



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

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

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**

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

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