The Campaign Reach

- **KZIM 960:** KZIM is **Cape Girardeau's** news and talk format serving the southeast region of the state.
  - Commercials: Minimum 125
  - Email Blasts: 0
  - Tile/Banner Ad: 12 weeks (tile)

- **KWOC 930:** KWOC is **Poplar Bluff's** source for news and talk in the boot heal area.
  - Commercials: Minimum 110
  - Email Blasts: 0
  - Tile/Banner Ad: 0

- **KTUF 93.7:** KTUF 93.7 is the hot spot for country music in the northern portion of the state. KTUF features news and weather from ABC news..
  - Commercials: Minimum 100
  - Email Blasts: 0
  - Tile/Banner Ad: 12 weeks (tile)

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THE CAMPAIGN TOTALS

- TOTAL RADIO STATIONS: 9
- COMMERCIALS: 1,200
- EMAIL BLASTS: 20
- BANNER/TILE ADS: 7 (12 weeks)

97.1 FM TALK younger. smarter. better.

KHITS96 No Repeat Radio

KCMO 710 TALK RADIO

KFRU NEWS TALK 1400

NEWS/TALK 930 KWOC

NEWS TALK FM 104.1 KSGF AM 1260

KRMS News - Talk 1150 The Information Station

KATUF 93.7 Today's Best Country

NEWS RADIO 960 KZIM YOUR REGIONAL

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