The Campaign Reach

- **MEDIA RATIONALE:** To bring awareness to this unique and useful microsite, Emmis Marketing Group has reached out to media entities across the state of Missouri to help promote the effort.

- **MEDIA MIX:** This campaign will be heard and seen in nearly every area of the state.
  - St. Louis – 97.1 FM Talk and KHITS 96
  - Kansas City – 710 KCMO
  - Jefferson City/Columbia – KFRV 1400
  - Springfield – KSGF 1260
  - Osage Beach – KRMS 1150
  - Cape Girardeau – KZIM 960
  - Poplar Bluff – KWOC 930
  - Kirksville – KTUF 93.7

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THE CAMPAIGN INCLUSIONS

- **97.1 FM Talk: St. Louis**' FM talk leader, 97.1 FM Talk reaches more business owners than any other station in the St. Louis area.
  - Commercials: Minimum 175
  - Email Blasts: 4
  - Tile/Banner Ad: 12 weeks (tile)

- **KHITS 96:** This classic hits music format in **St. Louis** target small "mom and pop" business owners. Each of the station personalities are widely known in the community.
  - Commercials: Minimum 125
  - Email Blasts: 4
  - Tile/Banner Ad: 12 weeks (tile)

- **710 KCMO:** KCMO is **Kansas City's** powerhouse talk and information station, which covers a large area of the western portion of the state.
  - Commercials: Minimum 200
  - Email Blasts: 4
  - Tile/Banner: 12 weeks (banner)

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THE CAMPAIGN REACH

- **KFRU 1400:** The **Jefferson City and Columbia**, Missouri source for news and information, KFRU is a perfect fit for the campaign.
  - Commercials: Minimum 125
  - Email Blasts: 4
  - Tile/Banner Ad: 12 weeks (tile)

- **KSGF 1260:** Featuring the popular morning drive show, David Jericho, KSGF is a new talk format on the AM and FM dial in the **Springfield** area.
  - Commercials: Minimum 125
  - Email Blasts: 0
  - Tile/Banner Ad: 9 weeks (skyscraper)

- **KRMS 1150:** In the **Osage Beach and Lake of the Ozarks** area, listeners turn to KRMS 1150 for all of their news, weather and information..
  - Commercials: Minimum 125
  - Email Blasts: 4
  - Tile/Banner: 12 weeks (banner)

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