b>	<b>\$27.00</b>	<b>\$40.00</b>
<b>6a-Mid</b>	<b>\$70.00</b>	<b>\$45.00</b>	<b>\$30.00</b>	<b>\$30.00</b>	<b>\$25.00</b>	<b>\$35.00</b>

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