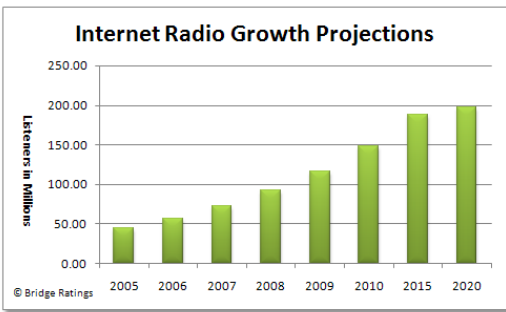


## Schedule

STATION	DAY	TIME	DURATION
KKOW	Sunday	6-8am	2 hours
KNEO**	Sunday	11pm	1 hour
KNEO**	Monday	10pm	1 hour
Heirwaveradio.com	Sunday	2-4pm	2 hour
Themissourians.com	7 days wk	Anytime	2 hour

\*\* Simulcast on station website



## Sponsorship Rates

1-30 second spot per week (4 week minimum) \$25 per month

2-30 second spots per week (4 week minimum) \$50 per month

4-30 second spots per week (4 week minimum) \$100 per month

Custom advertising programs can be tailored to meet your specific needs.

If you are a regional artist please contact us regarding our Artist Sponsorship Program.

## Why Sponsor MMS?

If you are contemplating using radio to deliver your message, we'd like to help you make informed decisions. Here are some of the advantages for using this popular medium.

In-Car Listening Facts: Arbitron is the ratings firm that surveys and analyzes radio usage. A recent national Arbitron sponsored In-Car Study found that 96% of those who have driven or ridden in a car in the past month have used the car radio. More than 80% of 35-64 years olds say they spend most of their time with radio.

- 5.6 radios per household
- Americans spend more time listening to radio than any other medium 6am-6pm.
- Radio gives you the opportunity to effectively target your message to a specific audience.

## Make Mine Southern

2621 Matthews  
Joplin, MO. 64801  
Phone: 417-825-5774

E-mail: [info@themissourians.com](mailto:info@themissourians.com)  
[www.themissourians.com](http://www.themissourians.com)

# Make Mine Southern



Gospel Music Radio



Hosted by: The Missourians

## Make Mine Southern

Is a weekly Southern Gospel music program that airs on multiple radio stations and internet programs. It features the latest releases from today's Hottest Southern Gospel acts, classic groups as well as local and regional artists.



Each week listeners from the four state region of Kansas, Missouri, Oklahoma and Arkansas tune in for two hours of fun and entertainment, Southern Gospel style.

Make Mine Southern, hosted by The Missourians is a non-profit program that has been building a devoted audience for the past 13 years and with the expanded broadcast outlets, our audience continues to grow.

Now you have the opportunity to support this ministry and target your sponsorship dollars to a loyal audience through a proven media channel.



## Who's Listening

Research shows the number of persons 18+ listening to "Make Mine Southern" on KKOW-AM Sunday's from 6am to 8am is 2700 in the metro area. MMS target audience age group is 40+.

Source: Arbitron Ratings

## About KKOW-AM

KKOW has been a tradition in radio in the area since 1936. During daytime hours 860 AM reaches Kansas City, Branson, Tulsa and Wichita. For years listeners have tuned to 860 Am for extensive local weather coverage, farm news, local news, music and sports from the high school level on up.

Listeners know their announcers' voices. But, they also recognize their faces from the countless community events they're proud to be a part of every year.



## About KNEO-FM



Located in Neosho, MO., KNEO has broadcast the good news of Jesus Christ for over 20 years. Their mission is clear:

Impact society, Never compromise the message of the Gospel, and be Flexible with the methods used to get the Word out. At KNEO, the Word stands firm and from that they broadcast daily.

KNEO can be found on FM frequency 91.7.

MMS can be heard two times per week. 11pm Sunday evenings and 10pm each Monday.

## Where You Will Reach

### Broadcast Coverage Map

